15. INTERNATIONAL CONGRESS ON

CULTURE TOURISM & CIVILIZATION











OCTOBER 18-20, 2024
BITLIS, TÜRKIYE

PROCEEDINGS BOOK

Editors

Prof. Dr. Necmettin ELMASTAŞ
Assoc. Prof. Dr. Fatih ADIGÜZEL

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Bitlis Eren University, Bitlis, Turkiye
October 18-20, 2024

Editors

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Assoc. Prof. Dr. Fatih ADIGÜZEL

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TOTAL PAPERS: 139

The number of abstracts from foreign countries: **95**

The number of abstracts from Türkiye: **44**

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İlgili makama;

15. Uluslararası Kültür, Turizm ve Medeniyet Kongresi 18-20 Ekim 2024 tarihleri arasında Bitlis Eren Üniversitesi'nde 23 farklı ülkenin akademisyen/araştırmacılarının katılımıyla gerçekleşmiştir. Kongre kapsamında sunumu yapılan 139 bildirinin 44 adeti Türkiye'den katılımcılar tarafından; 95 bildiri ise 23 ülkeden katılımcılar tarafından sunulmuştur. Kongre 16 Ocak 2020 Akademik Teşvik Ödeneği Yönetmeliğine getirilen "*Tebliğlerin sunulduğu yurt içinde veya yurt dışındaki etkinliğin uluslararası olarak nitelendirilebilmesi için Türkiye dışında en az beş farklı ülkeden sözlü tebliğ sunan konuşmacının katılım sağlaması ve tebliğlerin yarıdan fazlasının Türkiye dışından katılımcılar tarafından sunulması esastır.*" değişikliğine uygun düzenlenmiştir.

Bilgilerinize arz edilir,

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18-20 Ekim 2024 tarihlerinde düzenlenecek olan "15. Uluslararası Kültür, Turizm ve Medeniyet (15th. International Culture, Tourism and Civilization)" kongre düzenleme kuruluna aşağıda unvan ve isimleri yazılı olan öğretim üyeleri/elemanları görevlendirilmiştir.

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BITLIS, TÜRKIYE

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19.10.2024

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Title	Author(s)	Affiliation
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URBAN CONSERVATION AND SOCIAL INTEGRATION: THE ROLE OF COMMUNITY PARTICIPATION IN HISTORICAL AREAS	Furkan KARAHAN	Karadeniz Technical University, Türkiye
A SMARTPHONE APPLICATION SUGGESTION FOR ERZURUM DESTINATION: ATAPATHS	Erkan DENK Betül BÜLADİ ÇUBUKÇU Murathan KEHA Yeşim DURSUN DENK	Atatürk University, Türkiye
EVALUATION OF ORTAKÖY SQUARE (ISTANBUL) IN TERMS OF LANDSCAPE DESIGN	Nurhan KOÇAN Şeyma ŞENGÜR	Bartın University, Türkiye
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All participants must join the conference 10 minutes before the session time.
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ERZURUM DESTİNASYONU İÇİN BİR AKILLI TELEFON UYGULAMA ÖNERİSİ: ATAPATHS[79]

SMARTPHONE APPLICATION SUGGESTION FOR ERZURUM DESTINATION: ATAPATH

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ÖZET

Turizm endüstrisinde çağa ayak uydurabilmek ve diğer rakip destinasyonlarla rekabet edebilmek için bilginin üretilip iletilmesine kadar geçen tüm süreçlerde akıllı olmak gerekmektedir. Burada kullandığımız "akıllı" kavramı bilgiye kısa sürede ulaşımı sağlayan ve son teknoloji ile üretilen uygulamaları ifade etmektedir. Dolayısıyla bu çalışmanın amacı, Erzurum'a ziyarete gelecek yerli ve yabancı turistlere yöreye ait kültürel unsurları, lezzetleri, yemek deneyimi yaşayabilecekleri yerleri, konaklama hizmeti sunan işletmeleri ve ilçelere ait rota önerilerini geniş bilgi birikimi ile tek bir uygulamada sunabilecek bir akıllı telefon uygulaması geliştirmektir. Oluşturulacak rota önerileri ile destinasyonda alternatif turizm türlerini de harekete geçirmek çalışma hedefleri arasında yer almaktadır. Bu kapsamda ilgili paydaşlar ile (Yerel yöneticiler, otel işletmeleri genel müdürleri, yiyecek içecek işletmeleri yöneticileri, vb.) gerçekleştirilen yarı yapılandırılmış mülakatlar sonucunda böyle bir akıllı telefon uygulamasının ihtiyacı, katılımcılar tarafından açıkça ifade edilmiştir. Görüşmelerden elde edilen sonuçlar doğrultusunda oluşturulacak web taban destekli akıllı telefon uygulamasının içeriği ve menü başlıkları tespit edilmiştir. Geliştirilen bu uygulama aracılığıyla, turistlerin seyahatlerini kolaylaştıracağı gibi rehberlere kılavuzluk edebileceği, uyarılmış ziyaretçilerin zengin içeriği ile Erzurum destinasyonuna yönelik ilgisini çekebileceği, turist sayısı ve turizm gelirinde bölgede artışlara yardımcı olabileceği görüşü ortaya çıkmıştır.

Anahtar Kelimeler: Dijital turizm pazarlaması, Akıllı telefon uygulaması, Erzurum.

ABSTRACT

In order for the tourism spectrum to keep up with the times and to be produced in all the opportunities provided for the cost of competition with other rival destinations, it must be smart. Here, profitable "smart" appearance features express applications that provide transportation in a short time and are produced with the latest technology. For this purpose, a smart phone application that can provide local

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and foreign tourists who will come to Erzurum with extensive knowledge of cultural elements, flavors, places where they can experience food, businesses that provide accommodation services and route suggestions for districts is being added. With the route suggestions to be created, it is among the target of the study to activate alternative tourism types in the destination. As a result of the results obtained from the interviews with the relevant parties (local administrators, general managers of hotel businesses, food and beverage business supply, etc.) with this potential, the web-based smart phone list content and menu titles to be created were determined. Thanks to this developed application, it will facilitate the travels of the distributors as well as be directed to guides, the rich content of the adapted management can attract attention to the Erzurum destination, and it has emerged that it will help the increase in the number of tourists and tourism income in the region.

Keywords: Digital tourism marketing, Smartphone application, Erzurum

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