

# BALIKESİR

## I. International Balıkesir Tourism Congress

**18-20**

April 2024



# PROCEEDINGS BOOK

HOSTED BY



University of  
Applied Sciences



**Balıkesir**  
KENT KONSEYİ



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# I. INTERNATIONAL BALIKESIR TOURISM CONGRESS 18-20 APRIL 2024



## FOREWORD

We are very pleased to share the proceedings book of the I. International Balıkesir Tourism Congress hosted by Balıkesir University Faculty of Tourism. This congress is an important platform where academic studies, sectoral analyses, and innovative approaches addressing various dimensions of the tourism sector are brought together.

The tourism sector has great importance in terms of economic development and cultural interaction. People's desire to get away from the stress and monotony of business life increases the demand for tourism and this situation creates the need for continuous innovation and development in the sector. The papers presented in our congress aim to bring solutions to tourism problems and to discuss innovative practices in the sector.

Balıkesir Province is one of the important tourism destinations of Turkey with its natural beauties and historical heritage. Balıkesir, which has many touristic values such as the oxygen richness of Mount Ida, thermal water resources, and underwater diving opportunities, attracts the attention it deserves both in the academic world and in the tourism sector with this congress. We believe that our congress will further highlight the tourism potential of Balıkesir.

I would like to thank everyone who brought together these valuable studies and contributed to the organization of our congress, especially the Dean Prof. Ahmet KÖROĞLU. I hope that I. International Balıkesir Tourism Congress will make significant contributions to the academic world and the tourism sector, and I hope that the papers will be inspiring and guiding.

**Prof. Yücel OĞURLU**  
**Rector of Balıkesir University**





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## DIGITAL AND SUSTAINABLE INNOVATION ECOSYSTEMS: A SUGGESTION FOR HOTEL BUSINESSES

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### ABSTRACT

Innovation ecosystems, which aim to develop new products, services or processes, provide significant benefits such as, richness and diversity of stakeholders, as well as greater interaction between stakeholders, the use of digitalization in ensuring this interaction, creating a more innovative atmosphere and reaching niche markets. It can be stated that the existence of a sustainable, flexible and reliable innovation ecosystem depends on a framework that includes how the actors, roles, interaction, information cycle and the open innovation paradigm will be supported by digital transformation and the way the outputs are defined. The study aims to create a qualitative strategy tool to define how a sustainable, flexible and reliable innovation ecosystem will be supported by digital transformation infrastructure and what the outputs can be. The study is an example of research that integrates conceptual themes. For this purpose, the Digital and Sustainable Innovation Ecosystem Framework (DSIEF) was developed using the integrative literature review method. The originality and uniqueness of the study is due to the framework proposed in the study that models interactions and relationships between actors, roles, information cycle and the open innovation paradigm in creating new products and services using digital technologies to create value. In the study, the framework structured with a design-oriented approach is presented, all its components are defined and all details regarding the manipulation of the ecosystem are explained. It is recommended that future research conduct empirical studies to test the integrated model developed in this conceptual study.

**Keywords:** Innovation Ecosystem, Digitalization, Digital Innovation Ecosystem, Sustainability, Hotel.

### 1. Introduction

Innovation has become a cornerstone of success for organizations in today's fast-paced and dynamic business environment. Understanding the importance of innovation has led businesses to work on this subject and collaborate. With the emergence of ecosystem-based innovation models that put cooperation and communication between stakeholders at the core of the process, innovation actors have found a more effective way to transform tacit knowledge into explicit knowledge and obtain innovation outputs. Academic research has kept up with the trend towards ecosystem-based innovation. Ecosystems, by their general structure, are environments that enable different businesses or organizations to develop their capabilities together around an innovation. Stakeholders within the ecosystem work collaboratively and competitively to support new products, meet customer needs, and incorporate the results into subsequent innovation processes. Innovation ecosystems, which aim to develop new products, services or processes, provide significant benefits such as, richness and diversity of stakeholders, as well as greater interaction between stakeholders, the use of digitalization in ensuring this interaction, creating a more innovative atmosphere and reaching niche markets.

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Research that adopts an ecosystem-based innovation approach has revealed a list of notable considerations that apply in this environment. For example, managers have been advised to consider modularity within the ecosystem (Baldwin, 2008); the relevant structure through which value is created in the ecosystem (Adner & Kapoor, 2010); (potential) network effects resulting from ecosystem composition (Williamson and De Meyer, 2012 ); strategies to align actors with the value proposition of the ecosystem (Walrave et al., 2018); interfaces of cooperation between parties (Davis, 2016); types of complementarities between different actors (Jacobides et al., 2018); the impact of the characteristics of the actors involved on their relative bargaining power and the likelihood of these actors contributing in a desired way (Adner, 2006 ; Autio & Thomas, 2014 ); the risk and value trade-off that comes with involving more (or less) interdependent actors involved in the innovation process (Adner and Feiler, 2017); and the potentially asymmetric interdependence of actors and the effects of such interdependence on their behavior (Jacobides et al., 2018). The underlying assumption in these recommendations is that managers make decisions on ecosystem strategy based not only on what ecosystems are like in general, but also on what the specific ecosystem of their innovation will (be) like (Adner, 2006, 2012; Williamson & De Meyer, 2012).

Although knowledge about how an innovation ecosystem functions is well established in previous studies, (Adner, 2012, 2017; Jacobides et al., 2018; Walrave et al., 2018), there is not yet a comprehensive approach to strengthening this ecosystem within the digital area with a complex network of heterogeneous social and technical elements, which is developed together over time and is used to refer to technological settings, methodologies, concepts, business application areas, organizations, and complex institutions contexts (Chae, 2019). It can be stated that the existence of a sustainable, flexible and reliable innovation ecosystem depends on a framework that includes how the actors, roles, interaction, information cycle and the open innovation paradigm will be supported by digital transformation and the way the outputs are defined. Thus, the need to structure the innovation ecosystem with an approach supported by the open innovation paradigm actor interactions, information cycle and digital transformation infrastructure becomes more and more critical for businesses. To fill this gap, this study seeks to answer the following research question: define how a sustainable, flexible and reliable innovation ecosystem will be supported by digital transformation infrastructure and what the outputs can be? In this context, the study aims to create a qualitative strategy tool to define how a sustainable, flexible and reliable innovation ecosystem will be supported by digital transformation infrastructure and what the outputs can be.

The study is an example of research that integrates conceptual themes. In doing so, we integrate the views and implications arising from recent scholarly work on ecosystems and various components of digital technologies and pattern the digital innovation ecosystem concept for both practical and academic use. For this purpose, the Digital and Sustainable Innovation Ecosystem Framework (DSIEF) was developed using the integrative literature review method. The originality and uniqueness of the study is due to the framework proposed in the study that models interactions and relationships between actors, roles, information cycle and the open innovation paradigm in creating new products and services using digital technologies to create value. The DSIEF also presents how the digital transformation infrastructure, structured with the open innovation paradigm, transforms tacit knowledge into explicit knowledge by enabling actor interaction. This transformation environment supported by digital transformation tools also enables the rapid integration of digital developments and the innovation ecosystem to remain dynamic.

The study proceeds as follows. We first carefully examine the existing literature and then synthesizes information from the literature to create a new conceptual framework. In the study, DSIEF structured with a design-oriented approach is presented, all its components are defined and all details regarding the manipulation of the ecosystem are explained. It is recommended that future research conduct empirical studies to test the integrated model developed in this conceptual study.



## 2. Literature Review

### 2.1. The concept of innovation ecosystem and its characteristics

There are many different views on defining innovation ecosystems. Some definitions in the relevant literature are as follows:

“The collaborative arrangements through which firms combine their individual offerings into a coherent, customer-facing solution” (Adner, 2006).

*“An innovation ecosystem is a network of interconnected organizations, organized around a focal firm or a platform, and incorporating both production and use side participants, and focusing on the development of new value through innovation”* (Autio & Thomas, 2014).

*“The inter-organizational, political, economic, environmental, and technological systems of innovation through which a milieu conducive to business growth is catalyzed, sustained and supported.”* (Rubens, Still, Huhtamäki & Russell, 2011).

These definitions provide various perspectives on the concept of innovation ecosystems, highlighting common themes such as collaboration, networked interactions, and value creation.

Innovation ecosystem is a dynamic and complex system where ideas, knowledge, technologies, and resources flow and interact to drive innovation and economic growth. The components of an innovation ecosystem typically include various stakeholders and entities that contribute to the creation, diffusion, and commercialization of innovations. According to OECD (2018) innovation ecosystems are characterized by five key stakeholders: Entrepreneur, University, Risk Capital, Corporate and Government.

The organizations that constitute the National Innovation Ecosystem regarding the production, dissemination, storage and use of scientific and technological information are evaluated by the OECD (1999) as Governments, Universities - Public Research Organizations - R&D Institutions, Companies, Financing Institutions and Intermediary Institutions. Here are some key components of innovation ecosystems:

- **Government:** Governments play a crucial role in shaping innovation ecosystems through policies, regulations, funding initiatives, and infrastructure development. They often provide support for research and development, technology commercialization, and entrepreneurship (Mowery & Nelson, 1999).
- **Industry:** Industries encompass a diverse range of organizations, including large corporations, small and medium-sized enterprises (SMEs), startups, and industry associations. They contribute expertise, resources, and market demand to the innovation ecosystem (Teece, 2010).
- **Academia:** Universities, research institutions, and educational programs are key contributors to innovation ecosystems. They generate new knowledge through research, train skilled professionals, and collaborate with industry and government to transfer technology and expertise (Etzkowitz & Leydesdorff, 2000).
- **Entrepreneurs:** Entrepreneurs are individuals or groups who identify opportunities, develop innovative solutions, and create new ventures. They drive disruptive innovation by introducing new products, services, and business models to the market (Shane & Venkataraman, 2000).
- **Investors:** Investors, including venture capitalists, angel investors, and corporate investors, provide funding and support to innovative ventures. They play a critical role in financing early-stage startups, facilitating growth, and enabling technology commercialization (Gompers, & Lerner, 2001).

- **Support Organizations:** Support organizations such as incubators, accelerators, innovation hubs, and technology transfer offices provide infrastructure, mentorship, networking opportunities, and other resources to startups and entrepreneurs (Clarysse et al., 2014).

These components interact and collaborate within the innovation ecosystem to facilitate the flow of ideas, knowledge, technologies, and resources, ultimately driving economic growth and societal progress. The effectiveness of an innovation ecosystem often depends on the level of collaboration, coordination, and support among its various stakeholders.

The innovation ecosystem encompasses various factors and characteristics that foster creativity, collaboration, and the development of groundbreaking ideas. These are the characteristics of the innovation ecosystems:

- **Collaboration and co-creation:** Collaboration and co-creation are essential elements of the innovation ecosystem that bring together diverse perspectives, expertise, and resources to generate innovative solutions. By fostering collaboration both internally and externally, organizations can leverage the collective knowledge and insights of individuals and partners to drive creativity and innovation (West & Bogers, 2014).
- **Openness and connectivity:** Openness and connectivity are critical characteristics of the innovation ecosystem that promote the free flow of information, ideas, and resources. Organizations that embrace openness and connectivity create an environment where knowledge sharing, experimentation, and cross-pollination of ideas are encouraged. This interconnectedness enables organizations to tap into external networks, ecosystems, and markets to access new opportunities and drive innovation (Chesbrough, 2003).
- **Risk-taking and experimentation:** Risk-taking and experimentation are fundamental traits of the innovation ecosystem that enable organizations to push boundaries, challenge the status quo, and test new ideas. By fostering a culture that encourages calculated risk-taking and experimentation, organizations can create a space where failure is viewed as a learning opportunity and innovation thrives (Kuratko, 2005).
- **Adaptability and agility:** Adaptability and agility are key characteristics of the innovation ecosystem that allow organizations to respond swiftly to changing market conditions, customer preferences, and technological advancements. Organizations that prioritize adaptability and agility can pivot quickly, adjust strategies, and capitalize on emerging opportunities to stay ahead of the competition (Jannah, 2021).
- **Diversity and inclusivity:** Diversity and inclusivity are essential components of the innovation ecosystem that foster a culture of creativity, collaboration, and respect for different perspectives. By embracing diversity in terms of backgrounds, experiences, and viewpoints, organizations can cultivate an inclusive environment where all individuals are valued and empowered to contribute to innovation (Herring, 2009).
- **Customer-Centricity:** Customer-centricity is a fundamental characteristic of the innovation ecosystem that places the customer at the center of the innovation process. By understanding customer needs, preferences, and pain points, organizations can design products, services, and experiences that truly resonate with their target audience and drive customer loyalty (Ulrich et al., 2020).

## 2.2. Creating Innovation Ecosystem

In a world of increasingly specialized organizations, a single firm often does not have the resources to fully develop and commercialize a complex value proposition (Appleyard & Chesbrough, 2017; Kapoor and Furr, 2015). Therefore, firms often need to rely on other actors in innovation ecosystems to create an ecosystem-wide value proposition (Adner, 2012) that emerges when the individual contributions of different actors are combined (Hannah & Eisenhardt, 2017). This poses many new challenges for managers of these companies. Because each innovation ecosystem is unique and involves multiple participants with complex relationships, it is often useful to create an 'innovation ecosystem map' (Bigbangpartnership, 2024; Talmar et. al., 2020, p.1). On the one hand, the

interdependence in ecosystem relationships limits companies; for example, it delays the launch of new products/services until complements from ecosystem actors are available (Dattée et al., 2018; Overholm, 2015). On the other hand, companies can leverage ecosystem relationships to create higher value by taking advantage of synergies and network effects resulting from complementarities between actors (Adner and Feiler, 2017; Clarysse et al., 2014). To create an innovation ecosystem, start with these steps (Bigbangpartnership, 2024):

1. Establish a clear purpose, vision and value proposition for the ecosystem; remember that the ecosystem can improve as more partners join. But before you talk to potential partners, you need to have some ideas.
2. Visually plan the first phase of the innovation ecosystem, including everyone you need in the early stages. But don't involve too many or too few people too soon. Make it manageable with enough people to gain early traction.
3. Talk to members you think should be on your side from the start to gain their support and loyalty.
4. Host your first innovation ecosystem session. This could be an innovation sprint or workshop where you will collaborate on how to move forward to create a successful, thriving innovation ecosystem.

The innovation ecosystem map is a visual representation of all stakeholders directly and indirectly involved, showing their relative importance, connections and relationships with each other. The map also includes the value proposition of the innovation ecosystem, how collaborative innovation aims to add collective value to the success of participants, the activities required to achieve them, the resources and potential risks needed, and the associated management actions (Bigbangpartnership, 2024). An example of an innovation ecosystem map is the Ecosystem Pie Model tool which is developed by Talmar et al. (2020). They develop a strategy tool for mapping, analyzing, and designing (i.e., modeling) innovation ecosystems. They distill from the scientific literature the structures and relationships that show how actors in an ecosystem interact to create and capture value. They placed these elements into a visual strategy tool called the Ecosystem Pie Model (EPM), accompanied by comprehensive implementation guidelines (Talmar et al., 2020, p. 1).

Mapping your innovation ecosystem can provide you with several benefits, such as gaining a comprehensive perspective on your innovation context and dynamics. You can identify and evaluate key actors, activities and resources that influence your innovation results. It is also possible to discover and prioritize gaps and needs that hinder or support your innovation processes and goals. You can also use mapping to align and communicate your innovation strategy with stakeholders and partners, as well as track and evaluate your innovation progress and results (Linkedin, 2024).

Although the idea that one can deliberately attempt to manipulate an innovation ecosystem is now well established (Adner, 2012, 2017; Jacobides et al., 2018; Walrave et al., 2018), there is not yet a comprehensive approach to strengthening this ecosystem within the digital area with a complex network of heterogeneous social and technical elements, which is developed together over time and is used to refer to technological settings, methodologies, concepts, business application areas, organizations, and complex institutions contexts (Chae, 2019). In order to fill this gap, the study aims to create a qualitative strategy tool to define how a sustainable, flexible and reliable innovation ecosystem will be supported by digital transformation and what the outputs can be.

### 2.3. Digital Innovation Ecosystem

The emergence of the interconnectedness of digital enterprises and the innovation ecosystem gives rise to a potentially important new context for entrepreneurship (von Briel et al., 2018; Nambisan et al., 2019), hereafter referred to as the concept of the digital innovation ecosystem. The concept of digital innovation ecosystem has become one of the focal concepts used in several recent studies, where

digital product and service innovation is considered as a process of restructuring or recombining existing resources available in the ecosystem (Kahre et al., 2017; Chae, 2019; Øvrelid and Kempton, 2020). Likewise, the digital innovation ecosystem models interactions and relationships between companies and stakeholders in creating new products and services using digital technologies to create value (Suseno et al., 2018; Wang, 2021).

Digital innovation can grow and develop within the innovation ecosystem. Digital innovation is the creation of new goods, services, processes and business models through the development and use of digital technology (Nambisan, 2017; Li et al., 2022). This definition simultaneously highlights two important components. First, digital innovation is built on the integration of various digital technologies, which can be divided into four categories: information, computing, communication and network technologies. Second, the results of digital innovation efforts include digital products, processes, organizations, and business models (Li et al., 2022).

The term digital innovation ecosystem refers to the concept of an innovation ecosystem in the digital field with a complex network of heterogeneous social and technical elements, developed together over time and used to express technological environments, methodologies, concepts, business practices, fields, organizations and complex institutions (Chae, 2019). The digital innovation ecosystem is also considered as an analytical framework that connects the digital entrepreneur and the innovation ecosystem. It is a dynamic collection of interdependent actors and the resources they use to innovate with digital technology (Wang, 2021). It consists of components such as business actors, customers, suppliers, and complementors (other business actors, government, universities, banks, investors, social communities, and information media) (Chae, 2019; Beltagui et al., 2020; Elia et al., 2020; Beliaeva et al., 2020). It builds on the more networked nature of the digital entrepreneur and adopts a holistic and multi-level perspective by analyzing it across the entire innovation ecosystem (Beliaeva et al., 2020).

The digital innovation ecosystem is continuously evolving with the rapid advancement of technology, and various components such as big data, cloud computing, digital immune systems, the World Wide Web, ethical technology, virtual reality, augmented reality, mixed reality, social media, and local-based platforms are playing vital roles in driving innovation across different industries. The components of the digital innovation ecosystem are explained in detail below.

- **Big Data and Cloud Computing:** Big data and cloud computing are two interconnected components that are transforming the way organizations collect, store, and analyze data. Big data allows organizations to make data-driven decisions by analyzing large volumes of data, while cloud computing provides scalable and cost-effective ways to store and process this data (Manyika et al., 2011). Together, big data and cloud computing enable organizations to gain valuable insights, optimize processes, and drive innovation through data-driven strategies (Gamidullaeva et al., 2020).
- **Digital Immune System:** A digital immune system is a cybersecurity approach that uses artificial intelligence and machine learning algorithms to detect, prevent, and respond to cyber threats in real-time (George et al., 2023). By continuously monitoring network traffic and behavior patterns, digital immune systems can protect organizations from cyber-attacks, data breaches, and other security threats. This proactive approach to cybersecurity is essential in safeguarding sensitive data and maintaining the trust of customers and stakeholders (Intone, 2023).
- **World Wide Web:** World Wide Web has revolutionized communication, collaboration, and information sharing on a global scale (Berners-Lee et al., 2001). It has connected people, organizations, and devices across the world, enabling seamless access to information and resources. The World Wide Web serves as a platform for innovation, entrepreneurship, and creativity, providing endless opportunities for collaboration and growth (Karakas, 2009).



- **Ethical Technology:** As technology continues to advance, ethical considerations become increasingly important. Ethical technology refers to the responsible use of technology that considers the impact on society, the environment, and future generations (Floridi, 2014). Organizations must prioritize ethical considerations in the design, development, and deployment of technology to ensure that innovations benefit society while minimizing potential harm (Arenal et al., 2020).
- **Virtual Reality, Augmented Reality and Mixed Reality:** Virtual reality, augmented reality, and mixed reality are immersive technologies that create interactive and engaging experiences for users. These technologies are transforming industries such as healthcare, education, gaming, and marketing by enabling virtual simulations, enhancing training programs, and creating innovative customer experiences. Virtual reality, augmented reality, and mixed reality are driving innovation by unlocking new possibilities and redefining how we interact with digital content (Schuir et al., 2020).
- **Social Media and Local-Based Platforms:** Social media platforms and local-based platforms have become essential components of the innovation ecosystem, facilitating communication, collaboration, and networking on a global and local scale (Kaplan & Haenlein, 2010). Social media platforms allow individuals and organizations to connect, share information, and engage with customers and stakeholders in real-time. Local-based platforms utilize location-based services to connect users with businesses, services, and events in their vicinity, enabling personalized and targeted interactions. These platforms enable organizations to reach a diverse audience, build brand awareness, and drive engagement through digital channels.

The components of the digital innovation ecosystem - big data, cloud computing, digital immune systems, the World Wide Web, ethical technology, virtual reality, augmented reality, mixed reality, social media, and local-based platforms - are driving transformative changes across industries. By harnessing the power of these components, organizations can gain insights, optimize operations, enhance cybersecurity, create engaging experiences, and connect with audiences on a global and local scale. As technology continues to advance, it is essential for organizations to prioritize ethical considerations and leverage innovative technologies to drive sustainable growth and positive impact.

### 3.Method

This study, is an example of integrated conceptual research, as defined by “a literature review is often conducted before integrating or synthesizing existing concepts” (Xin et al., 2013, p. 79). Integrative literature review was preferred as the research method to form the basis of the developed integrative model, as the research topic is relatively new and is pointed out as a particularly useful research method when there is no comprehensive literature on the subject yet (Torraco, 2005). The main difference between a systematic review and an integrative review is the types of studies included in the review. Unlike systematic reviews, which focus primarily on quantitative findings or qualitative research, integrative reviews can encompass any study design. Methods for integrative reviews are less clear-cut than for systematic reviews (Henly, 2015). Additionally, integrative reviews are expected to convey knowledge from the literature through a model or conceptual framework that offers a new perspective on the subject (Torraco, 2005). Therefore, conducting an integrative literature review is relevant to creating the DSIEF.

The integrative review method adopted in the study and outlined by Torraco (2005) includes the following activities: defining the importance of the research problem, collecting research literature, data analysis, and synthesizing the data to create a new model or conceptual framework. The data used for this study consists of the literature dealing with innovation ecosystem and technological components in digital field: The number of studies dealing with all or some of these concepts in the innovation ecosystem and digital innovation ecosystem literature is quite limited. Although some of these studies try to develop a model, these models do not focus on the components of the digital innovation ecosystem and the relationships between these technologies and the key roles between them in order to improve the innovation ecosystem with digital technologies by synthesizing the literature on these technologies.

Therefore, this study started by first defining the importance of the research problem and then collecting the literature covering the basic concepts and components related to the digital innovation ecosystem. Literature was collected using Web-based search tools such as Google Scholar and Web of Science. The literature material consists of both theoretical and empirical studies and books, and the research process went through several rounds of literature research and critical analysis. Based on the first round, the conceptual framework and structure were outlined, and the model was synthesized; its layers and elements were elaborated and refined based on subsequent rounds and during the iterative data analysis process. The research and analysis process continued until data saturation was reached.

#### 4. Findings, Model Suggestion and Implications

It can be stated that the existence of a sustainable, flexible and reliable innovation ecosystem depends on a framework that includes actors, roles, interaction, information cycle, how the open innovation paradigm will be supported by digital transformation and the way the outputs are defined. Figure 1 shows that the DSIEF design proposed in this study has a feature that associates all the mentioned elements with high-quality innovative outputs and uses digital transformation tools to produce information. DSIEF establishes a relationship between the main actors of the innovation ecosystem, digital transformation and innovative outputs supported by open information. This relationship enables the transformation of implicit knowledge into explicit knowledge with the open innovation paradigm and the support of platforms and opportunities offered by digital tools. Thus, it offers an approach to producing innovation ecosystem outputs in a range from incremental innovation to disruptive innovation.

Figure 1: Digital & Sustainable Innovation Ecosystem Framework (DSIEF)



Source: Authors

DSIEF initiates the innovation ecosystem with the interaction between actors. These actors consist of official authority, businesses, education, research, finance and other stakeholders. Official authority refers to global tourism actors and national tourism authorities. Global actors play a role in determining the direction of the global tourism ecosystem. These actors also play a role in creating insights into the institutional structure of the global tourism ecosystem, the effects of trends on it, and its future.

The national tourism actor plays a role in both evaluating the outputs produced by global actors and structuring the national tourism innovation ecosystem. The national tourism actor monitors and supervises the network of cluster actors producing information with the digital transformation and open innovation paradigm. It also plays a role in creating policies to disseminate this knowledge and turn it into innovative outputs.







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## SUSTAINABILITY AT TOURISM EDUCATION: A REVIEW OF TOURISM MANAGEMENT PROGRAMS IN TURKEY

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### ABSTRACT

The effective role of tourism students who will play an effective role in future tourism activities can be achieved with the development of sustainability awareness and behavior in sustainable tourism understanding. One of the methods used to establish this understanding is education. The aim of the study is to evaluate the courses related to sustainable tourism in Tourism Management Programs that provide education within the scope of Tourism Faculties in Turkey. For this purpose, basic information about the course in programs with sustainable tourism courses (status of the course, credit/ECTS credit of the course, semester of the course, name of the course, measurement and evaluation methods used in the course, content of the course) was examined within certain criteria. In the scope of the study, the data were collected from the websites of the Tourism Management Programs of the Universities, which are included in the Higher Education Program Atlas. Descriptive statistics and word cloud analysis were used in the analysis of the data obtained. As a result of the study, it was observed that there are 40 Tourism Faculty Tourism Management Programs in 36 State Universities in Turkey. It was determined that sustainable tourism courses are offered in 32 Tourism Management Programs from these universities. It was observed that the course is generally given as 3 ECTS credits and as an elective course. It is one of the findings reached that course credits are balancedly distributed as two and three credits. It was also determined that the course generally takes place in the sixth semester and the course name stands out as "Sustainable Tourism". It was determined that predominantly mid-term and final exam methods are used in the assessment of the course. Finally, recommendations were made regarding the necessity of including sustainable tourism course in formal education and the awareness it will create in students in the study.

**Keywords:** Sustainable Tourism Education, Tourism Education, Turkey.

### 1.Introduction

In the 1970s, under the leadership of international organizations such as the United Nations and the World Bank, the concepts of "sustainability" and "sustainable development" emerged to prevent damage to the environment and natural resources. These concepts became a topic of discussion in various meetings (Sarkım, 2008). In the 1987 report known as "Our Common Future" by the World Commission on Environment and Development, sustainable development was defined as "meeting the needs of the present without compromising the ability of future generations to meet their own needs."

The understanding of sustainability, which initially started with a focus on development, has impacted all sectors, with its reflection on tourism being realized as sustainable tourism. Tourism, one of the world's fastest-growing industries, is also an industry with significant environmental impacts. Therefore, achieving sustainable tourism seems to be an integral part of achieving sustainable development (Gough and Scott, 1999). The United Nations World Tourism Organization defines sustainable tourism as an understanding based on meeting the current and future needs and expectations of the environment, visitors, the tourism sector, and local communities (UNWTO, 2005). Sustainable tourism has a guiding aspect towards other forms of tourism. Moreover, criticisms from various aspects

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responsibility of producing graduates who are aware of these issues. The need for "hospitality and tourism ethics" arises from the fact that the lodging and tourism industry is one of the largest industries globally, with significant impacts on the places where it operates (Boley, 2011:9).

Numerous studies have been conducted in tourism literature regarding sustainability education in tourism (Barber, Deale, and Goodman, 2011; Deale and Berber, 2012; Boley, 2011; Millar and Park, 2013; Mascordo, 2015; Camargo and Gretzel, 2017; Akıncı, Yurcu, and Ekin, 2018; Varnacı Uzun, 2019; Bowan and Dallam, 2020; Zhang and Tavitiyaman, 2022; Kim, 2023). Some of these studies (Deale, Elders, and Jacques, 2010) focus on the content of sustainable tourism, while others concentrate on how sustainability can be taught (Jamal, Taillon, and Dredge, 2011; McGrath, Lockstone-Binney, Ong, Wilson-Evered, Blaer, and Whitelaw, 2021; Tavitiyaman and Zhang, 2022; Chen, Pei, Jeronen, Wang, and Xu, 2022). Additionally, there are studies investigating the barriers to sustainability education in tourism curriculum (Wilson and von der Heidt, 2013).

The study conducted by Deale, Nichols, and Jacques (2009) regarding course content contains significant findings. According to the results of the study conducted with participants from different countries, including members of the International Council on Hotel, Restaurant, and Institutional Education (ICHRIE), environmental sustainability issues are among the most frequently taught topics. Following this, sustainable tourism design, waste management, economic sustainability, cultural conservation, and sustainability are addressed. The study also reveals that the teaching methods predominantly include lectures and discussions. Additionally, case studies, guest speakers, field trips, and service-learning projects are employed. Assessment methods include student presentations, tests or quizzes, group assignments and/or projects, individual essays or projects, and student journals (Deale, Nichols, and Jacques, 2009, p. 38).

Barber, Deale, and Goodman (2011) conducted a study aimed at developing a curriculum model to enhance sustainability in lodging education. This study evaluated the perspectives on environmental sustainability of three stakeholders: students, educators, and industry professionals. As a result, the importance of sustainability in lodging curriculum has led to recommendations regarding the content of the course and pedagogical approaches.

Wilson and von der Heidt (2013) identified three main themes regarding the obstacles to integrating sustainability into the curriculum based on findings from a study on sustainability education. These themes are a crowded curriculum, resistance from staff and students towards sustainability, and the complexity of a multi-campus institution.

Millar and Park (2013) conducted a study to determine the perspectives of lodging sector managers in Northern California regarding sustainability in education. The study found a consensus among managers that sustainability should be included in lodging curriculum as it is becoming a new standard in the hospitality industry. Managers also emphasized that students should learn about sustainability comprehensively rather than focusing solely on one dimension (i.e., environmental preservation). The authors suggested that updating and making lodging curriculum more progressive is necessary to help students benefit from conceptual and practical competencies in sustainability based on the research findings.

Chen et al. (2022) conducted a study with the aim of providing a comprehensive perspective on how sustainable development and tourism education are taught and learned in higher education institutions. The study recommended the implementation of collaborative and interdisciplinary learning in sustainable tourism education, as well as the use of problem-based and experiential learning methods to promote sustainability.

Kim (2023) determined the sustainability levels of hospitality and tourism students in their study and examined the relationships between factors such as program satisfaction, engagement, and career intentions. The study concluded that the development of curricula in hospitality and tourism programs and the introduction of sustainability content would be effective in providing the best educational environment.

Civelek (2023) evaluated the perspectives of tourism students on sustainable tourism in their study. Categories of metaphors generated regarding sustainable tourism were identified as "aspects related to nature," "aspects related to conservation and development," "abstract aspects," "aspects related to the economy," "aspects related to life," "aspects related to experience," and "aspects related to place." Participants frequently expressed aspects related to "conservation and development" regarding sustainable tourism. Considering all these studies, the relatively limited research on sustainable tourism courses in undergraduate programs in Turkey indicates a gap in the literature. Therefore, the structure of courses related to sustainable tourism in Tourism Faculties over the four-year education period has been examined.

### 3. Methodology

The study aims to evaluate the courses related to sustainable tourism in the Tourism Management Programs of state universities in Turkey. For this purpose, fundamental information regarding the courses in programs that include sustainable tourism courses has been examined within certain criteria. These criteria are as follows:

- Status of the course
- Credit/ECTS credit
- Semester
- Name of the course
- Assessment and evaluation methods
- Course content

The data obtained in the study were collected from the websites of the Universities' Tourism Management Programs within the scope of the Higher Education Program Atlas. The Higher Education Program Atlas is a system developed by the Council of Higher Education (YÖK) to support candidates in making more "informed decisions" when preparing for the Higher Education Institutions Examination (YKS) and choosing universities and professions (<https://yokatlas.yok.gov.tr/>).

The study was conducted in the Tourism Management Programs of 40 Tourism Faculties of 36 State Universities listed in the Higher Education Program Atlas. It was determined that sustainable tourism courses were offered in 32 Tourism Management Programs. The basic information of these courses was transferred to Microsoft Excel program in digital format. Subsequently, these courses were analyzed through the criteria. The findings obtained from descriptive analysis were tabulated with frequencies (f) and percentages (%). Additionally, the most frequently recurring words were visualized using WordArt online word cloud software.

In the study, descriptive statistics were used to determine the status of the course, its credits/ECTS credits, semester, name, and assessment/evaluation criteria. Word cloud analysis was employed to determine the course content criteria. The word cloud analysis utilized allows for a better understanding of the general context of highly used words compared to others. Moreover, it enables researchers to present themes derived from the data using visual materials (Williams, Parkes, and Davies, 2013: 45; De Paolo ve Wilkinson, 2014). The purpose of visualization is to facilitate a simple understanding of the data obtained from the research. Word cloud analysis is a successful technique in

adding an artistic and social dimension to the expression of interconnected words in the content of the subject under study (Koh et al., 2010: 1991).

#### 4. Findings

In this section of the study, descriptive statistical information and a word cloud image related to the sustainable tourism course in the Tourism Management Program of 40 Tourism Faculties at 36 State Universities in Turkey have been provided. The findings obtained from the study were discussed in terms of the status of the course, its credits/ECTS credits, semester, course name, assessment and evaluation methods used in the course, and course content dimensions. Descriptive statistics regarding the sustainable tourism courses included in the Tourism Management Programs of Tourism Faculties are presented in Table 1.

Table 1: Descriptive Statistics for the Sustainable Tourism Courses

Variables		Frequency	Percentage
Status	Compulsory	12	37,5
	Elective	20	62,5
Credit	2 Credits	15	46,8
	3 Credits	17	53,1
ECTS credit	2 ECTS	4	12,3
	3 ECTS	11	34,3
	4 ECTS	6	18,7
	5 ECTS	8	25
	6 ECTS	3	9,3
Semester	1 Semester	2	6,2
	2 Semester	1	3,1
	3 Semester	2	6,2
	4 Semester	3	9,3
	5 Semester	3	9,3
	6 Semester	9	28,1
	7 Semester	6	18,7
	8 Semester	6	18,7
Name of the course	Sustainable Tourism	25	78,1
	Sustainability at Tourism	2	6,2
	Sustainable Tourism and Environment	1	3,1
	Tourism and Sustainability	1	3,1
	Sustainable Destination Management	1	3,1
	GIS at Sustainable Tourism Management	1	3,1
	Sustainable Gastronomy	1	3,1
Assessment and Evaluation	Midterm and Final exam	29	0,91
	Not specified	3	0,09

When examining the statistical information regarding the sustainable tourism course presented in Table 1, it was determined that 62% of the courses related to sustainable tourism were elective, while 37% were compulsory. It was observed that the credits for these courses were mostly 3 credits and 2

credits. The values corresponding to ECTS credits for these courses were concentrated at 3 ECTS with 34.3%, and other ECTS loads were listed as 5 ECTS, 4 ECTS, 2 ECTS, and 6 ECTS. It emerged that most universities (78.1%) included the course under the title "Sustainable Tourism" in their curricula. Additionally, names such as "Sustainability in Tourism", "Sustainable Tourism and Environment", "Tourism and Sustainability", "Sustainable Destination Management", "Geographic Information Systems in Sustainable Tourism Management", and "Sustainable Gastronomy" were also used for this course in curricula. It was found that the course was mainly evaluated in the form of midterm and final exams in 29 Tourism Management Programs. Additionally, the assessment and evaluation information for the course could not be accessed in three programs.

The contents of the courses related to sustainable tourism in the Tourism Management Programs of Tourism Faculties are shown in Table 2.

Table 2. Findings Regarding Sustainable Tourism Course Contents

✓ <b>Overtourism</b>	✓ <b>Carrying Capacity</b>
✓ <b>Wastes</b>	✓ Local community and Sustainability
✓ <b>Destination and Sustainability</b>	✓ Sustainable and Gastronomy
✓ <b>Sustainable Tourism Projects Worldwide and in Turkey</b>	✓ Marketing Sustainable Tourism
✓ <b>Economy and Sustainable Tourism</b>	✓ Planning for Sustainable Tourism
✓ <b>Development and Sustainability</b>	✓ Sustainable Touristic Product and Service
✓ <b>Conceptual Framework</b>	✓ Certification
✓ <b>Sustainable Tourism and Natural Heritage</b>	✓ Environmental Practices in Tourism Enterprises
✓ <b>Green products and green hotels</b>	✓ National and International Environment Standards
✓ <b>Renewable Energy Sources of Turkey</b>	✓ Cultural Dimension of Tourism
✓ <b>Consumers, Motivation and Classification</b>	✓ Touristic Consumption

When evaluating the findings regarding the content of sustainable tourism courses presented in Table 2, it is observed that topics covering the three dimensions of sustainability: economic, environmental, and social, are included. A word cloud analysis, conducted to identify the most frequently recurring topics among these, is presented in Figure 1.



Figure 1. Wordcloud for Sustainable Tourism Course Contents



The word cloud in Figure 1 visualizes the distribution of the main topics predominantly addressed in the content of sustainable tourism courses examined in the study. Among the sustainable tourism courses offered in 32 Tourism Management Programs, the most frequently recurring topics were Conceptual Framework (n=113), Environmental Practices in Tourism Enterprises (n=39), Sustainable Tourism Planning (n=36), Carrying Capacity (n=24), Sustainable Tourism Projects Worldwide and in Turkey (n=16), and Development and Sustainability (n=14).

## 5. Discussion And Conclusion

The tourism sector, being a catalyst for development, plays a significant role in the integration of sustainability into higher education. Rapid changes in society and the business environment require the learning and adoption of new competencies, such as knowledge and skills related to sustainability, in the hospitality industry (Millar and Park, 2013). The increasing importance of sustainability in the tourism industry and the need for students to be able to act with a sustainable tourism philosophy in the future highlights the importance of education in this regard. Based on this, this study evaluates courses related to sustainable tourism in the Tourism Management Programs of state universities in Turkey. It was found that some of these programs offer elective courses. However, the literature emphasizes the necessity of having sustainability in tourism programs (Boley, 2011; Schweinsberg, Wearing & McManus, 2013; Lund-Durlacher, 2015). Making the course mandatory could be recommended for each student to embrace sustainability. Additionally, course credits could be standardized across all programs. This way, students could take sustainability courses during their undergraduate years to become well-equipped leaders and knowledgeable about climate crisis.

As a result of the study, it has been observed that different content is present in the programs. However, it was noted that some topics (such as incorporating and integrating some issues related to agriculture, social justice, biodiversity, climate crisis, water, carbon, and ecological footprint) were not included in the curriculum. Boley (2011: 8) emphasizes the importance of structuring course content in a manner suitable for sustainability. It may be recommended to determine the content that education for sustainable tourism should have and standardize the topics to be included in university curricula.

Within this study, which evaluated the courses related to sustainable tourism in Tourism Management Programs, it was found that assessment was predominantly done in the form of exams.



However, Deale, Nichols, and Jacques (2009) indicated in their study that assessment methods for sustainability courses varied, including student presentations, tests, quizzes, group or individual assignments or projects, and student journals. It is increasingly recognized in the literature that traditional learning techniques may not be suitable for sustainability education, and there is a growing consensus that the multidisciplinary and multidimensional nature of sustainability requires a deep learning approach (Hatipoğlu, Ertuna, and Sasidharan, 2014). Therefore, successful tools used in sustainable tourism education may include group discussions that encourage listening and reflection on one's own past, debates that promote argument development, case studies, and fieldwork. Collaborative and interdisciplinary learning can be applied in sustainable tourism education, and problem-based and experiential learning methods can be used to promote sustainability (Chen et al., 2022). Furthermore, a curriculum focused on sustainability may either cover all topics through a single course or integrate sustainability into existing courses, leveraging innovative practices (Chalker-Scott and Tinnemore, 2009). As emphasized by Varnacı Uzun (2019), learning about sustainable tourism should not only involve gaining knowledge about theories related to sustainable tourism. Instead, students should be enabled to actively engage in these issues by fostering a change in their thinking towards a more sustainable tourism future.

In the current research, only undergraduate level programs have been focused on. In future studies, all programs within tourism faculties and vocational schools could be examined by including them in the scope of the study. Additionally, graduate-level tourism programs could also be investigated in terms of sustainability education.

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## BIBLIOMETRIC ANALYSIS OF FOOD, BEVERAGE AND GASTRONOMY THEMED JOURNALS IN SCIENCEDIRECT DATABASE

Murat Ödemiş<sup>1</sup>

### ABSTRACT

The names of the food, beverage and gastronomy themed journals scanned in the Sciencedirect database, the indexes they are scanned, the subjects and scope of the articles published, the number of issues published in 2023, the start and end years of the journals and article acceptance rates were examined bibliometrically in the research. In this direction, the target of the research is to designate the opportunities of academicians working in the departments of gastronomy and culinary arts, cookery, food and beverage management, etc. within the faculties and colleges of tourism to publish in these journals, whether these journals have appropriate themes for the academics of the relevant department to publish, and whether there are enough gastronomy tourism, food and beverage themed journals in the Sciencedirect database. In this study, bibliometric analysis method was utilised as a data acquisition tool. Regarding the results of the research, 48 journals publishing on related subjects were identified. A significant number of the journals are scanned in indexes such as SCIE, SCI, Scopus and ESCI. The papers accepted by the relevant journals are generally focussed on food science, food chemistry, food engineering, etc. It was determined that only one journal accepted articles on gastronomy tourism. In reference to these results, it can be alleged that academicians in tourism faculties and colleges have very low opportunities to publish in these journals because they are in different fields of science.

**Keywords:** Gastronomy, Tourism, Bibliometric Analysis, Sciencedirect.

### 1.Introduction

Today, in parallel with the growth of the tourism sector, tourism education and the academic community have also started to grow and develop significantly. However, it can be said that the growth rate of academic journals has not kept pace with the growth rate of tourism academia. In particular, the number of qualified academic journals that will enable food, beverage and gastronomy disciplines, which continue to develop and grow within the faculties and colleges of tourism, to bring together the knowledge they produce with the academic world is very limited. This deficiency is seriously felt both nationally and internationally. On the other hand, although the number of tourism-themed journals scanned in important citation indexes such as SCIE, SCI, SSCI, Scopus and ESCI is increasing day by day, the existing journals are not yet sufficient to meet the needs. In addition, these journals are generally not very favorable to gastronomy-themed publications. In Turkey, the number of tourism and gastronomy themed journals scanned in TRDİZIN database, which is among the most qualified databases, does not exceed the fingers of one hand. The multidisciplinary nature of tourism and gastronomy facilitates the intervention and transition of other disciplines in the field of tourism and gastronomy and causes different disciplines to compete for the benefits of the field. In some databases, it is seen that journals and publications of other disciplines other than tourism and gastronomy on similar topics are ahead of the tourism discipline in terms of quality and quantity. It can be said that these issues

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constitute a major obstacle to the development of tourism and gastronomy as an independent discipline. In this direction, the goal of this study is to reveal whether academicians who are engaged in scientific activities in the departments of gastronomy and culinary arts, cookery, food and beverage management, etc. within the faculties and colleges of tourism have the opportunity to publish their scientific studies in journals scanned in the Scienedirect database by using bibliometric analysis method. In addition, it was tried to determine whether these journals include appropriate themes for the academicians of the relevant department to publish and whether there are enough gastronomy tourism, food and beverage themed journals in the Scienedirect database.

When the literature was examined, no study was found that examined the food, beverage and gastronomy themed journals in the Scienedirect database bibliometrically. In some studies, articles published in gastronomy, food and beverage themed journals were examined bibliometrically (Andreo-Martinez et al., 2020; Bannor et al., 2023; Okumus et al., 2018; Sganzerla & da Silva, 2022). However, it has been determined that no study has analysed gastronomy-themed academic journals bibliometrically based on the parameters used in this study. Based on the information obtained as a result of the literature review, it is thought that the research will contribute significantly to the literature and the tourism science community will gain a great deal of awareness on the subject thanks to this research. This study begins with a conceptual explanation of the Scienedirect database and the approach to bibliometric analysis. The rest of the study explains the method, results, discussion and conclusion of the study.

## **1. Conceptual framework**

### **1.1. Scienedirect database**

Academic journals have a critical role in the production and dissemination of scientific knowledge. Journals enable researchers to share the results obtained through various experiments, observations, interviews, surveys and other data collection tools with the academic world. From another perspective, scientists can announce the scientific knowledge they obtain as a result of their research to large masses by publishing it in academic journals (Karagöz & Ardiç, 2019). Today, it is possible to say that journals that lead the dissemination of scientific knowledge are in an effort to increase their impact factor by being included in some databases with national and international validity. In particular, databases such as Web of Science, Scienedirect, Taylor & Francis are among the most well-known and accepted databases in the international academic community. Among the most important factors that ensure the acceptance of these databases in the world is that the journals scanned in these databases are generally scanned in prestigious field indexes such as SCIE, SCI, SSCI, Scopus, ESCI and the related journals can reach a very wide audience through these databases. According to the data of Scienedirect (2024a), the Scienedirect database is used as a basic source of information by more than 19 million scientists. In this study, Scienedirect database, one of the important databases, was analysed by bibliometric analysis method.

Scienedirect is a web-based database that started to include periodicals of Elsevier since 1999. The database is the world's leading provider of scientific, technical and medical information (Díez & Bravo, 2004). Scienedirect allows users to examine the scientific publications of the journals scanned in the database. Accordingly, the main task of Scienedirect is scientific publishing. Users can access all kinds of journals in the database, which are organised by subject and alphabetically ordered. Researchers can follow the latest developments in science by listing the most read and downloaded articles in the database (Tober, 2011). Scienedirect, a web-based information retrieval system, has a complex structure due to its wide range of search functions and features. The articles in the system can be accessed online in PDF or HTML format (Tenopir et al., 2008). In the Scienedirect database, it is stated that 3.3 million articles are open access. Open access articles are peer-reviewed. Within the framework of the license provided to the user, articles are made freely accessible for anyone to read and download (Scienedirect, 2024b). In return for making articles published in journals scanned in the Scienedirect database accessible, journals charge different amounts of fees from the authors of the articles.



## 1.2. Bibliometric approach

The bibliometric analysis approach, which is accepted as a mathematical and statistical method (Pritchard, 1969), is nowadays used as an important tool in evaluating the productivity and efficiency of researchers and scientific institutions (Choudhri et al., 2015; Moral-Muñoz et al., 2020; Zencir & Kozak, 2012). In the bibliometric method, there are applications where basic mathematical rules apply, as well as applications where advanced statistical analyses are used (Koseoglu et al., 2016). Within the scope of bibliometric analysis, data belonging to a wide variety of materials such as articles, books, theses, patents and reports are examined according to certain parameters (Ellegaard & Wallin, 2015). The data analyzed within the scope of bibliometric analysis are large-scale and objective (number of citations and publications, keywords and research topics). However, bibliometric assessments can be based on both objective (e.g. performance analysis) and subjective (thematic analysis) techniques and procedures. Bibliometric analysis is a quite useful technique because it reveals the level of progress and evolutionary transformation of scientific knowledge by making sense of large volumes of unstructured data as a result of meticulous work. Bibliometric analysis enables researchers to have an idea about the level of progress of the subject, identify gaps in the literature, generate ideas for new research, and determine the level of possible contribution to the literature (Donthu et al., 2021). While bibliometric research provides insight into the topics that will gain importance in the future, it also provides the organization and classification of the data examined (Şahin et al., 2018). Thanks to bibliometric research, it is possible to observe the level of interest in a branch of science, which subjects are more inclined, the direction of the change trend regarding trends, and the subjects, researchers and publications with the highest number of citations (Zeren & Kaya, 2020). Today, it is possible to say that the method is in a state of change and transformation due to the inclusion of new tools, parameters and normative data in the bibliometric analysis process (Choudhri et al., 2015).

The information produced by researchers who have studies on the field of study and express their views through citation, collaboration and writing is transformed into collective bibliographic data by bibliometric analysis method. If these data are brought together and analysed, the characteristics of the field, social networks and current issues related to the field can be revealed (Župič & Čater, 2015). When trying to find a suitable journal where they can publish their articles, researchers consider certain parameters such as the journal's impact factor and h-index. At the same time, libraries and databases also review the bibliometric structures of the relevant journals before deciding whether to include them (Krauskopf, 2018). Similarly, in this study, to guide researchers in their selection of journals in the Scimedirect database and to reveal the adequacy of the journals for tourism academics, the qualitative and quantitative characteristics of the journals were evaluated as well as the topics covered in the articles published in the journals.

## 2. Method

The goal of this study is to reveal whether academicians who are engaged in scientific activities in the departments of gastronomy and culinary arts, cookery, food and beverage management, etc. within the faculties and colleges of tourism have the opportunity to publish their scientific studies in journals scanned in the Scimedirect database. The study used a bibliometric analysis method to analyze the data. The data related to the research were collected from Scimedirect database. The English keywords food, beverage and gastronomy were searched in the Scimedirect database and academic journals containing these keywords were identified. Therefore, the data source of the research is the Scimedirect database. The data were collected between 15-25 February 2024. The process of scanning the journals was carried out as follows. Firstly, the *Journals & Books* option in the upper right section of the Scimedirect database home page was clicked. On the page that appears afterwards, the *Journals* option was selected from the *Publication Type* options, the words *food*, *beverage* and *gastronomy* were scanned one by one in the search engine and academic journals related to the scanned words were identified.

In the study, the names of the food, beverage and gastronomy themed journals scanned in the Scimedirect database, the indexes they are scanned, the subjects and scopes of the articles published, the number of issues published in 2023, the establishment and expiry years of the relevant journals and article acceptance rates were examined by bibliometric analysis method. In addition to the places where

the relevant journals are indexed, the study also includes information on the places where abstracts are presented. The reason for examining these parameters is to determine the qualitative and quantitative characteristics of the journals on food, beverage and gastronomy scanned in the Scienedirect database in line with the objectives of the research, to reveal the level of suitability of the journals in terms of the field of tourism science and the level of contribution of these journals to the development of the field of tourism and gastronomy science. In this framework, the research questions sought to be answered can be expressed as follows:

1. How many food, beverage and gastronomy themed journals are available in the Scienedirect database?
2. Which journals evaluate and publish gastronomy tourism themed topics?
3. What are the subjects and scopes of the journals, and which branches of science are they related to?
4. How was the publication frequency of the journals in 2023?
5. What is the academic quality of the journals?

The results obtained in the research were classified and reported according to the parameters examined using Microsoft Office Excel programme. The reported data were transferred to Word Office programme as a table for evaluation. Table 1 presents the relevant data in detail.

### 3. Findings

Food, beverage and gastronomy themed journals scanned in Scienedirect database were analysed by bibliometric analysis method and the findings in Table 1 were obtained. The findings are evaluated in detail in the continuation of Table 1.

Table 1: Descriptive Information on Food, Beverage and Gastronomy Themed Journals

Journal Name	Abstracting and Indexing	Topics/Scope	Annual Issue (2023 year)	Start Year	Acceptance Rates (%)
<b>Applied Food Research</b>	Scopus, Directory of Open Access Journals (DOAJ)	Food Engineering	2	2021-Continuing	Not known
<b>Canadian Institute of Food Science and Technology Journal (Food Research International continues under the name.)</b>	No information (Not accessible)	No explanation.	No issue of Academic Journal	1972-1991	Not known
<b>Canadian Institute of Food Technology Journal (Canadian Institute of Food Science and Technology Journal continued under the name.)</b>	No information (Not accessible)	No explanation.	No issue of Academic Journal	1968-1971	Not known
<b>Current Opinion in Food Science</b>	Web of Science, COMPENDEX, Scopus, Science Citation Index Expanded	Food Science, Microbiology, Biotechnology	6	2015-Continuing	88

<b>Current Research in Food Science</b>	Directory of Open Access Journals (DOAJ), Biological Abstracts, Science Citation Index Expanded, Emerging Sources Citation Index (ESCI), Web of Science, BIOSIS Previews, Scopus, PubMed Central	Agricultural and Biological Sciences (General), Biochemistry, Genetics and Molecular Biology (General)	2	2019-Continuing	Not known
<b>Engineering in Agriculture, Environment and Food</b>	Transferred to the J-STAGE publisher from 2020	No explanation.	No issue of Academic Journal	2008-2020	Not known
<b>Food and Bioproducts Processing</b>	ANTE, Foodline: Food Science and Technology, Chemical Abstracts, Pascal Francis, FSTA (Food Science and Technology Abstracts), INSPEC, Scopus, Web of Science	Food Science, Process Chemistry and Technology, Bioengineering, Biochemistry, Genetics and Molecular Biology (General)	6	2005-Continuing	7
<b>Food Bioscience</b>	Web of Science, INSPEC, Science Citation Index Expanded, Scopus	Food Science, Bioengineering, Biochemistry	6	2013-Continuing	18
<b>Food and Chemical Toxicology</b>	EMBiology, Aqualine Abstracts, Analytical Abstracts, Elsevier BIOBASE, BIOSIS Citation Index, Cambridge Scientific Abstracts, Chemical Hazards in Industry, Chemical Abstracts, Embase, Health and Safety Science Abstracts, Current Contents, International Packaging Abstracts, PubMed/Medline, Toxicology Abstracts, Research Alert, Scopus	Food Science, Health, Toxicology and Mutagenesis, Toxicology	16	2005-Continuing	Not known
<b>Food Chemistry</b>	FSTA (Food Science and Technology Abstracts), Global Health, Web of Science, Science Citation Index, Chemical Abstracts, Embase, EMBiology, Nutrition Abstracts, Chemical Engineering Biotechnology Abstracts, CAB International, Sociedad Iberoamericana de Informacion Cientifica (SIIC) Data Bases, Publications in Food Microbiology, Scopus, Current Contents, BIOSIS Citation Index	Analytical Chemistry, Food Science, Biochemistry	34	2005-Continuing	Not known
<b>Food Chemistry Advances</b>	Directory of Open Access Journals (DOAJ), Scopus	Analytical Chemistry, Organic Chemistry, Chemistry (General), Molecular Biology	2	2022-Continuing	Not known
<b>Food Chemistry: Molecular Sciences</b>	Directory of Open Access Journals (DOAJ), Web of Science, PubMed Central, Scopus	Chemistry (General), Molecular Biology	2	2020-Continuing	Not known
<b>Food Chemistry: X</b>	Scopus, Directory of Open Access Journals (DOAJ), INSPEC, Web of Science, PubMed Central	Analytical Chemistry, Food Science, Biochemistry	4	2019-Continuing	Not known



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<b>Food Control</b>	Food Safety Microfile, CAB Health, EMBiology, Research Alert, Web of Science, FSTA (Food Science and Technology Abstracts), Scopus, Science Citation Index Expanded, CAB International, Science Citation Index, Bulletin of the International Institute of Refrigeration, Current Contents	Food Science	12	2005-Continuing	Not known
<b>Food and Cosmetics Toxicology</b>	Not accessible	No explanation.	No issue of Academic Journal	1963-1981	Not known
<b>Food and Humanity</b>	No information	Food Chemistry, Nutrition and Health, Food Safety, Sensory and Consumer Sciences	1	2023-Continuing	Not known
<b>Food Hydrocolloids</b>	Horticultural Abstracts, Crop Physiology Abstracts, EMBiology, Biodeterioration Abstracts, AGRICOLA, BIOSIS Citation Index, Chemical Abstracts, Elsevier BIOBASE, FSTA (Food Science and Technology Abstracts), Dairy Science Abstracts, Review of Medical and Veterinary Mycology, Grasslands and Forage Abstracts, Field Crop Abstracts, Foods Adlibra, Nutrition Abstracts, Scopus, Sugar Industry Abstracts, Science Citation Index, INSPEC, Current Contents-Agriculture, Biology & Environmental Sciences, Research Alert	Food Science, Colloid and Surface Chemistry	13	2005-Continuing	Not known
<b>Food Hydrocolloids for Health</b>	Scopus, BIOSIS Previews, Biological Abstracts, Emerging Sources Citation Index (ESCI), Directory of Open Access Journals (DOAJ)	Food Science	2	2021-Continuing	Not known
<b>Food Microbiology</b>	Scopus, EMBiology	Food Science, Microbiology	8	2005-Continuing	Not known
<b>Food Packaging and Shelf Life</b>	INSPEC, Science Citation Index Expanded	Food Science, Polymers and Plastics, Bioengineering, Surfaces, Coatings and Films	6	2014-Continuing	19
<b>Food Physics</b>	No information	Spectroscopy, Food Science, Physics and Astronomy (General), Engineering (General)	1	2023-Continuing	Not known
<b>Food Policy</b>	WAERSA, Academic Journal Guide, Bibliography of Agriculture, International Labour Documentation, Elsevier BIOBASE, Contents of Recent Economics Journals, BioBusiness, Geographical Abstracts, Environmental Abstracts, Social Sciences Citation Index, Science Citation Index, PAIS Bulletin, Current Contents, Tourism Abstracts,	Food Science, Geography, Planning and Development, Sociology and Political Science, Economics and Econometrics, Development	8	2005-Continuing	Not known





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	Scopus, RePEc, International Development Abstracts				
<b>Food Quality and Preference</b>	Current Contents-Agriculture, Biology & Environmental Sciences, BIOSIS Citation Index, Research Alert, Scopus, CAB International, EMBiology, FSTA (Food Science and Technology Abstracts), Web of Science, Elsevier BIOBASE	Food Science, Behavioural Neuroscience	10	2005-Continuing	18
<b>Food Research International</b>	Science Citation Index, International Packaging Abstracts, CAB International, AGRICOLA, EMBiology, Elsevier BIOBASE, FSTA (Food Science and Technology Abstracts), Current Packaging Abstracts, Index to Scientific Reviews, Current Contents-Agriculture, Biology & Environmental Sciences, PubMed/Medline, Scopus, Publications in Food Microbiology, BIOSIS Citation Index, Chemical Abstracts	Food Science	14	2005-Continuing	Not known
<b>Food Science and Human Wellness</b>	No information	Food Science, Molecular Biology, Immunology and Microbiology (General), Nutrition	6	2012-Continuing	Not known
<b>Food Structure</b>	Science Citation Index Expanded, INSPEC, Scopus	Food Science, Bioengineering, Colloid and Surface Chemistry	4	2014-Continuing	Not known
<b>Food and Waterborne Parasitology</b>	Web of Science, Emerging Sources Citation Index (ESCI), Biological Abstracts, Google Scholar, Scopus, Directory of Open Access Journals (DOAJ), BIOSIS Previews, PubMed Central	Agricultural and Biological Sciences (General), Parasitology, Veterinary Science and Veterinary Medicine (General)	4	2015-Continuing	61
<b>Food Webs</b>	Scopus, Science Citation Index Expanded, Journal Citation Reports-Science Edition, Current Contents-Agriculture, Biology & Environmental Sciences, Essential Science Indicators, Zoological Record, Biological Abstracts, Google Scholar, BIOSIS Previews	Plant Science, Agricultural and Biological Sciences (General), Ecology, Evolution, Behaviour and Systematics, Entomology	4	2014-Continuing	51
<b>Future Foods</b>	Scopus, Directory of Open Access Journals (DOAJ)	Food Science	2	2020-Continuing	Not known
<b>Global Food Security</b>	Journal Citation Reports-Science Edition, Science Citation Index, Scopus, Agricultural Engineering Abstracts, AGRICOLA, Engineering Village-GEODASE, Environmental Abstracts, Nutrition Abstracts, Current Contents-Agriculture, Biology & Environmental Sciences	Food Science, Global and Planetary Change, Agronomy and Plant Science, Development	4	2012-Continuing	37



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<b>Innovative Food Science &amp; Emerging Technologies</b>	Scopus, EMBiology, Science Citation Index Expanded	Food Science, Biotechnology	8	2005-Continuing	Not known
<b>The International Food and Agribusiness Management Review</b>	Transferred to the International Food and Agribusiness Management Association as of 2003	No explanation.	No issue of Academic Journal	1998-2002	Not known
<b>International Journal of Food Microbiology</b>	EMBiology, Cambridge Scientific Abstracts, BIOSIS Citation Index, Embase, CAB International, PubMed/Medline, Scopus, AGRICOLA, Science Citation Index, FSTA (Food Science and Technology Abstracts), Current Contents-Agriculture, Biology & Environmental Sciences	Food Science, Microbiology	22	2005-Continuing	Not known
<b>International Journal of Gastronomy and Food Science</b>	Science Citation Index Expanded, Journal Citation Reports-Science Edition, Scopus, Current Contents-Agriculture, Biology & Environmental Sciences	Food Science, Agricultural and Biological Sciences (General), Social Sciences (General), Gastronomy Tourism	4	2012-Continuing	Not known
<b>Journal of Agriculture and Food Research</b>	Directory of Open Access Journals (DOAJ), Emerging Sources Citation Index (ESCI), Scopus	Agricultural and Biological Sciences	4	2019-Continuing	38
<b>Journal of Ethnic Foods</b>	Transferred to Springer as of 2019	No explanation.	No issue of Academic Journal	2014-2018	Not known
<b>Journal of Food Composition and Analysis</b>	Scopus, Biological Abstracts, AGRICOLA, CAB International, Current Contents, CAB Health, Dairy Science Abstracts, Nutrition Abstracts, FSTA (Food Science and Technology Abstracts), EMBiology, AGORA, Vitis Viticulture and Enology Abstracts, Foodline: Food Science and Technology	Analytical Chemistry, Food Science	10	2005-Continuing	Not known
<b>Journal of Food and Drug Analysis</b>	Transferred back to the society as of 2020	No explanation.	No issue of Academic Journal	2013-2020	Not known
<b>Journal of Food Engineering</b>	Engineering Index, AGRICOLA, BIOSIS Citation Index, Science Citation Index, Engineering Abstracts, ADONIS, Chemical Abstracts, Web of Science, FSTA (Food Science and Technology Abstracts), Chemical Engineering Biotechnology Abstracts, EMBiology, Cambridge Scientific Abstracts, Process and Chemical Engineering, Scopus, INSPEC, Current Contents-Agriculture, Biology & Environmental Sciences, Research Alert	Food Science, Chemical Engineering	24	2005-Continuing	Not known
<b>Journal of Food Protection</b>	Science Citation Index, Directory of Open Access Journals (DOAJ), Scopus, PubMed/Medline, Chemical Abstracts, Index Medicus, Google Scholar, BIOSIS Citation Index, Dairy Science Abstracts,	Food Science	12	2005-Continuing	Not known

	AGRICOLA, Web of Science, FSTA (Food Science and Technology Abstracts)				
<b>Journal of Functional Foods</b>	Current Contents-Agriculture, Biology & Environmental Sciences, Journal Citation Reports-Science Edition, Biological Abstracts, Scirus, BIOSIS Previews, Scopus, Directory of Open Access Journals (DOAJ), Emerging Sources Citation Index (ESCI), Science Citation Index Expanded	Analytical Chemistry, Food Science, Biochemistry, Biotechnology	12	2009-Continuing	Not known
<b>Journal of Future Foods</b>	No information	Food Science, Biotechnology, Cell Biology, Molecular Biology	4	2021-Continuing	Not known
<b>Measurement: Food</b>	Scopus, Directory of Open Access Journals (DOAJ)	Food Science, Electrical and Electronic Engineering, Health, Computer Science (General)	4	2021-Continuing	Not known
<b>Nigerian Food Journal</b>	Transferred to University Press Plc as of 2016	No explanation.	No issue of Academic Journal	2012-2014	Not known
<b>Procedia Food Science</b>	Title discontinued as of 2017	No explanation.	No issue of Academic Journal	2011-2016	Not known
<b>Sustainable Food Technology</b>	No information	Food Technology	5	2023-Continuing	Not known
<b>Trends in Food Science &amp; Technology</b>	Dairy Science Abstracts, Scopus, CAB International, Web of Science, Bioscience Information Service (Biobusiness database), Current Contents-Agriculture, Biology & Environmental Sciences, Chemical Engineering Biotechnology Abstracts, BIOSIS Citation Index, Elsevier BIOBASE, Research Alert, Nutrition Abstracts, EMBiology, Science Citation Index, FSTA (Food Science and Technology Abstracts)	Food Science, Biotechnology	12	2005-Continuing	Not known
<b>Veterinary Clinics of North America: Food Animal Practice</b>	Embase, PubMed/Medline, Current Contents-Agriculture, Biology & Environmental Sciences	Veterinary Science	3	2005-Continuing	Not known

The findings related to the research are given in Table 1. According to the findings of the research, 48 journals with the keywords food and gastronomy were identified. It was determined that 3 of these journals were inaccessible and 4 journals continued to accept articles in different databases. According to the findings obtained, it has been observed that there is no journal with the keyword *Beverage* in the Sciencedirect database. A significant number of journals are scanned in important citation indexes such as SCIE, SCI, Scopus and ESCI. The articles accepted by the relevant journals generally focus on food science, food chemistry, food engineering, etc. In the research, it was determined that 5 journals did not provide information about the indexes and 39 journals did not provide information about article acceptance rates. Among the journals that provided information about the article acceptance rate, the acceptance rate of the journal with the highest article acceptance rate is 88% and the acceptance rate of the journal with the lowest acceptance rate is 7%. In 2023, the journal with the lowest number of issues published 1 issue, while the journal with the highest number of issues published 34 issues. In 2023,

*Food and Humanity* and *Food Physics* journals published the least number of issues, and *Food Chemistry* journal published the greatest number of issues. It was determined that 9 journals no longer accept articles in the Scindirect database, while the remaining 39 journals continue to accept articles. In addition, according to the findings, it was determined that only one journal accepts articles on gastronomy tourism. The relevant journal is the *International Journal of Gastronomy and Food Science*.

#### 4. Discussion

According to the results obtained in the research, it was determined that the number of food, beverage and gastronomy themed journals scanned in the Scindirect database was 48. On the other hand, it was determined that there is only one journal in which academicians conducting research within the faculties and colleges of tourism can publish within the scope of tourism. For academics in tourism faculties and colleges to publish in other journals, they are generally required to conduct experimental research within the scope of science. Since this is not possible for tourism and gastronomy departments, the opportunities of academicians in tourism schools to publish in these journals are very limited. For this reason, the number of academic journals that will operate in the upper, middle and lower segments suitable for the field should be increased with the high effort of tourism and gastronomy researchers. In particular, increasing the number of qualified journals scanned in important citation indexes and databases will play a major role in the development of the field as an independent discipline. On the other hand, in some studies, articles published in gastronomy, food and beverage themed journals were analysed bibliometrically (Andreo-Martinez et al., 2020; Bannor et al., 2023; Okumus et al., 2018; Sganzerla & da Silva, 2022). However, in these studies, only articles published in academic journals were examined, and it was determined that academic journals scanned in the Scindirect database and publishing on related topics were not bibliometrically analysed according to certain parameters.

The fact that the field of tourism has not yet made sufficient progress towards becoming an independent discipline leads to the fact that journals dealing with the sub-disciplines of tourism by different disciplines leave tourism journals behind in terms of quality and quantity. The fact that these disciplines deal with the field of food and beverage within the framework of their own perspectives contributes largely to the discussion and resolution of other important issues in the field. However, failure to adequately evaluate the field from social, cultural, environmental and economic perspectives, especially from the tourism dimension, will limit the development and contribution of the field. For example, the experimental studies carried out by the sciences in the area contribute to the development and improvement of the physical conditions in the area. However, the fact that the field is not sufficiently addressed by social sciences causes the social benefits and costs of the field to be insufficiently analyzed and its social contribution to remain limited. Although the multidisciplinary structure of tourism facilitates the intervention and transition of different disciplines in tourism, tourism should be able to survive as an independent discipline due to the necessity of producing science based on the unique conditions of the tourism sector and sector experience. Thus, both the theoretical and practical contributions of academic studies will be increased. At the same time, as in other disciplines, it is important for the development of the field that the discipline of tourism continues to exchange information and interact with other disciplines.

#### 5. Conclusion

According to the results of the study, the journals scanned in the Scindirect database with the keywords food and gastronomy are generally the journals in which academicians working in the fields of Food Engineering, Food Chemistry, etc. can publish. In this direction, academicians working in tourism faculties and colleges have very low opportunities to publish in these journals since their fields of study are generally limited to gastronomy and tourism.

The most striking result of the study is that the number of journals that accept publications on gastronomy and tourism issues scanned in the Scindirect database is limited to one journal. For this reason, it is recommended to increase the number of journals that accept these subjects in the relevant databases so that academics working on food, beverage and gastronomy tourism subjects in tourism faculties and colleges can have the opportunity to publish in journals scanned in important citation indexes such as SCIE, SCI, SSCI, Scopus, ESCI. Tourism academics should take initiatives to increase



the number of both national and international academic journals. It is recommended that the journals to be established should act in a strict discipline from the first establishment stage and give importance to quality, the articles to be accepted to the journal should be on the theme of gastronomy tourism, if possible, the journals should publish free of charge or charge low fees, and the journals should operate in reliable and accepted databases such as Dergipark. More tourism-based academics should be included in the editorial board and referee list of new journals with the theme of food, beverage and gastronomy tourism to be established in these databases. To increase the quality of the journals in the Scindirect database, it is recommended that the publication evaluation criteria should be reviewed and made more transparent. Because it is seen that some journals have very high article acceptance rates (for example, 88%). On the other hand, academics from other disciplines and tourism academics can collaborate to establish national and international food, beverage and gastronomy themed journals. In these journals, which will have a multidisciplinary structure, articles prepared on other topics related to social sciences such as gastronomy tourism as well as experimental studies conducted by scientists in the field of food and beverage can also be evaluated.

When the literature was examined, it was found that there is no study that bibliometrically analyses academic journals publishing on food, beverage and gastronomy in the Scindirect database. Therefore, it can be said that the study fills an important gap in the literature. In future studies, it is recommended to make evaluations about the quality and quantity of existing journals by bibliometrically analyzing the journals publishing on the same or different subjects in the relevant databases. The scope of this research is limited to the Scindirect database and food, beverage and gastronomy topics. In future research, it is recommended that journals accepting publications in other databases and on different subjects should also be analyzed.

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## ENHANCING TOURISM COMMUNICATION THROUGH BUDDHIST COMMUNICATION TECHNIQUES: A CASE STUDY OF SRI LANKA

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### ABSTRACT

The study explores the application of Buddhist communication techniques to enhance verbal communication, of the 21st century. Sri Lanka, renowned for its hospitality since ancient times. It appears that communication issues have led to a decline in tourism. The primary objective is to utilize Buddhist communication techniques effectively to reshape tourism communication practices. By analyzing Buddhist concepts related to communication, the study aims to identify weaknesses in current practices. Qualitative approach with reference to Buddhist communication methods from Buddhist canons, and other literature was introduced. Thirty Sri Lankan tourists and ten foreign tourists were randomly selected using a convenient sampling technique, with data gathered from primary and secondary sources. Saccavibhanaga Sutta's emphasis on right speech; abstaining from false speech, abstaining from slanderous speech, abstaining from harsh speech, and abstaining from idle chatter play a significant role in reshaping current communication practices. Practicing five precepts also highly attracted by the tourists. Tourists who encountered false information rejected the travel guide and reported the incident. Buddha's teachings on understanding social norms for a specific region or society and not exceeding those boundaries were highly admired by respondents. All respondents expressed positive attitudes towards Buddhist communication methods. Buddha smile and talk firstly. The study identified effective utilization of Buddha's communication techniques and teachings, disciplinary rules for communication, the origin of words, and the consequences of words as powerful tools for improving or declining tourism which will effectively reshape current practices in tourist communication for sustainable tourism.

**Keywords:** Verbal Communication, Buddhist Techniques, Communication Practices, Sustainable Tourism.

### 1. Introduction

Tourism is a cornerstone of Sri Lanka's economy, renowned for its ancient heritage, cultural richness, and natural beauty. Despite its potential, the tourism industry faces significant communication challenges that hinder its growth and sustainability. Effective communication is paramount in tourism, as it not only influences tourists' experiences but also shapes their perceptions and satisfaction. This study investigates the application of Buddhist communication techniques, specifically drawn from Pali scriptures, to enhance verbal communication in the tourism sector. By integrating Buddhist principles into communication practices, the study aims to address existing communication barriers, thereby improving the overall tourist experience.,

Buddhist communication techniques emphasize ethical speech, mindfulness, and compassion, as outlined in key texts such as the Saccavibhaṅga Sutta. These principles offer a framework for improving interpersonal communication by promoting honesty, kindness, and meaningful dialogue. The study explores how these ancient techniques can be applied to modern tourism communication, potentially reshaping practices to foster a more hospitable and engaging environment for visitors.

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## 2. Related Literature

### 2.1. Buddhist Communication Principles

Buddhist teachings on communication are deeply rooted in the concept of right speech (sammā-vācā), one of the components of the Noble Eightfold Path. The Saccavibhaṅga Sutta (MN 141) outlines the four types of speech to be avoided: false speech (musāvāda), slanderous speech (pisuṇā vācā), harsh speech (pharusa vācā), and idle chatter (samphappalāpa). These guidelines aim to cultivate truthful, harmonious, kind, and purposeful communication. According to Bhikkhu Bodhi (2000), right speech is foundational to ethical conduct and social harmony, essential for any interaction, including those within the tourism industry.

**Right Speech (Sammā-vācā):** This principle encourages speaking truthfully, kindly, and helpfully, and discouraging harmful speech. In the context of tourism, guides and staff can practice Right Speech by providing accurate information, speaking kindly to tourists, and avoiding harmful or misleading statements (Rahula, 1974).

**Mindfulness (Sati):** Mindfulness involves being fully present and aware of our actions and thoughts. In communication, mindfulness can help us to listen attentively and speak thoughtfully, enhancing understanding and rapport between the communicator and the listener (Nhat Hanh, 1998).

**Compassionate Communication:** Compassionate communication involves speaking in a way that promotes harmony and avoids conflict. For tourism professionals, this could mean using a tone of voice that is pleasing and gentle, and being mindful of cultural sensitivities (Kabat-Zinn, 2005).

**Use of Parables and Allegories:** The Buddha often used stories and metaphors to convey his teachings. Similarly, tour guides can use stories and local legends to make their communication more engaging and memorable (Nhat Hanh, 1998).

**Understanding Social Norms:** Understanding and respecting the social norms of a specific region or society is crucial in tourism. This can help avoid misunderstandings and foster a more enjoyable experience for tourists (Rahula, 1974).

### 2.2. Communication in Tourism

Effective communication in tourism is critical for ensuring that tourists receive accurate information, feel welcomed, and have their needs met. Poor communication can lead to misunderstandings, dissatisfaction, and negative perceptions of a destination (Smith, 2015). Weaver and Lawton (2014) highlight the importance of clear, honest, and culturally sensitive communication in tourism management. They argue that communication failures often result from a lack of training and awareness among tourism professionals.

### 2.3. Integration of Buddhist Techniques in Modern Practices

Several studies have explored the integration of Buddhist principles into modern communication practices. Gunaratne (2009) discusses how Buddhist communication theory, which emphasizes mindfulness and ethical speech, can enhance contemporary communication strategies. Rahula (1974) and Harvey (2000) further elaborate on the practical applications of Buddhist ethics in daily interactions, suggesting that these principles can foster more respectful and effective communication.

## 3. Method

### Research Design

This study employs a qualitative research design, focusing on the application of Buddhist communication techniques in the tourism sector. The qualitative approach allows for an in-depth exploration of participants' experiences and perceptions, providing rich, detailed insights into the effectiveness of these techniques.



## Data Collection

Data were collected from two primary sources: Sri Lankan tourists and foreign tourists visiting Sri Lanka. Thirty Sri Lankan tourists and ten foreign tourists were selected using a convenient sampling technique. The participants were interviewed and surveyed to gather their views on current communication practices in tourism and their responses to the application of Buddhist communication techniques.

## Primary and Secondary Sources

Primary data were gathered through interviews and surveys, while secondary data were sourced from Buddhist scriptures, academic literature on communication and tourism, and previous research studies. Key Buddhist texts, including the Saccavibhaṅga Sutta, were analyzed to extract relevant communication principles.

## Analysis

The data were analyzed using thematic analysis, identifying key themes and patterns related to the effectiveness of Buddhist communication techniques in tourism. The findings were compared with existing literature to validate and contextualize the results.

## 4. Findings

The study's findings reveal significant improvements in communication practices when Buddhist techniques are applied. Tourists expressed high satisfaction with interactions characterized by right speech, as outlined in the Saccavibhaṅga Sutta. The key findings include:

**Honesty and Trust:** Tourists highly valued honesty in communication, aligning with the principle of abstaining from false speech (*musāvāda*). Instances where tour guides provided accurate and truthful information were met with positive responses, enhancing trust and credibility.

**Harmonious Interactions:** The avoidance of slanderous and harsh speech (*pisuṇā vācā* and *pharusa vācā*) contributed to more harmonious interactions. Tourists appreciated the respectful and considerate manner of communication, which fostered a welcoming and friendly atmosphere.

**Meaningful Dialogue:** Abstaining from idle chatter (*samphappalāpa*) ensured that conversations were purposeful and relevant. Tourists reported greater satisfaction with interactions that were informative and engaging, rather than superficial or trivial.

**Cultural Sensitivity:** Adhering to the five precepts and understanding social norms were highly admired by tourists. This cultural sensitivity, grounded in Buddhist teachings, was seen as a mark of respect and consideration, enhancing the overall travel experience.

## Quotes from Participants

One foreign tourist remarked, "The honesty and kindness of the tour guides made a huge difference in our experience. We felt respected and valued." Another Sri Lankan tourist noted, "The guides were very respectful and mindful of our cultural norms, which made us feel comfortable and welcomed."

## Buddhist Texts and Principles

The Saccavibhaṅga Sutta emphasizes the importance of right speech in maintaining social harmony and ethical conduct. The Buddha's teaching, "Abstaining from false speech, one refrains from false speech. Abstaining from slanderous speech, one refrains from slanderous speech. Abstaining from harsh speech, one refrains from harsh speech. Abstaining from idle chatter, one refrains from idle chatter" (MN 141), provides a clear framework for ethical communication.



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## Practical Implementation

To practically implement these Buddhist communication techniques in the tourism industry, several steps can be taken:

**Training Programs:** Develop and conduct training programs for tourism professionals, focusing on Buddhist communication principles. These programs should cover the importance of right speech, cultural sensitivity, and ethical conduct.

**Guidelines and Standards:** Establish guidelines and standards for communication practices in the tourism sector, based on Buddhist teachings. These guidelines should be integrated into the standard operating procedures of tourism organizations.

**Awareness Campaigns:** Conduct awareness campaigns to educate tourists and tourism professionals about the benefits of Buddhist communication techniques. These campaigns can use various media channels to reach a broad audience.

**Monitoring and Evaluation:** Implement a monitoring and evaluation system to assess the effectiveness of the communication techniques. Regular feedback from tourists and tourism professionals can help in refining and improving the practices.

**Community Engagement:** Engage local communities in promoting and practicing Buddhist communication techniques. This can enhance the overall cultural experience for tourists and foster a sense of pride and responsibility among community members.

**Mindfulness in Communication:** Mindfulness, or Sati in Pali, is a mental quality recommended by the Buddha for its role in the path to liberation. In the context of communication, mindfulness can help us to listen attentively and speak thoughtfully, enhancing understanding and rapport between the communicator and the listener. For instance, a mindful tour guide would be fully present when interacting with tourists, carefully listening to their questions and responding in a thoughtful and considerate manner.

**Understanding and Respecting Cultural Differences:** The Buddha emphasized the importance of understanding and respecting the social norms of a specific region or society. This teaching can be particularly relevant in the context of tourism, where tourists and locals often come from different cultural backgrounds. By understanding and respecting these differences, tourism professionals can communicate more effectively and avoid potential misunderstandings.

**Conflict Resolution:** Buddhism offers valuable insights into conflict resolution, which can be applied in the context of tourism. The principles of non-violence (ahimsa) and compassion (karuna) can guide tourism professionals in handling conflicts or misunderstandings with tourists. For instance, if a tourist is unhappy with a service, a tourism professional guided by these principles would respond with understanding and compassion, seeking a resolution that is satisfactory for all parties involved.

**Empathy and Compassion:** In Buddhism, compassion (karuna) is an application of deep empathy. It involves recognizing the suffering in others, accepting that their suffering is like our own, and actively wishing for them to be free from it. This sense of empathy and compassion can greatly enhance the quality of communication in tourism, leading to profoundly improved customer experiences.

**Principle of Non-Attachment:** The principle of non-attachment, fundamental to Buddhism, encourages us to let go of our desires and expectations. In the context of tourism, this could mean prioritizing the needs and satisfaction of tourists over immediate business gains. For instance, a tour guide practicing non-attachment might focus on ensuring that the tourists have the best possible experience, rather than trying to sell them additional services.

**Harmony within Diversity:** Buddhism teaches us to establish harmony within diversity. This principle can be particularly useful in tourism communication, where we often encounter diverse cultures, languages, and perspectives. By embracing this diversity and seeking to establish harmony, tourism professionals can create a more inclusive and enjoyable experience for all tourists.

## 5. Discussion

### Implications for Tourism Communication

The integration of Buddhist communication techniques has profound implications for the tourism industry. By fostering honesty, kindness, and cultural sensitivity, these techniques can address common communication barriers and enhance the overall tourist experience. The study suggests that training tourism professionals in Buddhist communication principles could lead to significant improvements in their interactions with tourists.

### Ethical and Cultural Considerations

Buddhist communication techniques not only improve the quality of interactions but also align with ethical and cultural values. This alignment is particularly important in Sri Lanka, where Buddhism plays a central role in the cultural and spiritual life of the population. By incorporating these principles into tourism practices, the industry can offer a unique and culturally enriching experience for visitors.

### Challenges and Limitations

While the study highlights the benefits of Buddhist communication techniques, it also acknowledges potential challenges. Implementing these techniques requires comprehensive training and a commitment to ethical conduct. Additionally, the study's findings are based on a relatively small sample size, which may limit the generalizability of the results.

### Participant Data Analysis

The analysis of participant data revealed several key insights. Among the thirty Sri Lankan tourists, 80% reported a noticeable improvement in their interactions with tourism professionals who practiced Buddhist communication techniques. They highlighted the increased trust and respect they felt during these interactions. The foreign tourists also expressed similar sentiments, with 90% indicating that the honesty and cultural sensitivity of the guides significantly enhanced their travel experience.

The qualitative feedback from participants underscored the importance of right speech and ethical conduct in tourism communication. Many participants noted that the avoidance of false, slanderous, harsh, and idle speech made their interactions more pleasant and meaningful. This feedback aligns with the principles outlined in the Saccavibhaṅga Sutta, validating the relevance of these ancient teachings in modern tourism practices.

## 6. Conclusion

The findings of this study highlight the transformative potential of Buddhist communication techniques in the tourism sector of Sri Lanka. By integrating principles of right speech, as taught in the Saccavibhaṅga Sutta, tourism professionals can foster a more ethical, respectful, and culturally sensitive environment for tourists. This approach not only addresses the current communication issues that have contributed to a decline in tourism but also leverages Sri Lanka's rich Buddhist heritage to create a unique and enriching experience for visitors.

### Summary of Key Findings

**Enhanced Trust and Credibility:** Tourists highly valued the honesty and transparency in communication, which aligns with the principle of abstaining from false speech (*musāvāda*). This enhanced trust and credibility between tourists and service providers, crucial for a positive tourism experience.

**Harmonious Interactions:** The principles of abstaining from slanderous speech (*pisuṇā vācā*) and harsh speech (*pharusa vācā*) contributed to more harmonious and pleasant interactions. Tourists appreciated the respectful and considerate manner of communication, which made them feel welcomed and valued.

**Meaningful and Relevant Communication:** By abstaining from idle chatter (*samphappalāpa*), tourism professionals ensured that their interactions with tourists were meaningful and relevant. This

focus on purposeful communication was highly appreciated by tourists, who found their interactions to be more engaging and informative.

**Cultural Sensitivity:** The application of Buddhist precepts and an understanding of local social norms were highly admired by tourists. This cultural sensitivity, rooted in Buddhist teachings, was seen as a mark of respect and consideration, significantly enhancing the overall travel experience.

### **Practical Implications**

To practically implement these findings, tourism professionals should undergo training programs that focus on Buddhist communication principles. These programs should be designed to instill the values of right speech, cultural sensitivity, and ethical conduct. Additionally, tourism organizations should establish guidelines and standards based on these principles to ensure consistent and high-quality communication practices across the industry.

### **Long-term Benefits**

The long-term benefits of implementing Buddhist communication techniques in tourism are substantial. These techniques can lead to sustained improvements in tourist satisfaction, repeat visits, and positive word-of-mouth recommendations. Moreover, by aligning communication practices with Buddhist ethics, the tourism industry in Sri Lanka can differentiate itself in the global market, attracting tourists who value ethical and culturally rich experiences.

### **Further Research**

Future research should explore the long-term impact of these practices on tourist satisfaction and the overall success of the tourism industry in Sri Lanka. Additionally, comparative studies could be conducted to assess the applicability and effectiveness of Buddhist communication techniques in other cultural contexts and tourism markets.

### **Broader Implications**

Beyond tourism, the principles of Buddhist communication have broader implications for various sectors that rely on effective interpersonal communication. By fostering an environment of honesty, respect, and mindfulness, these principles can enhance interactions in diverse settings, contributing to social harmony and ethical conduct.

In conclusion, the integration of Buddhist communication techniques presents a promising approach to addressing the communication challenges in Sri Lanka's tourism sector. By fostering ethical, respectful, and culturally sensitive communication, these techniques can enhance the overall tourist experience, promoting sustainable tourism growth and positioning Sri Lanka as a leading destination for culturally enriching travel. The study's findings underscore the relevance and applicability of ancient Buddhist teachings in contemporary contexts, offering valuable insights for the tourism industry and beyond.

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This paper aims to critically analyze the development of tourism in Karakalpakstan, Uzbekistan, with a focus on its socio-economic and environmental dimensions. By drawing upon a comprehensive review of existing literature and empirical data, this study seeks to elucidate the complex interplay between tourism, society, and the environment in Karakalpakstan. Through an integrative approach, the research will assess the extent to which tourism initiatives have contributed to local development, cultural preservation, and environmental conservation in the region.

In pursuit of these objectives, the paper is structured as follows: first, a review of the theoretical frameworks and concepts relevant to tourism development and sustainability; second, an examination of the socio-economic impacts of tourism on Karakalpakstan, including its effects on employment, income distribution, and cultural heritage; third, an analysis of the environmental consequences of tourism activities, focusing on issues such as ecological degradation, resource depletion, and carbon emissions; and finally, a discussion of the implications for policy and practice, highlighting strategies for promoting sustainable tourism development in Karakalpakstan and beyond.

Through this inquiry, the study aims to contribute to the scholarly discourse on tourism development and sustainability, offering insights that are relevant to policymakers, practitioners, and researchers engaged in the pursuit of inclusive and environmentally responsible tourism development in Karakalpakstan and similar contexts worldwide.

The subsequent sections of this paper are organized to delve deeper into the multifaceted dimensions of tourism development in Karakalpakstan. The literature review section provides a comprehensive overview of theoretical frameworks and empirical studies relevant to tourism development and sustainability, laying the groundwork for understanding the complexities of tourism dynamics in the region. Following the literature review, the paper provides a detailed analysis of the socio-economic impacts of tourism presented in the Methods section, followed by a discussion of the environmental consequences. The Results section offers empirical insights into the socio-economic and environmental dimensions of tourism in Karakalpakstan. Finally, discussions and conclusion section critically examine the findings in light of theoretical perspectives and practical implications for sustainable tourism development. It also concludes with a synthesis of key findings and recommendations for policymakers, practitioners, and researchers striving to advance sustainable tourism in Karakalpakstan and beyond.

## 2.Literature Review

Tourism development in emerging destinations like Karakalpakstan, Uzbekistan, is situated within a complex nexus of socio-economic, cultural, and environmental factors. This section offers a comprehensive review of the literature on theoretical frameworks and empirical studies pertinent to tourism development and sustainability, elucidating the dynamics shaping tourism in the region.

Sustainable tourism development has been a focal point in scholarly discourse, with various conceptual models proposed to guide its implementation (Rajabova, 2021). The triple-bottom-line approach, emphasizing economic, social, and environmental dimensions, serves as a foundational framework for understanding the interdependencies inherent in tourism development (Anchita, et al, 2021). Additionally, concepts such as carrying capacity (Erkinovich, 2020) and destination stewardship (Cano Buchholz, 2019) provide valuable insights into managing the impacts of tourism on local communities and ecosystems.

Empirical studies highlight the diverse socio-economic impacts of tourism on host communities. Research by (Gulyamovich, 2021) underscores the role of tourism in generating employment and income diversification, particularly in rural areas. However, disparities in benefit distribution and leakage of tourism revenue pose challenges to achieving equitable development (Razikovich, 2020). Furthermore, cultural commodification and authenticity preservation emerge as critical concerns in the context of heritage tourism (Odilovich, 2022).



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Environmental sustainability remains a pressing issue in tourism development, with scholars advocating for strategies to mitigate ecological degradation and resource depletion. Studies by (Djabbarov, 2021) emphasize the environmental footprint of tourism, including carbon emissions and habitat destruction, necessitating the adoption of sustainable practices. Similarly, research on ecotourism and nature-based tourism underscores the importance of conservation initiatives and stakeholder engagement in preserving fragile ecosystems (Ministry of Economic Development and Poverty, 2022).

Cultural sustainability is another dimension integral to tourism development, with scholars exploring strategies to safeguard indigenous traditions and intangible heritage. Work by (Tleuken et al., 2022) highlights the significance of community participation and empowerment in cultural tourism initiatives, fostering pride and ownership among local residents. However, the commodification of culture and the erosion of authenticity pose challenges to sustainable cultural tourism (Saidmamatov et al., 2021; Tussupova et al., 2020; Abdullaeva, 2019).

In sum, the literature underscores the multifaceted nature of tourism development and sustainability, underscoring the need for holistic approaches that balance economic growth with social inclusion and environmental conservation. This review provides a theoretical foundation for understanding the complexities of tourism dynamics in Karakalpakstan and sets the stage for empirical investigation into its socio-economic and environmental impacts.

### 3.Methods

To assess the socio-economic impacts of tourism in Karakalpakstan, a mixed-methods approach will be employed. Firstly, quantitative data will be collected through surveys conducted among residents, tourism operators, and relevant stakeholders. The survey will gather information on employment generation, income distribution, business revenues, and community perceptions of tourism development. Additionally, secondary data sources such as official tourism statistics, economic reports, and government publications will be utilized to supplement the survey findings.

Qualitative data will be obtained through in-depth interviews and focus group discussions with key informants, including government officials, community leaders, and representatives from non-governmental organizations (NGOs). These qualitative interviews will provide insights into the socio-cultural impacts of tourism, including changes in local lifestyles, cultural commodification, and community cohesion. Moreover, participant observation will be conducted to observe tourism activities firsthand and understand their implications for local communities.

The environmental consequences of tourism in Karakalpakstan will be assessed through a combination of qualitative and quantitative methods. Firstly, environmental impact assessments will be conducted to evaluate the ecological footprint of tourism activities, including their effects on natural habitats, water resources, and air quality. Remote sensing and Geographic Information Systems (GIS) will be utilized to analyze changes in land use and vegetation cover associated with tourism development.

Furthermore, qualitative methods such as interviews and focus group discussions will be employed to explore community perceptions of environmental changes attributed to tourism. Residents, environmental activists, and conservation experts will be interviewed to gain insights into issues such as habitat degradation, pollution, and wildlife disturbance. Additionally, site visits and direct observations will be conducted to assess the physical condition of tourist attractions and their surrounding environments.

The analysis of socio-economic impacts reveals both opportunities and challenges associated with tourism development in Karakalpakstan. On one hand, tourism contributes to job creation, income generation, and business opportunities, particularly in rural areas where alternative employment options are limited. However, the distribution of tourism benefits is often uneven, with marginalized

communities and small-scale entrepreneurs receiving disproportionately less. Moreover, the influx of tourists can exert pressure on local infrastructure, services, and cultural resources, leading to issues of overcrowding, cultural commodification, and loss of authenticity.

In terms of environmental consequences, tourism development in Karakalpakstan has implications for biodiversity conservation, natural resource management, and ecological sustainability. The expansion of tourism infrastructure and recreational activities can result in habitat fragmentation, soil erosion, and water pollution, posing threats to fragile ecosystems and wildlife habitats. Additionally, increased carbon emissions from transportation and energy consumption contribute to climate change, exacerbating environmental degradation in the region.

Overall, the discussion underscores the importance of adopting sustainable tourism practices that balance economic growth with social equity and environmental protection. Policy interventions such as community-based tourism initiatives, ecotourism certification schemes, and conservation incentives can help mitigate the negative impacts of tourism while maximizing its benefits for local communities and ecosystems in Karakalpakstan. By addressing the socio-economic and environmental dimensions of tourism development holistically, stakeholders can work towards achieving a more sustainable and inclusive tourism industry in the region.

#### 4.Results

The empirical analysis of tourism's socio-economic impacts in Karakalpakstan reveals several key findings. Firstly, tourism has emerged as a significant contributor to employment generation, particularly in rural areas where alternative livelihood options are limited. Survey results indicate that tourism-related activities employ a substantial portion of the local workforce, ranging from tour guides and hotel staff to artisans and transportation providers. However, the distribution of employment opportunities varies across sectors, with service-oriented roles dominating the tourism workforce while traditional livelihoods such as agriculture and pastoralism continue to play a vital role in some communities.

Table 1: Employment Distribution in Tourism Sector

Occupation	Number of Employees	Average Monthly Income (USD)	Percentage of Total Workforce
<b>Tour Guide</b>	120	\$500	10%
<b>Hotel Staff</b>	300	\$400	25%
<b>Restaurant Workers</b>	200	\$300	15%
<b>Transportation Drivers</b>	150	\$350	12.5%
<b>Artisans</b>	80	\$250	7%
<b>Other</b>	250	\$200	20.5%
<b>Total</b>	1100	-	100%





Figure 1. Radar map for Employment Distribution in Tourism Sector

Secondly, tourism has led to an increase in income levels among residents, albeit unevenly distributed. The survey findings indicate that individuals directly involved in tourism-related businesses tend to earn higher incomes compared to those engaged in traditional occupations. However, disparities exist within and between communities, with marginalized groups and remote villages experiencing limited access to tourism benefits. Furthermore, leakage of tourism revenue remains a concern, as a significant portion of income generated from tourism activities often flows out of the local economy through imports, foreign-owned enterprises, and multinational corporations (Azizbek et al., 2020; Saidmamatov, 2022).

Thirdly, tourism has stimulated entrepreneurship and small business development in Karakalpakstan, with a burgeoning tourism sector fostering a diverse range of enterprises catering to visitor needs. The survey data reveal a proliferation of micro-enterprises and family-owned businesses offering accommodation, dining, transportation, and handicrafts, thereby contributing to economic diversification and local economic resilience. However, challenges such as access to finance, market competition, and regulatory barriers hinder the growth and sustainability of small-scale tourism enterprises, particularly in remote and marginalized areas.

### Environmental Dimensions:

The analysis of tourism's environmental impacts in Karakalpakstan highlights several noteworthy findings. Firstly, tourism infrastructure development and recreational activities have exerted pressure on natural ecosystems and biodiversity hotspots in the region. Site observations and remote sensing data indicate habitat fragmentation, degradation, and loss associated with tourism-related construction projects, road expansions, and visitor activities. Moreover, increased foot traffic and human disturbance in ecologically sensitive areas have led to habitat destruction, soil erosion, and vegetation degradation, posing threats to wildlife populations and ecosystem resilience.

Table 2: Carbon Emissions from Tourism Activities

Source	Carbon Emissions (tons/year)	Percentage Contribution to Total Emissions
Transportation (road vehicles)	5000	45%
Accommodation (hotels)	3000	27%
Food and Beverage	1500	13%
Recreational Activities	1200	10%
Other	800	5%
<b>Total</b>	<b>11000</b>	<b>100%</b>

Secondly, tourism-related transportation and energy consumption contribute to carbon emissions and air pollution, exacerbating environmental degradation and climate change in Karakalpakstan. Surveys reveal a reliance on fossil fuels for transportation and electricity generation in tourism establishments, resulting in greenhouse gas emissions and atmospheric pollution (Roxatalievich et al., 2020; Nematilloeyvna, 2021). Additionally, the proliferation of motorized vehicles and recreational activities such as off-road driving and boating further contribute to air and noise pollution, disrupting natural habitats and wildlife behavior.

Table 3: Qualitative Assessment of Community Perceptions on Environmental Impact

Theme	Key Findings
Habitat Degradation	Residents express concerns about habitat loss and degradation in tourist areas, particularly in ecologically sensitive zones.
Pollution	Water and air pollution are perceived as significant environmental issues attributed to tourism activities, leading to concerns about public health and ecosystem integrity.
Resource Overuse	Concerns are raised regarding the overuse and depletion of natural resources such as water, land, and forests, resulting from tourism-related development and activities.
Conservation Efforts	There is a consensus among community members about the need for conservation initiatives and sustainable resource management practices to mitigate environmental impacts.
Community Involvement	Stakeholder engagement and community participation are seen as essential for addressing environmental challenges and promoting sustainable tourism development.

Thirdly, water resources are under increasing pressure due to tourism-related activities, including water consumption, waste disposal, and recreational use. Interviews with residents and stakeholders highlight concerns about water scarcity, contamination, and over-extraction in tourist destinations, particularly during peak seasons (Ibadullaev, 2021; Islamovna et al., 2021). Additionally, inadequate wastewater treatment facilities and improper solid waste management practices exacerbate pollution levels in rivers, lakes, and coastal areas, threatening aquatic ecosystems and public health.

Overall, the empirical findings underscore the need for proactive measures to mitigate the negative socio-economic and environmental impacts of tourism in Karakalpakstan. By addressing issues of equitable benefit-sharing, sustainable resource management, and community empowerment, stakeholders can work towards fostering a more inclusive and environmentally responsible tourism industry in the region.

## 5. Discussion and Conclusion

The empirical analysis of tourism development in Karakalpakstan has provided valuable insights into its socio-economic and environmental dimensions. These findings offer opportunities for critical reflection on the current state of tourism in the region and provide guidance for advancing sustainable tourism development initiatives.



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The employment distribution in the tourism sector reveals both positive and concerning trends. While tourism has created job opportunities across various occupations, including tour guiding, hospitality, and transportation, disparities exist in income levels and employment stability. This highlights the need for interventions to ensure equitable distribution of tourism benefits and enhance the socio-economic well-being of local communities. Additionally, the dominance of service-oriented roles underscores the importance of diversifying tourism offerings to leverage the region's cultural and natural heritage effectively.

The analysis of carbon emissions from tourism activities underscores the significant environmental footprint associated with tourism development in Karakalpakstan. Transportation and accommodation emerge as major contributors to carbon emissions, highlighting the urgent need for sustainable transportation solutions and energy-efficient infrastructure. Moreover, concerns about habitat degradation, pollution, and resource overuse necessitate proactive measures to conserve natural ecosystems and mitigate environmental degradation.

These findings resonate with theoretical frameworks such as the triple-bottom-line approach and destination stewardship, emphasizing the interconnectedness of economic, social, and environmental dimensions in tourism development. Moreover, concepts such as carrying capacity and cultural authenticity provide lenses through which to evaluate the sustainability of tourism initiatives in Karakalpakstan.

For policymakers, practitioners, and researchers, these findings underscore the importance of adopting holistic approaches to sustainable tourism development in Karakalpakstan and similar contexts. This entails integrating principles of community engagement, environmental conservation, and cultural preservation into tourism planning and management strategies. Moreover, initiatives such as capacity building, stakeholder collaboration, and sustainable tourism certification can facilitate the transition towards more responsible tourism practices.

In conclusion, the empirical analysis presented in this study offers valuable insights into the socio-economic and environmental dynamics of tourism development in Karakalpakstan. By critically examining the findings considering theoretical perspectives and practical implications, this research contributes to the broader discourse on sustainable tourism planning and management. Moving forward, concerted efforts are needed to promote inclusive, environmentally responsible tourism initiatives that benefit local communities, preserve cultural heritage, and protect natural ecosystems in Karakalpakstan and beyond. By embracing the principles of sustainability and collaboration, stakeholders can pave the way for a more resilient and equitable tourism industry that enriches the lives of both visitors and residents alike.

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## SCIENTIFIC AND METHODOLOGICAL ASPECTS OF THE EFFECTIVE DEVELOPMENT OF THE NATIONAL TOURISM INDUSTRY UZBEKISTAN

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### ABSTRACT

This article is dedicated to promising areas of tourism development. It has been analyzed economic condition of tourism development in Uzbekistan. Besides, it has been given scientific recommendations for solving important issues in tourism.

**Keywords:** Tourism Industry, Regional Development, Foreign Tourists Arrivals, Tourist Services Export.

### 1.Introduction

The service sector plays a special role in the socio-economic development of the country and the growth of its export potential. With this in mind, in recent years, serious attention has been paid to expanding the export potential of industrial sectors, including increasing the volume of exports of services.

At a time when competition in the services market is intensifying, the lack of practical recommendations on the export marketing of services and, accordingly, the incomplete coverage of these issues in the economic literature is the basis for practical research in this area. The need for scientific substantiation of theoretical issues of economic relations in this area requires research aimed at marketing activities in the export of services.

It is important to show ways to improve the marketing mechanism of expanding export opportunities in the field of tourism services. To do this, it is important to identify and implement the following tasks:

- To reveal the objective necessity of the analysis of target markets for the export of services,
- Theoretical substantiation of the prospects for expanding the export potential of the service sector,
- Development of recommendations for the use of marketing communications in support of exports of services.

### 2.Analysis of the relevant literature

The methodological basis of the development of the national tourism network has been studied as an important research subject in the scientific work of foreign and domestic scientists. In particular, one of the most important scientific sources on the development of the tourism industry is V.I. Azar's research work.

The scientific work of local scientists published in recent years is also noteworthy. J.N. Abiyev studied the economic aspects of the development of the tourism industry in the national economy. A.A. Eshtaev studied the methodology of developing a marketing strategy for the tourism industry and its management. However, to date, the empirical study of foreign experience in the effective development of the national tourism network has not been sufficiently studied in scientific and practical research. This research paper covers the same aspects of the issue.

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### 3. Research methodology

Methods such as observation, comparison, systematic and comparative analysis, statistical grouping, expert evaluation were used during the research work. In addition, analytical research was conducted among managers of tourism entities based on the focus-grouping method. According to the results of the study, the composition of the main tourist products offered to tourists was studied.

### 4. Analysis and results

It is known that the XXI century has entered a period of rapid development in the world economy. At the same time, new factors of economic development are emerging. These include factors such as modernization, diversification, innovation. Appropriate infrastructure should also be created to ensure the free development of each sector. As a result, these issues are becoming a very topical issue. In the current context of rapid economic integration and growing international competition, no country should lag behind in world development. The processes of modernization and diversification are also developing rapidly in the economy of our country.

The following economic incentives are actively used to stimulate the economic activity of local businesses engaged in the export of tourist services in Uzbekistan:

- tax benefits,
- simplification of administrative procedures in the process of state registration as a business entity,
- soft bank loans to replenish working capital,
- provision of preferential exhibition space at national and international tourism fairs,
- prioritization of projects in the field of tourism in the framework of investment forums,
- practical measures, such as the targeted allocation of government subsidies for the operation of hotels and similar accommodation facilities with a high level of service.

In addition, local businesses engaged in the export of tourism services operate in a highly competitive environment as a full participant in the international market. It is also important to take into account the volume of demand, the structure of supply, the peculiarities of price formation in the international tourism market. Local businesses engaged in the export of tourist services also have a direct impact on the business environment, such as the regulatory framework of the visa regime, fiscal and monetary policy of the state.

Therefore, the systematic organization of marketing research within the local business entities engaged in the export of tourist services is a particularly noteworthy process. Forecasting the volume of supply by making sound management decisions, selecting promising areas of development at the microeconomic level, studying changes in demand depends on the quality of the marketing research process in tour operators engaged in the reception of foreign tourists. The involvement of professionals, the fact that all practical efforts are focused on the strategic mission, the clear formation of the financing of expenditures serve as a guarantee of success.

Tour operators engaged in the reception of foreign tourists are required to regularly monitor changes in international market conditions. The development of the range of tour packages, pricing, selection of sales channels will be based on the results of this monitoring. Express interviews, focus group communication, sample observation and experimentation of primary data collection methods provide high efficiency in monitoring market conditions. Methods of secondary information collection, based on the analysis of tourist portals, the conclusions of specialized scientific journals, serve to keep costs at an acceptable level.

Tour operators engaged in the reception of foreign tourists compete in the international market through price categories, quality parameters and means of communication. The tour operator must meet the requirements of competitiveness criteria as a microeconomic entity, and the set of services as a result

of economic activity. Among the criteria of competitiveness in the international tourism market, it would be appropriate to include a product that meets the wishes and solvency of consumers, set a reasonable price for it and systematically promote this product in the audience of potential buyers. Commercial activities of tour operators, which are engaged in the reception of foreign tourists, organized within the same criteria, ensure the achievement of socio-economic benefits.

Local tour operators carefully study the composition of imports of foreign countries and then offer them the most favorable conditions in terms of quality and price. The urgent task in this direction is to take effective measures to increase the volume of exports of tourist services in our country. In other words, the improvement of organizational and economic mechanisms to stimulate the export of tourist services is emerging as a requirement of the times. In turn, it should be borne in mind that the increase in exports of tourist services is actively influenced by several quality indicators (Figure 1).

In short, the export of tourist services is one of the important sources in the formation of national income of countries. Therefore, an in-depth study of the export of tourist services will lead to a scientifically based answer to the issues that need to be addressed in this regard.

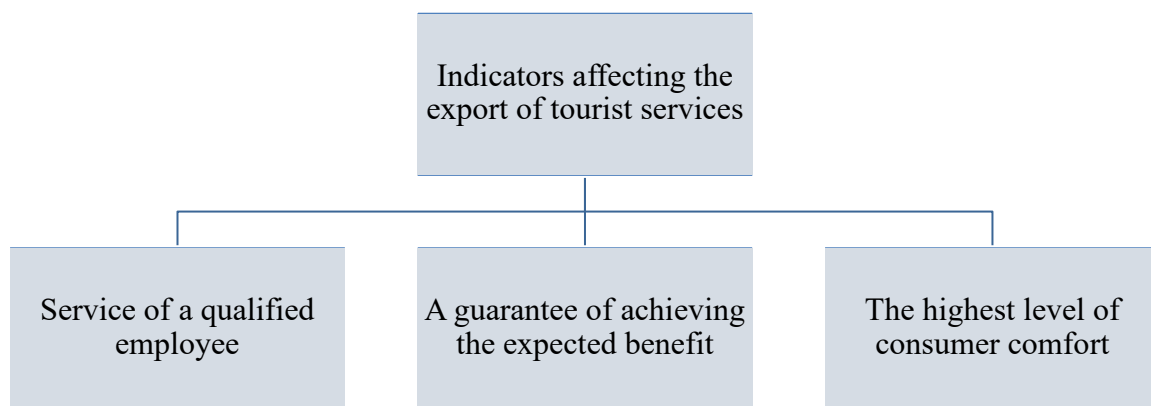


Figure 1. The main indicators affecting the export of tourist services

## 5. Conclusion

In short, to achieve economic growth in the export of tourist services, it is necessary to pay primary attention to the following sequence of measures:

- ▶ study of the structure of foreign markets,
- ▶ define a clear strategy for the development of target markets,
- ▶ creation of favorable conditions for the consumption of services,
- ▶ development of the concept of introduction of innovations in the enterprises of the service sector,
- ▶ define the marketing aspects of brand and rebranding management,
- ▶ continue a continuous analysis of the expansion of business practices in the service sector.

Exports of tourist services will allow to launch additional sources of replenishment of the state budget revenue base. Improving the living standards of the local population, achieving competitiveness of human capital, stimulating the demand for qualified specialists in the labor market are also directly related to the gradual increase in exports of tourist services.



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refers to tourism that is environmentally, socially, and economically sustainable. This means that tourism should be environmentally friendly, beneficial to the local community, and long-term economically successful. Sustainable tourism is crucial in rural regions because it may encourage economic growth and development while protecting the area's natural and cultural values. Sustainable tourism has multiple challenges in rural areas. First, it can be difficult to achieve a balance between the requirements of tourists and the local population. Second, it can be challenging to encourage sustainable tourism in places where the local community is uninterested. Third, it can be challenging to sustain the quality of tourism products and services over time. Rewardingly, this study has found few solutions to research objectives and has highlighted a few recommendations.

### 3. Methodology

The research is causal and focuses on rural tourism sustainability. The research technique involves gathering and categorizing empirical and theoretical data on rural sustainability, as well as organizing, systematizing, and evaluating it through case study analysis. Document analysis is the major tool used to analyze rural environmental resources and promote sustainable community development. Strategic planning documents were used to investigate the hypothesis of rural community sustainability. As is generally known, literature analysis is a critical research tool in empirical sociology. A literature analysis is a research method that involves preparing a transcription and identifying a general theme to address in the study. The researcher then follows the logic and highlights relevant topics (Roberts, 20179. Because there has been no qualitative study combined with the transcription method on dimensions of rural tourism in Uzbekistan, this constitutes the first research aims and accurately shows the research findings. *The study analyzed 20 foreign articles on sustainable tourist development in rural areas. Verses were enhanced and produced.*

### 4. Result

The findings indicate that rural tourism allows visitors to observe agricultural farm activities. The notion of rural tourism is not fixed and varies depending on the researcher's perspective. In general, scholars agree on numerous variations of its definition. Rural tourism is a socio-cultural activity that serves as a "producer" of tourist services to help the country's economic development. Others see it in a much narrower sense: as a distinct form of recreation in rural estates, utilizing services, resources, and opportunities to preserve local cultural heritage, or as a type of entrepreneurial activity that provides leisure services in rural areas using their households and the natural, cultural, or historical resources of the locality where they are located.

Rural tourism could be sustainable tourism or sustainable tourism development: *while also conserving and expanding development potential. The goal is to manage resources in a way that meets economic, social, and aesthetic requirements while preserving cultural integrity, ecological processes, biodiversity, and living systems.*

Sustainable tourism provides numerous benefits to rural communities. For starters, it has the potential to generate new job possibilities in local areas. Second, it can help to maintain the region's natural and cultural treasures. Third, it can stimulate economic growth and development in the region. Fourth, it can serve to raise environmental awareness and conservation.

#### *Advantages of Collaboration with Local Communities*

Collaboration with local communities provides numerous benefits to rural areas. First, it can promote sustainable tourism and rural areas. Second, it can ensure that tourism and rural areas are beneficial to the local community. Third, it can help raise environmental awareness and conservation.

#### *Challenges of Collaborating with Local Communities*

Collaboration with local populations presents numerous problems in rural locations. For starters, breaking down cultural and linguistic barriers can be tough. Second, it can be difficult to strike a balance between tourist and rural product demands as well as its prices and those of the local community. Third, it can be challenging to sustain the quality of tourism and rural products and services over time. Satisfaction with the environment and rural areas is crucial for sustainable tourism. This ensures that

tourism does not harm the environment and instead benefits the economic, ecological, social, and cultural environment.

#### 4. Conclusion

Rural tourism requires certain conditions to achieve integral sustainability. These conditions can be found in the natural environment, strong family support, opportunities for growth in the primary (agricultural) and tertiary (services) sectors of the economy, and a deep sense of hospitality. Strengthening all aspects of sustainability in rural tourism is crucial for its long-term viability. This paper argues that rural tourism is a local response to globalization, a recent phenomenon that is transforming the world. Rural tourism must align with the diverse purposes, needs, and demands of rural communities to be effective and sustainable. Further results that The ecological dimension of sustainability in rural tourism involves emphasizing the importance of the environment, promoting ecological values in business, encouraging eco-friendly behavior among tourists, and implementing measures to reduce pollution, waste, water usage, and energy consumption. Economic sustainability refers to the economic viability of sustainable lifestyles and corporate practices. Rural tourism promotes environmental protection, health, recreation, and education for individuals and families by utilizing renewable energy sources, producing food and beverages sustainably, and promoting authentic cuisine. Sustainability involves true family relationships, adherence to rituals and traditions, and a spiritual and material culture. Specifically, this dimension calls into question the cultivation of rural identity in everyday life and specific social occasions. The region's identity, cultural legacy, and traditions are reflected in its cuisine, hospitality, local holidays, folklore, and religion, demonstrating socio-cultural sustainability. Modern tourism in rural areas requires sustainability to work well. The concept encompasses environmental protection, economic development, and community engagement to address social isolation. One of the most important parts of the sustainable strategy is to safeguard the resources accessible in rural areas. There are two sorts of tourism values: natural and cultural, which complement one other and highlight the interconnectedness of people and nature.

This study recommends that rural tourist operators should prioritize enhancing service quality in the future. First, because of poor satisfaction ratings, tourists were willing to spend more for improved local facilities. Human resources must be secured to create a comprehensive framework for improving and efficiently managing local amenities and infrastructure. Second, it is vital to promote a variety of local festivals/shows/events while prioritizing effective inconvenience management. Furthermore, to improve general satisfaction with local tourist initiatives, it is critical to respond rapidly to new rural tourism demand. To support sustainable tourism development in rural areas, it would be prudent to establish new tourism characteristics that reflect the identity of the region, such as special products, souvenirs, and experience programs.

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for example, the total sum spent on disability and sickness in 2018 was roughly € 370 billion (EUROSTAT, 2020). The tourist sector is becoming more aware of the limitations associated with the kind of impairment and the amount of help required (EUROSTAT, 2020). According to a World Bank investigation, 845,300 persons (or 2.3% of the total population) in Uzbekistan were to be officially recognized as disabled by 2022. This is noted in the bank's local representative office's literature. 13.5% of the general population aged three and above is disabled, with 3.5% suffering from a serious disability. It has been discovered that disability prevalence is closely related to age, with 54% of individuals aged 60 and older having some kind of impairment. Most handicapped individuals live in rural areas, with 532,000 in rural areas and 313,300 in urban areas [3]. The Navoi (3.6 percent), Sirdarya (3.1 percent), and the Republic of Karakalpakstan (2.9 percent) have the highest rates. There are 142,300 handicapped children under the age of 18 in Uzbekistan, and 396,700 disabled individuals who have not reached retirement age. Male handicapped people (475,800) outweigh disabled women (369,500). According to the survey, people with disabilities face several obstacles in a range of businesses, including travel services (Tilovmurodov, 2023). This phenomenon is significantly subtler than most people realize. Furthermore, there is a need for a better knowledge of how tourists with disabilities use certain product offers when different types of impairments are considered. Virtual Reality (VR)-enabled travel activities are one such example. VR is defined in this study as a 3D experience in which the user is immersed in a virtual environment and visually segregated from the real-world utilizing equipment such as head-mounted displays. The tourist sector in several affluent nations is increasingly using virtual reality to increase access for individuals with impairments (Rehan et al, 2023; Maran, 2022). However, the disability literature in leisure and tourism has not evolved considerably due to a lack of frameworks and conceptual models that are unique to individuals with disabilities. Recent calls have been made for a more substantive and theory-based approach to user experience in VR-enabled travel and leisure activities, as well as for insights focusing on extending adaptations of well-known models and frameworks such as the Technology Acceptance Model (TAM) and Stimulus Organism Response (S-O-R) to develop a VR-specific model, particularly in the context of people with disabilities (Condie, 2021). *To address this need, this article examined and conceptualized disability, technology acceptability, and VR research to suggest a role for VR tourism and digitalized technology for disabled tourists.*

## 2. Literature review

*Disability, Leisure and Tourism* - The physical experience of visiting tourist attractions contributes significantly to visitor expectations. However, due to different limits, some tourist attractions may be physically inaccessible to some groups of people. People with disabilities (PwDs) are one of these categories. PwDs are people who have mobility, intellectual, psychological, auditory, visual, neurological, or learning difficulties, according to the Australian Human Rights Commission. They also include physical deformities and individuals with chronic infections in their definition. When addressing persons with impairments, study use this definition. PwDs have a fundamental right to participate in leisure and tourism activities, as affirmed by a United Nations international convention. Tourism may have a very significant impact on the quality of life and overall well-being of people with disabilities. PwDs and others alike regard travel and leisure as a personal, social, dynamic, and emotionally stimulating activity. However, there is a considerable disparity in the preferences of those with and without impairments (Fussell and Truong, 2021; Itani and Hollebeek, 2021). Tourism for people with disabilities is a relatively new and quickly increasing part of the tourism business in Uzbekistan. Tourism's societal significance for special populations arises from the fact that the relative and absolute number of people with various types of disabilities is constantly rising. More people are taking advantage of the opportunity to travel, which means more visitors, longer stays, longer seasons, and continuous income for the tourism industry. New job opportunities, more tax revenue for the government, and an accessible environment for both residents and tourists benefit society as a whole (Tilovmurodov, 2023). *VR and tourism* - The influence of digital technology on tourism behavior has become more important in the transformation of conventional tourism into digital tourism. A close link has been established between the technology and tourist industries. VR, for example, is used in

innovative tourism. Virtual reality is an interactive computer-generated media that allows people to construct experiences of both real and unreal circumstances, according to Wikipedia. VR has been around since 1962, but it has just lately emerged as a revolutionary product for the tourist business. In the tourism context, the notion of VR is defined as VR generates a virtual environment (VE) by the provision of synthetic or real-life collected content with a suitable immersive VR system, enabling virtual touristic experiences that activate the visual sense and perhaps extra other senses (Xi, N. and Hamari, 2021). Immersive VR systems are mostly experienced using head-mounted displays, commonly known as VR glasses. Other methods of experiencing VR exist, such as the Cave Automatic Virtual Environment (CAVE). The CAVE is a cube-shaped space with projection screens replacing the walls, ceilings, and flooring. The basis of VR-based tourism is visual and auditory stimulus, as well as some type of physical mobility. So far, little progress has been made in activating the senses of touch, smell, and taste with VR-enabled experiences. Although other studies refer to 3D information presented on 2D screens as VR (Guttentag, 2020).

*VR for disability tourism* - People with disabilities (PwDs) now have virtual access to fascinating tourist spots because of VR. VR-based tourism enables people with disabilities to visit tourist attractions without having to go to specific locations, particularly those that are too far, costly, unpleasant, or hazardous. VR can assist everyone, but PwDs who are unable to travel can gain the most benefit from VR simulation. Research investigates how people with disabilities might access alternative types of tourism. Few studies believe that VR gadgets can assist people with disabilities overcome traditional boundaries and enjoy interactive virtual travel experiences. PwDs may potentially have opportunity to interact with others through VR. VR may also be used to simulate an experience before traveling to a site. The impact of utilizing the virtual environment to promote shows such as a virtual roller coaster, aerial ride, or rafting expedition to transport guests' avatars on a predetermined journey. This virtual world provided interest groups all over the world with experiences that were previously only available in a small region of the actual world (Loureiro et al., 2020). VR game players' experiences may be enhanced if they were placed in an alternate three-dimensional environment where they could roam around and interact with other players. Tourists with impairments, for example, may be placed in capsules where they could observe and interact with the virtual environment. Another type of VR is achieved by placing visitors with disabilities on moving platforms surrounded by sound, high-definition video or film, wind, and water, allowing them to experience real-world sensations. Furthermore, VR is being linked into personal computer-based apps, allowing disabled virtual tourists to travel without leaving their homes, enabling users to take virtual tours at home. According to the hedonism idea, people may appreciate virtual settings that help them relax. Virtual tours provide advantages for visitors with certain characteristics, such as those with impairments. Virtual travel provides experience aspects (immersion, absorption, enjoyment, and so on) to persons who cannot travel to visit virtual tourist locations. The usage of VR allows PwDs to participate inside a virtual world, which will benefit them in terms of improving their tourist experience. This engagement may also be beneficial to their health. PwDs can have a "second life" or "emotion". By introducing tourism items to specific groups of travelers, such as PwDs, VR can provide the distinctiveness of tourism experiences (Pencarelli, 2020; Violante et al., 2019).

### 3. Research Methodology

The research for this topic will be conducted in a qualitative approach. The research technique is defined as the thorough procedures taken by a researcher prior to the start of a research endeavor. Because it describes human nature and how individuals make sense of their surroundings and lives, qualitative research is a valuable instrument for analyzing specific events. This type of study is less technical than quantitative techniques and focuses on people's attitudes in everyday situations, making it ideal for examining tourism and hospitality concerns. This study can be carried out through ethnographic fieldwork and a combination of inductive and explorative approaches. Interviews, participant or non-participant observations, and focus groups are examples of such approaches (Manis and Choi, 2019; Choi et al., 2019).



#### 4. Analysis and results

This research was conducted in advance, using a convenience sample of 20 publications. Many steps are involved in qualitative data analysis, including organizing ideas and concepts, developing overarching themes in the data, ensuring reliability and validity in the data analysis and findings, identifying possible and plausible explanations for the findings, and providing an overview of the final steps. The data analysis approach for this study began with a review of the obtained data. This will be achieved by listing, recording, transcribing many related articles from the internet to computer files, and then examining and analyzing the translated into English written transcripts. Base on the result most frequently occurring terms were then selected and classified as major themes are follows:

- a. The widespread use of virtual tours and digital technology in tourism aimed at handicapped tourists leads to the creation of new tourist goods and the emergence of new tourist activities that cater to various segments of disability.
- b. The features of the tourism industry and its connected assistive digital services are completely proportional to contemporary technical approaches, and they are one of the modern age's foundations of tourist firms, travel agencies, and tourist agents. This gives Uzbekistan's tourism industry a significant relative and competitive edge in attracting travelers with disabilities.
- c. The number of applicable sectors employed in virtual tours and digitalized technology to the kind of impairment multiplies the uses of technological software for the disabled. Those applications are based on various points of view about the classification of their applicable purposes, which is explained by the study.
- d. The virtual tour and digitalized technology aimed at disabled tourists are characterized using interactive approaches between the software and the tourist, which saves time and effort, and by performing analyses to achieve correct results that are appropriate for the kind of disabilities.

#### 5. Conclusion and Recommendations

In this project, a VR tour is created exclusively for people with disabilities in the tourist setting. The paper proposes numerous propositions based on this model to guide future research in this developing field of study. There is still a long way to go before VR tourism can fully realize its promise for those with disabilities. This study intends to be a first step toward raising awareness of the needs of people with disabilities. Based on the findings of the study, this article recommends a few highlights for further investigations.

Minimizing the overall price of owning communication and digitalized technology items on all devices or apps, or by other means such as canceling customs duties, fees, and taxes with comparable effects, or offering support to decrease prices.

Increasing the usage of assistive and digitalized information technology that is appropriate for the sort of impairment.

Tourists with disabilities (particularly those with motor, auditory, and visual impairments) can play an important role in the growth of this business because to their natural intelligence and propensity to challenge and learn if given the right setting.

Placing a clear reference to words for employing technology approaches for promoting tourist destinations to tourists with disabilities.

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## CUSTOMER DATA PLATFORMS: NEW HORIZONS FOR HOTELS

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### ABSTRACT

Digital transformation offers numerous opportunities for business models to succeed through innovative technologies, especially in customer data management, which is critical for hotels. Personalized services based on tourist data rely on metadata activation through digital transformation. A well-designed customer data platform is essential for this purpose, capable of transforming metadata into valuable customer identification information. Customer data platforms enable hotels to understand customer behaviors, anticipate their needs, improve the tourist experience, develop marketing strategies, and increase efficiency. Within the scope of this study, a framework for Customer Data Platform for hotels is presented based on an integrative literature review. In structuring the framework, a new perspective is attempted to be presented by considering the interrelationships of key concepts and the conditions of interoperability. Innovative digital transformation tools, identified as immature in the literature on Customer Data Platform for hotels, contribute to creating a continuously updated and dynamic customer journey map with real-time data. The Customer Data Platform for hotels aims to manage real-time and multi-channel data collected through artificial intelligence, machine learning, natural language processing, and predictive analytics to analyze tourist profiles from a holistic perspective. In this context, ten recommendations are presented for managers and practitioners. It is believed that following these recommendations will provide advantages such as enhancing operational agility and reducing operational costs for hotels, improving data quality to enhance marketing activities, and increasing the quality of the customer experience by offering personalized services.

**Keywords:** Customer Data Management, Digitalization, Tourist, Hotel.

### 1. Introduction

Customer data platforms (CDPs) are software that obtain customers' individual, behavioral and interactional data through different channels and use this data to create a single, consistent and complete profile. In this respect, it has the potential to be a revolutionary technology for hotel businesses that aim to identify customer needs and offer personalized holiday experiences. CDP, which provides effective use especially in marketing activities and customer relations management, attracts attention as an application that can make tourist experiences easier, more personalized and safer. This shows that CDP has a great growth potential in the tourism sector. This study proposes a framework to highlight the value that traditional CDPs will create for hotel businesses due to their effective integration with digital transformation tools. The study is an example of research that integrates conceptual themes.

In accordance with the purpose of the study, integrative literature review was preferred as the research method to form the basis of the integrative model. The study first carefully examines the existing literature and then synthesizes information from the literature to produce a new model, conceptual framework, or other unique concept. The CDP framework created within the scope of the study increases the communication and interaction between hotels and tourists, allows hotels to act faster

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and more flexibly, provides hotels with the opportunity to adapt to digital changes faster, increases the effectiveness of operational data management, prioritizes data quality when creating tourist profiles, and improves sales. It is essential to increase the effectiveness of marketing activities and ensure data security with digital immune systems. However, digital services in the sector need to be sufficiently developed, and infrastructure works require a lot of expertise and financial resources, showing that CDP still needs to be used effectively in the tourism sector. The originality and uniqueness of the study is that it proposes a conceptual model for hotel businesses by examining all technologies related to CDP. It is recommended that future research conduct empirical studies to test the integrated model developed in this conceptual study.

## 2. Literature Review

### 2.1. Definition of CDP

Customer Data Platform Institute defines CDP as “*packaged software that creates a persistent, unified customer database that can be accessed by other systems.*” (Customer Data Platform Institute, 2024). Gartner defines customer data platforms (CDPs) as “*software applications that support a company's marketing and customer experience use cases by combining customer data from marketing and other channels. CDPs optimize the timing and targeting of messages, offers, and customer engagement activities and enable analysis of individual-level customer behavior over time*”. (Gartner, 2024).

### 2.2. Benefits of CDP

Today, companies are leveraging data across their operations to enhance their data-centric strategies, boost efficiency, and increase profitability as part of their digital transformation efforts. To maximize the benefits of this transformation, leading companies are adopting CDPs to spearhead new initiatives and concentrate on the most significant data (Treanor, 2021). CDP is software that aggregates data from various sources to form a unified customer database, encompassing all touchpoints and interactions with a product or service, which can then be intricately segmented to develop highly personalized marketing campaigns (Twilio segment, 2024).

CDPs provide benefits such as faster marketing execution, the ability to create a unified customer experience across channels (omnichannel experience), fewer data bottlenecks, data security and privacy compliance, and data syncing across various channels (Joosten, 2023). The CDP makes it possible for marketers to scale data-driven customer interactions in real-time (Boudet, Gregg, Jason Heller, and Tufft, 2017). Here are some common functions of Customer Data Platforms (CDPs):

- **Data Integration:** CDP serves as a central hub and repository for diverse data types from multiple internal and external systems (Earley, 2018) such as websites, mobile apps, CRM systems, email marketing platforms, and third-party data providers). In other words, CDPs collect and integrate customer data.
- **Data Unification:** Marketers and data analysts often spend more time consolidating data than they do understanding or leveraging it to drive growth (Rotio, 2023). CDPs unify different data sources to create a single, comprehensive view of the customer, referred to as a customer 360-degree view (The Customer Data Platform Resource, 2024).
- **Customer Segmentation:** CDPs empower marketers to segment their customer dynamically. CDPs analyze and segment customers based on various criteria such as demographics, behavior, preferences, and purchase history to facilitate targeted marketing campaigns (Fastercapital, 2024).



- Personalization: CDPs allow marketers to create personalized ad campaigns by collecting, recalling, and applying customers' information from a centralized database by storing customer data in one place. (Wohr, 2023).
- Create Omnichannel Experiences: Studies indicate that companies employing omnichannel customer engagement strategies convert 89% of buyers into loyal customers, starkly contrasting the 33% retention rate observed in brands not utilizing omnichannel marketing approaches. CDPs facilitate seamless communication and coordination across multiple marketing channels such as email, social media, display advertising, and mobile notifications (Morley, 2024)

### 2.3. Meta Data and CDP Channel

In the digital age, customers engage with brands and companies through multiple channels such as website visits, emails, third-party sites, online ads, and live chats even before making purchase decisions. CDPs aggregate behavioral, transactional or demographic data to create unified customer profiles (Amazon Web Services, 2024). These platforms play an important role in understanding customer behaviors, preferences, and habits, leveraging various channels for data collection. The collected data is then analyzed using artificial intelligence, machine learning, natural language processing, and predictive analytics methods to gain insights into customer habits and preferences. Analyzing this data both provides a deeper understanding of customers and aids in creating personalized content and enhancing user experiences throughout their journey.

Today, customer data is obtained from various data sources that can be categorized into two main groups. Various data repositories, including customer relationship management systems, Enterprise Resource Planning platforms, Supply Chain Management systems, Point of Sale platforms, and external services, collectively store substantial amounts of data (Dinh et al., 2020). On the other hand, real-time data sources refer to customer data that is constantly generated, typically every millisecond, when customers interact with websites, mobile devices, or social media platforms (Chan, 2014). This type of data is mostly unstructured or semi-structured and includes various forms like messages, emails, comments, posts, likes, images, and clicks (Abawajy, 2015).

Within this context, metadata collected through various CDP channels can be grouped as follows (Earley, 2018).

- Social Graph: This term refers to a significant tool that displays users' relationships, connections, and interactions on social networks. It encompasses information such as LinkedIn profile details, personal information on Facebook, Twitter feeds, and followed individuals on social media and third-party providers. Data obtained from here also provides access to information like age, gender, income, etc. (Gupta, 2020).
- Marketing Applications: This includes the ways a business directs its marketing strategies and interacts with customers. For instance, it encompasses information about customer purchases, such as click-through rates on the website, payment methods, delivery addresses, email open rates, and past campaign successes. These types of data can be assessed within a company's relational database management system or via third-party services. (Anshari et al., 2019; Holmlund, 2020).
- Strategic Segmentation: This involves categorizing customers into smaller groups based on specific characteristics. Examples include customers who provide high added value or rapidly growing customer segments.
- Social Media: Also referred to as psychographic data, these are data that encompass interactions on various social media platforms and preferences related to the company's services and products. Discussions on forums, comments on social media, chats, and online surveys fall into this category (Dinh et al., 2022).

- **Dynamic Data:** This refers to a customer segmentation approach that uses both past data analyses and future predictions. Past data such as purchase history, website activities, and sales are used for analysis, while predictive methods like needs analysis and clustering are utilized for future insights.
- **Loyalty Attributes:** These are characteristics that measure a customer's loyalty and attachment to a brand. For example, factors such as estimated lifetime value, the likelihood of a customer recommending the brand to others, and the duration of service can be considered loyalty attributes.
- **Behavioral Data:** This includes information obtained based on customers' purchasing behaviors and motivations. This segmentation involves analyzing data such as customers' product preferences, shopping times, connected operating systems and devices, which are collected from channels like websites, mobile applications, CRM systems, marketing automation systems, call centers, help desks, and billing systems (Holmlund et al., 2020; Dihn et al., 2022).

Businesses may vary in their preferences for target audiences and CDP channels based on their goals and objectives. For instance, a B2C business aims to increase its customer base by offering interactive and personalized opportunities, while a B2B business may focus on increasing interactions with other companies and expanding its portfolio through different marketing channels. Consequently, the starting point for B2C businesses may be offering social media or email advertisements based on demographic and behavioral data, whereas B2B businesses may provide special offers and informative content to potential customers based on the analysis of commercial data (Miller, 2020; NeuroTags, 2021).

Furthermore, the same business may utilize different channels for different departments or processes. For instance, e-commerce businesses may rely on various metadata such as online orders, return rates, viewed and added-to-cart items, time spent on the website for product development, customer profiles, product usage rates, stock status for supply, or price updates. Therefore, the selection of CDP channels should be carefully planned according to a business's needs and goals.

Customer data channels prioritize personalization and analytics. Personalization includes dynamic content creation and tailored user experiences, often using generative AI for personalized emails and product suggestions. Websites and apps adjust interfaces in real-time for customized experiences and promotions. These methods improve understanding of customer behaviors, refining marketing strategies for better targeting (Dhoni, 2023).

It is essential for every business to analyze the data sources and audience channels they target according to their strategy and have a customized implementation plan. One of the key factors for businesses in deciding which CDP channel to choose is conducting a needs analysis. Determining the types of customer data needed and how this data will be used is crucial for segmentation and marketing campaigns. Additionally, the integration capabilities with existing systems (CRM, digital analytics tools, e-commerce platforms), data source compatibility, cost, scalability of the platform, adherence to data security standards, user-friendly interface, and reporting capabilities are other important considerations (Jooesten, 2023).

The process of selecting an effective CDP involves several key steps. Firstly, it's essential to form a stakeholder team comprising representatives from sales, marketing, customer service, and IT to understand the organization's specific needs and collaborate closely on customer data. Secondly, identifying current and future scenarios, such as personalization, segmentation, automation, and communication improvement, by categorizing data types targeted by the CDP, is crucial. Evaluating application integrations to ensure compatibility with existing IT infrastructure and other datasets enables centralized collection of customer data for valuable insights. Additionally, comparing various CDP products in the market based on alignment with organizational goals, cost, and manageability factors helps in making an informed decision. Finally, balancing features with cost and considering factors like continuous training, system management, and external expertise are also essential for successful CDP integration (Froehlich, 2022).

## 2.4. Examples of CDP

CDPs have become essential instruments for enterprises aiming to elevate customer experiences and propel growth by leveraging data-driven insights. In the cinema sector where studios like Paramount have suffered significant losses, Netflix has continued to gain significant momentum, becoming the world's largest media producer and distributor. One of the key reasons for this success is its thorough understanding of who its customers are and what they watch. Netflix's strategies for content development and acquisition are informed by activity data, including customers' viewing preferences, the timing of their viewing sessions, and the duration of their viewing. This enables the platform to provide personalized recommendations and promotions, leading to increased user engagement and loyalty to the platform (Costa, 2020).

Emarsys is an omnichannel customer interaction platform acquired by SAP in 2020. Referred to as an "Integrated Data Layer," this platform consolidates, cleanses, and analyzes data from various sources to create a unified view of the customer. The Emarsys platform leverages AI-powered audience segmentation to unveil valuable customer insights. Additionally, the platform supports various activation channels such as email, website, SMS, and mobile applications (Halim, 2023).

Forbes has released a list of nine top CDPs for the year 2024. According to this list, Optimove stands out for its ability to predict customer behaviors using data analytics and artificial intelligence technologies. Bloomreach Engagement is highlighted as a top choice for commerce businesses operating in the e-commerce and retail sectors. BlueConic is recognized for its implementation of international data privacy standards, while ActionIQ is noted as a leading option for customer experience management (Cusson & Main, 2024).

Brands like AVON, Samsung, and Toyota are leveraging Insider to consolidate customer data into a single platform. This allows them to process information from online and offline sources using AI-powered algorithms. Insider utilizes these data to predict customers' shopping probabilities, preferences, and spending potentials, enabling the creation of personalized marketing campaigns and experiences. For instance, Carrefour successfully re-engaged visitors who abandoned their shopping carts using instant notifications, resulting in an additional \$11,000 revenue in the first month and a 350% increase in conversion rates. Similarly, Chemist Warehouse achieved an 85% return using personalized offers through a similar method. These strategies highlight the importance of effectively utilizing customer data and improving the customer experience through personalized communications. This approach also helps businesses increase revenue, raise average order values, and enhance customer lifetime value (Halim, 2023).

## 2.5. Use of CDP in Hotels

CDPs have become increasingly popular in the hospitality industry, especially hotels, to better understand and serve guests. CDPs, which help hotels offer personalized experiences to customers, understand their preferences and prepare offers accordingly, and increase communication and interaction with their customers, stand out as an important factor in increasing profitability and customer satisfaction.

Firstly, CDPs are software applications that collect and organize customer data from various sources, such as websites, social media, and booking platforms (Segment, 2020). In the hotel industry, CDPs are used to gather information about guests' preferences, behavior, and interactions with the hotel's services. By analyzing this data, hotels can create personalized experiences and offers that cater to the individual needs and interests of their guests (Li & Lv, 2021).

One of the key benefits of using a CDP in hotels is the ability to create a seamless and personalized guest experience. Hotels can access a centralized customer information database to track guests' interactions at every touchpoint, including online and offline channels. This allows them to tailor their marketing campaigns, offers, and services to each guest, leading to higher levels of guest satisfaction and loyalty (Revinate, 2023).

Furthermore, CDPs enable hotels to better understand their guests' behavior and preferences. By tracking data such as past bookings, spending habits, and feedback, hotels can identify trends and patterns that help them anticipate guests' needs. For example, if a guest frequently books rooms with a specific amenity, the hotel can proactively offer that amenity during their next stay, enhancing their overall experience (Cendyn, 2021).

Additionally, CDPs can help hotels increase revenue by targeting specific guest segments with personalized offers and promotions. Hotels can develop targeted marketing campaigns that resonate effectively with each specific group by segmenting guests based on their preferences and behaviors. This not only drives revenue but also strengthens relationships with guests by showing that the hotel values their individual preferences (Carlson, 2023).

In terms of customer experience, CDPs play a crucial role in improving communication and engagement with guests (Dumitrescu & Fuciu, 2010). By utilizing data to create personalized interactions, hotels can foster stronger relationships with guests and make them feel valued and appreciated. This can increase repeat visits, positive reviews, and word-of-mouth recommendations, enhancing the hotel's reputation and cultivating a more profound brand loyalty among guests (Tokay, 2019).

## 2.6. Benefits of Using CDP in Hotels

The benefits of using a CDP in hotels are numerous and can have a significant impact on improved personalization, enhanced customer segmentation, increased customer loyalty, better marketing efforts and streamlined operations. One of the primary benefits of utilizing a CDP in hotels is the ability to create personalized and tailored guest experiences. By consolidating data from various sources such as online bookings, CRM systems, and guest feedback, hotels can gain a comprehensive understanding of guest preferences and behaviors. This enables hotels to deliver targeted marketing campaigns, personalized offers, and customized services that cater to the individual needs of each guest, ultimately enhancing their overall experience (Ghare, 2023).

Another advantage of using a CDP in hotels is the ability to improve guest loyalty and drive repeat business. By leveraging data analytics and segmentation capabilities, hotels can identify high-value guests, understand their preferences, and engage them with personalized communications and promotions. This targeted approach not only fosters stronger relationships with guests but also encourages repeat visits, positive reviews, and word-of-mouth recommendations, all of which contribute to increased guest loyalty and revenue (Kitsios et al., 2021).

Furthermore, CDPs help hotels optimize operational efficiency and resource allocation. By centralizing guest data and automating data processing tasks, CDPs streamline workflows and enable staff to access real-time insights for better decision-making. This, in turn, allows hotels to allocate resources more effectively, optimize pricing strategies, and improve operational performance, leading to cost savings and enhanced operational efficiency (Girardin & Venturini, 2020).

In addition, the use of CDPs in hotels can lead to greater data security and compliance with data protection regulations. By implementing robust data governance practices and encryption protocols, CDPs ensure that guest data is securely stored and managed in accordance with privacy laws and industry regulations. This not only protects guest information from potential breaches but also builds trust and enhances the hotel's reputation as a responsible steward of guest data (Patel, 2018).

CDP can help hospitality businesses identify opportunities for upselling and cross-selling to their guests. For example, if a guest is interested in a particular activity, the business can suggest related products or services that they could find interesting. It can help drive additional revenue for the business (Ghare, 2023). A study by the CDP Institute found that companies that use CDPs see a 49% increase in average order value (Segment, 2020).

In conclusion, the benefits of using a CDPs in hotels are multifaceted and can have a transformative impact on guest experiences, revenue growth, and operational effectiveness. By harnessing the power of data analytics, segmentation, and personalization, hotels can create tailored



experiences for guests, drive loyalty, optimize operations, and enhance data security and compliance. As the hospitality industry continues to evolve in the digital era, CDPs will play an increasingly vital role in shaping the future of hotel operations and guest engagement.

### 3. Method

This study is an example of integrated conceptual research, which allows integrating or synthesizing existing concepts by using literature review (Xin et al., 2013). According to Torraco (2005), integrative reviews are “*used to evaluate, critique, and combine the literature on a research topic in a way that enables new theoretical perspectives and frameworks to be developed*”. Building on this, this study adopted an integrative review approach as a research methodology. “*Integrative literature reviews are distinctive because they systematically trace much (or maybe even all) of the literature on a selected topic back to its roots*” (Callahan, 2010). Additionally, integrative reviews are expected to convey knowledge from the literature through a model or conceptual framework that offers a new perspective on the subject (Torraco, 2005). Therefore, conducting an integrative literature review is relevant to creating the CDP Framework.

The integrative review method adopted in the study and outlined by Torraco (2005) includes the following activities: defining the importance of the research problem, collecting research literature, data analysis, and synthesizing the data to create a new model or conceptual framework. The data used for this study consists of the literature dealing with CDP and use of CDP in hotel businesses: The number of studies dealing with all or some of these concepts in the CDP literature is quite limited. Although some of these studies try to develop a model, these models do not focus on the components of the CDP and the relationships between data collection, segmentation and activation phases and the key roles between them in order to improve the CDP by synthesizing the literature on these phases. Therefore, this study started by first defining the importance of the research problem and then collecting the literature covering the basic concepts and components related to the CDP. As the focus of the review was academic in nature, the literature examination was concentrated solely on scholarly sources, encompassing seminal publications, frameworks, and models that contributed to the academic comprehension of CDP (Shuck, 2011).

Literature was collected using Web-based search tools such as Emerald, Scopes, Taylor and Francis and Science Direct. The literature material consists of both theoretical and empirical studies and books, and the research process went through several rounds of literature research and critical analysis. Based on the first round, the conceptual framework and structure were outlined, and the model was synthesized; its layers and elements were elaborated and refined based on subsequent rounds and during the iterative data analysis process. The research and analysis process continued until data saturation was reached.

### 4. Findings

Based on an extensive literature review, a CDP framework has been proposed specifically for hotel businesses. This framework encompasses elements such as metadata, metadata management, and customer journey processes. These components are essential for effectively capturing, organizing, and leveraging customer data to enhance service delivery and operational efficiency. The integration of these elements within the CDP framework allows hotels to create personalized experiences, improve customer satisfaction, and drive business growth. The detailed structure and processes of this CDP framework is illustrated below (Figure 1).

Figure 1: Customer Data Platform Framework in Hotel Businesses



Source: Authors

CDP aims to transform large volumes of data flowing from many different sources into usable information for hotel businesses. CDP offers an approach to creating a tourist profile from a holistic perspective. This profile plays an extremely active role in the design of creative experiences and marketing strategies. Since CDP meta data flow is in real time, it ensures that the customer journey map is constantly updated. This quality is of great importance for developing insights that will enable CDP outputs to respond flexibly by obtaining in-depth data about tourist desires and behaviors.

CDP can also transfer the outputs it produces to applications such as artificial intelligence-supported CRM or customer services. This capability makes it possible to provide both the value offered by the outputs of the CDP application and quality inputs for other functions. Thus, meta data can be used in real time within the hotel business not only in structuring the customer journey map but also in performing other related functions.

## 5. Conclusion

CDP can collect structured, semi-structured and unstructured data. On the other hand, CDP can also access data from online and offline sources. CDP collects data in five main areas: individual data, behavioral data, mobile device data, API and business transaction data. CDP also collects first-party data resulting from tourist interaction with the hotel. First-party data includes names, email addresses, transaction data from purchases or service usage. CDP also accesses behavioral data obtained from tourist interactions such as web page and mobile application usage, e-mail and social media activities.

CDP may also collect third-party data regarding tourists' technology use or demographic data, as well as data that tourists perform on World Wide Web. Data regarding all transactions such as a confirmation click, filling out an application form, reservation or chatbot usage are tracked by CDP. CDP also collects data through virtual, augmented and mixed reality applications. Today, many tourists' visits in virtual environments, their interaction between the real world and the virtual world with augmented reality applications, and the mixed reality applications they use with the help of wearable devices provide extremely valuable data flows. This data flow provides different and qualified data in defining tourist information beyond the data provided by websites or commercial transactions.

CDP obtains a meta database after collecting data from the five basic areas mentioned. Meta data is processed within the scope of data management for segmentation at the next level. Meta data is processed and integrated to obtain useful information. Tourist identification is made by using multiple identifiers (such as user IDs, e-mail addresses or cookie IDs) from the processed meta data. At this stage, CDP develops predictions with a high success rate by using advanced predictive analytical tools such as machine learning, artificial intelligence, natural language processing and deep learning. Processing

the collected data is as critical as collecting the data. Therefore, advanced tools such as natural language processing play an important role in understanding and defining tourist expectations.

The real-time tourist identification information obtained as a result of the segmentation of meta data is used in the preparation of the customer journey map during the activation phase (e-mail, social media, Web, IoT). CDP plays an important role in helping hotel businesses provide tourists with services tailored to their needs by providing a customer journey map based on personalization with real-time information. The security of the data collected and stored in terms of CDP is an extremely critical issue. A data collection, storage and processing process that complies with both global and local regulations is a non-essential requirement for CDP. Therefore, CDP envisages a data process protected by a digital immune system. It is organized to take place at all three levels of the CDP Framework to meet the layered security protection needs provided by the digital immune system.

Tourists use many different channels and sales points every day. Personalization achieved through tourist profiles developed based on previous mobility data obtained from these channels and points significantly increases tourist satisfaction. The profiles in question present a detailed description of tourists for hotel businesses. Tourist profiles created as the output of a data-based process greatly increase the effectiveness of the communication model that hotel businesses will structure for tourists.

Tourists want hotel businesses to provide consistent service as an important component of service quality. Using real-time data, CDP makes a significant contribution to enriching the tourist experience and improving it for the future. For this reason, it is important for hotel managers to use CDP that complies with current digital competencies in terms of maintaining competitiveness and providing a richer, more satisfying experience to tourists. The following suggestions are offered for managers and practitioners:

1. Advanced predictive analytical tools such as machine learning, artificial intelligence, natural language processing and deep learning should be used in the CDP data management (segmentation) phase. It takes the communication and interaction between hotel businesses and tourists to a new dimension with its capabilities such as deep learning of the context and wishes of tourists or performing emotional analysis.
2. Agility can be added to hotel businesses with the advantages provided by using CDP. This agile talent development, which is based on continuous, fast and flexible data stream, is of great value.
3. With the use of CDP, the speed of digital change will increase, and it will be possible to easily adapt to new technologies. This will also reduce the cost of the adaptation process. Considering that the hotel business is a core that creates the micro environment, the requirements of the changes in the meso environment (new software or applications for data management) and macro environment (new global rules and restrictive principles related to the digital world) can be implemented quickly thanks to CDP.
4. CDP offers a highly efficient process for operational data management. This process reduces the complexity that will arise when meta data produces a quality customer journey map in terms of data management, while also minimizing operational costs. Therefore, an effective process integration that considers real-time data flow between data collection, segmentation and activation stages should be provided in CDP design. With the integration between these three stages, CDP will be able to produce continuous, uninterrupted and up-to-date tourist identification information efficiently.
5. CDP carries out data verification and enrichment activities through automation. The mentioned activities serve to maintain data quality when creating tourist profiles. Therefore, appropriate digital tools and platform services should be used at all three stages.
6. CDP plays a major role in the success of marketing and sales activities by providing high amounts and quality data. To achieve such success, quality data must be appropriately transformed into sales and marketing strategies during the activation phase.
7. With CDP, a flexible and adaptable sales and marketing approach can increase the number of tourists and their lifetime value and ensure that this number and values are sustainable. For this purpose, CDP should monitor and include new channels emerging as well as existing data

- channels, new digital tools implemented as deep technology outputs, and new strategies for the customer journey.
8. CDP can provide great convenience to hotel businesses thanks to its scalability. As the hotel business's need for tourist data, storage and processing to create profiles increases, CDP can rapidly scale and respond to these needs. As the number of channels increases or the complexity of the profiles to be created increases, CDP must scale to respond quickly.
  9. CDP also offers opportunities for interoperability with other data management systems. It can be easily integrated with the CRM system to share data. This integration also includes AI-powered digital tools, various data platforms and other analytical tools. To get the most benefit from CDP outputs, integration with CRM, customer information systems, sales marketing applications and similar digital tools should be ensured. This integration should be evaluated periodically from a mutually beneficial perspective and updated considering the changes experienced.
  10. On the other hand, CDP offers a both safe and reliable structure in terms of touristic data by using advanced digital security management such as the digital immune system, which offers a multi-layered security approach. However, in today's world where data security and system reliability are widely discussed, using Security Operation Center (SOC) services will be extremely good for CDP.

If hotel managers and practitioners consider the suggestions above, they will ensure that the OMVP designs to be developed will be able to define high-quality tourist information, produce customer journey maps, use real-time data effectively, be agile, flexible, compatible, have low operational costs and have a reliable structure. Although this study contributes to theoretical perspective by offering a new framework, it includes some limitations. The study's framework is constrained by a literature review and an analysis of existing CDP structures, augmented with innovative digital business transformation tools. Consequently, the framework's components are limited to the models under consideration and the authors' perspectives. An additional limitation is the lack of empirical testing of the framework. Therefore, conducting qualitative and quantitative analysis with hotel managers, agency managers, IT experts can be offered for the future researches. Additionally, comparing with other environments could broaden the framework.

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## HOMESTAY TOURISM IN MALAYSIA: A LEGAL ANALYSIS

Afridah Abas<sup>1</sup>

### ABSTRACT

The original concept of homestay is that the tourists/travelers will stay together with the host in order to get the experience of culture and lifestyle of local people. It was introduced by the Ministry of Tourism Malaysia in 1988. It is a type of community-based tourism. Besides attracting tourists who want authentic experiences, it also contributes a significant supplemental income to local people. In the recent development of homestay tourism, the host is not staying together and it does not provide any activities which introduce the local culture of the people. The owner may renovate their house/part of building to make it as homestay. The activities of making the house as homestay may not be registered as a business. The issue that may arise is on the legality of the recent concept of homestay in Malaysia and whether the right of the client will be protected if anything happens. The methodology used is a content analysis approach by analysing the data. The study reveals that following the legal requirement is important in order to provide adequate legal protection to the owners of the homestay and the clients.

**Keywords:** Homestay, Tourism, Legality, Malaysia.

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# I. INTERNATIONAL BALIKESIR TOURISM CONGRESS 18-20 APRIL 2024



## TOURISM UNDER THE PURVIEW OF ISLAMIC JURISPRUDENCE

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### ABSTRACT

It is common and well known that tourism is a kind of world industry that develops globally. Travelling for tourism can be for some reasons which include Leisure, recreational, educational, religious as well as business. It follows that industrial tourism may highly contribute and support the government income and boost the economic sector achievement and assist in the job sector of the whole population in a country. Therefore, tourism sector is an important and significant agenda in development and growth of countries and Nations. In the same vein, Islam is a universal religion that is followed by many around the globe and everywhere. Islamic law counts every aspect of human life. Despite religious duties and obligations like solat and fasting, any act of the mukallaf including developing tourism industry or travelling for the purpose of tourism and sightseeing must be in line with the Shari'ah. This paper seeks to study primarily on the concept of tourism and its position under Islamic jurisprudence through library research. Examination will include several interpretations of the Quranic verses and the Sunnah of the Prophet (s.a.w.) relating to tourism as well as the defining law (*hukm taklifi*) on travelling for tourism purpose under Islamic jurisprudence. The discussion will also highlight the concession (*rukhsah*) as part of declaratory law (*hukm wadh'ie*) and other related legal rulings during tourism where relevant and necessary.

**Keywords:** Tourism, The Hukm of tourism, Travelling for tourism, Islamic jurisprudence, Islamic law.

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I. INTERNATIONAL BALIKESIR TOURISM CONGRESS  
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**AVIATION VISION OF THE REPUBLIC OF TÜRKİYE IN THE PROGRESS OF  
TURKISH TOURISM**

Çağrı Erdoğan<sup>1</sup>

**ABSTRACT**

The role played by the developments in the field of aviation is evident not only in the globalization of tourism, but also in the significant increase in its sphere of influence and power. Especially following the developments in the field of aviation in the early 20th century, which marked a turning point, this role has been strongly reinforced. Therefore, the aim of the study is to reveal the relationship between the acceleration in the development of Turkish tourism and the aviation vision of the Republic of Türkiye in the first 15 years (1923-1938) within the framework of aviation history. In line with the aim of the study, document analysis, one of the qualitative research methods, was conducted. With the vision of "the future is in the skies", Türk Tayyare Cemiyeti/Turkish Aeroplane Society was founded in 1925 as the first aviation organization of the republic under the instruction of Atatürk. Subsequently, manufacturing activities in the field of aviation were accelerated, and international co-operation was established and maintained in various fields. In addition, many effective steps were taken, such as the first flights abroad (1934). From this point of view, the support provided by the aviation activities and vision of the first 15 years of the republic to transform the strong link between aviation and tourism into concrete outputs, together with the importance of studies strengthen the light shed on aviation history are underlined.

**Keywords:** Aviation History, Tourism History, Travel, Republic of Türkiye.

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# I. INTERNATIONAL BALIKESIR TOURISM CONGRESS 18-20 APRIL 2024



## REUSE OF HISTORICAL LIGHTHOUSES IN CREATING TOURISM ROUTES

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Gül Yücel<sup>2</sup>

### ABSTRACT

Lighthouses are an important part of maritime transportation. Some of the lighthouses, which have an important place in maritime history, are nowadays re-functionalized for purposes other than aiding navigation. Lighthouses, which have an important potential especially in terms of tourism, are in integrity with their surroundings due to their location. In many countries of the world, historical lighthouses are put into use with different functions such as accommodation, museums and libraries in addition to their functions in maritime transportation. Although the history of lighthouses is quite old, the first lighthouses on the Turkish coast were established in 1856. Nearly 30 of the nearly 500 navigational aid lighthouses are registered. Recently, historical lighthouses and their lands have been leased for public use in Turkey. It is important to make them a part of tourism through conservation and reuse. This study wants to draw attention to the fact that lighthouses today can be part of a tourism route. However, the study also emphasizes that the location and architecture of lighthouses can contribute to the promotion of the region in which they are located. In the study, examples of lighthouses from the world and Turkey that have been opened to the public as a result of re-functionalization are examined and tourism opportunities are investigated.

**Keywords:** Lighthouses, Tourism, Re-functionalization, Sightseeing Route.

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## BIBLIOMETRIC ANALYSIS OF STUDIES ON TYPES OF CRISIS IN TOURISM IN THE PROCESS OF GLOBALISATION

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### ABSTRACT

In this study, it is aimed to reveal the general perspective of the studies by analysing the distribution of studies on crisis types in tourism according to years and countries. In the study, bibliometric analysis was used to examine the weight and trends of studies on crises in the field of tourism. Using the Scopus database, the terms "crisis" and "tourism" were searched separately with the terms war, pandemic, food challenge, terrorism, environmental problems, energy challenge, climate change, migration, disaster in titles, abstracts and keywords. Data were obtained using the "Analyse Results" section of the Scopus database. In addition, word cloud analysis of the keywords in the studies was performed. According to the results obtained, when the studies are evaluated in general, there has been an increase in studies on food challenge, climate change, environmental problems and disasters after the pandemic. When the number of studies conducted according to countries is examined, it is seen that the USA and the UK are mostly in the first place. These two countries are followed by China, India, Spain and Australia. According to Scientific Journal Rankings (SJR) data, these countries are among the top 11 countries in the number of scientific researches. In the analysis of the common keywords of the studies on crisis types in tourism, it is seen that the words Covid and Pandemic are used the most. According to this result, it was concluded that the Covid-19 pandemic also affected the studies on other crisis types. The terms crisis management, disaster management, risk management, climate change, sustainable development are also among the frequently used words. This shows that studies on the crisis focus more on management and sustainability-related issues that have been current in recent years. Additionally, it was observed that less attention was given to perceived risk, vulnerability, and resilience issues.

**Keywords:** Crisis, Bibliometric Analysis, Globalisation, Types of Crisis in Tourism.

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# I. INTERNATIONAL BALIKESIR TOURISM CONGRESS 18-20 APRIL 2024



## FOOD TOURISM IN THE HISTORIC CENTER OF BELÉM/PA (BRAZIL)

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### ABSTRACT

Belém, capital of the state of Pará, is a creative city of gastronomy since 2015. This title, revalidated in 2020 by United Nations Educational, Scientific and Cultural Organization, was awarded due to the originality of its food, which is based on indigenous, African and European roots. Dishes such as maniçoba, tacacá, duck in tucupí and pirarucu, among others, stand out in the cuisine of Pará. Açaí is also consumed in Pará meals, usually with tapioca or cassava flour, sweetened or plain. The objective of the research is to characterize the food supply in the historic center of Belém, seeking to understand the tourist importance for the capital of Pará of recognizing the title of creative city. The methodological approach is qualitative and ethnographic, which is based on participant observation of restaurants and the application of semi-structured interviews to managers, owners or chefs of these establishments. We conclude that tourism benefits from a triple dynamic in Pará gastronomy. Firstly, the exclusivity and diversity of the food supply stands out. At this point, it is important to highlight the gourmetization of Pará dishes. Secondly, we must consider the theme of the restaurants with crafts, painting, sculpture and other objects from indigenous and Amazonian culture. Finally, we must consider the communication established between restaurants and (potential) customers, through their official pages and social networks, as well as the use of these by customers to publish photos about the restaurants they frequent or visit and the dishes that they consume.

**Keywords:** Creative City; Cultural Heritage; Gastronomic Tourism; Typical Food.

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## THE ROAD TO THE UNESCO LIST – EXAMPLE OF COOPERATION IN SPYCIMIERZ

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### ABSTRACT

The speech is devoted to the tradition of laying flower carpets for the Corpus Christi celebration in Spycimierz (Poland). The authors present the circumstances of the emergence of this tradition and the current course of the event. The rest of the speech focuses on showing the subsequent stages of activities of interested entities, which ultimately led to the inscription of the tradition first on the national list of intangible cultural heritage (2016), and then on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity (2021). One of the goals of the speech is to promote the place and tradition, present selected research in the field of tourism conducted in the village and show the importance of the research for the documentation of the state and organization of the event. The presentation is based on the authors' long-term research, which began a few years before the inscription on the UNESCO list and continues to this day. The presented process should be treated as a kind of instructional procedure, as well as a model example of integration around a common goal and cooperation of institutions, organizations, and the local community to preserve and protect intangible heritage.

**Keywords:** UNESCO, Spycimierz, Cooperation, Heritage.

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**EVALUATION OF SOCIAL MEDIA POSTS OF FOOD AND BEVERAGE  
BUSINESSES FROM A CULTURAL (INDULGENCE, RESTRICTIVE)  
PERSPECTIVE**

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Ahu Yazici Ayyildiz<sup>3</sup>

**ABSTRACT**

Information on how food and beverage businesses' social media strategies may differ in different cultural contexts can provide important insight. Therefore, the purpose of this study is to determine whether the social media posts of food and beverage businesses differ culturally (indulgence, restrictive). The research is an example of qualitative research method. Social media posts (Photos and Descriptions) of food and beverage businesses in Moscow (Indulgence Culture), London (Restrictive Culture) and Istanbul (Both Restrictive and Indulgence Culture), which are among the top 10 on TripAdvisor website, were included in the study. A total of 600 posts were analyzed by analyzing the last 20 photos on the Instagram page of each food and beverage business and the explanations associated with the photos. While semiotic analysis method was used to analyze the photos, content analysis was used to analyze the descriptions. According to the findings, food and beverage businesses in Moscow share more hedonistic and entertainment-oriented photos on social media than food and beverage businesses in Istanbul and London. Food and beverage businesses in London are more restrictive culture orientated than those in Moscow and Istanbul. When the categorical differences of social media photos according to destinations are analyzed, it is seen that food photos are mostly used in three destinations. When the descriptions of the photos are analyzed, it is seen that most of the descriptions are related to the name and content of the product.

**Keywords:** Indulgence, Restrictive, Food and Beverage, Social Media.

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# I. INTERNATIONAL BALIKESIR TOURISM CONGRESS 18-20 APRIL 2024



## THE CURRENT TREND IN PROMOTING TRADITIONAL DELICACIES AMONG THE MILLENNIAL OPERATORS

Noriah Ramli<sup>1</sup>

### ABSTRACT

Malaysia being a unique country comprises of several races including the Malay, Chinese, Indian. In the East Malaysia (Sarawak and Sabah) there are more than 52 ethnic groups with 52 different dialects spoken. These include the Melayu Sarawak, Iban, Kadazan, Melanau, Kelabit, Kenyah, Murut, Dusun and Bajau. This scenario contributes to the existence of various traditional and heritage delicacies which is unique to Malaysia's identity. Today in Malaysia, traditional food hunting has become one of the popular activities among the people in Malaysia. It has become the weekend getaway for many people especially those living in the urban and city area. It is a social therapy to many by going out, enjoying the traditional food in its unique and traditional manner. This study is conducted with an objective to expose the current trend in promoting traditional and heritage food among the populations. This study will also investigate into the reasons that attract the people to these places and finally, this study will share the findings and recommendations in making traditional and heritage food as one of the community-based tourism products. To achieve the objectives, the study will be done by analyzing existing report, documents, necessary interviews with the operator in order to get their feedback, interview with the respective tourism officer for latest updates, and observatory study will be conducted at selected places. In the conclusion part, findings and recommendations will be presented accordingly.

**Keyword:** Traditional food, Operator, Malaysia.

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## DETERMINING THE SATISFACTION LEVELS OF GUESTS RECEIVING SERVICES IN WELLNESS-SPA HOTELS: SAPANCA EXAMPLE

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İbrahim Kahraman<sup>3</sup>

### ABSTRACT

With globalization and the development of technology, people's demand for leisure activities has also increased. Participation in Wellness-SPA activities, one of the most common leisure activities globally, has also increased accordingly. The purpose of the present study is to determine the satisfaction level of guests staying/receiving serving in Wellness-SPA hotels. The population of the study consists of guests staying/receiving serving in Wellness-SPA hotels. As the sample, people staying in a five-star accommodation facility in Sapanca and benefiting from the Wellness-SPA service were selected. Survey forms were used as data collection tools in the study in which the deliberate sampling method was used. The questionnaire consists of demographic questions and the satisfaction scale developed by Gonzalez and Brea (2005). Within the scope of the study, 126 questionnaire forms were evaluated. Reliability analysis was conducted to determine the reliability of the scale, as a result it was determined that Cronbach's Alpha coefficient was appropriate. Frequency analysis was performed to determine the demographic variables and responses to the scale statements. By taking the average of the statements in the satisfaction scale, the difference between demographic variables and satisfaction level was tested and no significant difference was found between demographic variables and Wellness-SPA satisfaction level. By analyzing the average of the answers given to each statement, the features that are satisfied and dissatisfied within the scope of the Wellness-SPA service offered were determined. At the end of the research, the possible reasons for the satisfaction levels of the guests were discussed.

**Keywords:** Wellness, SPA, Accommodation Establishment, Level of Satisfaction.

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## CREATING THE IDEAL KAZAKH CUISINE MENU: A RESEARCH ON LOCAL PEOPLE

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Serkan Şengül<sup>3</sup>

### ABSTRACT

This study aims to determine the ideal Kazakh cuisine menu to be offered to foreign tourists visiting Kazakhstan. It is also planned to identify gastronomy tourism regions of Kazakhstan. In this context, research was conducted using the internet survey technique among 421 local people living in Kazakhstan. As a result of the analysis of the obtained data, it was determined that the ideal Kazakh cuisine menu could be created and presented to foreign tourists by local people, such as goose from the cold starter, soup with meat from the soups, “beshparmak” from the main foods, “boursak” from the hot appetizers, “irimshik” from the desserts and “kumiss” from the beverages. When Kazakh cuisine is mentioned, the first food that comes to mind is “beshparmak”, the first drink that comes to mind is “kumiss”, and the first dessert that comes to mind is “jent”. The geographical region that local people want to visit most for gastronomy tourism in Kazakhstan is the South Kazakhstan Region, while the provinces and cities they want to visit the most include South Kazakhstan, Almaty, and Jambyl, respectively. Considering these results, useful suggestions were tried to be offered to tourism businesses, food and beverage businesses, chefs, and researchers.

**Keywords:** Menu, Local Foods, Kazakh Culinary Culture, Local People.

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\*Bu çalışma “Gastronomi Turizminin Destinasyon Pazarlamasına Etkisi Kazakistan Örneği” isimli doktora tezinden türetilmiştir.







## METAPHORICAL PERCEPTIONS OF INDIVIDUALS STUDYING TOURISM GUIDANCE ON THE DISCOURSE OF "TURKISH GUIDANCE"

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### ABSTRACT

According to the Tourism Guidance Profession Law, foreign language proficiency is required to work as a tourist guide. However, the proposed law on the amendment of the Professional Law on Tourist Guidance and the Law on Travel Agencies and the Association of Travel Agencies, which came to the agenda at the beginning of 2024, have caused controversy in the field of the profession. In fact, with the implementation of this law, the obligation to be a guide on tours will be abolished and Turkish-language (without a perfection of any foreign language) guides will be allowed. This situation has received intense negative criticism from the relevant professional chambers, university bodies, non-governmental organizations and most of all from tour guides who actively work in the field. On the other hand, for another group of people who are unable to obtain a license of tour guide because they do not have foreign language proficiency and cannot practice their profession even in their own language, this law proposal has been adopted as a positive approach. To interpret these diverging perceptions, it was aimed to determine the perceptions of 3rd and 4th grade individuals who have not started their profession yet and are currently studying at the undergraduate level and 2nd grade individuals studying at the associate degree level towards the discourse of "Turkish Guidance". In this research method, which is called phenomenology design, the focus is on phenomena that are recognized but do not have a detailed understanding. In this context, to determine the metaphorical perceptions of the prospective tourism guides, they were asked to write the first metaphor that came to their minds together with its justification by using the open-ended statement "In my opinion, Turkish guidance is like ... because ...". As a result of the research, it was seen that 45 metaphors were developed by a total of 62 participants (37 undergraduate and 25 associate degree) and the metaphors developed were classified into five categories according to their common characteristics. When these metaphors were analyzed, it was concluded that individuals who want to work in the field of profession with a foreign language do not look favorably on the proposed amendment to the law due to loss of prestige and loss of earnings. On the other hand, another group of people who are positive about the transition to Turkish guiding stated that it would be advantageous to provide a local service for their own citizens in Turkey, but the obligation to have a guide on tours should continue.

**Keywords:** Turkish Guidance, Phenomenology, Law Proposal.

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# I. INTERNATIONAL BALIKESIR TOURISM CONGRESS 18-20 APRIL 2024



## BIBLIOMETRIC ANALYSIS OF CITTASLOW (SLOW CITY) RESEARCHES

Yenal Yağmur<sup>1</sup>

### ABSTRACT

Cittaslow philosophy has important components such as supporting local sustainable development, improving the quality of life, protecting cultural features and values, and observing the balance of protection and use that will allow the environment to renew itself has caused local decisionmakers to focus on the concept. To reveal the reflection of this interest among researchers, bibliometric analyzes were conducted by the means of VOSviewer and Web of Science (WoS) in the present research, which focuses on shedding light on the trends and developments related to the Cittaslow concept. Through visualization network analysis, the literature on the concept was divided into four clusters as ‘sustainable tourism, slow movement, marketing and sustainability and Türkiye’, and by the means of word cloud analysis based on density, it was concluded that the most repeated word was ‘Cittaslow’. Also, one of the important findings of the research is that the literature on the concept is not yet at the maturity stage and the most productive country for the concept is Türkiye. It is thought that the research outcomes will be guiding for future researchers.

**Keywords:** Cittaslow, Bibliometric analysis, VOSviewer, Web of Science database.

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## BICYCLE TOURISM POTENTIAL AND BICYCLE ROUTES OF BİLECİK CITY

Zeynep Yamaç Erdoğan<sup>1</sup>

### ABSTRACT

Bicycle tourism can be carried out for holiday, recreation, rest and sports purposes, as well as day trips or long-distance tours. People can participate in bicycle tourism as bicycle users or as spectators of cycling events.

The aim of the research is to reveal the bicycle tourism potential of Bilecik city. In the research, secondary data analysis technique, one of the qualitative research methods, was used. In this context, Bilecik Bicycle Routes booklet and news texts about cycling events organized in the city were examined and subjected to content analysis. The analyses revealed that there are 18 bicycle routes in Bilecik, only 1 of the routes is a dirt road and the remaining 17 routes are asphalt roads; there are at least 3 routes in each difficulty level graded between 1-5 and the routes are mostly in the 2nd degree difficulty, the shortest route is 3 kilometers, and the longest route is 76 kilometers. In the news texts, promoting touristic spots, increasing bicycle transportation and raising awareness for the protection of nature have come to the forefront in cycling activities organized for tourism purposes. Cyclists learnt about historical destinations by taking city tours on designated routes.

As a result, it has been determined that the province of Bilecik has an important potential in terms of bicycle tourism with 18 bicycle routes, and that studies for travelling touristic destinations by bicycle should be increased. It is also important to emphasize this aspect of the destination.

**Keywords:** Bicycle Tourism, Bilecik, Bicycle Routes.

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