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CONTEMPORARY STUDIES INHUMANITIES



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Printed in Germany
ISBN 978-3-946305-03-3
Contemporary Studies in Humanities

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AN EVALUATION OF THE POTENTIAL OF SELÇUK (İZMİR) FOR ALTERNATIVE TOURISM AND SUGGESTIONS FOR TOURISM PLANNING

VEDAT ÇALIŞKAN

Abstract

Located in the section of the Küçük Menderes basin which leads to the sea, Selçuk has drawn attention as an important center for culture and trade throughout history also with the contribution of its favorable geographical location. This famous seaport of the past, providing a connection between the eastern and western worlds, is carrying on this function via tourism today. As a place which has joined ages, religions, and civilizations, Selçuk is virtually a chronological scene of the cultural history of western Anatolia. Adorned with the unmatched works of art belonging to various civilizations of the past, Selçuk has also acquired rich attractiveness with the House of Virgin Mary as well as the churches and mosques of historical importance that qualify as the moral heritage of the faiths.

Since historical attractions assume the fundamental role in tourism in Selçuk, tourism intensifies in specific periods of the year. Accordingly, the problem of seasonality in tourism has gained a clear character. However, the climatic conditions offer favorable conditions for visits by tourists and resting in Selçuk throughout the year. Furthermore, Selçuk has quite rich potential for alternative tourism. Nevertheless, the providing of tourism with this potential has been delayed because this potential has remained under the shadow of historical splendor and attractions. With this study, it was aimed to highlight the potential of Selçuk for alternative tourism and some opportunities for tourism which seem to have been neglected. In Selçuk, the well-preserved natural conditions of good quality offer very good opportunities for various nature-based types of tourism (e.g. lake tourism and ornitho-tourism). Besides, the opportunities for event tourism, congress tourism, and sports tourism also qualify to support the diversification of touristic products. It is evaluated that with the development of alternative tourism in the locality, both there will be increases in the number of visitors and the extension of accommodation periods of visitors in Selçuk will help with a balanced distribution of tourism to all seasons.

Key Words: Alternative Tourism, Seasonality in Tourism, Ephesos, Selçuk, İzmir

Introduction

The facts that Turkey is a country which displays striking development in the world's tourism market, that the positive and developing effects of tourism have been understood better and that the multiplier effects of tourism trigger

various sectoral and spatial developments have caused international and national competition in tourism to be experienced gradually intensively. In this process, new places have been opened to tourism, while the places which have developed and acquired a central position in tourism make use of alternative types of tourism and go on searching for ways to provide tourism with stability and to extend tourism into all months of the year.

Tourism is a resource industry, dependent for its basic appeal upon nature's endowment and society's heritage. The natural appeal of a locality may rest upon one (or more) of its physical attributes: the climate, landforms, landscapes, flora or fauna; whilst socio-cultural heritage may draw tourists seeking to enjoy centres of learning or entertainment, to visit places of interest or historic significance or to view buildings or ruins of buildings. Socio-cultural attractions may also extend to the perusal of artefacts or works of art; the experience of customs, rituals or performing arts; enjoyment of foreign cuisine; or festivals and spectacles (Williams, 2003:71).

Depending on the attractiveness of the ancient city of Ephesus, Selçuk is one of the most important foci of attention for international tourism in Anatolia today. Ephesus, one of the most important seaports of the world trade once upon a time, attracted visitors from all around the world also under the influence of the Temple of Artemis. In a sense, one of the first faith-related tourism movements in the world occurred in this environment. The ancient city of Ephesus is the most visited place among the places of historical significance in Turkey. Both the well-conserved remains attract tourists who are curious about history and the religious connections about the Virgin Mary attract candidate pilgrims (Özgüç, 2003:560). Depending on these two essential appeals, tourism has predominantly evolved in Selçuk on the basis of historical, cultural, and faith tourism. However, tourism focuses almost entirely on Ephesus and the House of the Virgin Mary in Selçuk, which results in the fact that tourism is stuck in a specific period within a year and in specific areas. However, historical and faith tourism may be provided with new dimensions in Selçuk. Besides, Selçuk has great potential for some natural and cultural types of tourism that will be included in the available resources which have stood out in tourism and that may develop in harmony with them.

Tourism essentially provides crucial opportunities for the future in Selçuk, the economy of which is based substantially on tourism and agriculture today. As it is known, tourism in Turkey developed with the intensive use of coasts about 50 years ago depending on the traditional attractiveness of the trio of sea, sun, and sand. Rather than being beneficial, tourism led to destructive outcomes upon careless and unplanned uses in many places in this process. Some touristic centres which once became fashionable and a brand in Turkey experienced the periods of development, consolidation, and decline one after the other, as envisaged in the

evolutionary pattern for tourist destinations by Buttler (1980). Nevertheless, the history- and culture-based evolution of tourism in Selçuk has helped conserve nature and other appeals in the careless evolutionary process of tourism in Turkey – in a sense by overlooking them.

In fact, the vast majority of tourism destinations are affected by the fluctuations in tourism throughout the year, as in Selçuk. 'The problem of seasonality' becomes one of the most striking features of tourism at the localities with limited tourism resources. Such fluctuations in the number of visitors and in revenues may be overcome by extending 'the supportive seasons' or by creating 'all-season destinations'. To overcome the problem of seasonality, first of all the tourism assets of a locality should be known well and planned in terms of tourism. Undoubtedly, the climatic comfort conditions of a locality should also be convenient for the types of tourism which are considered to be developed. Besides the internationally well-recognized historical and cultural appeals in Selçuk, a wide variety of appeals which wait for being discovered and developed are available in this environment. However, some strategies should be developed and implemented to alter the traditionalized tourism patterns.

Likewise, with this study, it was aimed to highlight some types of tourism with potential at the locality so as to diversify tourism in Selçuk. Some proposals were made to utilize the appeals regarded as alternative, supplementary or complementary tourism products. Given the increasing competitive conditions of the tourism sector and its searches for unspoiled areas today, Selçuk will be able to go on being a brilliant centre for international tourism in the future as well, with its new natural and cultural appeals that wait for being promoted.

Its Geographical Location Characteristics

Located between northern latitudes 37° 51' - 38° 01' and eastern longitudes 27° 13' - 27° 30' in the south of the province of İzmir, the district of Selçuk has an area of 295 km^2. The district is 16 m above sea level, and it is bordered by the district of Tire and the province of Aydın in the east, again the province of Aydın in the south, the Aegean Sea in the west, and the districts of Menderes and Torbalı in the north.

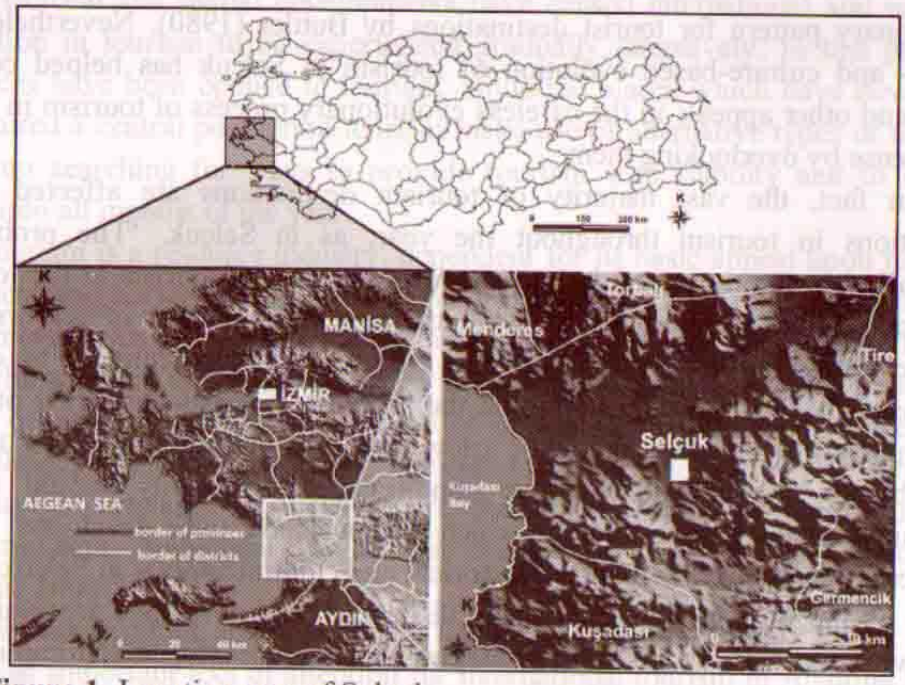


Figure 1. Location map of Selçuk

The district of Selçuk is a special environment which provides rich examples of the civilizations in various periods depending on its geographical location. Thanks to its favourable location for transportation, Selçuk also has important advantages today. It is possible to access the district by land, sea, air, and rail. Besides its location at the intersection point of important highways, the district has a link with the İzmir-Aydın expressway. It has had railway links particularly with İzmir as well as with the nearby provinces and districts for a long time. The connection of Selçuk with the routes of İzmir, Söke, and Denizli is provided by rail, whereas transportation to the eastern provinces is possible via its İzmir-Afyon link. Transportation by air is provided by Adnan Menderes Airport in İzmir, which is located at a distance of 60 km from the district centre.

Resources for Historical and Cultural Tourism and Evolution of Tourism in Selçuk

The history of settlement around Ephesus, which experienced many successive golden ages in the historical process, dates back to 5000s BC. Having acquired an identity of being an important trade, administrative, and religious centre throughout history, this environment has also hosted many civilizations. Likewise, the fact that Selçuk bears the traces of important civilizations, its religious significance and the fact that numerous places in which legends and mythological events took place are in this environment underlie the great interest of international tourism in the locality today. In Selçuk, it is possible to determine some spatial units of great historical importance which contain distinguished

examples of various periods and civilizations, namely Ephesus (the settlement area of the Archaic, Classical, Hellenistic, Roman, and Byzantine periods), the Artemision (an important religious centre belonging to the 9th-4th centuries BC and the location of the Temple of Artemis – one of the seven wonders of the world), the Ayasuluk Hill (the earliest settlements dated to the 5th millennium BC, i.e. Çukuriçi Höyük, Arvalya Höyük, and Gökçealan Höyük; the Church of St. John, which belongs to the Byzantine Period and which is of great importance to the Christian world; and the İsabey Mosque, the Kale Mansion, and the Kale Mosque that qualify as the most important works of the Turkish period), and the city of Selçuk (the modern city which developed in the Seljuk, Ottoman, and Republican periods and which is an essential centre for tourism today).

Selçuk had attained its golden age depending on its geographical location characteristics and once lost it again for some geographical reason. As it is known, Selçuk experienced one of its heydays in the reign of the Roman Empire. Strabo, a geographer who wrote in the reign of Roman Emperor Augustus, told that Ephesus became richer and richer and was the largest trade centre of Asia in the west of the Taurus Mountains. Nevertheless, the port could not be prevented from being filled by the alluvium brought in the following years by River Kaystros (Küçük Menderes). Although the location of the city was therefore changed in the 3rd century BC, Ephesus gradually became disconnected from the sea after the 6th century and also departed from its former golden ages (Gözenç, 1977; Kerschner, 2006; Scherer, 2006). Having remained as a dim settlement for a rather long time, this environment began to be controlled by the Anatolian Seljuks in the 1300s, as did the whole region, and became a trade centre affiliated to Aydınoğulları Principality. In this way, Ephesus experienced one last golden age in the reign of Aydınoğlu İsa Bey. This is proved by the İsa Bey Mosque, dated 1375, public baths, and türbes located in Selçuk today (Scherer, 2000:33). Ephesus, which began to be ruled first in 1390 and finally in 1424 by the Ottoman Empire, thoroughly lost its importance and almost became a rather large village upon the development of İzmir and its attracting of the whole trade as of the 1400s (Gözenç, 1977: 131). Selçuk again underwent a process of development and growth when the Anatolian railroad was first built in this environment. The connection of this environment with İzmir was facilitated by the connection of the İzmir-Aydın railroad with Selçuk, and from there with Aydın, in 1860. The first railroad line in Turkey was put into service here, which undoubtedly made significant contributions to the development of tourism at the locality too.

The evolutionary process of tourism in Selçuk was intertwined with the developments which were either directly or indirectly connected with tourism at the locality. It is known that foreign visitors have been interested in Bursa, Edirne, and İstanbul – capital cities of the Ottoman State – for touristic purposes since the

late 19th century. Likewise, the early hotels of Turkey were also opened in these provinces. One of the earliest hotels in Turkey (Hotel Carpouza Ephesus (1867)) was opened in Selçuk, which is undoubtedly concerned with the demand of international tourism for Ephesus. Five-star hotels could rather recently be put into service in Selçuk, where small- and medium-sized hotels with a limited bed capacity had provided accommodation services for a rather long period. Richmond Ephesus Hotel, opened in 1995, was followed by Sürmeli Ephesus Hotel in 1998. The year 1998 was also the year when the first home pension operating commenced in Şirince.

It can easily be established that the archaeological studies which have maintained and promoted the splendour of the settlement history of Selçuk up to the present time play a fundamental role in the development of tourism. Likewise, the buildings and finds unearthed in various phases of this process have supported the development of tourism. Carried out for about 120 years, the excavations at Ephesus first focused on the Temple of Artemis (1869, J. Turtle Wood/the British Museum). Even though the excavations launched under the presidency of Otto Bendorf (the Academy of Vienna) in 1895 were interrupted in the years of war, they are still carried on by the Austrian Archaeological Institute. On the other hand, the archaeological excavations concerning the areas other than Ephesus started rather late (the excavations at the Ayasuluk Hill and the Basilica of St. John (1960), the excavations at Çukurhöyük (1995), the excavations at Arvalya Höyük (1995), and the excavations at Gökçealan Höyük (1998)).

It is seen that the restoration work in the historical buildings particularly belonging to the Seljuk and Ottoman periods in the district commenced later. The activities which began with the restoration of the İsabey Türbe (the Seljuk Kümbet) and of the Kılıçarslan Masjid in 1964 continued with the restoration of the Alparslan Masjid and of the İsabey İmaret in 1965. These activities were followed by the restoration of Azize Melek İmaret (1966), the restoration of Saadet Hatun Bath (1967-1972), and the repairs of the roof (1975) and mihrab (1990) of the İsabey Mosque. Furthermore, the activities in the recent years include the restoration of the Carpouza Hotel and the putting of Cafe Carpouza into service (2005), the restoration of the tobacco depot building constructed in the late 19th century and its conversion into the Museum of Urban Memory (2012), and the renovations in the archaeology museum (2014).

Museums have an important place in exhibiting historical and cultural heritage. The depot constructed for the finds obtained from Ephesus in 1929 formed the basis for the present Archaeology Museum of Ephesus. The southern part of the present museum was constructed in 1964 and its northern part in 1976. The other museums of the district are the Steam Train Museum (1991) and the Museum of Urban Memory (2012).

The richness of Selçuk in the historical buildings belonging to the religions of Islam and Christianity has enabled the locality to acquire attractiveness in terms of faith tourism. Especially when Pope John Roncalli XXIII declared the House of the Virgin Mary the place of pilgrimage in 1961, Selçuk became a place which also stood out in faith tourism. The visits to the House of the Virgin Mary in the following years by the popes reinforced the place of Selçuk in faith tourism. The visits by Pope Paul VI (1967), Pope John Paul II (1979) and finally Pope Benedict XVI (2006) obviously affected the increase in the interest of foreign visitors in Selçuk.

To summarize some other important developments and new appeals with either direct or indirect impacts on the development of tourism in Selçuk, it is possible to mention the Camel Wrestling Festival, held in Selçuk every year and first held in 1983; Selçuk Ephesus Airport (1993); the Inclusion of Ephesus in UNESCO's Tentative List of World Heritage (2000); the activities for the Privatization and Improvement of the Cruise Port of Kuşadası (2003); and the declaration of the House of the Virgin Mary and its vicinity a "Natural Park" (2008) among them.

The Need for Diversification of Tourism and an Evaluation of the Potential for Alternative Tourism in Selçuk

Notwithstanding the diversity of tourism appeals in Selçuk, the greatest attention has focused on specific appeals in tourism, thereby causing the seasonal effect to become evident. There is no doubt that the greatest attention in historical and cultural tourism in Selçuk has been towards the ancient city of Ephesus and the other buildings associated with it. The House of the Virgin Mary and the other historical church buildings, which particularly receive the attention of Christians, receive attention in faith tourism likewise. Furthermore, the main resource in which nature is utilized for tourism is the sea tourism on the coasts of Pamucak. The number of visitors peaks in the summer months in the most demanded tourism resources concerned in Selçuk.

According to the data in 2012, the Ruins of Ephesus were visited by 1 888 729 people, while the Archaeology Museum was visited by 229 470 people and the Basilica of St. John by 304 063 people. The number of visitors to the House of the Virgin Mary has ranged from 650 000 to 750 000 people in the recent years. The common side of the visits to the historical and religious spaces concerned is their seasonal connections. The number of visitors to the House of the Virgin Mary clearly skyrockets after April and peaks in August. The number of visitors that dramatically falls after October decreases to the minimum level in January and February. The numbers of visitors to the Ruins of Ephesus, the Archaeology Museum, and the Basilica of St. John obviously skyrocket as of April too and peak in July. July, August and September are the months with the largest numbers of

visitors. The numbers of visitors clearly fall after October. November, December, January, February and March are represented by the smallest numbers of visitors.

Providing Tourism with the Appeals belonging to the Cultural Life

The rich attributes of the socio-cultural life in Selçuk provide attractive opportunities for developing various types of tourism. We can determine the primary appeals out of these appeals as "important days, celebrations, and festivals", "the local cuisine", and "the natural and traditional life".

Celebrations, festivals and events

The annual calendar for the celebration and festival events is quite rich in the district. Thanks to such events also with traditional and cultural sides, Selçuk has quite favourable conditions for event tourism.

Belevi Peach Festival on the 1st of August;

The Virgin Mary Services on the 15th of August;

The International Selçuk-Ephesus Culture, Art, and Tourism Festival on the first week of September;

Şirince Vintage, Culture and Art Festival on the first week of October;

The Christmas celebrations held in the House of the Virgin Mary on the 24th-26th of December; and

Selçuk-Ephesus Camel Wrestling Festival on the 3rd Sunday of January every year.

Some of the events concerned are held in the off-season months for tourism, i.e. October, December, and January. "Selçuk Camel Wrestling Festival", the 33rd of which was held in 2015 and which is watched by about 20 thousand people every year, stands out among them. Also attracting more than 500 foreign visitors every year, this event is one of the most recognized camel wrestling organizations in Turkey (Çalışkan, 2010). The camel beauty contest held on Saturday and the camel wrestles held on the following Sunday receive substantial attention worldwide. Essentially, a museum where the material heritage products of the Anatolian camel dealing culture will be exhibited and a hotel with a theme of camel dealing Yuruk culture may provide new developments in Selçuk. Making this culture visible in the city (e.g. a museum as well as a monumental structure and a square design for the camel dealing culture) will be the first step to provide tourism with it and for promotion. Authentic accommodation conditions may be ensured by providing the deep-rooted camel dealing families in Selçuk with training and support regarding home pension operating. There is no doubt that these initiatives will draw special cultural tourists to Selçuk for a one-week period in January.



Figure 2. Camel Wrestling Festival is a good alternative tourism attraction for Selçuk in winter period.

Local cuisine

The local people have enriched the local cuisine by successfully using various herbs in dishes. The widespread use of various herbs in the local cuisine is indeed closely associated with the geographical origins of the local people. The families of Cretan origin who settled in Selçuk as a result of the population exchange and the Turkmen families whose existence at the locality dates back to quite ancient times are closely acquainted with the edible herbs growing in the natural environment and use them in their cuisine. Especially those who migrated from Crete are known to have contributed to the fact that such dishes have been liked and become widespread in the environments in which they settled. Generally used with olive oil, these herbs have a significant role in maintaining delicious and healthy traditional dishes. The following can be mentioned among the dishes prepared with the chief plants and herbs used in the cuisine of Selçuk:

Blessed thistle (*Cnicus benedictus*): It is collected at the locality between November and March. The dish prepared by putting the blessed thistle with lamb in a crock into the oven has been among the important tastes of the locality.

Fennel (*Foeniculum vulgare*): Collected between November and March, fennel is prepared as a dish with leek, onion or scallion. It is consumed sometimes as a savory dish by cooking it in boiling water and then by pouring lemon and olive oil on it or sometimes by cooking it as a dish with lamb. Its leaves contain an anise-like aroma, which gives a different taste to the dishes prepared with this plant.

Mallow (*Malva sylvestris*): Collected in winter and spring months at the locality, mallow is both cooked as a dish and roasted.

Glasswort *(Salicornia europaea)*: Belonging to family Amaranthaceae, this plant is consumed in either fresh or boiled form. It is also possible to prepare it either alone or in salads by flavouring it with vinegar. It is collected as of May and its spikes are used. Due to its resistance to salt and to the staying of its roots

underwater, glasswort is distributed in the soils which are close to the sea around Pamucak.

In addition, some aromatic plants growing at the locality are also collected and used in dishes or consumed as beverages. The primary ones include sage, black thyme (mountain thyme), sweet marjoram, and pennyroyal (filiskin). Moreover, the Tarhana herb with an essential place at the locality in preparing the Aegean-style Tarhana is also an important aromatic plant. In their season, such products are prevalent at the weekly bazaar set up in Selçuk on Saturdays. Having almost sunk into oblivion, these local tastes of the Turkish cuisine should absolutely be recorded and promoted. The local and traditional cuisine that places emphasis on a healthy diet at the locality and the collecting of the plants used in this cuisine provide important opportunities for gastronomy tourism in Selçuk. Now that the collecting of the plants concerned and the cooking of dishes predominantly coincide with the period between November and April, tourism supporting periods may be created by making use of this resource.

Another famous taste of the locality is çöp şiş (skewer kebab). Essentially, çöp şiş first originated in Selçuk and became widespread in the early 20th century. As it is known, Selçuk was the second large station of the first railroad line constructed in Anatolia after Punta (Alsancak). In time, snacks and sandwiches gained importance for the passengers of steam trains. Çöp şiş occurred as a local dish resulting from requirements under such conditions. Having gradually gained considerable appreciation in Selçuk, çöp şiş also became prevalent in the other settlements on the railroad line.

The olive oil and fruit wines produced in Şirince are also famous substantially. There are considerably various fruit wines which are manufactured in Şirince. The primary ones include black mulberry, blackberry, strawberry, raspberry, sour cherry, bilberry, pomegranate, melon, apple, quince, peach, and tangerine wines. In addition, the refreshing elderberry syrup prepared with the white flowers of the elderberry tree in Şirince in May and June is an important taste which is unique to the locality. Also recognized with the names 'şifalı mürver (medicinal elderberry)' or 'patlangıç' at the locality, this small tree belongs to family Caprifoliaceae.

A transition to the stage of geographical indication registration should be made for the unique products of the local cuisine, which are also subject to trade in Selçuk. The positive impacts of the local products registered as geographical indications on the promotion and tourism of a locality are very well known worldwide.

Landscape, natural life and sporting resources

The period between June and September, when historical and cultural appeals receive considerable attention in Selçuk, is at the same time a period when

the demand for coastal tourism increases too. With its low coast type and vast sandy beach, the 11-km-long coast of Pamucak is quite convenient for coastal tourism. Additionally, various natural appeals to activate tourism in the off-season periods also wait for being utilized for tourism.

Selçuk is a district which also draws attention with its wetlands (Lakes Gebekirse, Çakal, Kocagöz, and Belevi). The wetlands in the Küçük Menderes Delta constitute one of the two areas convenient for bird watching in İzmir (with the other one being the Gediz Delta). Some 154 bird species were detected in the wetlands at the Küçük Menderes locality. Of these species, 66 are native species, 55 are summer visitors, 17 are winter visitors, and 16 are transit species (The Ministry of Forestry and Water Affairs of the Republic of Turkey, 2012). This important wealth indicates great potential for ornitho-tourism and ecotourism. The settlements of Barutçu, Zeytinköy and Belevi around the lakes are small settlements which offer examples of the traditional natural life. All these qualities provide advantages for ecotourism, for the visitors who participate in ecotourism events are interested in local and original cultures besides biological wealth. Home pension operating may be developed in the settlements in the place concerned so that the inhabitants of rural environments who are unable to directly make use of tourism can also be adapted to tourism organizations. The wetlands in Selçuk and their close vicinity contain excellent opportunities to be used for the training of students of any age and even of adults on nature, history, and culture. When the use of the wetlands located in the study area is organized within the framework of a management plan, these areas can be used for organic agriculture, bird watching, trekking, safari by horse, sporting fishing, training on environment, and rural tourism throughout the year. In summer months, the vicinity of wetlands may also be used for recreational purposes (e.g. picnic and a tent camping area) under some rules (Arslan et al., 2014).

Selçuk houses quite rich options for those who are interested in nature sports, mountaineering, and climbing activities. Routes with various characters and degrees of difficulty which start from the sea level and reach an altitude of 1 000 m are available in the district. Various events to be held in nature provide an opportunity of witnessing the natural, cultural, and archaeological wealth of Selçuk differently. They include nature walks, photographing walks, cycling, camping, sporting climbs, training on mountaineering, and speleology. Selçuk has elements which are convenient for those who are interested in speleology. The caves in the district were explored between 1986 and 1993 by the BUMAK (the Speleology Club of Boğaziçi University) and the MTA (the Institute of Mineral Research and Exploration). Nevertheless, there has not been any cave in the district yet which has been opened to visits. The caves in the district include Kurudağ Caves I and II, the Şirince Sütini Cave, the Damlataş Cave, Bayrakçı Caves I and II, and the

Güvercin Cave. Speleologists can tour these caves, in which no arrangements have been made, only with their special equipment.

Possibilities for Congress and Meeting Tourism

In its most general definition, a congress is a meeting which is held with the participation of a minimum of 300 people at national or international level and whereby it is aimed to exchange information. Because such activities as shopping, entertainment, and tours have gained importance through planning the free time in congress programs besides meetings, these activities have been referred to as congress tourism as a whole (ITO, 2008). Destinations with rich cultural assets (places where cultural tourism is concentrated) are already attractive areas for congress tourism. In general, congress tourism also flourishes more easily at culturally rich centres (Aymankuy, 2006:9).

Likewise, the fact that Selçuk has facilities which are convenient for congresses, conferences, and meetings also provides great convenience for congress tourism, along with its favourable location characteristic as well as its transportation and accommodation possibilities. It has favourable facility possibilities for the groups on scales ranging from various business meetings to vocational meetings and from in-service courses to congresses. Furthermore, the climatic conditions of the environment where the district is located and its strong transportation connections are factors which facilitate the realization of such events in the off-season periods. The rich historical and cultural touristic resources of the district which can easily be visited every season also help the guests coming for this purpose and their companions to experience a quality visit in their free time. The hotel establishments at Pamucak locality, which are convenient for congresses and meetings, provide services throughout the year.

Conclusion and Recommendations

Selçuk is among the places which receive the greatest attention in the tourism of Turkey. Furthermore, this attention dates back to quite ancient times. Additionally, the studies and regulations performed reveal that specific historical appeals and spaces have entirely been focused on in tourism. However, demand for tourism in all seasons of the year may be provided by integrating the other appeals into the historical appeals that constitute the main resource in tourism.

The most fundamental problems in tourism in Selçuk manifest themselves regarding the issues of seasonality, the failure to make use of alternative/supplementary types of tourism, and tourism planning. The specified problems are indeed interrelated. To overcome these problems, first it appears necessary to address the potential of the locality for tourism comprehensively. Later on, a transition to the stages of planning and of developing products and strategies should be made considering the new opportunities in tourism.

The problem that tourism is stuck in a specific season and in specific areas in Selçuk can be overcome with the policy of extending tourism into other seasons. For this purpose, the rich potential for the alternative tourism resources and appeals at the locality should be focused on. Undoubtedly, appeals and favourable conditions may provide supply for tourism; however, there are also further steps to be taken so as to create stable demand. In addition, it is impossible to consider leaving every demanded touristic resource to develop by itself. Directing the supply of resources and the potential demand for them in tourism accurately can only be possible with the efforts of planning and of developing strategies.

The wide variety of available and alternative tourism resources in Selçuk and the diversity of expectations of different sections of the host society from tourism entail paying special attention to the management and planning of tourism in Selçuk. For this purpose, the first steps of a comprehensive planning process may be taken through a current analysis of the potential for tourism. Thus, "potential spatial factors" should be investigated by determining the various characteristics (e.g. location, quality, and spatial distribution) of the touristic resources to be developed with precedence on the district scale. In this way, a comprehensive inventory will be obtained for the convenience of various types and scales of available and potential resources in the district for tourism. Later on, the touristic resources and features decided to be developed at the specified locations should be classified according to their convenience for tourism and recreational activities. A specific number of locations and types of tourism will be distinguished by transferring the obtained data and information to maps. In this way, areas convenient for alternative nature- and culture-based tourism types (e.g. ecotourism, ornitho-tourism, sporting tourism, and gastronomy tourism) can be determined, and the interrelationships and interconnections between available and potential resources can be analysed. The integration of the alternative types of tourism into the available tourism pattern in Selçuk will contribute to the distribution of tourism in a year. Additionally, this new process will also help distribute the earnings obtained from tourism to those sections of the local society that have not been able to obtain any earnings from tourism yet.

Moreover, the patterns formed by the available tourism appeals that are used intensively may also acquire more significance and depth by means of some arrangements. For instance, the tour programs for historical and cultural tourism in Selçuk focus substantially on Ephesus, which results in the fact that the historical heritage belonging to the Turkish and Islamic civilization is relatively neglected. Organizations to emphasize dialogue among civilizations and religions in Selçuk will indeed make highly positive contributions to faith tourism at the locality. In addition, very successful results can be obtained by collectively dealing with ethnic

tourism and faith tourism in Şirince – an interesting settlement of the Lausanne Population Exchange.

We may also create some focal points by refining the local cultural characteristics. With limited examples in Turkey, the camel wrestling festival, vintage festivals, ethnic tourism and the local and traditional cuisine are cultural appeals which should not be overlooked. With the organizations in the form of festivals, profound developments may be achieved regarding the utilization of such local and traditional events.

The necessary steps should be taken both to utilize the alternative tourism resources which seem to have been neglected in Selçuk so far and for tourism planning studies. In this process, all components of tourism should clearly state their expectations, what they intend to do, and what they can do. What the roles of public and private sectors will be in developing tourism should be determined both individually and elaborately. In Selçuk, there is a need for a board which will be represented by various components of tourism, which will suggest recommendations, strategies, policies, and investments for tourism and which will also have a financial structure that will be able to realize them. Therefore, it appears advantageous to bring forward a formation which might be called "the Tourism Council of Selçuk".

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