



The Effects of Culture Tourism on Sustainable Local Development: The Case of Mardin

Kültür Turizminin Sürdürülebilir Yerel Kalkınmaya Etkileri: Mardin Örneği

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ABSTRACT

The competitiveness and economic development process between nations, regions, cities and rural areas, experienced on a global scale since the 18th century, played an important role in the evolution of the understanding of "regionalism" to the understanding of "locality" within the framework of social, ecological, economic and information-based technological developments. After the 1990s, the direction of studies on the understanding of social, ecological and economic sustainability has turned towards the concepts of 'local' and 'development', which are the focus of attention of researchers in different fields. The synthesis of the concepts of 'local', which develops based on its own knowledge, opportunities and potential, and 'development', which is described as a society-balanced recovery process and structural development, has brought 'sustainable local development' movements to the agenda. Cultural tourism, benefiting from the dynamics of the place and the experiences of the local, has been a factor in providing economic input in the perspective of sustainable local development by preserving the cultural and cultural values in tourism in order to ensure the use and continuation of the existing potentials of the region in societies that tend to develop in the tourism sector with their own opportunities and efforts. With this study, the relationship between ensuring sustainability in the developing tourism sector of the city of Mardin, which is rich in terms of its multicultural structure, cultural and historical values, and local economic development is revealed through the enterprises operating in accommodation activities. The sample of the study consists of 37 accommodation establishments located in the Artuklu District of Mardin Province. The study method is based on the 'mixed research method', in which quantitative data and qualitative data are compiled and examined together. The main findings are that the contribution of accommodation enterprises to the local economy is significantly positive, entrepreneurs are local people, accommodation enterprises play an important role in maintaining the dynamics specific to 'place' and 'local', local employment, use of local products, advertising, promotion and marketing opportunities are increased. It demonstrates that it has been able to establish important relationships with other stakeholders in ensuring its continuity with the company.

Keywords: Culture Tourism, Sustainable Local Development, Local Economic Development, Mardin.

Öz

18. yüzyıldan günümüze küresel ölçekte yaşanan uluslar, bölgeler, kentler ve kırsal alanlar arasındaki rekabet edebilirlik ve ekonomik gelişme süreci, sosyal, ekolojik, ekonomik ve bilgiye dayalı teknolojik gelişmeler çerçevesinde 'bölgeselcilik' anlayışının 'yerellik' anlayışına doğru evrilmesinde önemli rol oynamıştır. 1990'lı yıllardan sonra sosyal, ekolojik ve ekonomik sürdürülebilirlik anlayışı ile ilgili çalışmaların yönü farklı alanlardaki araştırmacıların ilgi odağı olan 'yerel' ve 'kalkınma' kavramlarına yönelmiştir. Kendi birikim ve olanakları ile potansiyellerine dayalı olarak gelişen 'yerel' ile toplum dengeli iyileşme süreci ve yapısal gelişme olarak nitelendirilen 'kalkınma' kavramlarının sentezlenmesi 'sürdürülebilir yerel kalkınma' hareketlerini gündeme getirmiştir. Yer 'e' özgü dinamiklerden ve yerelin

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deneyimlerinden faydalanan kültür turizmi, turizm sektöründe kendi olanakları ve çabası ile gelişme göstermeye eğilimli toplumlarda, yörenin mevcut potansiyellerinin kullanımı ve devaminin sağlanması amacıyla turizmde, kültür ve kültürel değerlerin korunarak sürdürülebilir yerel kalkınma perspektifinde ekonomik girdi sağlamasında etken olmuştur. Bu çalışma ile çok kültürlü yapısı, kültürel ve tarihi değerleri bakımından zengin olan Mardin kentinin gelişen turizm sektöründe sürdürülebilirliğinin sağlanmasının yerel ekonomik kalkınma ile ilişkisi, konaklama faaliyeti gösteren işletmeler üzerinden ortaya konmaktadır. Çalışmanın örneklemini, Mardin ili, Artuklu İlçesinde yer alan 37 adet konaklama işletmesi oluşturmaktadır. Çalışma yöntemi nicel veriler ile nitel verilerin derlenerek birlikte irdelendiği 'karma araştırma yöntemi' üzerinde kurgulanmaktadır. Temel bulgular, konaklama işletmelerinin yerel ekonomiye katkısının önemli ölçüde olumlu olduğu, girişimcilerin yerli halktan oluştuğu, 'yer' ve 'yerel' e özgü dinamiklerin devaminin sağlanmasında konaklama işletmelerinin önemli rol oynadığı, yerel istihdam, yerel ürünlerin kullanımı, reklam, tanıtım ve pazarlama olanaklarının artırılması ile devaminin sağlanmasında diğer paydaşlar ile önemli ilişkiler kurabildiğini ortaya koymaktadır.

Anahtar Kelimeler: *Kültür Turizmi, Sürdürülebilir Yerel Kalkınma, Yerel Ekonomik Kalkınma, Mardin.*

INTRODUCTION:

In this article, the impact of the sustainability of local and cultural values on sustainable and local development in the cluster of accommodation enterprises, which is located in the Artuklu District of Mardin Province and is a cornerstone in the tourism sector, is discussed. In this respect, increasing local employment, entrepreneurship, cooperation and competition, protecting and maintaining local values, expanding advertising, promotion and marketing opportunities are seen as important elements of development. The relevant literature also emphasizes that the role of these elements in tourism and development can best be read through the accommodation sector (Erdoğanaras, Cihangir Çamur, Erol & Bıyıklı, 2023; Dulupçu, 2018; Kale, 2016; Okuyucu & Akgış, 2016; Tatar & Armatlı Köroğlu, 2017; Şekeroğlu & Erol, 2021) With these features, the accommodation sector, which makes significant contributions among other local stakeholders (local people, local administrations, commercial enterprises, non-governmental organizations), offers important opportunities for examining cultural tourism in the context of sustainable local development in terms of effective use, sustainability and efficient return of cultural and local resources.

It is seen that the literature on culture tourism and sustainable development mainly focuses on 'place' and 'local characteristics' (Barre, 2002; Cihangir Çamur & Cihangir, 2017; Eceral & Özmen, 2009; Porter, 2000) and there are fewer studies on local stakeholders and economic development (Tatar & Armatlı Köroğlu, 2017; de Bruyn & Meyer, 2022; Dlomo & Rogerson, 2020). It is understood that studies on the role of accommodation businesses in local development, especially in historical cities that have gained a reputation for cultural tourism, are quite limited. Based on the literature that considers the planning, implementation and development of accommodation establishments as a strategic move in sustainable local development in regions where tourism is developed, it becomes clear how important it is to investigate Mardin accommodation establishments. This research has been conducted in order to develop policies and strategies for cultural tourism through the research of accommodation establishments in line with the goal of sustainable tourism. Thus, it aims to contribute to sustainable development and local and regional development. The research seeks to answer the question "What are the roles of accommodation establishments in Mardin Province Artuklu District in sustainable local development within the framework of cultural tourism where local and cultural values come to the fore?"

In this context Mardin is one of the cities where cultural tourism develops with a multicultural structure atmosphere where the footprints of the historical past are felt and local and cultural values come to the fore. The suitability of the climatic conditions, the presence of many and various cultural, tangible and intangible values, and the fact that it has a unique character with its multicultural structure have enabled the tourism in the city of Mardin to be evaluated in terms of development goals with a sustainable character, as well as providing economic income. With these features, the city of Mardin, as a reflection of the sustainability of cultural tourism, constitutes an important research area in terms of its analysis in the perspective of development through the accommodation sector. Also the dynamics that negatively affect the development of tourism in the city of Mardin, local employment, the use of local and cultural products, local entrepreneurship, advertising and promotion activities and marketing opportunities within the framework of the

situation of enterprises and the extent to which they contribute to local development have been tried to be determined.

In the study, interviews were conducted with 37 accommodation enterprises using the survey technique. The factors that directly or indirectly affect cultural tourism local entrepreneurship, local employment, local products and cultural products, advertising, promotion and marketing opportunities of the accommodation enterprises located in the Artuklu District of Mardin Province were discussed, and the sustainability of the accommodation sectors in the development of cultural tourism was questioned. For that, in this regard, firstly, the literature on the role of cultural tourism as a dynamic of sustainable local development and sustainability is mentioned. Secondly, the dimensions of sustainable local development and its relationship with the concept of sustainable tourism are discussed in the context of local development. Afterwards, the findings of the field study on how to contribute to sustainable development by using the characteristics of the place and locality with the questionnaire interviews made specifically for the accommodation enterprises were mentioned. In the conclusion part, general evaluations were made in the light of the conceptual framework and findings of the study.

1. Conceptual Framework: The Role of Cultural Tourism in Sustainable Development

In the study, the conceptual framework is discussed under three headings as 'Cultural Tourism as a Sub-Dynamic of Sustainable Tourism', 'Cultural Tourism as a Means for Sustainable Local Development' and 'The Role of Culture Tourism in Sustainable Local Development: Mardin Case Study'.

1.1. Cultural Tourism as a Sub-Dynamic of Sustainable Tourism

When the literature on tourism is examined in terms of culture, there are different definitions of cultural tourism that have been the subject of various researches and studies (Richards, 1996; Jafari, 2000; Raj & Vignali, 2010; Urry, 2002; Petroman, Petroman, Marin, Ciolac, Văduva, & Pandur, 2013; Maccannell, 1976; Silberberg, 1995). When the Table 1 is examined, it is understood that it is very difficult to form a common view in the definitions of 'cultural tourism'. However, after examining the definitions used by the relevant research projects and organizations involved in cultural tourism, taking into account the wide-ranging, narrow-scoped, conceptual and technical definitions used by the Leisure and Tourism Education Association (ATLAS) and the World Tourism Organisation (UNWTO), can be described as all descriptions (see Table 1).

Table 1. Conceptual, technical, broad and narrow definitions of cultural tourism (edited by the Authors, quoting from Davutoğlu, 2019)

Conceptual Definition		Movements from places of permanent residence to cultural attractions in order to acquire new knowledge and experiences that satisfy the cultural needs of individuals.
	ATLAS (2009)	
Technical Description		All movements of individuals towards specific cultural attraction activities such as heritage sites, artistic and cultural manifestations, painting and theatre.
Broad Approach Definition		All individual movements can be included in this definition. Because it satisfies all the need for human diversity, which tends to raise the cultural level of the individual and lead to new knowledge, experience and encounters.
	UNWTO (2001)	
Narrow Approach Definition		Movements of individuals for basic cultural motivations such as research tours, artistic and cultural tours, participation in festivals and other cultural events, visits to other cultural events, sites and monuments.

The Main Approaches	Richards (1996: 24)	People travel from their places of residence to cultural attractions to gather new knowledge and experiences to meet their cultural needs.
	Jafari (2000: 126)	Commercialized expression of the desire to see how other people live
	Raj & Vignali, 2010)	Travel to experience the art, heritage and special character of a place
	Urry (2002)	Special interest tourism of some kind, whether aesthetic, intellectual, emotional or psychological, is based on the search for new and profound cultural experiences and the participation of individuals.
	Petroman, Petroman, Marin, Ciolac, Văduva, & Pandur, 2013)	Travels of people to meet other cultures and today the most popular form of tourism within the scope of special interest tourism.
	MacCannell (1976: 25)	A space to explore the nature of cultural production, cultural products and products that result not only in the cultural process but also in that process.
	Silberberg (1995)	To see the historical, artistic, scientific activities of a society/region/institution or to understand their lifestyle, to visit historical heritage sites.

When all these approaches and elements are evaluated, emphasizes that cultural tourism should be handled within the framework of the concept of 'sustainable tourism' with its social, ecological and economic dimensions. Bramwell, Henry, Jackson, Goytia, Richards & der Straaten (1996: 10-11) defined sustainable tourism as responsible tourism that can develop as soon as possible, preserves the identity and memory of the host region and its environment, taking into account the local population and current situation of the region. The sustainable tourism approach of Edgell, Allen, Smith & Swanson (2008: 194) and Schianetz, Kavanagh & Lockington (2007: 374) is the same. According to these approaches, sustainable tourism is not just a type of tourism, but a process and application criterion that starts with the planning stage, follows the implementation and monitoring stages of principles such as environmental management, clean production of sustainable products, ecological labeling, ecotourism and tourism carrying capacity.

Sustainability of tourism depends on three conditions. The first condition is to strengthen the dynamic relationship between tourism and peace and to emphasize the importance of tourism's role in building international peace. The second condition is that the society believes in the value of tourism and the cultural identity that demonstrates its social and economic value should be preserved through awareness-raising programs. The third condition is clear protection policies by established and supported institutions (Almuhrzi and Al-Azri, 2019).

Sustainable cultural tourism includes three dimensions: social, ecological and economic. The social dimension provides resilience and continuity against potential threats to the cultural heritage, identity, cultural heritage, well-being and quality of life of the host community, providing tangible and intangible benefits for both the local community and the local culture. Ecological dimension, includes a structure that can measure usage intensities such as energy management, waste management, water management, visible impact of infrastructure and facilities, control the prevention and decision-making processes against possible threats, and create back-tracking while protecting the natural ecosystem (Durovic and Lovrentjev, 2014). The economic dimension of sustainable cultural tourism means that the economic income of the local people is met with the economic return of the cultural tourist. The development of culture (customs, traditions, customs, monumental structures, historical settlements...) tourism (accommodation, food and beverage, entertainment, transportation) destinations is possible with the development of high quality government incentives, institutional laws and administrative framework.

Approaches and definitions regarding tourism and sustainability of tourism in terms of culture (Pelit, Baytok and Soybalı, 2015; World Travel and Tourism Council [WTTC], 2011; Butler, 1999; UNWTO, 2008; UNEP & UNWTO, 2005; cited by Davutoğlu, 2019) draws attention to the actions of individuals and communities as local stakeholders. At this point, many researchers consider the entire infrastructure required by tourism (Eber, 1992:3), its relationship with the concept of carrying capacity (Atherton, 1993:2), a responsibility that has a return in the short term and preserves the local identity (Bramwell, Henry, Jackson, Goytia, Richards & der Straaten, 1996: 10-11), the goal of successful tourism practices (Clarke, 1997:224), an understanding that covers the management of all resources (UNEP & UNWTO, 2005), an application criterion that includes concepts such as ecotourism, environmental management, tourism carrying capacity, ecological labeling, clean production (Schianetz, Kavanagh & Lockington, 2007; Edgell, Allen, Smith & Swanson 2008: 194), a process that reduces poverty (UNWTO, 2008); WTTC, 2011) and is evaluated as a development-oriented just and egalitarian approach (Briassoulis, 2002: 1065).

1.2. Cultural Tourism as a Means for Sustainable Local Development

When the literature on the concept of sustainable local development is examined, it is seen that it mainly and firstly emerges from the combination of economic development theory and an ecological approach (Özmehmet, 2008). According to the definition of the World Commission on Environment and Development (WCED), sustainable development is; It is defined as meeting the needs of the present without compromising the ability of future generations to meet their own needs (WCED, 1987). Sustainable development, which aims to create a social and economic change by maintaining the social and ecological systems of local societies and groups, unlike the classical conservation approach in the use of resources, includes a complex and contradictory relationship between economy, environment and society (Pelit, Baytok & Soybalı, 2015).

Towards the end of the 20th century, the fact that the whole world, especially the developed countries, was in fierce competition in terms of economic, technological and information production, gave birth to the development movement that started with the globalization process all over the world. Urbanization, industrialization, technological and economic developments that developed with the development movement caused the deterioration of the reserve-demand balance as well as the deterioration of social welfare. In this way, over time, 'economic development; Sustainability concept has been developed in an effort to make sense of the dilemma of protecting environmental values (Uğurlar, 2017).

The concept of sustainable development, defined in 1987, was reinterpreted in the Agenda 21 report, which is an action plan of the United Nations World Conference on Environment and Development held in Rio de Janeiro in 1992, and in the implementation plan of the World Sustainable Development Summit (Johannesburg Summit) held in 2002 (UNEP, 2005). When we look at the literature on the concept of sustainability and the definitions made by various researchers, although the concept was initially defined as 'sustainable development' and came to the fore in issues related to environmental and ecological developments, it has been used in many fields today. In time, social, economic and cultural policies emerged under the name of 'sustainable development' and laid the groundwork for sustainable local development. Considering the social, economic and environmental dimensions of the concept of sustainability, development is shaped as an alternative set of values put forward by environmental protectionists, which oversees economic growth beyond an approach that aims only intergenerational equity, as (Tanguay, Rajaonson and Herrien, 2013: 863) stated. For this reason, the concept that enables the reconciliation and development of the disciplines of economic growth and environmental protection at a common point emerges as sustainable development in the future.

In this respect, it would be appropriate to explain the role of cultural tourism in sustainable local development within the framework of sustainable tourism goals and principles. The explanations given below deal with the social, ecological and economic dimensions of cultural tourism within the framework of sustainable tourism and local development. Sustainable development research has gained importance in tourism literature over time. Sustainable tourism has become a prominent phenomenon especially in local development. The prominent tool of sustainable tourism in line with local development is cultural tourism. In this context to strengthen the relationship and ensure successful implementation between sustainable cultural tourism and local development, 12 goals of sustainable tourism emphasis is placed on (UNEP, 2005; WTO, 2017). These explanations are given below (UNEP, 2005; WTO, 2017):

1. To ensure the competition and continuity of tourism destinations and businesses so that they can provide long-term benefits and grow,
2. To increase the economic contribution of tourism in order to ensure the economic welfare of the host region, especially to increase the local spending rates of visitors,
3. Strengthening the number and quality of local employment supported by tourism, including increasing wages and service quality, in a way that does not allow discrimination based on race, gender, disability,
4. Observe the general and clear distribution of economic and social benefits from tourism to society, including the development of alternatives, income and services available to the poor,
5. To provide every visitor with a safe, satisfying experience, regardless of race, gender, disability or other discrimination,
6. Involve and empower local communities in planning and decision-making, as well as collaborate with other stakeholders on the management and future of tourism in their region,
7. Maintain and strengthen the quality of life of local communities, including social structures and access to resources, facilities and life support systems, while avoiding social disruption and abuse,
8. Respect and strengthen the cultural heritage, unique culture, traditions and differences of host communities,
9. To protect and strengthen the quality of urban and rural areas and to prevent the physical and visual deterioration of the environment,
10. To support the protection of natural areas, habitats and wildlife and to minimize the damage,
11. To minimize the use of limited and non-renewable resources in the development and operation of tourism businesses and services,
12. To minimize air, water and soil pollution and waste generation caused by tourism entrepreneurs and visitors.

In line with these twelve objectives, which address the social, ecological and economic dimensions of cultural tourism, the prominent issues are economic sustainability, local welfare, employment quality, social equality, visitor satisfaction, local control, social welfare, cultural diversity, physical integrity, biodiversity, resource efficiency, environmental purity (Sarı, 2019; Uğurlar, 2017; Mohan, 2022; Rahmadian, Feitosa & Zwitter, 2022). When the definitions related to sustainable tourism are examined, the common denominator of all definitions is that every stakeholder involved in the process is affected by the tourism activity and expectations are met (Sharpley, 2000). Therefore, sustainable tourism is not a natural feature of existing structures and conditions, but a goal that tourism must strive to be successful (Clarke, 1997: 224). In light of the above-mentioned objectives,

sustainable tourism is based on three 'local' rationales. The first goal is to ensure the continuation of resources, the second goal is to provide an orientation towards seeking solutions in the long term instead of creating opportunities in the short term, the third objective is to develop options to reduce the poverty of low-income local people (Davutoğlu, 2019).

In the related literature, it is stated that tourism is the main sector in economic development (Creaco & Querini, 2003; Amerta, Sara & Bagiada, 2018; Manzoor, Wei, Asif, Haq & Rehman, 2019). In particular, there are studies in which sustainable tourism is associated with sustainable development literature (Fossati & Panella, 2000; Liu, 2003; Neto, 2003, Girard & Nijkamp, 2009:1). The concept of development includes many approaches such as rural, local, social, regional and sustainable development. Local development lately; Since regional development and regional development are frequently on the agenda as sub-steps of national development, the importance of the concept of local development is emphasized even more (Türk, Aydın & Çayın, 2017: 40). For this reason, the only way to achieve success in the global market and competitive environment is to adopt sustainable economic development-based principles, which adopt the principle of using local resources and preserving the environmental, social and cultural values of local groups and societies and transferring them to future generations.

In a study they conducted in 2014, Durovic and Lovrentjev emphasized some important principles determined by the European Union of Historical Cities and Regions to ensure a sustainable development with culture. These principles are as given below (Durovic & Lovrentjev, 2014):

- Achieve to draw attention to climate change as a global problem in order to reduce the carbon mission.
- Cultural tourism should contribute to the general principles of sustainable development and follow the agendas closely.
- To determine the impact of tourism according to consumer and producer values.
- To draw attention to the cultural heritage and internal values of historical settlements and cities.
- Respecting the unique values, rights, beliefs and culture of the local community and supporting approaches that encourage cultural tourism.
- To protect and preserve cultural heritage values.
- Cultural tourism management should be sensitive and open to development.
- Cultural tourism should identify the shortcomings of tourists and respond for a high quality cultural experience.
- The needs of the local community living in the host area should be taken into account and included in any planning and development.
- Cultural tourism, which provides fair and equitable benefits to local communities, is important for long-term sustainability.
- A well-organized set of actions for an efficient and effective management approach in cultural tourism requires the inclusion of all local stakeholders, including local governments, local groups and businesses.

1.2.1. Evolve Process, Strategies and Role of Culture Tourism in Economic, Social and Ecological Development

The economic depressions experienced in the early 1970s were a factor in the nation-states' search for solutions in the concept of 'local', which could continue their struggle for existence with their economic opportunities, potentials and their own knowledge (Yalçın & Yalçın, 2013). At the beginning of the 2000s, the 'fourth wave' began to be articulated to the interactive change in the three periods described in local economic development. The fourth wave era focused on integrating the local economy with the global market, developing human capital, and increasing the use of

information technologies such as telecommunications. The fourth wave period differs significantly from the other three periods in terms of innovative and creative goals (see Table 2).

Table 2. Periodic classification in local economic development strategies (Blakely & Bradshaw, 2002; Meyer & Meyer, 2015; Musakwa, 2008; Rogerson, 2000; cited by Davutoğlu, 2019).

Elements	First wave (1960-1980)	Second wave (1980-1990)	Third wave (1990-2000)	Fourth wave (After 2000)
Target	Attracting firms outside the local area	Ensuring the survival and development of existing companies	Development of regional resources to promote industrial clusters	Global collaborations
Locational Factors	Application of discounts and incentives to attract companies from outside	Application of tax cuts and incentives	Establishment of regional cooperation	Cross border global relations
Company	Foreign companies	Addressing and helping local companies	Creating an environment for better relations between companies	International trust and cooperation
Human Resources	Creating employment for the unemployment of local people	Curriculum development	Utilizing the educated workforce in the structuring of businesses	Investing in human capital
Community Based	Physical resources	Social and physical resources	Improving environmental quality and leadership	Orientation to international resources

Many literature states that the tourism sector ranks first among all sectors in the globalization process (Mowforth & Munt, 2015). Tourism is recognized as the most important development sector in many developing countries. Tourism is also recognized as a tool to stimulate new local economic activities in local and regional economic development. According to the UNWTO report, the tourism sector is an alternative to the industrial sector to stimulate the economy and reduce poverty (UNWTO, 2023). The sustainable development process includes social, economic and ecological approaches that create alternatives for innovative local economic development approaches on a local scale. It deals with the role of the state representing the public sector within the context of institutional and legal arrangements that support the initiative of the private sector. This shows the restructuring/formation process of the state. Process management is the most illuminating topic in conceptualizing local economic development. The subject of process management consists of the stages of planning, implementation, monitoring and evaluation, where local development is defined as an 'iterative' process within the feedback mechanism. Thus, reorganization and planning can be done with monitoring and evaluation stages in the local economic development process (Meyer-Stamer, 2008).

In light of the information given above, culture tourism is a concept that was introduced in the 1980s during the studies carried out to reveal the cultural identity and cultural heritage of the European Union. The meaning of cultural tourism has changed since the last two centuries. Between the years 1750-1850, cultural tourism was seen as an act of visiting the fine arts in Europe, early the 20. century cultural tourism began to be used by traders to move up the class (Jamieson, 1993). At the end of the 20th century, cultural tourism is a field to investigate the nature of cultural production (MacCannell, 1976:25), the travels of people from their places of residence to cultural attractions in order to gather new knowledge and experiences to meet their cultural needs (Richards, 1996:24), It is defined as seeing the historical, artistic, scientific activities of a society or understanding the lifestyles (Silberberg, 1995). At the beginning of the 21st century, the commercialized expression of the desire to see how other people live (Jafari, 2000: 126), the travels of people to meet other cultures and the most popular form of tourism within the scope of special interest tourism (Petroman, Petroman, Marin, Ciolac, Văduva & Pandur, 2013), increasing the power of interregional competition, As an important economic resource (Historical Cities Union, 2012) that contributes to local economic development and ensures the transfer of natural, historical and cultural heritage to

future generations with a holistic and sustainable approach, it has also managed to come to the fore with its social, economic, ecological and environmentalist dimensions. Cultural tourism is the most important area of sustainable tourism. It can even be said that it covers most alternative tourism types. The opportunities created by cultural tourism for local economic development can be grouped as follows. Discovery of the new economy shaped according to local potentials; Cultural tourism and products that reflect local characteristics such as local products, local dances, and local cuisine provide new market opportunities (Sharpley & Telfer, 2008 :76; Sharpley, 2000; Reisinger & Crotts, 2010).

Thus, new entrepreneurs are added to the local economy; Small-scale family businesses play a greater role in the job capacity created in the local development process. Small-scale enterprises based on local potentials can produce for small-defined markets. (Tatar & Armatlı Köroğlu, 2017). The scale of cultural tourism provides opportunities for the exploration of such local economies. In particular, the home economy created by the female workforce is the focus of local markets. All the cultural savings accumulated by women (from food culture to handicrafts) make the local economy immersive.

Growth of the local economy; The geography of cultural tourism increases the income of local businesses with the increase in accommodation facilities in cities, the growth of the transportation sector, the increase in food and beverage places, and the increase in the sale of souvenirs. Especially small businesses adapt more easily with their flexible structures and are more resilient against crises. The relationship between local economic development and tourism is important in terms of developing a holistic tourism product or products (Ecearal & Özmen, 2009; Tatar & Armatlı Köroğlu, 2017).

Increasing new employment opportunities with the differentiation of service types; In geographies with historical and cultural values, local potentials and diversity of services determine the competitiveness of a tourism destination (Rogerson, 2002: 95; cited in Eearal & Özmen, 2009). In order to compete with other destinations, both local potentials differ and the variety of services for each product increases. Every service activity also increases employment (Bennett, Roe & Ashley, 1999; Rylance & Spenceley, 2017; Sarı, 2019; Uğurlar, 2017; Mohan, 2022; Rahmadian, Feitosa & Zwitter, 2022) In cultural tourism, destinations and businesses can provide long-term benefits and grow. They must be competitive and at the same time, this competition must be sustainable (UNEP, 2005; WTO, 2017).

Development of infrastructure services in the geography of protected areas; As with the principles of sustainable tourism, what is not good for locals is not good for tourists, and it reduces attractiveness. Therefore, investment in infrastructure services is increasing. Many local governments do this with their own resources, as well as by taking loans from different funds (Erol & Davutoğlu, 2018). A well-organized set of actions efficient and effective management approach in cultural tourism requires the inclusion of all local stakeholders, including local, local groups and businesses (UNEP, 2005; WTO, 2017).

Preserving the supranational identity and spatial authenticity of protected areas; With the awareness of the contribution of cultural heritage sites to the local economy in the areas opened to tourism, the awareness of conservation is increasing. Thus, awareness of local people and awareness of conservation are increased. Sustainability of local economic development is also ensured. The supranational identity and spatial authenticity of the heritage sites should be maintained and protected, and the protection should be adopted by the local people. Realizing that the reason for the employment created is identity and authenticity makes protection more sustainable (UNEP, 2005; WTO, 2017; Tatar & Armatlı Köroğlu, 2017; Şekeroğlu & Erol, 2021).

Table 3. Important criteria in tourism fields for success in local economic development (Meyer-Stamer, 2008; cited by Davutoğlu, 2019).

Climate	Natural Sources	Infrastructure	Services	Culture	Socio-economic and Political
- Heat -Number of rainy days -Moisture -Number of sunny days	- Beach -Goal -River -Forest -Mountains -Flora and Fauna	-Basic services (electricity, water, waste removal and sewage) -Roads -Telecommunication -Railway -Port -Airport	Accommodation -Supporting institutions -Restaurants -Shopping -Sports and recreation areas -Natural life -Health	-Historical features -Theatre -Art -Museum -Festivals and events	-Stable government -Strong policies

1.3. The Role of Culture Tourism in Sustainable Local Development: Mardin Case Study

In the Southeast Anatolian Region, Mardin has a different historical and cultural structure that distinguishes it from other provinces. Although exact dates are not specified, BC. Since 4500, many civilizations such as Assyrian, Akkad, Artuqid, Babylonian, Byzantine, Subari, Seljuk, Sumerian, Ottoman and Persian empires (Çağlayan, 2017a; Çağlayan, 2017b) have lived in these lands by sharing the same geography in the city of Mardin in different time periods. The diversity of civilizations has created different effects on both space and the situation of daily life. The city of Mardin has a rare cultural landscape value with its archaeological, ethnic, historical and cultural riches, civil, military and religious buildings, and residential buildings unique to the city (Davutoğlu, 2019). Therefore, as a medium-sized city, the city of Mardin, where we can best read the reflections of multiculturalism and cultural diversity in the tourism sector and in social and spatial scale, has been chosen as the study area in this research.

In the Ninth Development Plan, in which issues such as relevance, participation and partnership culture among stakeholders are addressed, eliminating regional imbalances and raising awareness and ownership in local development movements, the Turkish Tourism Strategy will be prepared in line with the target of "The Tourism Sector Master Plan will be prepared in order to ensure the long-term and healthy development of the tourism sector" in 2023 has been prepared. Mardin has been included in the Turkish Tourism Strategy 2023 as a 'Cultural Tourism City' with the vision of 'Brand City Of Culture' under the name of urban branding strategy. At the same time, it is aimed to use tourism as a powerful tool in local and regional development in Mardin, which is included in the goals of establishing the GAP Culture and Tourism Development Region and Faith Tourism Corridor, determined within the scope of the strategy, and to develop it for tourism purposes by preserving and developing the natural and cultural texture (Mardin Tourism Strategic Plan 2014-2023, 2014).

1.3.1. Cultural Landscape Values of Mardin

Our country, which has historical and archaeological settlements such as Mardin, Cappadocia, Safranbolu, Cumalikizik and Ephesus, differs from other countries in terms of cultural richness. With its historical background dating back to the B.C. 4500s, its multi-religious and multiculturalism, the City of Mardin is capable of competing with many cities in Turkey and the world. The cultural landscape values of Mardin region, which has cultural richness, knowledge and experience with its multicultural structure, are given in Table 3.

Table 3. Cultural landscape values of Mardin region (Mardin Provincial Directorate of Culture and Tourism Document Archive, 2018; 2022; edited by the Authors).

Mardin's Proprietary Products	Mardin Wheat, Stuffed Ribs, İkbet-Boiled Meatballs with Stuffed Stuffed Meatballs, Erok-Fried Stuffed Meatballs, Kibe-Mumbar Stuffed, Sembusek, İmlebbes-Candy Almonds, Mardin Kilice Bun, Mardin Stone, Ömerli Karfoki Grape, Midyat Acur, Midyat Fig, Midyat Zeynebi Grape, Midyat Tandoori Bread, Midyat Melon, Midyat Filigree
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Aromatic Plants Unique to Mardin	Acur (Trozi-Kitte), Mazruna Grove, Ramie (Chelengo) Fruit, Ballot Fruit, Midyat Melon (Petiğ, Tırş-Hamış-Aseli-Hillu), Pivok (Crocus), Keme (Mushroom), Kenger-Harşef (Healing Herb), Gizbara (Coriander), Mardin Fresh Fresh Spring, Pırpare (Flavored Herb), Licorice Root (Irkud), Mazruna Grape, Himmis (Chickpea Type)
Kitchen Products Unique to Mardin	Harire, Walnut Sausage (Ikude), Bestik (Pestil Type), Mardin Cheese (Mardin Glass Cheese, Mardin Lavash Cheese, Mardin Dil Cheese, Unsalted Sweet Cheese, Göçer Cheese, Goat Cheese, Matfora Cheese, Megbuse Cheese), Havdal (Grape Cheese) Juice and Starch), Danuk (Selika), Goşte Maksut (Lahme Imneşsefe, Salt-Dried Meat), Şeredin (Local Sausage)
Handicrafts	Silversmithing (Filikari), Coppersmithing, Jewellery, Pottery, Tinsmithing, Blacksmithing, Dyeing (Sibbeğ), Needle Lace, Seed Needle, Midyat Hand Embroidery, Carving, Quilting, Soapmaking, Weaving, Shalushapik (a special fabric weaving), Carpeting (wool) and Silk, Rugmaking, Leatherwork (Tanker), Saddle making, Mother-of-Pearl Processing Felt Making, Halbur making (Horbee woodworking), Wood Carving (Inlaying) and Stone Carving
Museums and Ruins	Mardin Museum, Sakıp Sabancı Museum, Dara Ancient City, Midyat State Guesthouse, Culture House, Boncuklu Field
Mosques, Madrasahs, Complexes	Reyhaniye Mosque, Pamuk Mosque, Sheikh Çabuk Mosque, Melik Mahmut Mosque, Hamit Mosque, Grand Mosque (Cami-i Kebir), Sheikh Mahmud Turki (Sheikh Ali) Mosque, Arap (Azap) Mosque, Zairi (Sheikh Muhammed Ezzerar) Mosque, Hacı Ömer (Caliph) Mosque, Abdüllatif (Latifiye) Mosque, Şehidiye Mosque and Madrasa, Sıttı Radviyye (Hatuniye) Madrasa, Altunboğa Madrasa, Melik Mansur Madrasa, Eminüddin Complex, Şeyh Kasım Halveti Tomb and Masjid, Shah Sultan Hatun Madrasa, Zinciriye Madrasa, Kasımiye Madrasa
Churches, Monasteries	Mor Stefanos Church, Mihayel Church and Burç Monastery, Mor Petrus and Paul Church, Mor Yusuf Church (Surp Hovsep), Izoel Church, Mor İliyo Church, Mor Behnam (Kırklar) Church, Virgin Mary Church and Patriarchate, Mor Evgin Monastery, Mor Dimet Monastery, Deyrülzeferan Monastery, Mor Cırcıs Monastery, Deyrulumur (Mor Gabriel) Monastery, Virgin Mary Monastery, Hammara Monastery, Mor Yakup Monastery
Bazaars	Revakli Bazaar, Kayseriyye (Bezestan)
Baths	Grand Mosque Bath, Radviyya Bath
Traditional Mardin Houses	Traditional houses decorated with various motifs using easily workable yellow limestone
Castles	Mardin Castle, Fafih Castle, Rabbat Castle, Marin-Merdis Castle, Aznavur Castle
Caves	Mardin Gizzelin Cave (Yarn Weaving), Mardin Şakolin and Firiye, Kefilmardin, Midyat Kefilsannur, Midyat Linveyri Şifa Cave, Midyat Tınat, Midyat Şenköy Kefilmelep, Midyat Prison, Nusaybin Hessinmeryem and Sercahan, Savur Gümüştut, Dırkıprı Haramiye Caves, Derik Derinsu, Kızıltepe Hanika and Salah
Food and Beverage Facilities Certified by the Ministry of Culture and Tourism	9 Ministry-certified catering facilities
Tourism Facilities	2 boutique hotels, 7 private facilities, 7 ministry certified apart hotels, 1 with 2 star hotel, 7 with 3 star hotels, 6 with 4 star hotels, 4 with 5 star hotels

2. Materials and Methods

For this research 100% verbal questionnaire was applied to 37 'accommodation businesses' in the city of Mardin, classified as hotels, boutique hotels, private accommodation facilities and hostels according to their qualifications. Using the questionnaire contents given in the table, the Cronbach Alpha Coefficient was calculated as '0.842' by using 21 statements (propositions) on a likert scale, which includes 'Factors that negatively affect business success, market and marketing opportunities, and opinions on the factors that negatively affect the development of the tourism sector in the city'. As it is understood, the reliability coefficient of the scale, which was subjected to reliability analysis, has a value above the value of '0.8'. The Cronbach Alpha coefficient can have a value in the range of 0-1 and is acceptable in this criterion. Values with a coefficient above 0.7 can be reliable and valid. If the Cronbach Alpha coefficient value is above 0.7, it is accepted as a 'strong value' (Altunışık, Bayraktaroğlu, Coşkun & Yıldırım, 2012: 122). Accordingly, the scale with which reliability analysis was applied and the Cronbach Alpha value are considered to be strongly 'reliable'.

The general characteristics of the business, the basic characteristics of the entrepreneur's identity information, the personnel structure, the factors that negatively affect the success of the business,

the factors that positively and negatively affect the tourism dynamic of the city, local employment, the level of local entrepreneurship, the level of use of local products, advertisements about the city. Findings related to the role of the business in the promotion activities and the market opportunities of the business were determined. Accordingly, if the findings and results obtained from the survey sections given above are evaluated, as it can be understood from the Table, 37 accommodation establishments subjected to the oral questionnaire interview, when classified according to the accommodation type, 64.8% of them are simple accommodation facilities, 10.8% of them are private accommodation facilities, 5.4% are 5-star hotels, 8.1% are 4-star hotels, 5.4% are 3-star hotels, 2.7% are boutique hotels and 2.7% are apart hotels. When their ownership status is examined, it is understood that all of their businesses are owned by the local people.

3. Findings and Assessment

The research is limited to the accommodation businesses operating in the Artuklu District of Mardin Province. According to the 2022 data of the Provincial Directorate of Culture and Tourism, there are 37 accommodation establishments in Artuklu district. The questionnaires used for the field study were applied in September and October 2022. Oral interviews with the accommodation operator (entrepreneur) as a local actor were also implemented on the same date. Questionnaire forms were presented to the enterprises for face-to-face meeting or to be filled by the parties according to their preferences. The content of the questionnaire consists of six different chapter (see Table 4). The general characteristics of the enterprises, the basic characteristics of the entrepreneurs, the personnel structure of the enterprise, the local and local characteristics of the enterprise, the factors that positively and negatively affect the success of the enterprise, the market and marketing opportunities of the enterprise were determined with the questionnaire presented to the accommodation businesses. The dynamics that negatively affect the development of tourism in the city of Mardin, local employment, the use of local and cultural products, local entrepreneurship, advertising and promotion activities and marketing opportunities within the framework of the situation of enterprises and the extent to which they contribute to local development have been tried to be determined.

3.1. Evaluation of Surveys of Businesses Operating Accommodation

Table 4. Chapters and content of the questionnaire applied to businesses (edited by the Authors).

Survey Sections	Description of Survey Sections	Content of Survey Sections
Chapter One	General Characteristics of the Business	What is the ownership status of the business? What is the accommodation type of the business? How many rooms are there in the business? What is the bed capacity of the business? In which season is the business hosting the busiest tourists? What is the average number of tourists the business hosts during the year? What is the overnight stay of the tourists staying in the business?
Chapter Two	Key Characteristics of the Entrepreneur	What are the basic characteristics of the entrepreneur (place of birth, age, previous occupation, if any, education level)? When was the business founded? What source of capital was used when establishing the business? Does the entrepreneur have economic activity in another place other than Mardin province?
Chapter Three	Personnel Structure of the Business	What is the service and personnel structure of the business? Are there any problems in finding qualified personnel? How many of the personnel in the business are graduated from Tourism and related college or faculty?
Chapter	Location and Local Characteristics of the	What are the local products used in the kitchen of the

Four	Business	business? Which city is seen as a competitor in the GAP region for the city of Mardin? What is the most outstanding feature of the city, which is seen as a rival to the city of Mardin? Which local feature of the city of Mardin is used when advertising the business?
Chapter Five	Market Opportunities of the Business	Does the business have a joint venture with other businesses? What is the display method used for visitors to choose the business?
Chapter Six	Dynamics Affecting the Development of Tourism Positively or Negatively in the City of Mardin	What are the factors that negatively affect business success? What is the impact of the development of tourism in the city of Mardin? What are the factors that negatively affect tourism from the city of Mardin?

Accordingly, if the findings and results obtained from the survey sections given above are evaluated, as it can be understood from the Table 5, when the 37 accommodation enterprises interviewed are classified according to the accommodation type, 64,8% of them are simple accommodation facilities, 10,8% of them are private accommodation facilities, and 5,4% It is seen that 5,4% are 5 Star Hotels, 8,1% are 4 star hotels, 5,4% are 3 star hotels, 2,7% are boutique hotels and 2,7% are apart hotels. When their ownership status is examined, it is understood that all of their businesses are owned by the local people.

Table 5. Distribution of businesses by type and ownership status (edited by the Authors).

Type of Business	Frequency Value (n)	Percentage (%)
Simple Accommodation Facility	24	%64,8
Private Accommodation Facility	4	%10,8
5 Star hotel	2	%5,4
4 Star hotel	3	%8,1
3 Star hotel	2	%5,4
Boutique hotel	1	%2,7
Apart hotel	1	%2,7
Total	37	%100

When asked about the seasonal period in which businesses host the heaviest tourists during the year, 59,5% chose the option March-May. In the summer and autumn seasons, June-August and September-November, the rate of enterprises encountering the busy tourism season is 18,9% (see Table 6).

Table 6. Distribution of data regarding the seasons or periods in which businesses host the most tourists (edited by the Authors).

Peak Period	Frequency Value (n)	Percentage (%)
March-May	22	%59,5
March-May / September-November	5	%13,5
March-May / June-August	3	%8,1
June-August / September-November	7	%18,9
Total	37	%100

Table 7 shows that the total bed capacity of the enterprises is 4 187 and the number of rooms is 2043. According to this, it is understood from the interviewed businesses that the number of beds and rooms are also low due to the low number of boutique hotels. Looking at the annual tourist occupancy rate data, it is stated that accommodation establishments host 417, 230 domestic tourists and 94 080 foreign tourists, according to the total average approximate value, with a 100% occupancy rate. An average of 511 310 tourists stay in the city for at least one night during the year.

Table 7. Distribution of the total number of bed capacity, number of rooms and annual tourist occupancy rate of the enterprises (edited by the Authors).

Accommodation Type	Bed Capacity (pcs)	Number of rooms	Total Number of Domestic Tourists		Total Number of Foreign Tourists	
			Frequency Value (n)	Percentage (%)	Frequency Value (n)	Percentage (%)
Simple Accommodation Facility	1996	989	195 000	46,7	38 000	40,4
Private Accommodation Facility	182	91	21 750	5,2	10 080	10,7
5 Star hotel	678	351	40 680	9,8	35 000	37,2
4 Star Hotel	1101	502	125 000	30,0	7 500	8,0
3 Star Hotel	96	46	14 300	3,4	1 300	1,4
Boutique Hotel	90	45	12 100	2,9	950	1,0
Apart Hotel	44	19	8 400	2,0	1 250	1,3
Total	4187	2043	417 230	100	94 080	100

When the data on the number of overnight stays of the tourists in the enterprises are examined, it is seen that the domestic tourists stay an average of 2 nights and the foreign tourists stay an average of 1.2 nights. The number of overnight stays of tourists staying in 4-star hotels and boutique hotels is higher than in other businesses (see Table 8).

Table 8. Distribution of data on the average number of overnight stays of tourists in businesses (edited by the Authors).

Accommodation Type	Average Number of Overnights of Domestic Tourists (Night)	Average Number of Overnights of Foreign Tourists (Night)
Simple Accommodation Facility	2	1
Private Accommodation Facility	2	1
5 Star Hotel	1	1
4 Star Hotel	3	2
3 Star Hotel	1	2
Boutique Hotel	3	2
Apart Hotel	2	1

When the data containing the general characteristics of entrepreneurs are examined, it is seen that 100% of them are male individual entrepreneurs. According to the data in Table 11, it is stated that the highest percentage of entrepreneurs are between the ages of 36 and 40, and 14% of them are over the age of 40. It has been determined that there are no entrepreneurs between the ages of 18-25 among entrepreneurs. All of the business entrepreneurs surveyed are originally from Mardin (see Table 9).

Table 9. Distribution of data on entrepreneurs gender, age groups and place of birth (edited by the Authors).

Gender	Frequency Value (n)	Percentage (%)	Age	Frequency Value (n)	Percentage (%)
Male	37	100	18-25	-	-
Female	-	-	26-30	3	8,1
Total	37	100	31-35	2	5,4
Birthplace	Frequency Value (n)	Percentage (%)	36-40	18	48,6
Mardin	37	100	40+	14	37,8

Total	37	100
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Considering the educational status of the entrepreneurs, it was determined that 37,8% of them were university graduates, 29,7% were high school graduates, and 3% were graduates. Among the entrepreneurs made up of local residents, there is no entrepreneur with a PhD degree. When the data on which activity they were engaged in before were examined, it was determined that entrepreneurs from almost every occupational group were hotel operators. Accordingly, among the entrepreneurs, it is seen that 6 people were self-employed, 5 people were logistics, 1 person was a butcher, 6 people were educators, and 2 people were waitresses. The number of people who do not want to indicate whether they have been involved in any activity before is 9 (see Table 10).

Table 10. Distribution of data on the educational status of entrepreneurs and what activity, if any, they were engaged in before (edited by the Authors).

Education status	Frequency Value (n)	Percentage (%)	Previous Occupation	Frequency Value (n)	Percentage (%)
Primary school	4	10,8	Educator	6	16,2
Middle school	5	13,5	Waiter	2	5,4
High school	11	29,7	Butcher	1	2,7
University	14	37,8	Architect	3	8,1
Master's Degree	3	8,1	Transport	1	2,7
Doctorate	-	-	Logistics	5	13,5
			Self-employment	6	16,2
			Business	4	10,8
			Doesn't want to specify	9	24,3
Total	37	100	Total	37	100

Table 11 shows the data for the years of residence of the entrepreneurs in Mardin. Accordingly, 54,1% of entrepreneurs have been residing in the city for more than 20 years. The number of entrepreneurs residing in the city for 5 years or less than 5 years is 2 (see Table 13). 70,3% of the interviewed entrepreneurs do not have any economic activity in another city. 29,7% of them have an economic investment in another city other than Mardin.

Table 11. Distribution of data on the years of residence of entrepreneurs in Mardin and whether there is any economic activity outside the city of Mardin (edited by the Authors).

Residence Years in Mardin	Frequency Value (n)	Percentage (%)	Do You Have Another Investment Initiative?	Frequency Value (n)	Percentage (%)
0-5	2	5,4	Yes I Have	11	29,7
5-10	-	-	No I Haven't	26	70,3
10-15	6	16,2			
15-20	9	24,3			
20+	20	54,1			
Total	37	100	Total	37	100

According to the results of the survey, the rate of the number of businesses established after 2015 is 59,5%. The ratio of enterprises established between 2010 and 2015 is 27,0% (see Table 12). 51,4% of the entrepreneurs stated that they established the business with their own experience and possibilities. The ratio of the number of entrepreneurs who create the working capital by using borrowed money from family or friends, government incentives and/or bank loans does not exceed 16,2% (see Table 12).

Table 12. Distribution of data on the establishment history of the enterprises and the capital used by the entrepreneur when establishing the enterprise (edited by the Authors).

Establishment Date of the Business	Frequency Value (n)	Percentage (%)	Capital Used	Frequency Value (n)	Percentage (%)
1995-2000	-	-	Own accumulation	19	51,4
2000-2005	2	5,4	Borrow money from family or friends	4	10,8
2005-2010	3	8,1	Government incentive	2	5,4
2010-2015	10	27,0	Bank loan	6	16,2
2015+	22	59,5	Other	6	16,2
Total	37	100	Total	37	100

According to the data in Table 13, a total of 826 servants and personnel are employed in the surveyed enterprises. It is stated that a total of 347 people are employed in simple accommodation facilities, 220 in 5-star hotels and 132 in 4-star hotels (see Table 13). Accommodation establishments employing the least number of personnel are apart hotels with 0.8% and 3-star hotels with a ratio of 2,2%. Considering the situation of tourism graduate personnel working in enterprises, 20 enterprises represent 0-10% of their total personnel capacity, 6 enterprises 10-20%, 6 enterprises 20-40%, 3 enterprises 40-70% and 2 enterprises stated that they employ 70-100% qualified personnel (see Table 13).

Table 13. Distribution of data on the number of servants and personnel of the enterprises and the status of personnel graduated from tourism college (edited by the Authors).

Number of Servants and Staff	Frequency Value (n)	Percentage (%)	Tourism Graduate Staff Status	Frequency Value (n)	Percentage (%)
Simple Accommodation Facility	347	42,0	%0-10	20	54,1
Private Accommodation Facility	82	9,9	%10-20	6	16,2
5 Star hotel	220	26,6	%20-40	6	16,2
4 Star Hotel	132	16,0	%40-70	3	8,1
3 Star Hotel	18	2,2			
Boutique hotel	21	2,5	%70-100	2	5,4
Apart Hotel	6	0,8			
Total	826	100	Total	37	100

32,4% of the entrepreneurs consider Şanlıurfa, 24,3% Gaziantep, 13,5% Diyarbakır as a rival city to Mardin. 11 entrepreneurs stated that they do not see any city as a rival to the city of Mardin. When asked what is the most outstanding feature of the city, which is seen as a rival to the entrepreneurs, compared to the city of Mardin, 27,0% answered the question of historical and cultural assets, 24,3% of tourism activities, 27,0% of access and transportation opportunities, and economic development with Mardin. Closeness, 5,4% bed capacity, urbanization and industrial opportunities, 8,1% stated that advertising and promotion activities are high, 8,1% stated that investments and incentives are high (see Table 14).

Table 14. Distribution of data on the city that is seen as a rival to the city of Mardin and the most outstanding feature of this city (edited by the Authors).

City Seen as Rival	Frequency Value (n)	Percentage (%)	The Most Outstanding Feature of the Rival City Compared to the City of Mardin	Frequency Value (n)	Percentage (%)
Şanlıurfa	12	32,4	Advertising and promotional activities	3	8,1
Diyarbakır	5	13,5	Access and transportation facilities	5	13,5

Gaziantep	9	24,3	Economic development and proximity to Mardin	5	13,5
Şırnak	-	-	Historical and cultural assets	10	27,0
Batman	-	-	Bed capacity, urbanization and industry	2	5,4
Siirt	-	-	Investment and incentives	3	8,1
I don't see any competitors	11	29,8	Tourism activities	9	24,3
Total	37	100	Total	37	100

While 4 of the interviewed entrepreneurs prefer local products at a rate of 10% of the products they use in the kitchen, 23 of them prefer culinary products from local products at a rate of 50% (see Table 15).

Table 15. Distribution of data on whether local products from the city are used in the kitchens of the enterprises (edited by the Authors).

Local Product Usage Status	Frequency Value (n)	Percentage (%)
I use 10% local product	4	10,8
I use 30% local product	7	18,9
I use 50% local product	23	62,1
I use 70% local product	3	8,1
I use 100% local product	-	-

While 94,5% of the entrepreneurs state that they always have promotional brochures at the reception, 86,5% state that they offer local products in the lobby. 100% of the businesses have frames on their walls that tell the history of Mardin. The ratio of the number of enterprises performing their services in the presence of locally dressed personnel is 8,1%. 35,1% of businesses set up stands where handicrafts are exhibited and sold. The ratio of the number of businesses that carry out advertising, promotion and marketing activities by furnishing with hand-embroidered textile products and stonework unique to the city of Mardin in the rooms is 67,5% (see Table 16).

Table 16. Distribution of data on the characteristics of Mardin City used by businesses while advertising and promoting themselves (edited by the Authors).

Advertising, Promotion and Marketing Method	Frequency Value (n)	Percentage (%)
Local dishes are offered	30	81,1
There are stands that exhibit and sell handicrafts.	13	35,1
Our services are offered by our locally dressed staff.	3	8,1
On the walls of the enterprise, there are visuals describing the history of the city of Mardin.	37	100
There are brochures promoting the city at the reception.	35	94,5
Local products are served in the lobby.	32	86,5
The rooms in the facility are furnished with handicrafts, textile products and stone works unique to the city of Mardin.	25	67,5

According to the data in Table 17, 83,8% of the enterprises act in partnership with the tour organizing services and direct the tourists. 81,1% of businesses provide brochures advertising local products to tourists. The ratio of businesses that provide information about handcraft weaving and handicrafts to incoming tourists is 35,1%. It is stated that 10,8% of the enterprises do not have a joint effort with other enterprises (see Table 17).

Table 17. Distribution of data on joint ventures of enterprises with other enterprises (edited by the Authors).

Joint Venture Preferences of Businesses with Other Businesses	Frequency Value (n)	Percentage (%)
We guide the tourists by cooperating with the tour organizers	31	83,8
We provide tourists with brochures advertising local products	30	81,1
We give information to the tourists about the places that make handicrafts with handcraft weaving	33	35,1
We do not have any developing efforts in this regard.	4	10,8

When we look at the communication method used by tourists to choose their accommodation, 100% of the enterprises found the relevant websites by searching the internet, 83,8% found it as a result of the recommendation of the tourists who had visited Mardin before, and 94,6% of the tourists visited the city. Finding the business by random methods after arriving, 54,1% of them finding it as a result of agreements made through tour operators, and 13,5% of businesses sponsoring promotional and advertising activities related to the city of Mardin and using communication methods for tourists to choose the business (see Table 18).

Table 18. Distribution of the data regarding the communication method or methods used by the businesses while they prefer the tourists' businesses (edited by the Authors).

The Communication Method or Methods Used By The Businesses While They Prefer The Tourists Businesses	Frequency Value (n)	Percentage (%)
Searching through websites on the Internet	37	100
Advice to each other by tourists who have visited the city of Mardin before	31	83,8
Tourists finding our business by random methods in the city	35	94,6
Through tour operators and agreements made	20	54,1
By sponsoring promotional and advertising activities related to the city of Mardin	5	13,5

56,8% of the interviewed entrepreneurs stated that there was an increase in accommodation, entertainment and commercial enterprises in the city with the development of tourism in the city. While 48,6% of entrepreneurs stated that with the development of tourism, urban life activities increased and the city became colorful, 5,4% of entrepreneurs did not agree with this idea. 62,1% of the entrepreneurs stated that they agree with the view that historical and cultural heritage sites are protected with the development of tourism in the city. While 32,4% of the entrepreneurs stated that local identity and cultural memory were strengthened by the development of tourism in the city, local products and services were strengthened with importance, while 32,4% stated that they did not agree with this view. 54,1% of entrepreneurs marked the option 'neither agree or disagree' on whether the development of tourism has a positive or negative effect on the decrease in out-migration from the city and the population staying in Mardin, and stated that they had no idea about this issue. The rate of entrepreneurs stating that the awareness of the cultural heritage value and protection has increased at the local level and that the local people have become more conscious is 43,2%. The rate of entrepreneurs who say that the local economic functions specific to the city are growing by diversifying is 48,6%. The rate of entrepreneurs who stated that the number of enterprises for local tourism increased with the development of tourism and that local people tended towards entrepreneurship is 64,9%. The rate of entrepreneurs stating that employment opportunities and job opportunities for well-educated and qualified young population have increased with the development of tourism in the city is 37,8%. The rate of the number of entrepreneurs who chose the option "I do not agree" with this proposition is 32,4% (see Table 19).

Table 19. Distribution of data on the views of enterprises on the development of tourism in the city of Mardin and the evaluation of its impact on the city (edited by the Authors).

Propositions (Statements)	Degrees of Importance										Total	
	1		2		3		4		5			
	f	%	f	%	f	%	f	%	f	%	f	%
With the development of tourism, there has been an increase in accommodation, entertainment and commercial enterprises in the city.	-	-	1	2,7	3	8,1	21	56,8	12	32,4	37	100
Urban life activities increased with the development of tourism.	-	-	2	5,4	2	5,4	18	48,6	15	40,6	37	100
Protected historical and cultural heritage sites	6	16,2	3	8,1	4	10,8	23	62,1	1	8,1	37	100
Local identity and cultural memory were strengthened by emphasizing local products and services.	3	8,1	12	32,4	4	10,8	12	32,4	6	16,2	37	100
Emigration has decreased, the population has been ensured to stay in Mardin	6	16,2	3	8,1	20	54,1	8	21,6	-	-	37	100
Awareness of cultural heritage value and protection increased and local people became conscious	4	10,8	4	10,8	8	21,6	16	43,2	5	13,5	37	100
Local economic activities diversified	4	10,8	8	21,6	2	5,4	18	48,6	5	13,5	37	100
There was an increase in the number of businesses for local tourism, local people turned to entrepreneurship	2	5,4	2	5,4	4	10,8	24	64,9	5	13,5	37	100
Job opportunities increased for well-educated and qualified young population	4	10,8	12	32,4	4	10,8	14	37,8	3	8,1	37	100

In Table 20, the views of entrepreneurs on the factors that negatively affect the success of their businesses are mentioned. According to this, the rate of entrepreneurs who think that the lack of financial support and incentives given to small businesses by the state is a factor that negatively affects their businesses is 80%. While 70,2% of the interviewed entrepreneurs stated that they had difficulties in competition with large accommodation enterprises, 29,2% stated that they did not experience any competitive difficulties. The rate of entrepreneurs who state that they lack information about the support that can be received from financial institutions is 64,8%. 64,8% of entrepreneurs think that the lack of regional tourism activities negatively affects the success of the business. On the other hand, 32,4% indicated that they found the tourism activities sufficient by ticking the option "I do not agree". 94,5% of the entrepreneurs stated that they had difficulty in finding finance to renew the business. The rate of entrepreneurs having difficulty in finding experienced and qualified personnel is 97,3%. The rate of entrepreneurs stating that tourists have difficulties in accessing their businesses and this negatively affects the success of businesses is 70,3% (see Table 20).

Table 20. Distribution of views of entrepreneurs on the factors that negatively affect the success of their businesses (edited by the authors).

Propositions (Statements)	Degrees of Importance										Total	
	1		2		3		4		5			
	f	%	f	%	f	%	f	%	f	%	f	%
Insufficient financial support and incentives given by the government to small businesses	4	10,8	3	8,1	-	-	18	48,6	12	32,4	37	100
Difficulty competing with large businesses	1	2,7	10	27,0	-	-	16	43,2	10	27,0	37	100

Lack of information about the support available from financial institutions	2	5,4	8	21,6	3	8,1	18	48,6	6	16,2	37	100
Regional tourism activities are low.	-	-	12	32,4	1	2,7	12	32,4	12	32,4	37	100
Difficulty finding finance to renew the business	-	-	2	5,4	-	-	23	62,1	12	32,4	37	100
Difficulty finding experienced and qualified personnel	-	-	2	5,4	-	-	14	37,8	22	59,5	37	100
Difficulties in accessing the business	4	10,8	4	10,8	-	-	20	54,1	6	16,2	37	100

Table 21 shows the data on the factors that negatively affect the tourism of the entrepreneurs in the city of Mardin. The rate of entrepreneurs stating that there is a negative image of security in the city and therefore tourism cannot develop in the city is 89,2% and 51,3% of entrepreneurs do not think that the quality of the accommodation facilities in the city is inadequate. 81% of entrepreneurs stated that accommodation prices are not high. There were hesitations among entrepreneurs to express their opinions about the short duration of the tourism season in the city. While 48,6% of the entrepreneurs think that the tourism period does not last short; 29,7% of them think that the development of tourism in the city is interrupted, citing the short duration of the tourism period. 70,3% of the entrepreneurs think that the cultural areas in the city are sufficient. The rate of entrepreneurs stating that the inadequate transportation facilities to the city and the limited cultural activities and products in the city are effective in the development of tourism is 72,9%. The rate of entrepreneurs who agree with the view that the local people do not have sufficient knowledge and education about tourism is 51,3% and 70,2% of the entrepreneurs emphasize the low level of economic development of the city, especially in the TRC3 region, and 78,3% emphasize the opinion that the lack of cooperation between the local people and the public and private sector in the city is a limiting factor in the development of tourism. 59,4% of entrepreneurs do not agree with the view that the city has cultural similarities with the provinces in its immediate vicinity (see Table 21).

Table 21. Distribution of opinions on the factor data of enterprises that negatively affect tourism in the city of Mardin (edited by the Authors).

Propositions (Statements)	Degrees of Importance										Total	
	1		2		3		4		5			
	f	%	f	%	f	%	f	%	f	%	f	%
Having an image of security vulnerability related to the city	4	10,8	-	-	-	-	7	18,9	26	70,3	37	100
Inadequate quality of accommodation facilities	15	40,5	4	10,8	10	27,1	8	21,6	-	-	37	100
High accommodation prices	12	32,4	18	48,6	5	13,5	-	-	2	5,4	37	100
Short tourist season	6	16,2	12	32,4	8	21,6	5	13,5	6	16,2	37	100
Lack of cultural sites	20	54,1	6	16,2	-	-	9	24,3	2	5,4	37	100
Limited means of transportation to the city	23	62,1	4	10,8	2	5,4	2	5,4	6	16,2	37	100
Insufficient cultural activities in the city	2	5,4	4	10,8	7	18,9	18	48,6	6	16,2	37	100
Local people do not have enough knowledge about tourism	10	27,1	3	8,1	5	13,5	5	13,5	24	37,8	37	100
The low level of development of the city in the region	-	-	8	21,6	3	8,1	24	64,8	2	5,4	37	100
Cultural similarity with the provinces in the immediate vicinity of the city	8	21,6	14	37,8	4	10,8	3	8,1	8	21,6	37	100
Lack of public and private sector cooperation with local people in the city	2	5,4	6	16,2	-	-	11	29,7	18	48,6	37	100

EVALUATION AND CONCLUSION:

Within the framework of the sustainable tourism goals determined in a publication jointly prepared by UNEP and WTO (2005), such as economic continuity, local welfare, employment quality, social equality, visitor satisfaction, local control, social welfare, cultural wealth, physical integrity, biodiversity, resource efficiency and environmental purity. With the studies to be developed, it has been understood that cultural tourism can achieve success in a sustainable local development with the balanced improvement/development of social, ecological and economic dimensions. The answers to the questions classified with the questionnaire sections created within the framework of the method used in this study, which was prepared in line with the purpose of the research, were associated with the theoretical framework of the study and the following conclusions were reached.

Chapter One: General Characteristics of the Business

It has been determined that the majority of accommodation establishments are medium-sized enterprises with simple accommodation certificates that do not meet the standards of the Ministry of Culture and Tourism. In terms of ensuring economic continuity, it has been concluded that criteria such as the status of the enterprises (number of rooms, bed capacity, number of tourists hosted during the year) and market access are similar in almost all accommodation enterprises compared to the size of the enterprises. The fact that certain months of the year are intense, especially as the tourism season, means that the climatic conditions of the city are not suitable and tourism activities are insufficient in terms of annual activities (see Table 5, Table 6, Table 7 and Table 8). The results obtained from the survey findings show that the bed capacity and the number of rooms of the accommodation establishments are insufficient compared to the number of tourists. It was determined that domestic visitors spent longer overnight stays than foreign visitors. However, it is limited to an average of 2 nights for both types of visitors. In terms of sustainable local development and tourism, spreading the short tourism season throughout the year will increase the visibility of local values as well as increase the social and economic benefits to be obtained from these values.

Chapter Two: Key Characteristics of the Entrepreneur

The majority of entrepreneurs stated that they established the business with their own savings. Insufficient government incentives and financial resources negatively affect the growth of enterprises, service quality, marketing, and employment of qualified personnel. As a result of the reluctance of entrepreneurs to provide information about their economic income, no data on entrepreneurial profitability could be reached. The rate of entrepreneurs acting in partnership with tour services and directing visitors to eateries, souvenir shops, local handicrafts and places to visit is over 50%. Such activities are important in terms of promoting local products and cultural values and ensuring continuity. It has been understood that the criteria of keeping tourism revenues in the region and spreading economic benefits in order to ensure local welfare are important in terms of sustainable cultural tourism. At this point, the findings of the survey are important. It has been determined that all of the accommodation business entrepreneurs operating in the field of tourism were born and raised in Mardin. In particular, it has been determined that accommodation establishments consist of local people, which we define as the Private-Local group. It has been observed that the majority of the entrepreneurs, especially the entrepreneurs of the accommodation business, have been residing in Mardin for many years and do not engage in any economic activity in another province other than Mardin. Accordingly, it has been concluded that the local people attempt local development with the awareness and awareness of the sustainable economic return of tourism (see Table 9, Table 10, Table 11 and Table 12).

Chapter Three: Personnel Structure of the Business

The average overnight stay in boutique hotels varies between 1-2 nights. The fact that overnight stays are longer in boutique hotels than in other types of accommodation coincides with the data that accommodation establishments and service personnel have higher standards in boutique hotels. According to the survey results, accommodation business entrepreneurs have more difficulty in

finding qualified personnel than commercial business entrepreneurs. According to this, when the capacity of employing servants and personnel graduated from Tourism Vocational School is examined, it is concluded that more than half of the enterprises do not employ qualified personnel. These implications, which negatively affect the quality of employment, negatively affect and threaten the sustainability of cultural tourism (see Table 13 and Table 14).

Chapter Four: Location and Local Characteristics of the Business

According to the survey findings, businesses use 50% local products in their kitchens. Tourism can increase agricultural productivity by promoting the production, use and sale of local products at tourist destinations and their full integration into the tourism value chain. In addition, agro-tourism, a growing tourism segment, can complement traditional agricultural activities. In addition, agricultural tourism, a growing tourism segment, can sustain traditional agricultural activities. The increase in income in local communities can increase the value of the tourism experience and lead to a more resilient agriculture and support the development of sustainable ecological and economic development (see Table 15 and Table 16).

Chapter Five: Market Opportunities of the Business

The conclusion to be drawn from here is the contribution of entrepreneurs to the development of cultural tourism and to the increase of economic income. Businesses act in harmony with tour operators. Advertising and promotional activities are important in accessing the market. According to the results of the research, the awareness level of accommodation businesses is high. According to this; Entrepreneurs who advertise and promote their businesses on social media and the internet stated that visitors use the same method when choosing their businesses. This result; revealed the importance of the concept of 'Digital Marketing' in tourism, advertising and promotion activities (see Table 17 and Table 18).

Chapter Six: Dynamics Affecting the Development of Tourism Positively or Negatively in the City of Mardin

In order to ensure physical integrity, landscape quality, prevention of physical and visual deterioration and environmental quality elements are important. Accordingly, it was understood that the answers of the interviewed participants and entrepreneurs regarding the environmental quality of the city, accessibility and protection of cultural heritage were quite distorting. In the context of the survey findings evaluated above and the theoretical framework of the research, some suggestions that will shed light on future studies have been developed as given below.

- Ensuring sustainable tourism management in the Artuklu district of Mardin province and applying the area management plan consistently,
- Drawing the framework of the necessary grants and financial resources that will contribute to the development of the field and increasing government incentives,
- Revising the planning studies by considering the conservation-utilization balance over the concepts of place and locality, as well as the spatially focused tourism strategic plans,
- Integrating sustainability goals and principles into strategies and projects in a linear and positive relationship in planning studies,
- Improving the quality of touristic products and services by using local resources effectively and efficiently,
- Carrying out studies in coordination with the central and local governments and ensuring the flow of information with all stakeholders, especially the local people,
- Presenting spatial, social and cultural values to visitors as tourism products,
- Diversifying the existing cultural routes, routes and attraction centers under different thematic groups,

- Reviving culinary culture, local handicrafts, traditional customs and ceremonies, which are the reflection of social and cultural richness, and transforming them into unique touristic products representing Mardin,
- Festivals, thematic weeks, screenings, etc. to support ethnic and artistic identity. Increasing the organizations,
- Establishing a mechanism to monitor and evaluate the determined targets during the implementation phase,
- Integration of promotion, marketing and other tourism activities of the city of Mardin with its unique identity and touristic local products under the brand concept.

It was emphasized that for a successful sustainable development process, the elimination of imbalances and the examination of the policies to be implemented within the scope of a planning process. Determining the labor force participation rate, employment status and diversity, which reveal the economic structure of Mardin, ensuring the participation of local actors, labor market of local enterprises, determining priority areas, ensuring the coordination of public, private and non-governmental organizations, infrastructure, transportation opportunities, vocational training of the workforce Seven phases of the planning process have been determined, such as the determination of local development policies and objectives of factors such as protection of the environment, raising the quality of life of the local community, fighting against crime, and carrying out the promotion and marketing activities of the plan.

Compliance with the Ethical Standard

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