

## AKADEMİSYENLERİN ANTALYA İLİNDE KÜLTÜR TURİZMİ HAKKINDAKİ GÖRÜŞLERİ: ÜNİVERSİTE ŞEHRİ OLMA YOLUNDA BİR DEĞERLENDİRME \*

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### Özet

Bu araştırmanın amacı Antalya'da bulunan üniversitelerde görev yapan akademisyenlerin kültür turizmi konusundaki görüşlerini ortaya çıkarmaktır. Ayrıca üniversitelerin bu alandaki rolüne odaklanarak ve Antalya'nın üniversite şehri olma yolunda ne gibi fırsatlar ve zorluklarla karşı karşıya olduğu ele alınmıştır. Araştırmada nitel araştırma yöntemi kullanılmış ve desen olarak ise durum çalışması işe koşulmuştur. Araştırmanın çalışma grubunu Antalya ilinde bulunan üniversitelerde görev yapan 10 akademisyen oluşturmaktadır. Veri toplama sürecinde nitel araştırmada sıkça başvurulan yarı yapılandırılmış görüşme formları kullanılmıştır. Araştırmacılara Antalya'da kültür turizmi hakkında misafirlere yapılan bilgilendirme, tanıtım ve reklam çalışmaları, kültür turizminin geliştirilmesi için yapılması gereken hizmetler, kültür turizminin gelişmesi açısından Antalya ilinin avantaj ve dezavantajlarına ile her şey dahil sisteminin kültür turizmi açısından değerlendirilmesine ilişkin sorular sorulmuştur. Veriler betimsel analiz yöntemiyle analiz edilmiştir. Araştırma sonuçlarına göre; Antalya'nın kültürel varlıklarının yeterince tanıtılmadığı, potansiyel cazibe merkezlerinin bilgilendirme açısından eksik olduğu belirtilmiştir. Katılımcıların çoğunluğu, Türkiye'nin ucuz bir tatil destinasyonu olarak algılanmasının değiştirilmesi gerektiğini ve profesyonel tanıtım ve pazarlama stratejilerinin benimsenmesinin önemli olduğunu belirtmiştir. Bu sonuçlar, Antalya'nın kültürel zenginliklerinin tam anlamıyla değerlendirilmediğini ulusal ve uluslararası düzeyde tanıtılması ve öğrenci çekme potansiyelinin artırılması gerektiğini göstermektedir. Antalya, sadece turistik bir destinasyon olmanın ötesine geçerek, eğitim ve kültür alanlarında da önemli bir cazibe merkezi haline gelebilir.

**Anahtar Kelimeler** Akademisyen görüşleri. Kültür turizmi. Üniversite şehri. Antalya

## ACADEMICS' PERSPECTIVES ON CULTURAL TOURISM IN THE ANTALYA PROVINCE: AN EVALUATION ON THE JOURNEY TOWARDS UNIVERSITY CITY STATUS

### Abstract

The aim of this research is to uncover the perspectives of academics working in universities located in Antalya regarding cultural tourism. Additionally, it focuses on the role of universities in this domain and examines the opportunities and challenges that Antalya faces on its path to becoming a university city. Qualitative research methodology was employed in this study, with a case study design utilized. The research group consists of 10 academics working in universities located in Antalya. Semi-structured interview forms commonly used in qualitative research were employed during the data collection process. Researchers asked questions related to informing, promoting, and advertising cultural tourism in Antalya, services required for the development of cultural tourism, advantages and disadvantages of Antalya province in terms of the development of cultural tourism, and an evaluation of the all-inclusive system in the context of cultural tourism. Data were analyzed using descriptive analysis. According to the research findings, it was indicated that Antalya's cultural assets are not adequately promoted, and there are deficiencies in informing about potential attraction centers. The majority of participants emphasized the need to change the perception of Turkey as a cheap holiday destination and highlighted the importance of adopting professional promotion and marketing strategies. These results indicate that Antalya's cultural riches are not fully utilized and suggest the need for their promotion at the national and international levels and the enhancement of its potential to attract students. Antalya has the potential to become not only a tourist destination but also a significant center of attraction in the fields of education and culture.

**Keywords:** Academic perspectives, Cultural tourism, University city, Antalya

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## **Introduction**

Cultural tourism has become a significant part of the tourism industry today, contributing greatly to the economic and cultural development of many regions. Cultural tourism allows people to experience different cultures, historical and artistic values, and learn from these experiences. It goes beyond mere relaxation and entertainment, serving to enrich individuals both personally and culturally. Furthermore, cultural tourism holds the potential to create sustainable income sources for tourist destinations and positively impact local economies. Antalya, located on the southern coast of Turkey, has earned a reputation as a tourist paradise. With its historical remnants from ancient times, magnificent beaches, natural beauty, and rich cultural heritage, Antalya attracts millions of tourists annually. Therefore, research on Antalya's tourism potential and how to better utilize it is of utmost importance (Boz, 2021; Kapan, 2018; Polat and Zaimoğlu, 2019).

This article aims to examine the significance of Antalya Province in terms of cultural tourism and the role of universities in this domain. Specifically, it will focus on the views and recommendations of academics in this regard, as well as the opportunities and challenges that Antalya faces on its path to becoming a university city. The perspectives of academics provide an important insight that can help us better understand Antalya's cultural tourism potential and how to harness it effectively.

## ***Culture***

The word "culture," with its origins in the cultivation of the land, is encountered as "culture" in English, "culture" in French, "Kultur" in German, "Sakafi" in Arabic, "ferhengi" in Persian, "hars" in Ottoman Turkish, and "ekin, kültür" in Turkish. According to Edward B. Tylor, culture is defined as "Culture or civilization, taken in its broad ethnographic sense, is that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society" (Tylor, 1958). Gustav Klemm, in his 1843 work "General Cultural History of Humanity," stated that the word 'culture' has a very precise and clear meaning as a whole for the way of life, abilities, arts, traditions, and all other capabilities and habits acquired by human communities (Usal and Kuşluyan, 2002). From an educational perspective, Tozzer emphasized that culture is "patterns of behavior or models that are socially learned and passed on to new generations in the same way" (Tozzer, cited in Taylor, 1958).

## ***Tourism***

Tourism is defined as "an event of the journey involving at least one overnight stay in a place other than the person's usual environment for leisure, business, leisure, culture, health, sport, or any other reason except being employed for profit or pursuing political or military objectives in a liberal environment and independent of any external coercion" (Olalı, 1990). In short, tourism is a consumption event, a social event, and a comprehensive (interdependent) service industry that includes business and relationships that arise from travel by individuals or groups of people for various reasons such as work, curiosity, religion, health, sports, relaxation, entertainment, culture, gaining experience, snobbish purposes, family visits, congresses, and seminars.

## ***Tourism in terms of size***

***Domestic Tourism:*** Domestic tourism is defined as tourism activities within one's own country that do not require passport and visa procedures. Tourism contributes to the balanced distribution of national income among regions due to its geographical location. It ensures a balanced income distribution among regions in economic terms. Also, domestic tourism helps to increase motivation in people's work lives while helping local tourists to learn and adopt the natural and cultural values of their country. In Turkey, policies for the development of domestic tourism were first implemented during the Second Five-Year Development Plan (1968-1972) (Denk, 2018:21). In fact, domestic tourism was remembered only in times of crisis for many years, but in the last ten years, it has become one of the main consumer groups. Domestic tourism has increased in recent years due to the increase in the income level of the people (Denk, 2018:21).

***International Tourism:*** International tourism refers to travel activities to another country outside one's own country. International tourism involves procedures such as passport, foreign exchange, and visa. The greatest contribution of international tourism to a country is its foreign exchange effect. Especially, the contribution of international tourism to the economy in Turkey is undeniable. In addition, it contributes to the economy with increasing foreign capital, the development of infrastructure and superstructure, income-generating and employment-increasing aspects (Denk, 2018:22). In addition, international tourism contributes to the establishment of dialogue and communication between countries, learning about different cultures, and the development of a sense of respect for cultures.

### ***Cultural Tourism***

Cultural tourism is defined as travel that allows tourist groups to gain knowledge about local cultures, get to know the natural environment, and make cultural values sustainable. Cultural tourism resources include local food and drinks, local handicrafts, cultural exhibitions, festivals, artistic activities, architectural structures, places of worship, monuments and museums, sports activities, historical events, and other cultural values (Nuryanti, 1996).

The saturation of the sun-sea-sand holiday tourism market, discussions about environmental and ecological balance, the lack of natural beauty and resources, and the growing awareness of historical values have given rise to cultural tourism as a new tourist product on the international stage (Çulha 2008: 3). In addition, the strong connection between culture and tourism has led to the emergence of cultural tourism. With the globalization and the development of communication and transportation, people have become curious about other cultures and want to learn about them. As Emekli (2006) mentioned, cultural tourism is a journey that includes participating in artistic activities such as festivals, folklore, theater, and exhibitions, learning about past and present civilizations and cultural values, and visiting historical sites and social lifestyles (Emekli, 2006). Today, people are interested in regional cultures other than their own and strive to trace the traces of ancient civilizations and cultures. To develop cultural tourism, it is necessary to promote tourism throughout the year regardless of natural conditions, add dynamism to tourism, introduce and preserve national culture, and take care of the past and the future. In other words, cultural tourism is a type of activity that involves sharing and experiencing tangible and intangible cultural heritage (monumental or urban structures, works of art, prehistoric, Neolithic, and archaeological sites, collections, cultural identity, oral traditions and narratives, handicrafts, language, etc.). Cultural tourism consists of visiting cultural places to raise people's cultural levels, gain new knowledge and experiences, and learn about cultural differences (Aydm, 1990).

Among the alternative tourism resources, definitions related to cultural tourism depend on the definition of culture, and the scope of cultural tourism is based on definitions related to cultural activities and the cultural industry. Cultural tourism, which includes both cultural activities and the cultural industry, generally encompasses the concept of culture and definitions related to cultural activities. As the cultural difference between the region where the tourist lives and the region they visit increases, cultural distance occurs. As the cultural difference between regions increases, an increase in tourism demand in the region is observed. People want to know and see different cultures. In addition, political moderation between countries increases demand for tourism. If political polemics to be experienced between them will negatively affect both country tourism and tourism (Kozak, 2001).

Socio-cultural factors, such as educational level, directly affect tourism. As the educational levels and general cultural levels of people in a society increase, the intensity of travel will also increase. For example, as Doğan (1987) pointed out, as education, and hence culture level, increases, people's knowledge about the world in which they live also increases. The desire to travel increases with the increase in knowledge and experiences. (Doğan, 1987). In a study conducted in Germany, it was observed that 22% of those who received primary education, 52% of those who received secondary education, and 62% of those who received higher education had traveled (Doğan, 1987).

### ***Antalya and Cultural Tourism***

Antalya is a port city located on the southwestern coast of Turkey. Due to its geographical location, this city has an important geopolitical position and has been subjected to constant invasions throughout history. Antalya Province is located in the Mediterranean region of Turkey and covers an area of 20,815 square kilometers. Antalya, with its geographical location, surrounds the Antalya Gulf from west to east. Thus, it forms the southern tip with its 640 kilometers of Mediterranean coast, azure waters, lush beaches, and unique tourist attractions (Kapan, 2018).

Antalya has always been a popular city due to its natural riches. Antalya is located in the southwestern part of ancient Pamphylia, one of the oldest regions in history. Since ancient times, Antalya and its surroundings, known as "Pamphylia," have been one of the most important centers in Anatolia. Moreover, traces of the first humans dating back to prehistoric times were identified in the Karain Cave in the northern part of the city (Kapan, 2018: 2). Antalya has a rich historical past, having hosted various civilizations throughout history, including Hittites, Lydia, Persia, Ptolemaic Kingdom, Seleucid Empire, Pergamon, Rome, Seljuk, Byzantine, and Ottoman civilizations (Boz, 2021; Polat and Zaimoğlu, 2019).

The city, with its natural and historical beauties, attracts numerous tourists today (Doğan, 2018). Antalya is a developed city that hosts artistic and cultural events such as cinema, theater, ballet, national and international conferences (Akış, 2011). Furthermore, the city of Antalya, which is located at the crossroads of the Pamphylia, Psidia, and Lycia regions, is where history meets nature (Arınç, 2006). The name "Antalya" began with the desire of King Attalus II of Pergamon (159-138 BC) to establish a port city in the region due to its strategic importance in the past (Kapan, 2018: 2).

According to the Antalya Region Tourist Profile Research conducted by Akdeniz University Faculty of Tourism and related institutions, 85.3% of tourists visiting Antalya come to the region for vacation and relaxation purposes. This result is 11.1% higher than the results of the Tourist Profile Research conducted in 2008. In addition, according to the 2008 Tourist Profile Research, 86.4% of visitors were found to stay in the region with an all-inclusive system, an increase of 4.7% in 2011 (Albayrak et al., 2011, p. 16). When the survey results are examined, it is clear that the majority of tourists visiting Antalya are primarily attracted by the sea, beach, sun, and entertainment. This situation reinforces the idea of diversifying tourism and promoting tourism from coastal areas to rural areas. The type of tourism based on sea, sun, and sand causes 80% of visitors to come to the region in the summer months and 20% in the remaining six months (Aydın and Boz, 2007, p. 932). This unequal distribution creates seasonal pressure on tourism. In addition, another result of the Antalya Region Tourist Profile Research conducted in 2011 is that 63.8% of tourists visiting Antalya do not visit the city center of Antalya (Albayrak et al., 2011). This situation is due to the fact that Antalya is the main tourist product. The small number of domestic tourists visiting the city center, combined with seasonal pressures, means that the tourism economy remains limited and does not reach the general public. This situation both indicates that tourism has not diversified and highlights the urgent need for diversification.

In response to changes in global tourism demand and to mitigate the negative effects of traditional tourism structures, tourism diversification has become increasingly important, especially in recent years. Therefore, Antalya's location and archaeological and cultural richness make it rich in various tourism products. The city, which is rich in natural, cultural, and historical resources, offers not only traditional tourism opportunities but also a wide range of tourism products. In addition to cultural tourism, which stands out as the leading type of tourism that can be developed in Antalya, rural tourism, plateau tourism, winter tourism, golf tourism, congress tourism, tourism-oriented sports activities, mountain and hiking tourism, cave tourism, camping and caravan tourism, adventure tourism, plant research tourism, hunting tourism, sea tourism, and religious tourism should be classified (Demircan, 2010).

#### ***Antalya Province and Universities: Introduction to Universities in Antalya***

Antalya, situated on Turkey's southern coast, is a province celebrated for its tourism, natural beauty, history, and sunny climate. The region's universities play a vital role in its educational and cultural landscape. Notable institutions include Akdeniz University, the largest in Antalya, emphasizing international exchange and cultural preservation. Antalya Science University, founded in 2008, excels in business, engineering, health sciences, and fine arts, actively engaging in cultural and social projects. Alanya Alaaddin Keykubat University, established in 2015, focuses on promoting tourism and cultural heritage in Alanya. Alanya University, inaugurated in 2014, aims to contribute to urban development through advanced technology and high-quality education, fostering a multicultural and international environment. Belek University, founded in 2015 by the Antalya Culture and Education Foundation, is a foundation university in Antalya. These universities in Antalya make significant contributions to the region's development in education, culture, and research fields. They also hold great potential for cultural tourism. Through student exchange programs, cultural events, and research projects, these universities work to introduce Antalya's cultural heritage and history to a broader audience. This article will delve into the roles and contributions of these universities in the field of cultural tourism in more detail.

The study conducted by Russo et al. (2003) titled "The Student City" focuses on the examination of universities in nine major European cities. The objective of the study is to contribute to the formulation of a framework for strategic actions in the management of student communities. The research, carried out in nine university cities including Birmingham, Eindhoven, Helsinki, Lille, Lyon, Munich, Rotterdam, Utrecht, and Venice, explores the characteristics of students' relationships with host communities, as well as the role of higher education institutions and other stakeholders in creating a student-friendly city. Emphasizing students as the future highly skilled workforce, the study highlights that cities maintain their vibrancy and diversity through their presence. It also perceives students as primary consumers of cultural and recreational facilities, asserting that they support the economies of cities or neighborhoods in this manner. However, the study notes

the limited impact of students on local politics and their uncertain role as an "invisible population," attributable to their temporary residence in the city. Hubbard's (2006) study on Loughborough, a market town in the United Kingdom, addresses the societal impacts of students and designs housing policies to prevent the formation of new private 'student ghettos.' The research argues that the increasing student population negatively affects the surrounding environment as students spread into areas inhabited by the local population. It specifically claims that due to differing lifestyles, students create disharmony with the local community, discussing the positive and negative effects of this intensive student population on society.

Erkem (2020) conducted a postgraduate study by surveying 223 students to determine the extent of awareness among out-of-town students about the cultural characteristics of Ağrı province and how university students who have never visited Ağrı perceive its cultural potential. The majority of the students who participated in the research were unaware of the cultural tourism potential in Ağrı, and they did not view the city as a cultural destination (Erkem, 2020). In a study by Erdinç and Yılmaz (2012), undergraduate students in tourism faculties and colleges, where future tourism industry managers are educated, were surveyed to determine their views on tourism and tourists and their opinions about Antalya, which is the locomotive of tourism in our country. In this study conducted in the 2011-2012 academic year with a total of 905 undergraduate students from 12 different universities, students were asked to express what basic concepts of their profession came to mind. The most striking point in the research is that even students studying tourism, which is the backbone of the sector, associate "Sea-Sand-Sun" as the first thing when tourism, tourists, and Antalya are mentioned. Studies on different cities can be found in the literature. Taşçı et al. (2011) examined Eskişehir city and Anadolu University, focusing on the contribution of the university to regional equal opportunities, the sociocultural impact of university students on the city, and the holistic impact of the university on the city. Yılmaz and Kaynak (2011) conducted applied studies on Bayburt University regarding the role of universities in the socio-economic transformation process and the expectations of the local people from the university. Karadağ and Turut (2013) examined the environmental perceptions of Ege University students about İzmir and the reasons behind them. Arslan (2016) investigated the satisfaction of university students' economic and social relationships with the city through Sivas Cumhuriyet University. Özbay (2013) focused on the relationship between Niğde University and Niğde city. Arap (2014) studied how universities established between 2006 and 2008 developed, what problems they faced, and their interaction with the city. Yavuzçehre's (2016) study discussed the demographic, economic, spatial, industrial, social, and cultural impact of universities on the cities where they were founded, with a special focus on Pamukkale University in Denizli city.

The purpose of this research is to examine the cultural tourism potential in Antalya province and the role of universities in this field. In this context, it aims to evaluate the potential that Antalya possesses in terms of cultural tourism, considering factors such as the province's history, cultural heritage, and artistic activities. It also seeks to determine how universities in Antalya can contribute to the development of cultural tourism. The focus will be on the academic, cultural, and social dimensions of universities' impact and potential in this field. By examining the perspectives and recommendations of academics working in universities in Antalya regarding cultural tourism, this research aims to shed light on the knowledge accumulated in this area. The perspectives of academics can serve as a valuable guide in the development of local cultural tourism strategies.

To achieve these goals and objectives, this article aims to provide essential data that will contribute to a better understanding of Antalya province's cultural tourism potential and clarify the role of universities in this area.

In this context, the following sub-questions are addressed:

- i.* What are the views of academics on informing guests about cultural tourism in Antalya?
- ii.* What are the opinions of academics about the promotion and advertising efforts related to cultural tourism in Antalya?
- iii.* What are the opinions of academics regarding the services that need to be provided to develop
- iv.* cultural tourism in Antalya?
- v.* What are the opinions of academics about the advantages and disadvantages of Antalya province in terms of the development of cultural tourism?
- vi.* What are the opinions of academics regarding the evaluation of the all-inclusive system implemented by hotels from the perspective of cultural tourism?

**Method**

***Research Model and Design***

In this research, a qualitative research method was employed to capture the views of academics regarding cultural tourism in Antalya province. Qualitative research is a research method widely used in social sciences, education, psychology, and many other fields. It serves as a crucial research tool for understanding complex subjects such as human behaviors, experiences, and perceptions. Qualitative research involves using qualitative data collection methods to comprehensively examine an event or situation in a realistic manner (Akman, 2014).

As for the research design, a case study approach was utilized. Case studies involve an in-depth examination of a single event, community, program, group, or a limited phenomenon (Yin, 2003). Semi-structured interview forms, commonly used in qualitative research, were employed in the data collection process. These semi-structured interview forms consist of open-ended questions.

***Study Group***

In this research, a purposive sampling method was employed. In the purposive sampling method, criteria are established before determining the study group (Yıldırım & Şimşek, 2018). In this study, the criteria for selecting the study group included gender, marital status, parental status, and age factors. The purposive sampling method was used with the primary aim of capturing diverse perspectives and enhancing the data diversity within the narrow scope of the study. The research participants are experts in the field of tourism at an academic level, residing in the province of Antalya and affiliated with different institutions. The study was conducted on a voluntary basis. The ten participants who were approached according to criterias for interviews responded positively, and data collection was concluded after reaching data saturation within the academic context with these ten participants. The characteristics of the selected study group are presented in Table 1.

**Table 1.** Demographic Characteristics of Participants

<b>Variable</b>	<b>Category</b>	<b>Frequency</b>	<b>Percentage</b>
Gender	Male	6	60
	Female	4	40
Marital Status	Married	4	40
	Single	6	60
Child Status	None	7	70
	One	1	10
	Two	2	20
Age range	50+	2	20
	40-49	3	30
	30-39	4	40
	19-29	1	10

According to Table 1, when examining the distribution of participants by gender, it is observed that men constitute the majority with a rate of 60%, while women make up 40% of the participants. In terms of marital status, 40% of the participants are married, while 60% are classified as single. Furthermore, considering the parental status, it was determined that the majority, 70%, do not have children, 10% have one child, and 20% have two children. As for the age range analysis, it was observed that 20% of the participants are 50 years and older, 30% are in the 40-49 age range, 40% are in the 30-39 age range, and 10% are in the 19-29 age range.

***Data Collection Tool - Interview Form***

Semi-structured interview forms, commonly used in qualitative research, were employed in the data collection process. These semi-structured interview forms include open-ended questions. To create the content of the interviews, relevant studies in the literature were reviewed, and the opinions of 2 field experts were obtained. Content validity was thus ensured. The interviews were conducted face-to-face with the participants and recorded for transcription. Before the main data collection, a pilot study was conducted with the help of an academic to test the interview form and make necessary improvements. The final version of the forms was then administered to 10 participants. The following questions were included in the form:

- Are cultural destinations recommended to tourists in Antalya, and are they provided with information about the cultural heritage in Antalya? Please evaluate.

- Is the promotion and advertising of cultural tourism sufficient in Antalya? Please evaluate.
- What services need to be provided in Antalya to develop cultural tourism?
- What are the advantages and disadvantages of Antalya province for the development of cultural tourism?
- Could you evaluate the all-inclusive system implemented by hotels from the perspective of cultural tourism?

### **Data Analysis**

Qualitative research is a research method used in the social sciences and typically involves the collection and analysis of qualitative data. Descriptive analysis is an analytical method used to understand and summarize the data obtained in qualitative research. In this study, the data were analyzed using the descriptive analysis method, which is one of the qualitative analysis methods (Creswell, 2016).

Descriptive analysis involves a detailed examination of qualitative data. During this analysis process, the researcher identifies common themes, patterns, categories, and relationships by carefully reviewing the collected data. Depending on the nature of the data and the research questions, various methods can be used in this analysis. Descriptive analysis summarizes and interprets the data according to predefined themes. It involves systematic descriptions and an examination of cause-and-effect relationships. The process of descriptive analysis generally consists of four stages, which are creating a framework for descriptive analysis, processing the data according to the thematic framework, reporting the findings, and interpreting the findings. Descriptive analysis is commonly conducted through the following steps (Creswell, 2016):

- Careful reading of the data:* The researcher reads and understands the collected data carefully. This step ensures that the researcher becomes familiar with the data and prepares for the analysis process.
- Coding:* In this step, different topics, themes, or patterns in the data are identified. The researcher codes emerging ideas and concepts by breaking down the data into pieces. These codes help organize and categorize the data during the analysis process.
- Categorization:* After the coding process, similar ideas or concepts within the codes are grouped together to create categories. These categories help organize the data in an understandable manner and assist in identifying common themes.
- Identification of themes and patterns:* The researcher identifies themes and patterns that emerge from examining the categories and codes. This step is important for understanding the overall structure and relationships of the data.
- Summarizing the data:* In the final step of descriptive analysis, the researcher summarizes and presents the findings in a meaningful way. This summarization process highlights the key points of the data analysis.
- Supporting the data:* To enhance the reliability of descriptive analysis, researchers often support the data with examples and quotations. This helps readers understand the foundations of the analysis and the findings, demonstrating the validity of the data.
- Interpretation and sense-making:* Descriptive analysis not only explains the data but also involves interpretation and sense-making. The researcher relates the findings to research questions and the literature, placing them within a broader context.
- Reporting the findings:* The final step of descriptive analysis involves organizing the findings in a report or article format. The researcher presents the analysis process and the obtained findings in an understandable manner. This report can be reviewed and discussed by other researchers or readers.

Descriptive analysis is a fundamental step for understanding and summarizing qualitative data in the qualitative research process. This analysis method allows researchers to systematically examine data and identify common themes (Yıldırım and Şimşek, 2018). It provides researchers with a deeper insight into the characteristics and meanings of the data. Moreover, the results of descriptive analysis can lay the groundwork for future research and contribute to the knowledge in the relevant field.

Internal validity is one of the strengths of qualitative research and aims to determine the accuracy of research findings and results (Creswell, 2016). In qualitative studies, internal validity assesses whether the research results accurately reflect the data and whether the categories and interpretations determined by the researcher match the actual facts (Yıldırım and Şimşek, 2018). To enhance the internal validity of qualitative research, researchers should check the appropriateness of the matching they do during the data analysis and coding process to reduce the possibility of errors. In this regard, two researchers examined the data in the study, and the reliability between the researchers was calculated using the Miles & Huberman reliability formula (1994), which resulted in 76%. Additionally, another way to increase reliability, which involves

direct support from participants' statements, was employed in the research. In this phase, participants were assigned unique codes. This coding system is presented in Table 2.

**Table 2.** Codes given to participants and participant characteristics

Participant	Gender	Marital Status	Child Status	Age range
P1	Male	Single	Two	50+
P2	Male	Married	None	30-39
P3	Male	Married	None	40-49
P4	Female	Single	None	19-29
P5	Female	Married	One	30-39
P6	Female	Single	None	30-39
P7	Male	Single	None	40-49
P8	Male	Single	None	40-49
P9	Male	Married	Two	50+
P10	Female	Single	None	30-39

## Results

### Findings for the first sub-problem of the research

The findings related to five different codes formed based on the opinions of academicians regarding the information provided to guests about cultural tourism in Antalya are presented in Table 3.

**Table 3.** Findings regarding the information provided to guests about cultural tourism in Antalya

Codes	f	%	Participant Codes	Related quotes
Limited	3	30	P10, P5, P3	"In general, information is provided. However, I see that the Antalya Museum is not being adequately utilized, and the Elmalı Cultural Routes are not coming into focus." (P10)  "In general, information is provided, but from the perspective of cultural tourism, I believe that Perge and the Antalya Museum are not being adequately utilized. The all-inclusive system directs guests towards a hotel-focused vacation." (P5)
Sufficient	3	30	P6, P7, P2	"Yes, During the tour, I also provide information about the places to visit in Antalya or its surroundings and make recommendations." (P6)  "Yes, it is provided. As soon as tourists check in at the hotel, general information is given the next day, and day trips to historical sites that can be reached within a short distance are offered." (P2)
Insufficient	2	20	P 1, P 8	"I don't think it's sufficient in this regard, especially if it's only included in the tour package. I don't believe that such additional information is provided." (P1)
I don't know	1	10	P 9	"I haven't had a firsthand experience on this topic, but considering the diversity of cultural heritage in Antalya, I think it is provided, especially depending on the degree and profile of tourists' demands. If it's not provided, it's a shame." (P9)
According to Demand	1	10	P 4	"The necessary level of information is not provided. If the guest is interested, they go on cultural tours and get the necessary information." (P4)

According to Table 1; 30% of the participants state that the information is 'Limited,' and this group believes that cultural assets such as Antalya Museum and Elmalı Cultural Routes are not adequately promoted. Another 30% of the participants indicate that the information is 'Sufficient,' and they mention



providing information and recommendations to guests about places to visit in Antalya and its surroundings during the tour. A group of 20% thinks that the information is 'Insufficient,' especially regarding places not included in the tour. 10% of the participants express that they have no knowledge about this, believing that information is provided based on tourists' requests. Additionally, another 10% mention that the necessary information is only provided to interested guests.

**Findings for the second sub-problem of the study**

Findings related to the promotion and advertising efforts of cultural tourism in Antalya based on the views of academicians are presented in Table 4.

**Table 4.** Findings regarding the promotion and advertising activities of cultural tourism in Antalya

Codes	f	%	Participant Codes	Related quotes
Not enough	6	60	P10, P1, P8, P2, P6, P9	"...Turkey should immediately move away from its positioning as a cheap destination. Pre-marketing positioning should be evaluated." (P6)  "I do not believe there is any professional progress in cultural tourism except for official advertisements and short videos. Only social media shares are being made." (P2)
Partially Sufficient	2	20	P5, P3	"Travel agencies need to work more in coordination with the ministry and tourism directorate in this regard." (P3)
Sufficient	2	20	P7, P4	"Even if it is sufficient, heritage sites are being evaluated outside of their context, and it seems like efforts are being made to attract visitors in that way, such as staging shows focused on entertainment and events like music and theater in the ancient theaters." (P4)

According to Table 4, 60% of the participants believe that the promotion is "Not Sufficient," emphasizing the need for Turkey to move away from its cheap destination positioning and adopt professional marketing and promotion strategies. They also state that there is no more professional development beyond the official advertisements and short videos in cultural tourism. A 20% segment indicates that the promotion is "Partially Sufficient" and suggests that travel agencies need to coordinate more in this area. Finally, another 20% believe that the promotion is "Sufficient" and recommend enriching cultural heritage sites with various activities.

**Findings for the Third Subproblem of the Research**

Findings related to the services that need to be provided for the development of cultural tourism in Antalya based on the views of academics are presented in Table 5

**Table 5.** Findings regarding the services that need to be provided to develop cultural tourism in Antalya

Codes	f	%	Participant Codes	Related quotes
Supporting Services	4	40	P10, P1, P8, P3	"Quality organizations that involve interactions between culture, art, and sports activities should be frequently conducted through appropriate media channels." (Participant 10)  "Increasing promotion is necessary. Additionally, the preservation and promotion of ancient cities that are currently not in the spotlight should be considered. For example, Seleukeia in the Manavgat Oymapınar region." (Participant 8)
Transport	3	30	P5, P3	"Efforts should be made to improve transportation, such as providing some trips to ancient cities, brown signboard initiatives, and organizing existing ones." (Participant 1)
Promotion Should Be Increased	3	30	P7, P4	"For the development of cultural tourism, an advertising plan can be tailored to the profiles of incoming tourists. Additionally, support can be provided through digitalization (VR, artificial intelligence, etc.)." (Participant 7)
Professional Development	2	20	P2, P9	"Training personnel who are proficient in foreign languages, making working in tourism economically attractive, and

				<i>offering opportunities for professional development would be beneficial." (Participant 9)</i>
Raising awareness of local people	2	20	P6, P3	<i>"Cultural Tourism is closely related to the local people of the city where it takes place. Therefore, awareness should be created about the fact that the local population around ancient cities is a carrier of cultural heritage and should establish an emotional connection with that ancient city." (Participant 3)</i>
Guest Profile Should Change	2	20	P10, P5	<i>"First and foremost, there needs to be a change in the profile of tourists visiting our country so that there is more interest in cultural tourism. Unfortunately, tourists visiting Antalya are primarily concerned with the cost of the trip and then the quality of the hotel." (Participant 10)</i>

According to Table 5, 40% of the participants emphasize the importance of "Supporting Services" and highlight the need for frequent quality organizations involving culture, art, and sports activities. They also stress the necessity of preserving and promoting ancient cities. Another 30% of the group suggests that "Transportation" needs improvement and recommends measures such as facilitating access to ancient cities and signage arrangements. Another 30% emphasize the need to "Increase Promotion" and provide suggestions related to advertising planning tailored to tourist profiles and support through digitalization (VR, artificial intelligence, etc.). Two separate groups of 20% each emphasize the importance of "Professional Development" and "Raising Awareness Among the Local Population." Professional development relates to training personnel proficient in foreign languages and enhancing the economic attractiveness of tourism. Raising awareness among the local population is crucial for them to take ownership of cultural heritage and establish an emotional connection. Lastly, another 20% of the group believes that there should be a change in the "Tourist Profile" to increase interest in cultural tourism.

**Findings regarding the fourth sub-problem of the research**

The findings based on the opinions of academicians regarding the advantages and disadvantages of Antalya in terms of the development of cultural tourism are presented in Table 6.

**Table 6.** Findings regarding the advantages and disadvantages of Antalya in terms of the development of cultural tourism

Category	Kodlar	f	%	Participant Codes
Advantage	Cultural Tourism Potential	4	40	P10, P1, P8, P3
	Awareness in Academic Context	3	30	P5, P3, P4
	Well-Known in the Field of Tourism	3	30	P7, P4, P10
	Diversity of Touristic Activities	2	20	P2, P9
	Continuity of Tourism	2	20	P6, P3
	Foreign Language Speaking Rate	2	20	P10, P5
	Airport	1	10	P1
	Diversity of Accommodation/Shopping Opportunities	1	10	P2
Disadvantage	Hotel Tourism	5	50	P10, P1, P8, P3, P5
	Insufficient Promotion	3	30	P10, P5, P2
	Economic Anxiety	3	30	P7, P4, P10
	Unconsciousness of Local People	3	30	P8, P3, P5
	Extremely Hot Weather	2	20	P9, P1
	Sea Tourism	2	20	P6, P3
	Lack of Professionalism	2	20	P10, P5
	Transportation Problem	1	10	P10
	Sociological Structure Disorder	1	10	P8
	daily	1	10	P10
	Unplanned	1	10	P1
	Beach and Coast Pollution	1	10	P2

In the context of advantages, some participant statements regarding the natural and historical riches of the region are as follows;

*"Its advantage is that it houses many cultural assets and historical sites within its boundaries." (P10)*

*"Many ancient cities are in close proximity to nature. Ground should be prepared to allow the blending of nature, history, and art, creating an environment for experiencing multiple emotions simultaneously." (P5)*

*"Its location, geography, and cultural/historical diversity are positive." (P4)*

*"It has the most potential for cultural tourism in Turkey. Additionally, its natural beauty is an advantage." (P3)*

The statement of the participant coded P6 regarding the advantages is more comprehensive and is as follows;

*"The biggest advantage of Antalya province is primarily the resources it possesses and the presence of educated individuals actively involved in relevant institutions or academia. There is a consciousness of protection and utilization in terms of education." (P6)*

The statement of the participant coded P7 regarding the tourism diversity of Antalya is as follows:

*"The advantage of Antalya province lies in its richness in terms of tourism variety. You can almost experience every type of tourism activity within the boundaries of Antalya province." (P7)*

On the other hand, the statement of the participant coded P1 is as follows;

*"Antalya is the most renowned tourist destination in Turkey. It houses the world's best hotels and golf courses. The climate is very pleasant and ideal except for the summer." (P1)*

Participant with code P9 responded to the relevant question in the interview form only in the context of advantages with the statement: *"Having an airport, hosting numerous ancient cities and natural beauties, having a long coastline, offering accommodation options for every segment, and providing shopping opportunities are very advantageous for Antalya, the capital of tourism."*

On the other hand, participant coded P3 expressed *"the abundance of people speaking foreign languages"* as an advantage.

Participants have expressed several disadvantages related to the cultural tourism potential of Antalya. These include issues associated with mass tourism and all-inclusive systems in the context of hotel tourism. Additionally, participants have highlighted shortcomings in promotion, economic concerns prevalent in the tourism sector, the lack of awareness among the local population, the shortage of qualified personnel, the branding of Antalya through its climate and sea tourism, and transportation problems as other disadvantages. Participants coded P4 and P8 stated mass tourism as a disadvantage. Relevant expressions are as follows:

*"...unplanned, massive and daily operation of the tourism sector" (P4)*

*"...being a destination branded with mass tourism is a disadvantage." (P8)*

Participant with code P5 has also discussed hotel tourism and expressed that mass tourism and the all-inclusive tourism approach tend to emphasize hotel-centered tourism, which is seen as a disadvantage.

On the other hand, the statements of the participants who expressed the "insufficient promotion" element, which is another disadvantage regarding cultural tourism, are as follows:

*"Richness within the context of historical heritage. Not being adequately promoted." (P2)*

*"Existing resources, such as archaeological sites, not being promoted adequately... Sea, sun, and sand attract holidaymakers." (P4)*

*"Not being able to use this advantage, not promoting it, and chasing after easy money (sejour customers)." (P7)*

*"The value of these assets not being sufficiently recognized and protected as needed, which is a disadvantage." (P8)*

*"The biggest disadvantage is the lack of sufficient support and promotion." (P2)*

Participant coded P1 responded as follows: *"The disadvantage is that it is very hot and humid in summer, there are not enough beautiful sandy beaches, and the beaches are very crowded and dirty in summer."*

On the other hand, participants coded P5 and P6 stated that local people's lack of awareness and economic concerns are disadvantages. Relevant expressions are as follows:

*"We can say that the local people do not sufficiently embrace the ancient cities." (P5)*

*"However, when it comes to the tourism sector, the boundaries of the area or the local people living in that area are often ignored. Economic focus puts social and environmental sustainability in second or third place. This can be a disadvantage not only for the sector but also for the host community when the time comes." (P6)*

The statements of the participants coded P2 and P4, who consider the prominence of sea tourism as a disadvantage, also touching on the profile of tourists coming to the region, are as follows:

*"In my opinion, the biggest disadvantage is that Antalya is promoted for its sea and sun. Whereas the proximity of cultural sites to Antalya is a great advantage, the indifference of the tourist profile in this regard ties our hands." (P2)*

*"...The sea, sand, and sun attract holidaymakers." (P4)*

The lack of professionalism and the irregularity of the sociological structure, which the participant coded P7 mentioned as disadvantages, were not mentioned by another participant. The relevant expression is as follows:

*"...In the context of disadvantage, these works need to be done a little more professionally and the changing sociological structure needs to be regulated. Especially the increase in population density in recent years will increase the needs for infrastructure and superstructure.", (P7)*

On the other hand, the participant coded P2 also expressed the transportation problem as *"...Traffic congestion, hanut sellers and the expensive price policy of the tradesmen are disadvantages"*.

**Findings regarding the fifth sub-problem of the research**

The findings based on the opinions of academicians regarding the evaluation of the all-inclusive system applied by hotels in terms of cultural tourism are presented in Table 7.

**Table 7.** Findings regarding the evaluation of the all-inclusive system applied by hotels in terms of cultural tourism

Category	Kodlar	f	%	Participant Codes
General	Tourist Profile	3	30	P7, P4, P1
	Should Be Directed to Non-Hotel Experiences	3	30	P5, P3, P4
	Ancient City Names Should Be Used in Hotels	2	20	P6, P3
	Cultural Tours Should Be Included	2	20	P2, P9
	Cultural Tourism Investment	1	10	P5
	Not Sustainable	1	10	P1
	Negative	Your Holiday Consists of Hotel Borders	5	50
Local Tradesmen Are Negatively Affected		3	30	P7, P4, P10
Hotels Ignore Cultural Tourism		3	30	P10, P1, P8
Political and Commercial Relations		3	30	P8, P3, P5

According to Table 7, 30% of the participants are focusing on the *"Tourist Profile"* and emphasize the need to direct tourists' profiles more towards cultural tourism. Another 30% are focused on the category of *"Non-Hotel Experiences"* and argue that tourists should be directed towards cultural experiences outside of hotels. A 20% group is focused on *"Using Ancient City Names in Hotels"* and *"Including Cultural Tours"* categories, suggesting that hotels should emphasize cultural features more and cultural tours should be promoted. On the other hand, 10% of the participants prefer the *"Investment in Cultural Tourism"* category and express the need for more support for cultural tourism. However, another 10% group, including those with negative opinions, believes that cultural tourism is *"Not Sustainable."*

Participants with negative views consist of 50% who fall into the category of *"Holiday Limited to Hotel Premises"* and believe that limiting holidays to hotel premises negatively affects cultural tourism. Another 30% group focuses on *"Negative Impact on Local Shopkeepers"* and *"Hotels Neglecting Cultural Tourism"* categories, expressing concerns about the negative impact on the local economy and hotels not

giving enough importance to cultural tourism. Additionally, another 30% segment provides criticisms related to the *"Political and Commercial Relations"* category, stating that political and commercial factors are harming cultural tourism.

According to participant opinions, hotel tourism's all-inclusive package system is affected by economic concerns, tourist profile, and even the purpose and interest of holidaymakers visiting the region.

*"The all-inclusive system is the most detrimental factor to cultural tourism. Tourists who do not want to miss out on food and drinks do not show the necessary interest in tours." (P2)*

*The all-inclusive system is one of the major obstacles in front of cultural tourism. (P1)*

*This practice has no benefits for cultural tourism and has disadvantages. Tourists who come with the all-inclusive system do not leave their hotels. (P3)*

The participant coded P5 also discussed the all-inclusive system in the context of political and commercial relations. Its expression is as follows:

*"In the tourism sector, hospitality and accommodation are seen as the driving force. Hoteliers are influential in terms of political lobbying. They closely share the construction sector. It is not easy to transform the established order into a culture and nature-oriented approach. Increasing bicycle awareness in society, instilling a love for flora and fauna, and moving towards nature-friendly low-rise horizontal architecture would be beneficial. Bringing to the forefront and honoring role model individuals who live a healthy life and value culture can be considered at the media stage." (P5)*

Participant opinions stating that the all-inclusive system encourages guests to stay at the hotel, not to leave the hotel during the holiday, and having the holiday only within the hotel limits are as follows:

*"The idea that tourists coming to certain cities are unaware of cultural activities and only spend their holidays inside hotels, and the notion that the entire concept of a holiday in a city like Antalya is not to leave the hotel premises, need to be abandoned." (P1)*

The statements of P4, one of the participants who also touched upon the tourist profile, are as follows:

*"For hotels to abandon the all-inclusive model, the first requirement is a change in tourist demand. If tourists want to see more outside the hotel, the demand for all-inclusive packages will decrease. Investments should be made to make the areas outside the hotels more attractive." (P4)*

## Conclusion and Discussion

This study has revealed that a significant majority of the participants believe that Antalya's cultural assets are not adequately promoted. Specifically, it has been pointed out that important cultural assets like the Antalya Museum and potential attractions like the Elmalı Cultural Routes lack proper information and promotion. These findings indicate that tourists are not fully aware of the cultural richness that Antalya has to offer. The majority of the participants emphasized the need to change the perception of Turkey as a cheap holiday destination and stressed the importance of adopting professional promotion and marketing strategies. This situation highlights the necessity of strategic repositioning and promotional efforts to better utilize Antalya's cultural tourism potential (Aydın and Boz, 2007). A significant portion of the respondents highlighted the need for the development of supportive services for cultural tourism. They especially emphasized the importance of organizing high-quality cultural, artistic, and sports events regularly and prioritizing the preservation and promotion of ancient cities. This suggests that tourists are inclined to seek cultural experiences while visiting Antalya (Albayrak et al., 2011).

As Antalya seeks to further expand its cultural tourism potential and recognize the critical role of universities in this context, it should focus on a perspective that goes beyond the city's current strengths in the tourism sector (Saçılık & Toptaş, 2017). Antalya should be acknowledged not only for its beautiful beaches and sunny climate but also for its rich historical and cultural heritage (Demircan, 2010).

The educational activities of universities play a crucial role in shaping the future professionals of the tourism industry (Ergun, 2014). These educational programs can be offered in various fields such as tourism management, hospitality, gastronomy, archaeology, and art history, providing students not only with theoretical knowledge but also with practical experience and skills. Graduates trained in this manner will not only guide tourist experiences but also contribute to making cultural tourism more sustainable and valuable. The research activities of universities can aid in better understanding the history, cultural heritage, and natural beauty of Antalya (Russo et al., 2007). Archaeologists, historians, and art historians can conduct significant research in these areas, contributing to the diversification and enrichment of tourist destinations. Universities can also lead projects and innovations that promote sustainable tourism (Insch & Sun, 2013). Sustainability

in tourism means the preservation of both the natural environment and cultural heritage. Universities can be pioneers in applying the principles of sustainable tourism through research and projects in this field (Dahan, 2016: 190). According to Ilik Bilben and Dursun (2018), there is no significant difference in the perception of Antalya city between university members and the local population.

The mission of universities to raise awareness among the local community is also of great importance. Cultural tourism requires active participation from the local population, which is crucial for the preservation of cultural heritage and the equitable sharing of tourism revenues. Universities can organize educational programs and awareness campaigns to encourage the local population to embrace cultural heritage and understand the positive impact of tourism. In this context, the significant potential of Antalya in cultural tourism and the contributions of universities are vital (Boz, 2019). Through education, research, sustainability initiatives, innovation, and social responsibility, universities can elevate Antalya beyond being just a tourist destination. This collaboration can bring substantial benefits to both the city and the country's economy, positioning Antalya as a globally recognized cultural tourism hub.

### ***The Potential of Antalya Becoming a University City***

Antalya, situated on Turkey's southern coast, stands as a promising candidate for a university city, attracting a vibrant and diverse young population. The city's appeal is rooted in several key factors, as outlined below (Ilik Bilben and Dursun, 2018).

Antalya boasts a collection of universities, including Akdeniz University, Antalya Bilim University, and Alanya Alaaddin Keykubat University, each offering a wide array of educational and research opportunities across various disciplines. This diversity not only caters to the academic preferences of students but also enhances their career prospects upon graduation. Moreover, these institutions play a significant role in fostering research and innovation, particularly in fields such as agriculture, environmental sciences, and tourism, contributing to the sustainable development of the region.

The cultural richness of Antalya further contributes to its allure as a university city. With a rich historical heritage, students have the opportunity to explore ancient cities, museums, festivals, and artistic events, providing them with a holistic cultural experience (Florida, 2002; Hesmondhalgh, 2002; Scott, 2002). Additionally, Antalya's robust tourism sector not only offers economic opportunities for students through part-time jobs and internships but also contributes to the region's overall employment potential. As university cities worldwide, such as Paris, Oxford, Heidelberg, and Kyoto, have demonstrated, a harmonious blend of educational institutions and cultural richness creates dynamic hubs where local and international communities converge. Antalya, drawing inspiration from these global examples, has the potential to elevate its status as a university city by capitalizing on its academic resources and cultural offerings (Richards, 2003; McKercher and Cros, 2002; World Heritage Centre, 2014).

### **Recommendations**

Antalya is making significant strides towards establishing itself as a university city, capitalizing on its inherent advantages and untapped potential. The realization of this ambition necessitates a strategic collaboration among local governments, universities, and the business sector. Particularly, fostering partnerships and coordinated efforts in cultural tourism and educational tourism can elevate Antalya's national and international standing, transforming it into a pivotal hub for both education and culture. The research findings underscore several recommendations to fortify Antalya's positioning in this regard.

Firstly, there is a critical need for an enhanced focus on information dissemination and promotion, showcasing Antalya's cultural treasures, including notable sites such as the Antalya Museum and the Elmalı Culture Routes, to attract and engage tourists effectively. Secondly, the diversification of tourist profiles should be prioritized, with a shift away from exclusively price-oriented mass tourism to targeting individuals interested in cultural experiences. Additionally, the improvement of supportive services, such as the organization of high-quality cultural, artistic, and sports events, along with accessible transportation options, is imperative to facilitate tourist engagement.

Furthermore, a concerted effort should be directed towards the professional development of personnel in the tourism sector, emphasizing foreign language proficiency and providing avenues for ongoing professional training to enhance the quality of services offered. Local awareness and ownership of cultural heritage are pivotal for the sustainability of cultural tourism, necessitating active participation and encouragement among the local population in Antalya.

Moreover, universities in Antalya can play a vital role in advancing cultural tourism through academic collaborations and research projects, fostering innovation and generating new initiatives in this domain.

Lastly, promoting public-private collaboration between government institutions, local authorities, and the private sector is paramount, as it can harness additional resources and support for the growth of cultural tourism in Antalya.

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