



 **TIKA**



# ITEC'24

**International Congress Tourism, Economy and Culture**

8-10 MAY 2024

**SKOPJE, NORTH MACEDONIA**

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THE HEART OF  
TURKISH  
PEOPLE



**SİVAS CUMHURİYET ÜNİVERSİTESİ**

**ITEC'24**

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# **ITEC' 24 INTERNATIONAL CONGRESS ON TOURISM, CULTURE AND ECONOMY**

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## **ABSTRACT PROCEEDINGS BOOKS**

**Edited by**

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**Assoc. Prof. Dr. Liza Alili SULEJMANI**

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**The Number of Papers from Türkiye: 85**

**Other Countries:104**

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## CONGRESS PROGRAM

### 08 May 20224 Online Session 1, Hall 1 (Subject: Culture) Wednesday, 08 May / 10:00 - 11:30

**Moderator: Prof. Dr. Lobont Oana-Ramona**

TOPIC TITLE	AUTHOR/S
Osh - Great Silk Road provider brand's influence	Ubaidilaeva Zhazgul
Gender status of women in Kazakh tradition	Laura Toktarbekova
Identification of documents in Arabic graphics related to Kazakh refugees	Nurdina Tursynbek
Activity of formation of reading comprehension skills in teaching works about nature protection	Zhumabaeva Dinara
About the cult of trees among the Kyrgyz	Abdymitalip Murzakmetov
Adapting to climate change: A macroeconomic and systemic security study of the EU27	Lobont Oana-Ramona, Trip Andrei, Ran Tao, Costea Florin

### 08 May 20224 Online Session 1, Hall 2 (Subject: Tourism) Wednesday, 08 May / 10:00 - 11:30

**Moderator: Prof. Dr. Felicetta Iovino**

TOPIC TITLE	AUTHOR/S
Incomes structure of tourist companies during ten years	Felicetta Iovino
The mediating effect of social networking sites usage on Filipino generation Z's travel intention and behavior	Antonio Jr Etrata, Jackie Lou Raborar
Evaluation of probability of real estate ownership and analysis of the demographic and financial determinants: The case of Kosovo	Marigona Geci
Eye Tracking Research in Hospitality and Tourism	Xianglan Chen
The effect of digital technology on tourist's travel intention to Yunnan, China: The intervening effect of attitude towards the destination, social media disposition and media exposure	Qiyang Yin, Ruth Sabina Francis
Uzbekistan as a destination brand with post pandemic perspectives	Anil Kumar
Taverns in "Serra da Estrela" region (Portugal): an opportunity for gastronomy tourism or rural tourism?	Óscar Cabral, Elsa Ramos, Raquel Moreira, Joel Correia

### BREAK

**Wednesday, 08 May / 11:30 - 13:00**

**Coffee Break**

### 08 May 20224 Online Session 2, Hall 1 (Subject: Culture) Wednesday, 08 May / 13:00 - 14:30

**Moderator: Dr. Paula Proença**

TOPIC TITLE	AUTHOR/S
An evaluation on halal tourism policies and suggestions on halal tourism policies of Turkey	Zülkif Dağlı
Cultural heritage tourism and local prosperity: The evidence from Europe	Özlem Küçük
Collaborative networks in education, museology and cultural interpretation	Elsa Ramos, Paula Proença
Culturel tourism as a function of the development of Kosova from a marketing aspect-case of Kosovo	Alberta Tahiri, Merita Begolli Dauti, Anita Cucović, Anela Džogović
Prospects for the touristic development of the city of Ohrid through the promotion of the Ottoman cultural heritage	Nedjad Mehmedovikj, Fatima Salifoska
Is there a connection between the level of financial development and greenhouse gas emissions in CEE countries?	Gabriela Badareu, Marius Dalian Doran, Nicoleta Mihaela Doran



**08 May 2024 Online Session 2, Hall 2 (Subject: Economy)****Wednesday, 08 May / 13:00 - 14:30****Moderator: Prof. Dr. Laura Diaconu Maxim**

TOPIC TITLE	AUTHOR/S
Religion, attitude and youth entrepreneurial intentions in Romania	Laura Diaconu Maxim, Cristian C. Popescu
Human capital formation and brain drain. Is Romania a winner or a loser?	Laura Diaconu Maxim, Mihai-Bogdan Petrisor
Economic security and migration within the European Union	Oana-Maria Cozma, Ionut-Andrei Pricop
Trade and diplomatic activities of Kozhabergen Batyr in Kazakh-Chinese relations	Aknur Amangeldiyevna Oralova
Collaborative economy, cyclicity and societal development	Mirela Aurora Vâlceanu, Mihai Olimpiu Părean
Usage and adoption intent of NFC payment methods: An investigation based on the UTAUT-3 model and perceived risk theory	Flokart Aliu

**BREAK****Wednesday, 08 May / 14:30 - 15:00****Coffee Break****08 May 2024 Online Session 3, Hall 1 (Subject: Tourism) Wednesday, 08 May / 15:00 - 16:30****Moderator: Prof. Dr. Alla Levitskaia**

TOPIC TITLE	AUTHOR/S
Tourism management model: Evidence from Gagauzia Autonomous region	Alla Levitskaia
Linguistic projection of Pakistan's official tourism websites: Implications for tourism sustainability	Sadia Choudhri, Wasima Shehzad
Traditional Romanian food concept and impact on consumers	Gabriela Iordachescu
Socio-economic and environmental impact of tourism development in rural area of Abbottabad: A case study of Harnoi Lake	Iqra Sultan
"Tastes like Portugal": airline diplomacy and the world's dissemination of Portuguese gastronomy aboard TAP Air Portugal planes	Óscar Cabral, Luís Lavrador, Pablo Orduna Portús, Raquel Moreira
Tourism towards accessibility, digitization and communication	Alberta Tahiri
Smart travel apps: Transforming travel experiences	Vimal Chandra Verma

**08 May 2024 Online Session 3, Hall 2 (Subject: Economy) Wednesday, 08 May / 15:00 - 16:30****Moderator: Dr. Jackie Lou Raborar**

TOPIC TITLE	AUTHOR/S
Bibliometric Analysis of Health Tourism Studies Conducted in Turkey Between 1992 - 2022	Sadiye Nur Uzun, Enis Baha Biçer
Answering the question: Is there a hierarchical gap in the European Union based on digital performance?	Criste Cristina, Bovary (Man) Ciel, Lobont Oana-Ramona
eWOM in the digital age: A comprehensive review of social media impact	Najlae Benmiloud, Khatori Youssef
user experience (UX) components influencing the post-adoption behavior of mobile wallets among millennials in Metro Manila, Philippines	Arielle Alejandrino, Antonio Jr Etrata, Alfieirie Baldivas, Chelsea Mercado, Naomi Hipolito
Brands for a cause: The effect of cause-related marketing on the brand preference of Gen Z to clothing brands in Metro Manila	Kyla Marie Feliciano
Brands for cause: The effect of cause-related marketing on the brand preference Gen Z to clothing brands	Antonio Jr Etrata, Leona Anne Miguel, Madeline Iryle David, Kyla Marie Feliciano, Elyssa Gutierrez, Jackie Lou Raborar

**BREAK****Wednesday, 08 May / 16:30 - 17:00****Coffee Break**

**08 May 2024 Session 3, Hall 2 (Subject: Economy) Wednesday, 08 May / 15:00 - 16:30****Moderator: Dr. Jackie Lou Raborar**

TOPIC TITLE	AUTHOR/S
Antecedents and consequences of tourist delight in Moroccan guest houses	Siham El Ouahabi, Nouredine Belhsen
The role of the internet in the tourist offer in Kosovo	Venet Shala, Demir Lima, Halil Bajrami, Fadil Lekaj, Dren Abdullahu
Adapting to change: COVID-19's influence on cultural transformations in tourism education	Fernando Florim De Lemos, Salgado Manuel, Lemos Rodrigo
Entrepreneurship and social entrepreneurship tendencies of tourism students during and under the influence of the Covid19 pandemic: The case of Muğla	Ata Eren Orunlu, Işıl Arıkan Saltık
Climate change crossroads: Losing or preserving Nevsehir's local cuisine	Gamze Coban Yıldız, Onur Sevket Yıldız
The influence of modern standards on the psycho-emotional state of a person	Omorova Saltanat Toronbekovna
Exploration of hotel service quality as a tourism support	S.h. Hengky

**08 May 2024 Online Session 4, Hall 2 (Subject: Economy) Wednesday, 08 May / 17:00 - 18:30****Moderator: Dr. Muhammad Faisal Malik**

TOPIC TITLE	AUTHOR/S
Traditional foodways in Serra da Estrela region (Portugal): daily food practices, specific shepherd's diet, local products, and restaurants	Elsa Ramos, Óscar Cabral, Raúl Ramos
Environmental governance in the context of climate change in Europe	Andreea Craciun
Understanding the economic drivers of climate change	Lavinia Daniela Mihit
The impact of digitalization on strategic decision-making processes in Macedonian business context	Ceneta Telak Durmishi
Exploring the literature on public sector and digital transformation: trends in global research	Raluca Ioana Răcățăian, Alexandra-Mădălina Țăran, Bovary (Man) Ciel
Impact of infotainment on purchase intention, word of mouth and irritations; Moderated by quality of advertisement & mediated by customer experience	Dr. Muhammad Faisal Malik

**09 MAY 2024 Face to Face Session 1, Hall 1 (Subject: Tourism) Thursday, 09 May / 09:00 - 10:30****Moderator: Assoc. Prof. Dr. Şenay Güngör**

TOPIC TITLE	AUTHOR/S
Digital and technological transformation of Cappadocia valleys: Kızılçukur, Meskendir, Güllüdere 1, Güllüdere 2	Şenay Güngör, Emre Elbaşı, Beyda Sadıkoğlu, Utku Eren Bağcı, Ömer Uzunel
Conceptual perspective on environmentally friendly approaches in sustainable tourism types of Sivas	Serap Inceöz, Afıtap Bulut
The best tourism villages initiative: A review on the current situation in Türkiye	Gizem Özgürel, Özge Gülü Demirbulat
Giresun, a city on the black sea coast; where is it in global warming?	Fatma Emiroğlu Aydın
The effect of gastronomy routes on the sustainability of tourism	Alparslan Mustafa Tuncer, Mustafa Sarkım
The road to gastrodevelopment: A research on Balıkesir, a candidate to become a city of creative gastronomy	Gizem Özgürel

**09 MAY 2024 Face to Face Session 1, Hall 2 (Subject: Economy) Thursday, 09 May / 09:00 - 10:30****Moderator: Assoc. Prof. Dr. Uğur Uğur**

TOPIC TITLE	AUTHOR/S
The relationship between tourism revenues and real effective exchange rate and inflation in Turkey	İlkay Noyan Yalman, Şerife Merve Koşaroğlu
Energy outlook of Balkan countries and evaluation of policies on energy transformation	Halil İbrahim Kaya

A content analysis of scientific studies published in national indexes related to quiet quitting	Sevtap Sarioğlu Uğur
Analysis of economic crisis and crisis models in Turkey	Levent Aksu
The relationship between accounting errors and tricks and ethics	Emin Ergun Selçuk
The Relationship Between Knowledge, Trust and Behavior Towards Environmentally Friendly Products	Uğur Uğur

**09 MAY 2024 Face to Face Session 1, Hall 3 (Subject: Culture) Thursday, 09 May / 09:00 - 10:30****Moderator: Assoc. Prof. Ebru Bilget Fataha**

TOPIC TITLE	AUTHOR/S
The place of tangible cultural heritage in secondary school social studies curricula since 1968	Arzu Cantürk, Selman Ablak
Tangible cultural heritage in the secondary school history of revolution of the Republic of Türkiye and Atatürkism coursebook	Arzu Cantürk, Selman Ablak
The contributions of Rumelian Poets in the transmission of cultural heritage in the light of Tazkirah	Ünal Kılıç, Hakan Yekbaş, Vehbi Ünal, Yusuf Yıldırım
The importance of culture in teaching Turkish to foreigners (The case of Albanian students in North Macedonia)	Melek Seyfulai, Murat Yusuf Önem
Changing face of Sivas: Museums	Ebru Bilget Fataha
The interconnectedness of culture, identity and language	Ana Kechan
Love of nature and homeland in Şükrü Ramo's poems for children	Süleyman Gina

**09 MAY 2024 Face to Face Session 1, Hall 4 (Subject: Tourism) Thursday, 09 May / 09:00 - 10:30****Moderator: Assoc. Dr. Filiz Aslan**

TOPIC TITLE	AUTHOR/S
A review on the cultural and tourism relations between Turkey and North Macedonia	Mustafa Işkın, Muammer Mesci
A local food product with geographical indication: Sivas pastırma	Gülsüm Akpınar, Hakan Koç
Culinary culture of Çaykara district and its change in the historical process	Rabia Bölükbaş, Gizem Sultan Kaman, Irfan Yazıcıoğlu
Determining the attitudes of employees working as baristas (Coffee bar attendants) towards the profession: Antalya example	Filiz Arslan
Gaziantep example of determining the level of knowledge of the people of the region about products with geographical indications	Ünalcan Kutal (TR), Harun Reşit Gündoğan, Yılmaz Seçim

**09 MAY 2024 Face to Face Session 1, Hall 5 (Subject: Culture) Thursday, 09 May / 09:00 - 10:30****Moderator: Assoc. Prof. Dr. Züleyhan Baran**

TOPIC TITLE	AUTHOR/S
Activities towards spreading the Ottoman language in the Balkans during the last period of the Ottoman Empire	Ülkü Yancı (TR), Ayla Yıldız
Bibliometric analysis of studies on Ahıska Turks in Turkey	Muhammed Özden (TR), Erdem Yavuz
A look at Türkiye's recognition process of North Macedonia	Gürkan Fırat Saylan
Josip Broz Tito's visit to Türkiye in 1976	Ayşe Canan Saylan
The root of symbolism as a metaphor for pleasure, pain, and politics: Salvador Dalí's surrealist food paintings	Nida Anıl Kazanç
Redefining touristic experience: sustainable tourism through innovative accommodation approaches with bio-3D technology	Züleyhan Baran

**BREAK****Thursday, 09 May / 10:30 - 11:00****Coffee Break**

**Opening Ceremony****Thursday, 09 May / 11:00 - 12:00**

Assoc. Prof. Dr. Liza Alili SÜLEYMANİ Co-Chair of ITEC'24, International Balkan University
Prof. Dr. Hakan KOÇ, Co-Chair of ITEC'24, Sivas Cumhuriyet University
Mehmet BAYRAK, The Coordinator of TİKA, Macedonia
Prof. Dr. Orhan KURTOĞLU Skopje Education Counselor
Prof. Dr. Mustafa Doğan KARACOŞKUN, Rectorate, Kilis 7 Aralık University
Prof. Dr. Lütfi SUNAR, Rectorate, International Balkan University
Prof. Dr. Alim YILDIZ, Rectorate, Sivas Cumhuriyet University

**Gala Dinner****Thursday, 09 May / 12:00 - 13:30****Lunch Break****Keynote Speakers Thursday, 09 May / 13:30 - 15:00****Moderator: Assoc. Prof. Dr. Serdar Serdaroğlu**

Future of Tourism	Prof. Dr. Muharrem TUNA, Chair of Tourism Academics Association, Turkey
The Importance of Foreign Language and Culture in Tourism	Prof. Dr. Onur KÖKSAL, Dean of Tourism Faculty, Selçuk University, Turkey
Community-Based Tourism and Local Engagement	Prof. Dr. Ricardo Jorge da Costa Guerra, Institute of Polytechnic of Guarda, Portugal
Investing in Tourism Education: A National Priority Cooperation Government, Academia and Industry	Prof. Dr. Boyer Heinz, IMC Krems University of Applied Sciences, Krems-Donau, Austria
Publication in Social SCI Journals	Prof. Dr. Cihan ÇOBANOĞLU, Dean of School of Hospitality and Tourism Management, University of South Florida, USA

**BREAK****Thursday, 09 May / 15:00 - 15:30****Coffee Break****09 MAY 2024 Face to Face Session 2, Hall 1 (Subject: Tourism) Thursday, 09 May / 15:30 - 17:00****Moderator: Assoc. Prof. Dr. Ahmed Menevşeoğlu**

TOPIC TITLE	AUTHOR/S
Exploring the relationship between snow and winter tourism: A bibliometric insight	Furkan Atasoy Karacabey, Hakan Koç, Tunahan Pekdemir
Applications of artificial meats in gastronomy	Güven Karakaya, Ahmed Menevşeoğlu
An examination of different approaches to food rescue operations among countries	Emre Hastaoğlu, Şefahat Taşçı
Ramadan meals in Turk culture in Skopje	Esra Özkan Önem, Serap Ibrahim

**09 MAY 2024 Face to Face Session 2, Hall 2 (Subject: Culture) Thursday, 09 May / 15:30 - 17:00****Moderator: Assoc. Prof. Dr. Yudum Görmüş**

TOPIC TITLE	AUTHOR/S
Traditions, customs and beliefs related to birth in the village of plasnitsa	Yıldız Şare
A comparison of the first Turkish grammar book published in North Macedonia with today's understanding of grammar	Yudum Görmüş
A protected word in the Turkish dialects of North Macedonia: ügürtle-	Sinan Kazancı
Recep Murat Bugariç's views on language	Şükriye Duygu Çağma
Analysis of cultural values in 4th and 5th grade Turkish textbooks in North Macedonia	Ozlem Kurt

A thematic study on Nusret Dişo Ülkü's works published in the Bahçe children's magazine	Refide Şahin
The role of the "BİR" indicator in the syntax of North Macedonian Turkish dialects	Berna Beyoglu, Banu Ismaili

**09 MAY 2024 Face to Face Session 2, Hall 3 (Subject: Tourism) Thursday, 09 May / 15:30 - 17:00****Moderator: Assoc. Prof. Dr. Aysun Demirez**

TOPIC TITLE	AUTHOR/S
Traditional Turkish taverns as intangible cultural heritage: The case of Çanakkale	Mutlu Can, Lokman Güzel, Bahattin Hamarat, Erol Duran, Fulya Gümüşdal
Adaptation of traditional tavern culture to new generation taverns, loyalty, and the impact of social benefit: The case of Çanakkale	Bahattin Hamarat, Mutlu Can, Erol Duran, Nur Undey, Lokman Güzel
Cultural elements in Nusret Diso Ülkü's poetry book "Kabima Sığmıyorum"	Aysun Demirez
The evaluation of the bone comb of Sivas within the scope of creative tourism	Şerife Üsküdar, Dönüş Çiçek
The role of the Turkish tv series in the travel motivations of tourists traveling from Indonesia to Türkiye	Uğur Zeren, Şenol Çavuş
Şemseddin Sami's Besa (pledge of honour or loyalty to an oath) play in terms of cultural and educational values	Elma Iseni, Murat Yusuf Önem

**09 MAY 2024 Face to Face Session 2, Hall 4 (Subject: Culture) Thursday, 09 May / 15:30 - 17:00****Moderator: Prof. Dr. Onur Köksal**

TOPIC TITLE	AUTHOR/S
The identity issue in the novel the snow in Casablanca Bu Kica Kolbe	Marijana Klemenich, Marija Stevkovska
University education as facilitator in developing students' intercultural competences	Katerina Mitevaska Petrusheva, Fatime Ziberi
Cultural tourism as factor for development of the buildings at the cultural route in Skopje	Viktorija Mangaroska
Teaching English for specific purposes: Tourism industry	Onur Köksal, Zührem Yaman, Beyza Nur Zorlu
Stylistics as a means of developing students' language and cultural awareness: Analyzing Pruffrock's melody of love	Igballe Miftari-Fetishi
Exploring new horizons: EFL learner's experiences with mobile-assisted DDL	Emin Idrizi
Purposeful tourism: Literature as a travel guide	Sezen Ismail

**09 MAY 2024 Face to Face Session 2, Hall 5 (Subject: Culture) Thursday, 09 May / 15:30 - 17:00****Moderator: Prof. Dr. Raşit Koç**

TOPIC TITLE	AUTHOR/S
Turkish children's games in Skopje (period of the socialist federal Republic of Yugoslavia 1945-1992)	Sennur Kadri, Murat Yusuf Önem
A study on folk beliefs related to Nevruz and Hidirellez in North Macedonian Turkish folk culture	Ekrem Destanov
An evaluation of Abdel Fattah Rauf's poetry book 'Ey Yurdum'	Raşit Koç
A reading on social issues in Bilal Civelek's work "My heart remains with you, Rumeli"	Gülasfi Melan
Print media culture in the history of Macedonian Turkish literature	Mumin Aliov
Repair of the Kabe and construction of Mîz-Âb-i Rahmet at Mecmûâ-i Sultan Ahmed	Melek Nuredini
Themes in the folk tales of Yoruks in stip	Rabie Ruşid

**09 MAY 2024 Face to Face Session 2, Hall 6 (Subject: Culture) Thursday, 09 May / 15:30 - 17:00****Moderator: Prof. Dr. Lokman Turan**

TOPIC TITLE	AUTHOR/S
Cultural heritage in North Macedonia: Multiculturalism	Ümme Muratı
Istanbul of Avni Bey from Yenişehir	Lokman Turan
The influence of Sufism in the literature of Necip Fazıl Kısakürek and İlhami Emin	Osman Emin
A review of studies on boycott in Turkish academic literature	Muhammet Ruhat Yaşar, Muhammed Mücahid Dalkılıç
Folk Cuisine of Skopje Turks	Feyhan Ruşid
Martifal-Mantufar practice under the name of Hidrellez tradition in Valandova-Çalıklı village	Burcu Aliyi

**09 MAY 2024 Face to Face Session 2, Hall 7 (Subject: Economy) Thursday, 09 May / 15:30 - 17:00****Moderator: Assoc. Prof. Dr. Liza Alili Sulejmani**

TOPIC TITLE	AUTHOR/S
The effects of the tax revenues in the economic growth: Case of the Western Balkans	Liza Alili Sulejmani
Impact of property rights on foreign direct investment in the Western Balkans: A constitutional perspective and economic implications	Abil Baush (MK), Emir Kurtishi
Evaluating the impact of public debt on the standard of living (case of United States, European Union, Japan, and North Macedonia)	Diellza Bilalli
Investing in North Macedonia - business climate and role of the TIDZ on the FDI inflow	Tirana Ameti
The effect of out-of-pocket health expenditures on avoiding and delaying health services on young people: An evidence from Çanakkale Onsekiz Mart University students	Burcu Özdemir, Ekrem Tufan, Serdar Taşdemir
Financial performance analysis of tourism quoted companies at Macedonian stock exchange	Andrijana Bojadzievska Danevska

**BREAK****Thursday, 09 May / 17:00 - 17:30****Coffee Break****09 MAY 2024 Face to Face Session 3, Hall 1 (Subject: Tourism) Thursday, 09 May / 17:30 - 19:00****Moderator: Assoc. Prof. Dr. Irma Dedić**

TOPIC TITLE	AUTHOR/S
Strategic insights into internationalization: VINO KAMEN's market entry strategy in Baden-Württemberg	Irma Dedić, Veldin Ovcina, Ivona Planinić
Tourism, economic factors, and income distribution in the Balkan Countries: A regression analysis	Kristina Velichkovska
Tourism development and its impact in economic growth, evidence of North Macedonia	Arta Tachi, Selvije Thaci
The effects of tourism sector on the economic growth and employment in the Republic of North Macedonia	Luljeta Sadiku

**09 MAY 2024 Face to Face Session 3, Hall 3 (Subject: Tourism) Thursday, 09 May / 17:30 - 19:00****Moderator: Andrijana Bojadzievska Danevska**

TOPIC TITLE	AUTHOR/S
The tourist potential and opportunities for the development of cultural tourism in Kosovo	Idriz Kovaçi, Alberta Tahiri, Diellza Misini
Education projects in museums and they impact in tourism	Fatmir Hoxha
Nutritional habits and long-term life: Comparison of U.S. and Japan	Elif Öğü, Fatma Halil, Ekrem Tufan, Büşra Taşgın

How service quality of online travel agencies affects visit intention?	Emel Yarimoglu, Sebahattin Yiğit Bozkurt
Analysis of motivational factors of public sector servants in the Republic of North Macedonia	Andrijana Bojadzievska Danevska, Savica Dimitrieska, Elena Parnardzieva Stanoevska

**09 MAY 2024 Face to Face Session 3, Hall 4 (Subject: Tourism) Thursday, 09 May / 17:30 - 19:00****Moderator: Prof. Dr. Ekrem Tufan**

TOPIC TITLE	AUTHOR/S
The role of emotional intelligence as a means for emotional solidarity in tourism	Shavneet Sharma, Kyle M. Woosnam, Dimitrios Styliadis, Gurmeet Singh, Chadley Hollas
Does the nudge theory affect social behavior? An experimental study on cigarette butts	Ekrem Tufan, Furkan Çelik, Simge Nur Özkaya
Potential risks of pest control in hospitality industry	Nene Meltem Keklik
Modification and valorization of cultural heritage in the function of tourism development	Emilija Todorovic, Dejan Metodijeski, Oliver Filiposki
Budaklar village Mânis (North Macedonia/Bitola)	Özlem Alimovska, Murat Yusuf Önem
Turkish cuisine culture from the perspective of gastronomy tourism: A metaphor study	Zuhrem Yaman, Onur Koksak

**09 MAY 2024 Face to Face Session 3, Hall 5 (Subject: Economy) Thursday, 09 May / 17:30 - 19:00****Moderator: Assoc. Prof. Dr. İlkay Noyan Yalman**

TOPIC TITLE	AUTHOR/S
Investigating security in online shopping in North Macedonia	Edita Mustafa
The effect of social media use on student performance: A research on Cumhuriyet social sciences vocational school students	Yalçın Yalman, Merve Şeker
The mediating role of job autonomy and psychological safety in the effect of humble leadership on innovative work behavior: An empirical research in the public institution	Ayşen Akbaş Tuna, Almina Tok, Gökçen Karaca
Adapting to tomorrow: The evolving role of artificial intelligence in marketing	Şeniz Şain
Relationship between health services exports and economic growth in Turkey	İlkay Noyan Yalman, Nevzat Balıkçoğlu

**Closing Ceremony****Thursday, 09 May / 19:00 - 19:30****10 MAY 2024 Online Session 5, Hall 1 (Subject: Tourism) Friday, 10 May / 10:00 - 11:30****Moderator: Prof. Dr. Özlem Sertkaya Doğan**

TOPIC TITLE	AUTHOR/S
How are hotel businesses managing negative online reviews?	Kenan Sakallı, Bahattin Hamarat, Ozan Çatır
Factors determining the impact of medical tourism on sustainable development goals	Haşim Çapar
Tourism as an economic activity and employment in Türkiye	Özlem Sertkaya Doğan
Classification of the Mediterranean countries in terms of tourism statistics	Şebnem Zorlutuna
Investigation from an economic perspective of the tourism sector in Türkiye	Düriye Toprak
Unveiling the Interplay of Professional Self-Efficacy, Career Awareness, and Vocational Commitment among Gastronomy and Culinary Arts Students	Beybala Timur, Ela Nazlı Köz
Analysis of boutique hotel advertisements in Cappadocia region using semiotic analysis method	Burcu Gülsevil Belber, Selcen Balkı

**10 MAY 2024 Online Session 5, Hall 2 (Subject: Tourism) Friday, 10 May / 10:00 - 11:30****Moderator: Assoc. Prof. Dr. Ilkay Yilmaz**

TOPIC TITLE	AUTHOR/S
Determination of the factors that cause employees of food and beverage business to be exposed to psychological mobbing	Sine Erdoğan Mercan, Gamze Turunç
New instrumental techniques in sensory evaluation	Ilkay Yılmaz
Production and optimization of ice cream with Sivas endemic fruits and Kangal sheep milk	Bayram Altıntaş
An overview of Italy culinary culture	Soner Beşcanlar
Digitalisation and technology acceptance modelin gastronomy	Soner Beşcanlar
A study on accommodation establishments with bicycle friendly accommodation certificate	Hasan Hüseyin Okur, Makbule Civelek

**10 MAY 2024 Online Session 5, Hall 3 (Subject: Tourism) Friday, 10 May / 10:00 - 11:30****Moderator: Assoc. Prof. Dr. Özlem Demren**

TOPIC TITLE	AUTHOR/S
Tourism, cultural tourism, sustainability and children	Emine Dimez, Ferda Yıldırım
Using demographics to examine memorable tourism experience: A research on tourists visiting the UNESCO world heritage site of Troy*	Nefise Ordukaya, Tarık Yalçinkaya
Examining visitor comments in the context of UNESCO living values education program: The example of Taraklı	Selçuk Yücesoy, Ebru Dusmezkalender, Yunus Özhasar
The Sağmen tradition as Turkish cultural heritage and "The association of Ankara club" in the context of sustainable cultural tourism	Özlem Demren
Italian consulate in Skopje and its actions	Okan Güven
French Consulate of Skopje	Okan Güven
What does Rabguzi's Qisas Al-Anbiya make us think?	Reyhan Gökben Saluk

**BREAK****Friday, 10 May / 11:30 - 13:00****Coffee Break****10 MAY 2024 Online Session 6, Hall 1 (Subject: Culture) Friday, 10 May / 13:00 - 14:30****Moderator: Assoc. Prof. Dr. Sibel Akgün**

TOPIC TITLE	AUTHOR/S
Social sustainability of sharing economy based travel applications: BlaBlaCar example	Gül Nur Demiral, Taner Akkoç
Certificates for sustainable tourism in the Kyrgyzstan tourism sector and challenges	Ainura Kulnazarova
Local people's perceptions of integrated rural tourism components: Case of Fethiye	Makbule Beler, Nur Çelik İlal, Işıl Arıkan Saltık
Touristic elements of Japan	Kübra Ceylan, Mustafa Işkın
The place of Yozgat foods in the food memory of individuals	Emine Arslan, Mehmet Kabacık
Effects of Turkish mother tongue on the identity of Macedonian Turks	Sibel Akgün
Evaluations on the days considered auspicious and inauspicious based on a mecmua	Ahmet Uğur

**10 MAY 2024 Online Session 6, Hall 2 (Subject: Economy) Friday, 10 May / 13:00 - 14:30****Moderator: Dr. Hilal Erturhan Işkın**

TOPIC TITLE	AUTHOR/S
An evaluation on the importance of employees' organisational commitment and motivation levels for businesses	Hilal Erturhan Işkın, Melike Koç
An evaluation on labour capital in North Macedonia	Hilal Erturhan Işkın



A bibliometric review of studies on green organizational behaviour	Zeynep Ekmekçi, Gökhan İlhan
Demand forecasting application with the ARIMA model: The case of an enterprise producing duct tape	Mustafa Alper Açikkapı, Fevzi Diker
Forecasting the number of customers and customer length of stay in thermal tourism sector: Monte Carlo simulation application in Hamamözü thermal tourism enterprise	Fevzi Diker, Mustafa Alper Açikkapı
Where are the trends in marketing expenditure going?	Şahika Durdu, Derya Fatma Biçer

**10 MAY 2024 Online Session 6, Hall 3 (Subject: Culture) Friday, 10 May / 13:00 - 14:30****Moderator: Assoc. Prof. Dr. Gül Banu Duman**

TOPIC TITLE	AUTHOR/S
Errors observed in the writing skills of Kazakh students learning Turkish: Example of Oskemen	Gül Banu Duman
The role of Turkish tv series in making Kazakhs interested and involved in learning Turkish	Aray Mukazhanova
Study of archival documents of the central state archive of film, photo and sound records of the Republic of Kazakhstan	Symbat M. Ilgidaeva
A new genre in Turkish literature: The Yassawi poet Shams-ı Aşî and his iftar-name	Hüseyin Kaba
Perspectives of students learning Turkish as a foreign language in Georgia on Turkey, Turks and Turkish: The example of Ahıska	Yusuf Kummuz
The humanistic aspects in the novel "The Death of the Monk" by Dragi Mihajlovski	Ivana Koteva

**10 MAY 2024 Online Session 6, Hall 4 (Tourism) Friday, 10 May / 13:00 - 14:30****Moderator: Prof. Dr. Kenan Güllü**

TOPIC TITLE	AUTHOR/S
A literature review on the concept and applications of digital gastronomy	Samuray Hakan Bulut
Reflections of robot technologies on the tourism sector	Didem Bildircingil, Kenan Güllü
Determining the attitude towards phygital marketing technologies by using the technology acceptance model in terms of tourism businesses	Kenan Güllü, Didem Aşar, Hatice Tüfek
Zeyrek, an illustrious (un)known from Sivas: Production and properties	Tuğba Dedebaş, Meryem Göksel Saraç, Özlem Pelin Can
A sensory defect in meat products: Warmed-over flavor	Meryem Göksel Saraç, Tuğba Dedebaş, Özlem Pelin Can
A study on the working conditions of Syrian migrants in the tourism sector in Türkiye	Erkan Akgöz, Yusuf Dündar, Muhammed Radwan Abouchala



# PREFACE

In the last 20 years, tourism has become one of the sectors that many countries prioritize and develop policies around. This growing sector has a significant impact on the economy and culture. A review of the literature reveals that scientific events (conferences, panels, symposiums, etc.) investigating this impact are quite limited. To examine this effect, the "Tourism, Economy, and Culture Congress" was organized in collaboration with Sivas Cumhuriyet University and International Balkan University, hosted by International Balkan University from May 8-10, 2024. Through this congress, it was aimed to conduct studies on the relationship between tourism, which holds an important place for the economies of countries, and economy and culture, thereby producing ideas that will lead to development in this field. During the congress, it is planned to create a platform to bring together academics and researchers from the fields of tourism, economy, and culture. This congress is abbreviated as ITEC 2024, meaning the International Tourism Economy Congress. It is planned to continue in the following years as ITEC 2025 and 2026. In its first year, the congress attracted great interest with 189 papers and 301 participants from 23 countries. Scientists have made academic contributions to the literature with their specific and in-depth studies on the effects of tourism on the economy and culture. These studies have provided a portfolio from the field to entrepreneurial business people and politicians. We extend our gratitude to the institutions supporting the congress financially and morally (TİKA, Sivas Cumhuriyet University, International Balkan University, Kilis 7 Aralık University) and the scientists. We look forward to seeing you again at ITEC 2025 and greet you all with respect.

**Prof. Dr. Hakan KOÇ**  
**Co-Chair of ITEC'24**

# PREFACE

It is with great pleasure and honor to extend a warm welcome to all of you to the International Conference on Economy, Tourism, and Culture, a joint event organized by International Balkan University and Sivas State University. Today, this congress marks a significant moment as we are gathered to exchange knowledge, insights and perspectives on topics with crucial importance such as economy, tourism and culture. While the economy represents the backbone of the nations, that drives innovation, prosperity, and growth, tourism has the power to connect people and cultures and to fosters understanding and appreciation across borders. On the other hand, culture has a rich tapestry of traditions, arts, and heritage, representing the soul of every society, shaping their identities and perceptions. Throughout this conference, we will have the opportunity to engage in meaningful dialogue, share groundbreaking research findings and create valuable connections crucial to paving the way for future collaborations and advancements. As host, we are deeply grateful for the opportunity to facilitate this gathering and we are confident that the discussions and interactions that will come from the congress will not only deepen our understanding but also will inspire new ideas and solutions. Last, but not least, on behalf of the organizing committee I would like to express my profound and sincere gratitude to all the staff that was engaged in the organization of this congress as well as to all the participants for their contribution, expertise and dedication. Once again, thank you and wish you a productive and fruitful congress.

**Assoc. Prof. Dr. Liza Alili SÜLEYMANI**  
**Co-Chair of ITEC'24**

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## "Tastes like Portugal": airline diplomacy and the world' dissemination of Portuguese gastronomy aboard TAP Air Portugal planes

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The exercise of public diplomacy strategies involves the utilization of diffuse channels to distribute a country's culture and the implementation of effective soft power initiatives. Gastronomy has been one of the nation's cultural markers distributed worldwide through gastrodipomatic campaigns. Moreover, national gastronomies have been targeted by airlines in-flight services as a visit card to the company's owning country, providing a glimpse of gastronomic culture through in-flight catering, known as airline diplomacy. Indeed, the accumulation of a public transport service function and a cultural disseminator, specifically in what comes to gastronomy, has provided TAP Air Portugal the status of a Portuguese cultural ambassador and an agent of soft power. Foodwise, the creation of a "Portugality" mindset inside TAP Air Portugal is readable on the food choices made to be served on board TAP planes. Although it started to appear in the late 20th century, following a food mindset connected with French culinary classics that dates back to the 1940's and 1950's, no specific guidelines are described within the company that signifies or contributes to the stabilization of such term. It is, on the other way around, a distributed mindset, coming from agents' intrinsic nationalist motivations that in their roles tend to choose Portuguese dishes, Portuguese suppliers, among others. "Tastes like Portugal" is part of a broader doctoral work (in progress, and thus producing preliminary results) that methodologically combines archival search, participant observation and menu analysis. It is derived from an exclamation made by a TAP Air Portugal Director when tasting a dish that is going to be part of the upcoming menus set to be served on board TAP Air Portugal planes.

**Keywords:** Airline diplomacy; soft power; gastronomy; gastrodipomatic; TAP air Portugal; Portuguese food.

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## Traditional foodways in Serra da Estrela region (Portugal): daily food practices, specific shepherd's diet, local products, and restaurants

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The study focuses on traditional and sustainable food practices in the Serra da Estrela region (Portugal), with an emphasis on the eating habits of shepherds, the local population, and how these practices are utilized by the local restaurant industry. It aims to consider the role of food in building identity, collective memory, and developing a sense of regional belonging. Based on a qualitative methodology, the research includes literature review, semi-structured interviews, directly applied questionnaires, and menu analysis of local restaurants.

The results reveal an evolution in eating habits, both among shepherds and the general population, with an increase in the variety of products consumed, resulting from dietary changes related to the sedentism of shepherds, the evolution of cultural traditions within this group, the availability of non-regional food products, among other factors. However, the consumption of traditional dishes based on sheep and goat meat persists, particularly during festive occasions.

Local dietary practices, both daily and exceptional, which are characteristic of the regional gastronomic landscape, are transferred to restaurant offerings only in their exceptional form. In local restaurants, the culinary focus is mainly on dishes associated with occasions considered special, which also holds true for dessert pastries.

**Keywords:** Gastronomy, portuguese food culture, shepperds.

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## Taverns in “Serra da Estrela” region (Portugal): an opportunity for gastronomy tourism or rural tourism?

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The outdoors' consumption of food and beverages but also the practice of commensality, happened in Portugal, for a certain period of history, in the taverns. Tracing this model back to ancient Mesopotamia, those facilities were mostly dedicated to wine and snacks consumption, known in Portugal as “petiscos”. As places to exercise sociability, taverns were relevant institutions of communities' daily life. In Fornos de Algodres, Gouveia, and Seia municipalities (Portugal), besides the alcoholic drinks and food, prepared and influenced by local foodways, they were important hubs for social and territorial cohesion and development. As the roots of the Portuguese “tascas” (popular restaurants), they are now going through a touristic and identitarian recuperation process. The main goal of this study was to identify the main characteristics of taverns in the mentioned municipalities, mostly limited to the 20th century. This work was based on a qualitative methodology where bibliographic research was conducted, alongside a questionnaire and interviews to identify taverns characteristics and territorial penetration. The results reveal that, at least, 157 taverns were open in the three municipalities, during the 20th century, offering – beyond wine and “petiscos” – additional services such as groceries selling and media access.

**Keywords:** Petisco, wine, taberna, Portuguese food identity, habitus.

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## A study on accommodation establishments with bicycle friendly accommodation certificate

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Bicycle tourism is a sustainable type of tourism that encourages individuals to adopt an active lifestyle that is beneficial for both physical and mental health. While bicycle tourism enables individuals to interact with nature, it also encourages sustainable transportation and accommodation. In this context, there are bicycle-friendly hotels that serve bicycle tourists in line with sustainable tourism. Bicycle-friendly hotels meet the needs of bicycle tourists by providing services such as secure bicycle parking areas, repair stations and bicycle rental facilities. Bicycle-friendly hotels support the growth of bicycle tourism and provide a special experience for cyclists. The aim of this study is to examine the services provided by accommodation establishments with Bicycle Friendly Accommodation Facility Certificate within the scope of bicycle tourism. Content analysis, one of the qualitative research methods, was used for the purpose of the study. The websites of 43 hotels with Bicycle Friendly Accommodation Facility Certificate were analyzed and main categories and subcategories were created. When the results of the study are evaluated as a whole, it is seen that bicycle-friendly accommodation establishments are mostly located in the Mediterranean Region. While parking space and laundry service were at the forefront in the services provided at the minimum level, menus specific to bicycle tourists came to the forefront in the scope of additional services. The websites of the accommodation establishments have a bicycle.

**Keywords:** Bicycle tourism, bicycle friendly hotel, tourist on bike.

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## Exploring new horizons: EFL learner's experiences with mobile-assisted DDL

Emin Idrizi<sup>1</sup>

Data-driven Learning (DDL) has been traditionally considered a part of Computer Assisted Language Learning (CALL) approach since corpora and corpus interfaces have been mainly accessible to language teachers and learners through computers, due to their format as well as practicality in terms of carrying out corpus queries and analyzing concordance lines. As a result, since the emergence of DDL as a new teaching and learning concept, research has mainly focused on having language instructors and learners engage in language investigations by utilizing various corpora and corpus interfaces via CALL as an approach. However, with Mobile Assisted Language Learning (MALL) gaining momentum in the last decades, on one hand, and the emergence of mobile-friendly corpus interfaces, on the other, mobile-assisted DDL can be said to have become an alternative technique to language teaching and learning. This paper reports on a study conducted with a group of undergraduate and advanced EFL university students studying at International Balkan University. The participants were given several English writing tasks and were given the opportunity to use two corpus interfaces as reference tools, namely Corpus Mate and Netspeak. The first corpus interface was used as a reference tool via the traditional CALL approach, while the latter was explored utilizing mobile technology. The results of the study provide valuable insights into students' experiences and preferences, which can inform and shape the future directions of DDL. By bridging the gap between the traditional CALL approach and the growing influence of mobile technology, this study highlights the importance of adapting new pedagogical approaches to meet the changing needs and preferences of learners.

**Keywords:** Data-driven learning, mobile-assisted DDL, CALL, MALL, language learning, Corpus mate, Netspeak.

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## Love of nature and homeland in Şükrü Ramo's poems for children

Süleyman Gina<sup>1</sup>

Following the withdrawal of the Ottoman Empire from the Balkans, the Turks living in Macedonia during the Kingdom of Serbs, Croats and Slovenes (1918-1929) suffered great hardships. With the establishment of the Socialist Federal Republic of Yugoslavia, expectations regarding the "mother tongue" have emerged in all nations in the region, which has a multinational structure. Turks living in Macedonia and Kosovo are given the right to publish newspapers and magazines in their own language, like other nations. With the publication of the "Birlik" newspaper, "Sevinç" and "Tomurcuk" children's magazines, and the "Sesler" magazine for adults, the foundations of the literature of the Macedonian Turks were laid in North Macedonia.

Şükrü Ramo, one of the most important names of Contemporary Macedonian and Kosovo Turkish People's Literature, lived between 1918 and 1988 and was among the first generation of this region's literature. Şükrü Ramo, who played an important role in the development of Turkish Literature in Macedonia and Kosovo, is considered the first of these writers. Şükrü Ramo, who has published ten poetry books and three story books, is one of the most productive artists of the region's literature. Some of these works are for children, some for adults. One of the topics that Ramo deals with most is the love of nature. Şükrü Ramo, who deals with nature from different perspectives, made great use of elements that express the love of animals, flowers or homeland. Şükrü Ramo's first poetry book written for children, "Vatan Birdir Unutma", was published in 1958. The poems in this book called My Fly Falcon, Two Mothers and Greetings to Skopje are the ones that stand out in terms of their content. In the paper, we will discuss the themes of love for nature and homeland in Şükrü Ramo's poems.

**Keywords:** Şükrü Ramo, poetry, love of homeland, love of nature.

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# Unveiling the Interplay of Professional Self-Efficacy, Career Awareness, and Vocational Commitment among Gastronomy and Culinary Arts Students

Beybala Timur<sup>1</sup> & Ela Nazli Köz<sup>2</sup>

The hospitality industry, particularly the gastronomy and culinary arts sector, is characterized by dynamic career paths and a high turnover rate. In this context, understanding the factors that influence professional development and career commitment among gastronomy and culinary arts students is crucial. This study delves into the intricate relationship between professional self-efficacy, career awareness, and vocational commitment among undergraduate gastronomy and culinary arts students.

Professional self-efficacy, as perceived by individuals, refers to their belief in their ability to accomplish the requisite tasks and achieve desired outcomes. Career awareness, on the other hand, encompasses an individual's understanding of their career options, competencies, and the ability to set goals based on career aspirations. Both career awareness and vocational commitment act as motivators for enhancing professional self-efficacy. Vocational commitment, defined as the psychological bond between an individual and their profession, manifests in three dimensions: emotional, continuance, and normative commitment. Highly committed individuals invest in professional development and plan long-term careers.

In light of this interplay, the study aims to:

- Examine the relationship between professional self-efficacy, career awareness, and vocational commitment among gastronomy and culinary arts students.
- Assess the current state of these concepts among the study participants.
- Provide insights into the interplay of these factors in shaping the professional development and career aspirations of gastronomy and culinary arts students.

Employing a quantitative research approach, this study utilizes an online survey to gather data from undergraduate gastronomy and culinary arts students. The collected data will be analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique.

The findings of this study will contribute to a deeper understanding of the factors that influence professional development and career commitment among gastronomy and culinary arts students. The results can inform educational programs and career counseling services to better support students in achieving their professional goals and navigating the dynamic hospitality industry.

**Keywords:** Professional self-efficacy, career awareness, vocational commitment, gastronomy and culinary arts students.

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## Tourism, cultural tourism, sustainability and children

Emine Dimez<sup>1</sup> & Ferda Yıldırım<sup>2</sup>

Unlike adults, children's experiences can lead them to develop different perceptions towards tourism. Today, the issue of children in tourism research is discussed with the concept of 'child-friendly tourism' and 'child-friendly hotels'. Child-friendly tourism includes all child-friendly arrangements with practices for the benefit of children.

In today's world, where changes from traditional values to universal values are experienced, changes in the tourism sector have led to an approach that includes the culture and history of the geography to which it belongs. In the researches, it is stated that the importance of cultural tourism is increasing day by day and that tourism and culture should be considered in the same framework. Cultural tourism encompasses all travels aiming to see culture, education, art trips and natural beauties. As the concepts of culture and tourism cannot be separated, children, who are shaped by the values of the culture in which they were born, should also be positioned within this framework. A cultural trip and the experiences that will add colour to the lives of children on this trip will be educational as well as entertaining and will make sustainability permanent for children.

Cultural heritage must be protected in order to make cultural tourism possible and to make this type of tourism sustainable. Sustainability is defined as the activities carried out for future generations to reach a better living level while meeting today's needs with the current conditions. Sustainable tourism is a type of tourism that is generally small-scale and sensitive to cultural and environmental impacts. The basic idea that creates the need for sustainable tourism is to ensure that the environmental and cultural values that constitute the source of tourism are used in a way that minimises the negative effects that may arise in the long term. Tourism, culture and sustainability interact with each other.

Children are also directly or indirectly affected by this cultural interaction. Our country can offer this service to its own children and the children of the world in museums, libraries, historical monuments, architecture, archaeological structures, music, cinema, festivals and many other areas. Activities in these areas not only contribute to the development of communication skills of children who host and serve tourism, but also support their language and cultural development as a requirement of interaction with foreign tourists. It helps to protect natural and cultural resources and transfer cultural values.

The future of humanity needs to discuss the concepts of tourism, culture and sustainability without forgetting that there are aspects that can negatively affect children in addition to many positive effects.

**Keywords:** Tourism, cultural tourism, sustainability, children.

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# Determining the attitude towards phygital marketing technologies by using the technology acceptance model in terms of tourism businesses

Kenan Güllü<sup>1</sup>, Didem Aşar<sup>2</sup> & Hatice Tüfek<sup>3</sup>

With the increase in digitalization and advances in technology in the 21st century, traditional marketing has been replaced by new marketing strategies that are effective in technological innovations. In addition to traditional marketing practices, digital platforms have become increasingly effective and new technological marketing methods have been adopted. One of these new marketing methods is digital marketing. Phygital marketing combines elements of physical and digital marketing to deliver a seamless and integrated customer experience. Both physical and digital channels are used synchronously to provide consumers with the best possible experience.

Phygital marketing in tourism aims to create a harmonious experience for tourists by combining the convenience and accessibility of digital channels with physical travel. Tourism businesses can interact with tourists at multiple touchpoints by leveraging technology and digital tools to deliver personalized experiences and increase customer satisfaction. It is possible to see examples of digital marketing in tourism in mobile applications, interactive kiosks, personalized applications, reservations and touristic visits. Virtual visits using virtual reality and augmented reality, especially in museum tours, are popular examples of phygital marketing in tourism.

In this study, it is aimed to examine the perceptions of accommodation establishments, one of the important components of the tourism sector, towards phygital marketing applications. An online survey was conducted for 5-star hotels serving in Istanbul, Aydın, İzmir, Muğla and Antalya, which host the most tourists in Turkey in 2023. Parametric tests were performed on the data obtained. In the study, ANOVA analysis was conducted to determine the differences between phygital marketing applications and the operating periods of businesses. According to the analysis results, it was concluded that there is no significant difference between the perceptions of digital marketing applications and the duration of business activity. Regression analysis was conducted to determine whether the perceptions formed in digital marketing applications in businesses have a significant effect on behavioral intention. According to the results of the analysis, it was stated that perceived usefulness, perceived ease of use, perceived trust and innovativeness had a significant effect on behavioral intention in digital marketing applications.

**Keywords:** Tourism, phygital, phygital transformation, phygital marketing, hotels.

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# Environmental governance in the context of climate change in Europe

Andreea Craciun<sup>1</sup>

Our work analyzes the interaction between environmental governance and the risks of climate change. The analysis of this relationship approaches both the theoretical and empirical framework, through the bibliometric and Gaussian Graphical Models (GGMs) analysis. The bibliometric analysis processes articles from the Web of Science database from the period 2000-2023 that meet the inclusion criteria, resulting in a set of 254 documents. The main key results of the bibliometric analysis revealed the fact that interest in the analyzed subject is new for a problem that has its origins during the Industrial Revolution, the year 2023 being the most productive, and nations such as the USA, Great Britain and Australia stand out for their high scientific productivity. The empirical analysis involves governance indicators (WGI), environmental indicators (climate change performance index - CCPI, net greenhouse gas emissions index - NGGE, Final energy consumption index - FEC) and economic indicators (GDP growth rate, agriculture value added and industry value added) from a data set with values for the years 2007-2021 for the 27 member countries of the European Union. Through Gaussian Graphical Models (GGMs) analysis and R software, we have identified the main links between these variables, highlighting the relationship between environmental governance and climate change risks. The results pointed out that the level of agriculture and industry have a negative impact on the environment, while low governance values through regulatory quality and political stability have negative effects on net greenhouse gas emissions. In addition, in order to achieve the environmental objectives, the decision-makers must establish sustainable economic targets.

**Keywords:** environmental governance, sustainability, climate change risks, EU.

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## Perspectives of students learning Turkish as a foreign language in Georgia on Turkey, Turks and Turkish: The example of Ahıska

Yusuf Kummuz<sup>1</sup>

Foreigners' information about Türkiye; It can be positive or negative depending on variables such as geography, nationality, religion, language, culture and history. Information about Türkiye is displayed for foreigners who are learning Turkish or not. Georgia is a neighboring country where Turkey has a presence and is connected to Turkey through three border gates (Sarp, Türkgözü and Aktaş). Georgian people and Turkish people have lived in the same geography for centuries and have always operated militarily, politically, commercially and socially throughout history. In Georgia, Turkish is taught by official institutions from pre-school until after university. In addition, Turkish teaching is provided by many non-official institutions and individuals in Georgia. With this success, it aims to reveal the perspectives of Turkey, Turks and Turkish language learners who learn Turkish in Georgia. To initiate this goal, data was collected from the activities of universities learning Turkish in the Ahıska region of Georgia. The data was completed through part-time interview forms and what was obtained. The data was analyzed with the content analysis technique used in qualitative research methods. The results of this analysis are classified under different headings. Participants in the research stated that Turkey is a good neighboring country, Turks are a helpful people, and Turkish is one of the important languages to be learned. They emphasized that they love Turkish, Turkish TV series and Turkey. Some respondents stated that they do not have a positive or negative perspective about the Turkish people. As a result of the research, it was found that those who learned Turkish as a foreign language generally had a positive perspective about Turkey, Turks and Turkish.

**Keywords:** Georgia, teaching Turkish as a foreign language, perspective.

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## Themes in the folk tales of Yoruks in stip

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Because of its persistence in memory and the width of the area where they are used, fairy tales are found in a wide place in folk culture. Fairy tales are the most common type of folk literature that exists in almost every geography where Turkish is used.

This study was based on 40 tales compiled in the Yoruk villages of the city of Shtip, and the themes of these compiled tales were examined.

While the last link of the culture continues to live in the region, albeit partially, and to preserve its vitality in the memories, it has been a valuable work to protect Turkish culture. Today, although it is seen that this oral cultural richness has decreased compared to the past, it still continues and it is believed that it will continue.

Learning and transferring our culture and history to future generations should be one of our most important duties.

Fairy tales, anecdotes, stories, legends, etc. that are transmitted from generation to generation through telling. Folk products have a special place in our culture. When it comes to the subjects of fairy tales, the place and gain of goodness in our lives is the importance given

to human love and justice. There are good and bad people in every fairy tale. At the end of fairy tales, the good guys definitely win. Fairy tales attract the attention of people of all ages with their various features. For this reason, it is important to handle fairy tales and pass them on to future generations.

It is a fact that this culture must be written down in order to continue. If we want to protect these beautiful places we live in, we need to protect our own history and culture and pass it on to future generations.

**Keywords:** Culture, folk literature, Yoruks, folk tales.

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## Folk Cuisine of Skopje Turks

Feyhan Ruşid<sup>1</sup>

Nutrition is one of the most important elements that are vital to the existence of human beings. From past to present, every society has developed its own unique food culture due to its location. It has a deep-rooted history and strong tradition in its culinary culture. Turkish cuisine is one of the greatest cuisines in the world, with its deep historical process and strong cultural background. Turkish cuisine, which has a wide recognition among world cuisines, has influenced the cuisines of the societies living in the geographies where Turks are present and influenced, and has synthesized its own unique taste by being influenced by these cuisines. Cuisine, which is one of the indispensable elements of daily life in the geography extending from Central Asia to Anatolia and the Balkans, has also created a rich cultural heritage around it. It should not be forgotten that food culture is an indispensable element of national identity. For this reason, it varies according to region and society. Geography plays an important determining role in these differences. The fact that the Turks spread over a wide geographical area left traces of their own culture in the regions they visited, as well as taking many things from different cultures. As a result of such interactions, Skopje Turkish cuisine has managed to have a unique feature with the flavors it has taken from different cultures as well as traditional Turkish tastes. The aim of our study is to determine and reveal the outlines of the Turkish culinary culture of Skopje by including traditional dishes, traditional practices shaped around food and table. One of the important cultural centers established by the Turks in the Balkans throughout history is Skopje. In the study, the traditional culinary culture of the culinary culture in Skopje, ceremonial and ceremonial dishes, material culture elements shaped around the cuisine, as well as the lifestyle of the Skopje Turks are revealed. As a result of the study, it is seen that Skopje Turks keep alive their traditional culinary culture and the material and spiritual elements they have shaped around it. This study will also serve the function of transferring it to future generations by recording the situation of Turkish cuisine in Skopje.

**Keywords:** Skopje Turks, culinary culture, traditional foods, practices.

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## Investing in North Macedonia - business climate and role of the TIDZ on the FDI inflow

Tirana Ameti<sup>1</sup>

The paper analyses the idea behind the development of Technological Industrial Development Zones (TIDZ) in North Macedonia which exempt from the usual customs and fiscal areas of the economy were used to attract Foreign Direct Investment (FDI) to North Macedonia. These economic zones are a unique way to develop and operate economic relations that were previously unavailable in North Macedonia, and there is no doubt that their importance is critical also in countries with varying levels of economic development, where various types economic zones are employed. If their output is sold to international markets, companies operating within the TIDZ benefit from incentives and subsidies. In addition to the legally announced incentives available to investors within the TIDZ, the government offers extra incentives on a case-by-case basis in agreements with significant overseas partners. Since the introduction of this approach, the government has made a public display of its benefits. The consequences of the implemented strategy on FDI attraction deserves an effort on its analysis by all available means. This paper using the available data and sources from relevant documents will focus on the direction to see the impact it had the creation of such zones in the FDI inflow. The fiscal, economic and financial benefits that the actual law offers to foreign investors and positive business climate according to 'Doing Business' indicator as well, make North Macedonia attractive investment country for foreign investment. The fiscal and economic incentives for FDI in North Macedonia are as following: profit tax exemption, personal income tax exemption, VAT exemptions, local tax exemptions, land renting for a period more than a decade, subsidies and financial benefits for foreign investment depending from the level of investment and the number of employees wasn't possible to be calculated accurately due to the lack of public data from government institutions and foreign investors as well.

**Keywords:** Business climate.

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# Understanding the economic drivers of climate change

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The scientific evidence is now overwhelming: climate change is a serious global threat, and it demands an urgent global response. The link between economic policies and climate change risks is crucial for global sustainability. This paper scrutinizes the determinants and consequences of climate change within the context of economic policymaking, elucidating the impact of fiscal and monetary measures on environmental outcomes. Utilizing data from the Comprehensive Economic Policy Database for Climate Change (CEPD-CC), we conduct a robust analysis to discern patterns and infer causality.

Our research identifies key economic policies that serve as determinants of climate change risks, such as subsidies for fossil fuels, taxation structures, and investment in clean technologies. We assess the efficacy of these policies in either exacerbating or mitigating climate-related risks. The paper also explores the consequential feedback loop where climate change, in turn, influences economic stability and growth.

The results indicate that strategic economic policies can markedly diminish factors contributing to climate change. On the other hand, policies that are poorly conceived or misdirected can heighten vulnerabilities, especially in industries like agriculture, energy, and manufacturing. The study draws attention to the cascading impact of these policies on societal well-being, public health, and economic inequality.

In conclusion, the paper underscores the critical role of informed policymaking in combating climate change. It advocates for a paradigm shift towards green economic policies that prioritize long-term environmental health over short-term economic gains. The CEPD-CC database proves to be an essential resource for policymakers, scholars, and advocates dedicated to creating a sustainable future.

**Keywords:** Climate change, growth, socio-economic implications, economic policies.

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# The contributions of Rumelian Poets in the transmission of cultural heritage in the light of Tazkirah

Ünal Kılıç<sup>1</sup>, Hakan Yekbaş<sup>2</sup>, Vehbi Ünal<sup>3</sup> & Yusuf Yıldırım<sup>4</sup>

The biggest share in the transfer of cultural accumulation from generation to generation undoubtedly belongs to poets. For this reason, in every period of history, works with names such as tezkire tezkire, tabakat, menakıbname and works introducing cultural figures have been written to form the memory of civilisation and to keep it constantly fresh. Such works also give the life stories of cultural figures who are poets and poets, and the poems and literary texts presented as examples in the works give the opportunity to see the vocabulary of Turkish, which has become refined through centuries of processing, the processes the language has undergone, the value judgements of the period, and the understanding of beauty. It is not possible to produce works under the same thought, behaviour and discourse in every region of a civilisation, except for basic criteria, nor is it possible to examine all of them in a single study. Although Rumelia is a part of the Turkish-Islamic civilisation, there is no doubt that it has some characteristics that differ from other components of the civilisation in terms of geographical conditions, demographic structure and customs.

In this study, the contributions of Rumelian poets in the Ottoman cultural basin to the transmission of Turkish Islamic culture will be evaluated. As it is known, the poet and poet grows up with the customs, traditions and traditions of the society in which he was born and lived as well as the period in which he lived, and at the same time acts as a representative who transfers the cultural heritage he has acquired to other generations. He does this through his literary works. In this study, according to the poet tezkires written in the Ottoman period, the share of poets born and raised in Rumelia in the transfer of language and literary taste, which is the most important element of abstract culture, to the next generations will be emphasised.

**Keywords:** tezkire, ottoman poet, Rumelia.

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# The mediating role of job autonomy and psychological safety in the effect of humble leadership on innovative work behavior: An empirical research in the public institution

Ayşen Akbaş Tuna<sup>1</sup>, Almina Tok<sup>2</sup> & Gökçen Karaca<sup>3</sup>

According to new leadership approaches in recent years; Collaborative leadership practices come to the fore rather than situations where leaders stand out alone. In this case, leaders are people who resort to authority less, are more dynamic, behave positively towards their employees, care about the development of their employees rather than just thinking about themselves, and communicate more effectively. As a result of this approach, different leadership styles were created and one of them was humble leadership. Humble leadership can be defined as a leader who is having an accurate view of self, Recognizing follower strengths and achievements, leading by example, showing modesty, working together for the collective good, feeling empathy, showing mutual respect and fairness, mentoring and coaching. In organizations with humble leaders, an environment of psychological safety is created where team members do not hesitate to share and speak up their true opinions. Job autonomy, which allows employees to make decisions regarding their work and act independently, can also be achieved with a humble leadership style. According to the studies, leadership styles guide the innovative behavior of employees in their organizations. In this case, in organizations with humble leaders, their employees are expected to show innovative business behavior. The concepts of humble leadership, innovative work behavior, job autonomy and psychological safety, which are the subject of research in the field of organizational behavior; It is important because the environment in which organizations operate is complex and rapidly changing. This study investigates the mediating role of job autonomy and psychological safety on the relationship between humble leadership and innovative work behaviors. The data used in the research were obtained through surveys applied to employees working in a public institution operating in Ankara. In order to examine the relationship between the variables in the study, the hypotheses were tested with structural equation modeling using the AMOS package program. Other analyzes in the study were conducted using the SPSS package program. According to the analysis results, it was found that job autonomy and psychological security variables had a mediating effect on the relationship between humble leadership and innovative work behaviors.

**Keywords:** Humble leadership, innovative work behavior, job autonomy and psychological safety.

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# The role of the "BİR" indicator in the syntax of North Macedonian Turkic dialects

Berna Beyoglu<sup>1</sup> & Banu Ismaili<sup>2</sup>

This paper provides an in-depth analysis of the use of the marker "bir" in North Macedonian Turkish dialects, which is significant for linguistic studies of Turkish. The examination of the use of "bir" as an indefinite, specifying, and numeral adjective in these dialects offers valuable insights into the evolution and diversity of the Turkish language. This paper is of interest not only to linguists and researchers studying Turkish but also to general readers.

A particularly noteworthy aspect is how the linguistic features of Turkish dialects in North Macedonia facilitate comprehension and exploration of the intricacies of the language. Analyzing the grammatical features of these dialects allows for the exploration of both the general characteristics of Turkish and the dialect-specific linguistic traits. Moreover, it is seen as an important resource for gaining a broader understanding of the evolution and dissemination of language in these regions.

The data presented in the article provide insights into both the general characteristics of Turkish and the unique linguistic features of the dialects, particularly concerning the various uses of the indefinite article "bir." Analyses of its different usages will aid in a better understanding of the language structure and facilitate a thorough examination from a grammatical perspective.

In conclusion, this study serves as a valuable resource for those seeking to understand the linguistic structures of North Macedonian Turkish dialects. The terms "indefinite adjective" and "specifying adjective," which are highlighted in the paper, are particularly relevant to the examination of the linguistic features of these dialects. This research is expected to make a significant contribution to the study of Turkish language and linguistics.

**Keywords:** North Macedonian Turkish dialects, indefinite adjective, specifying adjective.

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# The role of emotional intelligence as a means for emotional solidarity in tourism

Shavneet Sharma<sup>1</sup>, Kyle M. Woosnam<sup>2</sup>, Dimitrios Styliadis<sup>3</sup>, Gurmeet Singh<sup>4</sup> & Chadley Hollas<sup>5</sup>

As tourism growth around the world continues to position residents against tourists, understanding their nuanced relationships becomes critically important. Prior studies, such as that by Woosnam (2011), have highlighted the salience of emotional connections between residents and tourists, suggesting that these connections are crucial for sustainable tourism growth and for leveraging positive resident relationships with tourists. Building on the understanding that emotional solidarity, through a welcoming nature, emotional closeness, and sympathetic understanding, is an important part of sustainable tourism development, this research explores how emotional intelligence facilitates deeper empathetic connections, thus improving resident-tourist interactions. Using Schutte et al.'s (1998) multi-dimensional model of emotional intelligence, the proposed model incorporates mood regulation, appraisal of emotions, utilization of emotions, and social skills with Woosnam and Norman's (2010) four dimensions of emotional solidarity (Figure 1). Survey responses from 407 residents of Fiji were analyzed using co-variance-based structural equation modelling. The findings indicate that higher levels of optimism/mood regulation significantly predicted all dimensions of emotional solidarity—welcoming nature, emotional closeness, and sympathetic understanding. Social skills were also found to be strong predictors of solidarity with tourists. The utilization of emotions was also positively associated with all three dimensions of emotional solidarity. Interestingly, the capacity to appraise emotions, while facilitating a welcoming nature and emotional closeness, did not significantly predict sympathetic understanding, suggesting that other factors may influence the development of empathy. Results of a moderation analysis indicate that the quality of interaction with tourists moderates eight out of the twelve hypothesised relationships. This study demonstrates that emotional intelligence not only enhances residents' interactions with tourists but also serves as a strategic asset in promoting sustainable tourism development by fostering positive resident-tourist relationships. These insights suggest that interventions aimed at improving the emotional intelligence of residents could be beneficial for destination management organizations and policymakers in enhancing tourist experiences with residents, and vice versa.

**Keywords:** tourism impacts, emotional solidarity, emotional intelligence, mood regulation, optimism, appraisal of emotions, utilization of emotions, social skills.

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# The Seğmen tradition as Turkish cultural heritage and “The association of Ankara club” in the context of sustainable cultural tourism

Özlem Demren<sup>1</sup>

The Seğmen tradition is one of the most deep-rooted traditions of Turkish cultural heritage. The Seğmens, whose historical origins are based on the Central Asian Oghuz tribes, are defined as “A semi-military security force that usually participates in war as cavalry and has a hierarchical order within itself.” Also, the Seğmens ensured the security of the Ahi Order, the tradesmen's organization established in Anatolia in the 13th. century. The Seğmen tradition is one of the most unique traditions that has brought together Turkish bravery, honesty and generosity within itself and has been able to maintain this in practice. Today, this tradition is kept alive in many provinces in Anatolia. However, our featured city where this tradition is preserved and kept alive within a sustainable framework in terms of cultural tourism is the Capital Ankara. In this context, the “Ankara Club”, founded by Gazi Mustafa Kemal Atatürk in 1925, “in order to keep the Seğmen tradition alive”, and it took the name of “The Association of Ankara Club” in 1947, which is an important association that should be mentioned here as the first civil organization. The Seğmen tradition spirit of the brave men of Ankara known as “Ankara Efesi” is preserved and kept alive through this association in a way that will contribute to sustainable cultural tourism. Various activities are carried out within this association: For example, a magazine called “Capital Ankara” is published; with “The Kızılcağün TV” is included various programs that introduce Ankara culture. An album called “The Album of Traditional Ankara Melodies / Dans Musics of Bacierens from the Seğmen Enstruments” was also released within the association. Also, within the scope of the association, men and women dances of Ankara, dialect of Ankara, cuisine of Ankara, traditional clothing of Ankara, various traditional celebrations which has a important place in Ankara culture, such as “Ahilik Week”, etc., with more than the examples given here, promotional and educational activities are carried out at national and international level. In addition, new Seğmens are trained with its manners and morality, within The Association of Ankara Club. Bacierens (women's branches of the association), who have always stood shoulder to shoulder with Ankara Seğmens, continue their activities within this association. As a result, in this paper, information will be given about the tradition of Ankara Seğmens as the reflective power of the ancient Turkish folk philosophy and the sustainable contributions of The Association of Ankara Club, to the promotion of Ankara culture. Additionally, the contributions of cultural clubs and associations to cultural tourism in the context of sustainability will be discussed.

**Keywords:** Cultural heritage of Türkiye, cultural tourism, sustainability, Seğmen tradition, the association of Ankara club.

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## Repair of the Kabe and construction of Mîz-Âb-i Rahmet at Mecmûâ-i Sultan Ahmed

Melek Nuredini<sup>1</sup>

Mecmûâ-i Sultan Ahmed, registered in the French Library with the number Supplement Turc 1035 and the title Sultan Ahmeds (1216-1026 de l'hégire-1603-1617), is a manuscript. Poems in Mecmûâ-i Sultan Ahmed; Upon the request of Sultan Ahmed I, the poems were collected by sekbanbaşı Ömer Ağa and written down in an artistic style. Mecmûâ-i Sultan Ahmed is a magazine of praise. Poets; Praising Sultan Ahmed I; They compared the sultan's state administration and reign to the shahs in the Shahnameh, and discussed various topics such as the cities he visited and the charities he built in those cities, mansions, bridges, fountains and even the repair of the Kaaba. Mecca and Medina, the holy lands of the entire Muslim world, are always in a different place, and they show their devotion to their own religion of Islam through a spiritual commitment to these lands. One of the works that make Mecca sacred is that the Kaaba is there. Kaaba is accepted as the Qibla of Muslims and the holy house of Allah. The Arabic word "beyt" means house, and "Beytullah" is an expression used about the Kaaba as the house of Allah. In the Holy Quran, "Beytullah", that is, the Kaaba, is mentioned by using it as "el-beyt". The Kaaba, which was damaged due to various disasters over time, was repaired. Sultan Ahmed I is known for his devotion to Islam and his service to Islam. Regarding the repair of the Kaaba, he asked the chief architect Mehmed Agha to take precautions against the danger of collapse of the ruined Kaaba, and the necessary allocation was allocated from the treasury. One of the objectives of the paper we have written is to describe and analyze the couplets written about the repair of the Kaaba in the 17th century, by giving examples of the couplets written about the Kaaba in different magazines, based on the couplets in Mecmûâ-i Sultan Ahmed.

**Keywords:** Kaaba, Sultan Ahmed I, repair, magazine, Islam, Ottoman.

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# Determination of the factors that cause employees of food and beverage business to be exposed to psychological mobbing\*

Sine Erdoğan Mercan<sup>1</sup> & Gamze Turunç<sup>2</sup>

Food and beverage is a major economic sector that provides employment today. Catering workers cover a range of businesses including hotels, restaurants, bars, cafes, caterers, canteens and fast-food takeaways. Food and beverage businesses offer employment opportunities to many professionals such as chefs of all types, business managers, cooks, kitchen production workers, service personnel, customer services, bartenders, hosts/hostesses. The necessary efforts to provide this employment in Turkey are supported by institutions and organizations. However, despite these supports, those working in the food and beverage sector still encounter some problems. Psychological mobbing behaviors, defined as actions or situations in which individuals are exposed to negative, malicious or humiliating behaviors they encounter in the workplace, are a frequently encountered situation in the food service industry. These cases of psychological mobbing in the food and beverage industry arise from the pressure of the kitchen to constantly produce and present. Low wages given to employees, constant exposure to hot weather, intense irregular working hours, limited work breaks, and conflicting interests between the front and back operating sections of the kitchen strengthen psychological mobbing. The aim of this study is to reveal the negative effects of psychological mobbing on victims and witnesses, based on the fact that psychological mobbing is a serious prevalence problem in food and beverage businesses and that, despite its negative impact on the victims, it symbolizes a cultural norm, especially in the culinary industry. In addition, by examining the experiences of employees in food and beverage businesses, it is aimed to investigate the existence, impact and causes of workplace psychological mobbing behaviors in this sector. In this study; Qualitative research method was used, in which different types of data collection tools such as observation, interview and document analysis were used, and the findings emerged regarding the realistic and holistic detection of different perspectives, perceptions and events in their natural areas. As a result, factors that cause psychological mobbing in the food and beverage industry have been identified.

**Keywords:** Service sector, food and beverage businesses, psychological mobbing.

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\* This study is based on Gamze Turunç's ongoing master's thesis at Süleyman Demirel University, Institute of Social Sciences, under the supervision of Assoc. Prof. Dr. Sine Erdoğan Mercan.



# Collaborative economy, cyclicity and societal development

Mirela Aurora Vâlceanu<sup>1</sup> & Mihai Olimpiu Părean<sup>2</sup>

This article delves into the relationship between collaborative entrepreneurship and sustainable development. It highlights the growing significance of entrepreneurial collaboration in tackling sustainability challenges. This involves the involvement of multiple actors in entrepreneurial processes, managing sustainability issues and solutions, and ensuring cooperation among different forms of entrepreneurship. Understanding the relationship between collaborative economy, cyclicity, and societal development is crucial in addressing sustainability challenges and promoting cross-sector collaboration.

Economic activity experiences periodic and irregular changes caused by various factors that are exogenous and endogenous to the economy. Economic fluctuations can have significant effects on individuals, businesses, and governments. They can affect jobs, incomes, profits, and the population's standard of living. Governments can respond to these fluctuations through economic policies such as monetary, fiscal, and regulatory policies to try to minimise the adverse effects and promote stable economic growth and durability. All these effects spill over into society.

The collaborative economy or shared economy is a model of population economic behaviour that reduces or eliminates the harmful effects of economic cyclicity in periods of economic recession/depression. The collaborative economy has emerged as a significant factor in sustainable development and societal progress. This trend is exemplified by the increasing participation of diverse actors within entrepreneurial processes and the coordination of various sustainability issues and solutions. Furthermore, the emphasis on cross-sector cooperation among different forms of entrepreneurship has underscored the crucial role of collaboration in addressing sustainability challenges. Research in this area has the potential to not only advance entrepreneurship theory and practice but also contribute valuable insights to sustainability research.

The final goal is for the population to feel the harmful effects of economic decline as little as possible and for the transition from one phase to another of an economic cycle to be as smooth (uniform) as likely to register the positive effects of societal development.

**Keywords:** collaborative economy, economic cyclicity, recession, expansion, societal development.

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# A bibliometric review of studies on green organizational behaviour

Zeynep Ekmekçi<sup>1</sup> & Gökhan İlhan<sup>2</sup>

With globalization, the damage caused by the production industry to nature is increasing. Various disciplines are trying to raise awareness for the sustainable use of the world's resources and minimizing the damage to the environment. It is a fact that organizations cannot remain indifferent to the demand of their target audiences to act in the context of green behaviour. The concept of green organizational behaviour, which emerged in this context, refers to the process of managing an institution or organization's activities on issues such as environmental sustainability and social responsibility through public communication. The concept of green organizational behaviour aims to inform and influence the public in line with goals such as reducing the negative effects of institutions on the environment, protecting natural resources, and providing social benefits. Green organizational behaviour aims to help organizations adopt an approach that is not only profit-oriented but also considers their environmental and social responsibilities. In this way, it is ensured that they act in a more sensitive and responsible manner towards both the environment and society. Public relations efforts of organizations can be designed in this context. Therefore, for public relations to evolve into a perfect form, organizations need to act proactively to achieve social benefits. Green organizational behaviour includes environmental awareness, sustainability reporting, social participation, and environmental innovation. In this study, a bibliometric analysis of studies on green public relations was conducted. Bibliometric analyses are important to increase the guidance of previous studies in the literature. It is believed that the study will be guiding in terms of understanding how green organizational behaviour is studied in which fields and conceptual processes.

**Keywords:** Green organizational behaviour, Green Public relations, sustainability, bibliometric analysis.

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## Where are the trends in marketing expenditure going?

Şahika Durdu<sup>1</sup> & Derya Fatma Biçer<sup>2</sup>

This study presents a bibliometric analysis of the literature on marketing expenditure, examining trends and prominent areas within the discipline. Utilizing bibliometric methods, we investigated publications in the Web of Science Social Science Citation Index database from 1988 to 2023 related to "marketing expenditure." A total of 87 articles were identified through a subject search, encompassing various document types such as articles, conference papers, books, and book chapters. Our findings reveal that research on marketing expenditure entered the literature around 1988 and has since experienced a notable increase in scholarly attention, particularly from 2009 onwards. The analysis indicates that studies in this domain predominantly emanate from the fields of business, management, and operations research management science. Notably, Iran, the United States, and the People's Republic of China emerge as the top three countries contributing to this body of literature. Through bibliometric analysis, we delineate key thematic clusters within the literature, namely the Optimization-Oriented Group, Profit Maximization and Inventory Management Group, Optimal Pricing and Marketing Planning Group, and Pricing Strategies and Supply Chain Group. Each cluster reflects distinctive focuses and strategies employed by businesses to enhance efficiency, maximize profitability, optimize pricing, and manage supply chains effectively. This study underscores the growing significance of marketing expenditure in scholarly discourse, emphasizing the importance for businesses to adopt analytical approaches and strategic decision-making to maintain competitiveness and achieve sustainable success. The identified trends and key areas offer valuable insights for businesses seeking to navigate the complexities of marketing expenditure and make informed strategic decisions. Future research endeavors could further expand upon and deepen our understanding of trends in marketing expenditure literature, offering enhanced perspectives for academia and industry alike.

**Keywords:** Health tourism.

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## Examining visitor comments in the context of UNESCO living values education program: The example of Taraklı

Selçuk Yücesoy<sup>1</sup>, Ebru Dusmezkalender<sup>2</sup> & Yunus Özhasar<sup>3</sup>

In this study, it is aimed to examine the e-comments made by the visitors of the Taraklı district of Sakarya province according to the values included in the UNESCO Living Values Education Program. In Taraklı, which is located in the northwest of Sakarya province and declared as a slow city in 2011, tourism stands out as an important economic sector along with handicrafts, carding and blacksmithing. Taraklı, which is also mentioned in Evliya Çelebi's travelogue, has been the subject of this study because it receives more and more visits every day. Research data was obtained with an algorithm written in Python programming language. With this method, which is called web scraping in the literature, 879 e-comments and ratings about Taraklı were obtained. These e-comments, 451 have only points based on a 5-point rating system and do not contain any comments. For this reason, only those who were scored were not included in the study, and the study continued with the remaining 428 comments. Study data were analyzed by content analysis. According to the results of the research, it was seen that the values in the UNESCO living values list were mentioned in the e-comments made by the visitors of the Taraklı district. It has been determined that the visitors mostly emphasize the values of simplicity, happiness and responsibility. In addition to these findings, it has been seen that the authentic and calm atmosphere of Taraklı and the sincerity of the local people are frequently emphasized in e-comments. Although it has been removed from the list of slow cities, it can be stated that these results can give an idea about Taraklı.

**Keywords:** UNESCO, living values education program, e-comments, Taraklı.

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## An evaluation on labour capital in North Macedonia

Hilal Erturhan Işkın<sup>1</sup>

Human capital is of great importance in the process of economic development of countries and the creation of sustainable business structures. Because the creation of sustainable and open to development enterprises plays an important role in the economic development of countries. The creation of sustainable and open to development enterprises and taking active roles in the country's economy can be achieved through trained and qualified labour force. Evaluating the existence and quality level of human capital, which has an important role for the future of enterprises and indirectly for the future of countries, at national level and determining the current situation can be useful for both enterprises and policy makers in the process of raising human capital.

In this study, evaluations have been made about the human capital of North Macedonia. In the study, firstly, the quantitative level of the human capital of North Macedonia is discussed. The population of North Macedonia and the number of people who can be considered as human capital within this population are evaluated and the relevant data are included. Within the scope of these evaluations, the data obtained as a result of the evaluations and studies carried out by both the Government of North Macedonia and other relevant institutions and organisations were used. Analyses were made using the secondary data obtained. Then, the secondary data were analysed and the qualities of the human capital of North Macedonia were evaluated. Within the scope of these evaluations, the data of the Government of North Macedonia and other relevant institutions and organisations were analysed and used.

As a result of the analyses, it was determined that the population in North Macedonia is at an adequate level. However, it has been determined that the education level of the young population in North Macedonia is low and the education received is of insufficient quality. In addition, it has been determined that the young population has problems especially in access to education. However, it has also been determined that the state of North Macedonia has made important plans to eliminate the problems experienced in these areas and has implemented them. As a result of these evaluations, it can be said that North Macedonia is open to development in the field of human capital and can easily meet the human resource needs of existing and future businesses that will invest in the near future.

**Keywords:** Labour capital, human resources, business, North Macedonia.

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# An evaluation on the importance of employees' organisational commitment and motivation levels for businesses

Hilal Erturhan Işkın<sup>1</sup> & Melike Koç<sup>2</sup>

In today's competitive business world, the success of businesses is closely related to the level of organizational commitment of employees. Employees' commitment to the business increases their motivation and ensures that the business achieves its goals, which is very important for businesses. Therefore, the effect of employees' organizational commitment level on business performance constitutes an important research area. The purpose of this paper is to examine the impact of employees' organizational commitment on business performance in more depth and to provide a framework for understanding this relationship. This framework emphasizes the importance of motivational factors as well as employee engagement level on business performance. Because employees with a high level of motivation show more commitment to their work, which makes it easier for the business to achieve its goals. Therefore, understanding and increasing the level of organizational commitment of employees is a critical step in improving the performance of the business. The focus of the research is to understand the relationship between organizational commitment and business performance and to provide strategic recommendations to businesses in this regard.

This research includes an in-depth review of the existing literature and analysis of previous research. Data collected from various academic sources and findings obtained using various research methods form the basis of the study. The analyzes and the literature examined in depth show that the organizational commitment of the employees positively affects the business performance. Engaged employees have a higher level of job satisfaction and motivation within the business. In addition, various strategies that businesses can implement to increase organizational commitment have been identified. This study emphasizes the importance of employees' organizational commitment to business performance and guides businesses on how they can make improvements in this area. Increasing employee engagement can help businesses achieve sustainable success and provide a competitive advantage. It is important for businesses to implement a variety of strategies to increase employee organizational engagement. These may include human resource management, open communication, fair management practices, work-life balance policies, policies that provide job satisfaction, and practices that encourage employee participation. It is also important to invest in leadership training and employee development.

**Keywords:** motivation, commitment, competitive advantage, business performance.

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# A literature review on the concept and applications of digital gastronomy

Samuray Hakan Bulut<sup>1</sup>

Digitalization has entrenched itself as a crucial component of gastronomy, echoing its pervasive influence across various domains, much like in numerous other sectors. This study endeavors to scrutinize articles concerning digital gastronomy within the Web of Science (WoS) database utilizing a non-systematic approach, aiming to extract insights regarding the concept's delineation and its diverse application spheres. It has been discerned that digital gastronomy is tackled with disparate aims and modalities at every juncture, spanning from the agricultural production phase to the dining table experience. The scope of digital gastronomy applications, in its broadest interpretation, encompasses utilitarian-focused Industry 4.0 innovations tailored for both the production and service sectors. Furthermore, augmented reality, robotics, and artificial intelligence applications predominantly veer towards entertainment-driven integration within the service industry, thereby encapsulating the comprehensive digitalization of gastronomy from food cultivation to restaurant presentations, essentially, from farm to table. The pertinent literature underscores the global prevalence of digital gastronomy applications across diverse culinary processes and objectives. In this context, the discourse proffers insights and recommendations concerning the integration of digitalization within the realm of Turkish gastronomy, mirroring broader trends observed in gastronomic digitalization worldwide. Moreover, it suggests exploring collaborative efforts between stakeholders in the gastronomic sector and technology experts to leverage digital tools effectively. By fostering innovation and embracing digital advancements, Turkish gastronomy can enhance its competitiveness and enrich the overall dining experience for consumers. Through strategic partnerships and investment in digital infrastructure, the Turkish gastronomic landscape can undergo a transformative journey towards sustainable growth and heightened consumer satisfaction, aligning with global trends in the gastronomy industry.

**Keywords:** Digital gastronomy, industry 4.0, augmented reality, artificial intelligence and robotic.

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## Traditions, customs and beliefs related to birth in the village of Plasnitsa

Yıldız Şare<sup>1</sup>

There are four villages in the municipality of Plasnica (Dvortsi, Lisiçani, Plasnica and Preglovo), located in the west of North Macedonia. One of them is the village of Plasnica. Plasnica is one of the settlements in North Macedonia, where the entire village population consists of Turks. According to unofficial records, the population of Plasnica village is around 4500. The village people make a living from agriculture and livestock. Plasnitsa village is among the villages that have received immigration recently. All the people living in the village are Turkish. However, although the young population knows and speaks Turkish, the older population speaks only Macedonian.

In this paper, traditions and beliefs about birth, compiled from the village of Plasnitsa, have been analyzed. The interview method was used in the study. Compilation of records made in 2018 are in Macedonian. However, the information presented in the declaration was given in Macedonian and Turkish.

Birth, marriage and death, which are the beginning of human life, are the transition periods of human life. "Transitional periods", which always manage to maintain their vitality in folk literature, constitute the basis of human life. Birth customs, prenatal customs starting from the expectant mother's desire to get pregnant; menstruation after pregnancy; It can be discussed in three parts: birth order and postpartum menstruation. In the prenatal section of the study: eliminating infertility and getting pregnant, cravings, pregnancy, avoidances of the pregnant woman, determining the gender of the child to be born; In the birth order section, compilations under the headings of birth preparation, belly cutting, washing, and in the postpartum section, puerperal and puerperal visits, naming the child were examined.

As a result of the study, it has been determined that the traditions, customs and beliefs of the Plasnica people regarding birth have been transferred from generation to generation and have survived to the present day, and that these beliefs, customs and practices, which bear traces of Turkish-Islamic culture, are similar to the beliefs of Anatolian customs and practices.

**Keywords:** North Macedonia, Plasnica Village, transition periods, birth customs.

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## Smart travel apps: Transforming travel experiences

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Travelers' planning, experiencing, and sharing of their travels are being drastically changed by smart travel apps, which have become indispensable tools. This study explores the ways in which smart tourism applications can boost destination management, promote sustainable tourism practices, and improve travelers' experiences. Artificial intelligence (AI), location-based services (LBS), augmented reality (AR), and data analytics are just a few of the technologies that smart tourism apps make use of to provide users with interactive features, real-time information, and personalized suggestions.

Through these apps, travelers can explore new places, find hidden gems, and interact with the local way of life and culture like never before. Smart tourism apps also facilitate effective resource allocation, crowd control, and environmental monitoring, all of which are critical to destination management. Sites can reduce overtourism, improve infrastructure, and encourage ethical tourism by utilizing data insights.

This study highlights the benefits of smart tourism apps for increasing visitor satisfaction, promoting economic growth, and protecting natural and cultural resources through case studies and best practices. Along with these issues, it also discusses the necessity of collaborative ecosystems to support app development and deployment, data privacy, and digital inclusion. Let's sum up by saying that smart travel apps offer enormous potential for inclusive growth, sustainability, and innovation in the travel industry. They also represent a paradigm shift in the way travelers interact with sites.

This study promotes more study, funding, and cooperation in order to fully realize the transformative potential of smart tourism applications for stakeholders, destinations, and visitors alike.

**Keywords:** augmented reality, location-based services, smart tourism, and destination management.

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# A study on the working conditions of Syrian migrants in the tourism sector in Türkiye

Erkan Akgöz<sup>1</sup>, Yusuf Dündar<sup>2</sup> & Muhammed Radwan Abouchala<sup>3</sup>

Of the approximately 3 million Syrian migrants registered in Türkiye, 56% are of working age. However, only 6.4% of those of working age have a work permit. Syrian migrants are largely employed informally. The tourism sector is one of the leading sectors where informal foreigners are employed. It is estimated that approximately 13% of foreigners with work permits in Türkiye are employed in the tourism sector. This research aims to examine the work experiences of Syrian migrants (including those without work permits) employed in the hospitality, food and beverage, and travel agency sectors in Türkiye. The data were collected in 17 cities where Syrian migrants live densely, with the help of a scale created as a result of the literature review (n=269). According to the results of the exploratory factor analysis, no item reduction was made in the scale consisting of three dimensions. Reliability coefficients for the scale range from 0.764 to 0.949. Descriptive statistics such as percentage, frequency, standard deviation, and arithmetic mean were used to analyze the data. The findings show that especially low wages and long working hours negatively affect Syrian migrants' work experiences. The study also revealed that Syrian employees have good relations and communication with other employees (Turkish and Syrian) and managers, and that they are satisfied with the behavior of managers. It is hoped that the study will contribute to the expansion of the literature on migrant labor in tourism. It can be said that the dissatisfaction of Syrians working in touristic businesses regarding wages and working conditions stems from the fact that they are employed informally. The tourism sector has a negative image due to long working hours and low wages. For foreigners employed informally, the working environment may become even more unbearable. Inspections on working conditions in tourism businesses should be intensified. A larger sample can be studied in future research. The research can be limited to accommodation facilities in the coastal area. By including other foreign workers, more comprehensive studies can be conducted on the work experiences of migrants in the tourism sector.

**Keywords:** Syrian migrants; working condition; tourism, Türkiye.

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# The effects of tourism sector on the economic growth and employment in the Republic of North Macedonia

Luljeta Sadiku<sup>1</sup>

In the recent years, the tourism sector in North Macedonia has witnessed a substantial rise in tourist arrivals and inbound tourism expenditures. Typically, the expansion of the tourism sector is associated with increased foreign currency inflows and employment opportunities. However, the onset of the COVID-19 pandemic brought about a significant decline in tourism activity globally, including North Macedonia. Despite its decline during the pandemic, a remarkable rise in the tourist arrivals characterizes the post-pandemic period. Yet empirical studies exploring the contribution of tourism to economic growth and development remain scarce. Therefore, this paper aims to empirically investigate this relationship for the case of the Republic of North Macedonia, utilizing the error correction method (ECM) and data spanning from 1995 to 2022. This method enables to analyse cointegration relationships, capture dynamic adjustments and facilitates efficient parameter estimation, as well as performing causality testing and forecasting. The short-term estimation results indicate that the tourism sector exhibited a positive impact on employment, as well as a positive and significant influence on economic growth, both in the short and long term. Additionally, it was examined the impact of the COVID-19 period on the tourism sector and its repercussions. These findings underline the importance of implementing sustainable strategies to strengthen even more the tourism sector in North Macedonia, thereby fostering long-term economic development dynamics. The effectiveness of government policies, incentives, and investment strategies in promoting tourism as a catalyst for economic development is crucial for the country thereby boosting economic activity and diversifying the economy.

**Keywords:** Tourism sector, economic growth, employment, ECM.

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# Forecasting the number of customers and customer length of stay in thermal tourism sector: Monte Carlo simulation application in Hamamözü thermal tourism enterprise

Fevzi Diker<sup>1</sup> & Mustafa Alper Açikkapi<sup>2</sup>

It is known that thermal water resources were used intensively in daily life in ancient Greek and Roman times. Today, the use of thermal water resources is a part of thermal tourism and treatment applications realized by combining thermomineral water baths and physical therapy facilities rather than daily life. In the world, thermal tourism has a certain popularity as a promoter of healthy living and cosmetic purposes. In addition to this advantage, thermal tourism can also face disadvantages such as lack of transportation and infrastructure, limited promotional activities and operational capabilities.

Turkey has a significant potential in terms of thermal resources. Hamamözü district in Amasya province in Turkey is one of the places with this rich thermal heritage. Hamamözü district is a settlement known for its thermal resources since the ancient Roman period and there is a 116-room accommodation facility with a tourism business certificate in the district. The thermal water offered by this facility is known to support the treatment processes for various health problems.

In this study, it is aimed to estimate the number of customers per year and the length of stay per customer per year for the thermal tourism facility located in Hamamözü district for the period 2024-2029 by using Monte Carlo Simulation and thus contribute to the thermal facility to make accurate operational decisions for the following periods. Monte Carlo Simulation is an effective tool for solving complex problems and analyzing risk. When used correctly, Monte Carlo Simulation can provide insights and help develop effective solutions to problems.

As a result of the study, the annual number of customers and the annual number of accommodation days of the thermal tourism enterprise in Hamamözü district for the period 2014-2023 were estimated by Monte Carlo Simulation for the period 2024-2029. Then, based on these two forecast data, the estimated customer length of stay on a yearly basis was calculated using the ratio method. It is evaluated that the forecasting data obtained as a result of the study will enable the annual material requirement planning activities of the enterprise to be carried out more effectively and will facilitate the annual personnel assignment plans. Therefore, it is predicted that the improvements in the operational activities of the enterprise due to accurate forecasting activities will positively affect the service quality level of the enterprise in question.

**Keywords:** Thermal tourism, demand forecast, Monte Carlo simulation, operation management.

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# Demand forecasting application with the ARIMA model: The case of an enterprise producing duct tape

Mustafa Alper Açikkapı<sup>1</sup> & Fevzi Diker<sup>2</sup>

The plastic packaging industry is a rapidly growing sector today, driven by increasing production demand and growing trade volumes worldwide. As a packaging material, duct tape is an important product widely used in the transportation and retail sectors.

For manufacturers, accurately forecasting the demand for their products is vital for production planning activities. The ability to forecast accurately contributes to cost savings and competitive advantage by ensuring efficient use of production capacity, optimizing inventory management and improving resource allocation. The purpose of this study is to forecast the demand for duct tape expected to be realized between 2024 and 2029 by using ARIMA (Auto Regressive Integrated Moving Average) model and past production data of a company producing duct tape.

Forecasting the demand for duct tape in the plastic packaging industry can be a complex problem depending on access to production data, external factors and economic conditions. In the production enterprise where the study was conducted, an increase in the demand for duct tape production was generally observed from 2019 to 2023. However, there is a slight decrease in the product demand of 2023. It is thought that this situation may be related to the decrease in the intensity of electronic commerce due to the end of the COVID-19 pandemic in the world and Turkey and the recent changes in economic conditions.

As a result of this study, it has been observed that the ARIMA model is an appropriate and effective method for forecasting the demand for duct tape. The findings of the study are expected to help businesses optimize their production planning activities and inventory management and gain competitive advantage over competitors in the same industry. In future studies on this subject, different methods and data sources can be used to further improve the performance of the model.

**Keywords:** ARIMA, demand forecasting, plastic packaging industry, forecasting.

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# University education as facilitator in developing students' intercultural competences

Katerina Mitevska Petrusheva<sup>1</sup> & Fatime Ziberi<sup>2</sup>

Throughout university studies, students are prepared and equipped with the knowledge and skills required for entering a specific profession. Yet, this is not enough, especially acknowledging the fact that we live and work in a globalized and multicultural society. In this regard, developing intercultural competence becomes a necessity and one of the crucial competences which students need to develop. In achieving this, academic courses and general university experience can contribute significantly.

In this context, the aim of this paper is to examine students' multicultural experiences, attitudes and behaviors. The survey was conducted on a sample of 81 undergraduate students at the International Balkan University in Skopje, Republic of Macedonia, who have studied the course Multicultural Education. The applied questionnaire is consisted of 33 items, statements on a Likert type of scale, focused on two main aspects: exploring students' multicultural experiences, attitudes and behaviors when navigating in multicultural environment.

The specific of this university is that the student population is from different ethnic, cultural and religious background, thus creating a multicultural environment on which students are exposed on a daily basis. The survey was conducted in 2023, at the end of the semester in which students took the course Multicultural Education.

The results from this survey will serve as a basis for conclusions on how university education influences on developing students' intercultural competences and thus preparing them to live and work successfully in a multicultural environment, which will enable them to use these competences in economy, tourism and culture in their daily life.

**Keywords:** Multicultural Education, attitudes, intercultural.

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## Changing face of Sivas: Museums

Ebru Bilget Fataha<sup>1</sup>

The studies carried out in the recent years have shown that the history of the city of Sivas, which is located on the intersection point of historical roads which connect Central, Eastern and Southeastern Anatolia with the Blacksea coasts, goes back to around 5,000 BC.

The city, which came under the domination of the Hittites towards the end of the middle of the Bronze Age, was invaded by the Kimmerians and the Scythians in 7th century BC and came under the domination of the Medians in the beginning of the 6th century BC and the Persians in the middle of the same century. The city, which was conquered by Alexander the Great in the second half of the 4th century BC, later became a part of the Kingdom of Cappadocia. The city, which came under the domination of the Romans in 17th century AD, was renamed as Sebasteia. It is considered that the city took its current name from this historical name.

Sivas remained under the domination of the Byzantium until the Turks conquered the city and continued its development. The city came under the domination of the Danishmendids after the 1071 Manzikert War. The city, which was added to the Seljuk lands in 1175 by Kilij Arslan II, was reconstructed and the city walls were repaired. Sivas came under the domination of the Mongols with the Kosedag defeat. Sivas, whose economic structure was shaken at times due to certain riots which started during the Ottoman period and the ayans, has always preserved its significance as a central Anatolian state.

Sivas has an important place in the preparation phase of the War of Independence as well. Sivas Congress, which was a critical step of the War of Independence, was held on 4 September, 1919 and became a turning point within the independence movement of Anatolia.

The historical data of the city, which has had a continuity that could be observed throughout history, have had a chance to be exhibited in different structures in different periods. Today, it can be seen that numerous different museums have been added to the already existing museums in the city. These venues which have acquired a new identity with the help of technology and modern exhibition opportunities have attained a contemporary façade. In this study, it was attempted to analyze Sivas Archaeology Museum, Museum of Children's Home, Sivas City Museum, War Horses Museum, Gök Medrese Foundation Museum, Sivas Cumhuriyet University Museum of History and Sivas Cumhuriyet University Natural History Museum, in terms of museology, subject matter and exhibition characteristics.

**Keywords:** Sivas, museum, history.

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## Local people's perceptions of integrated rural tourism components: Case of Fethiye

Makbule Beler<sup>1</sup>, Nur Çelik İla<sup>2</sup> & Işıl Arıkan Saltık<sup>3</sup>

Rural tourism consists of activities in which accommodation, travel, food and beverage and other tourism services are provided by small businesses in rural areas, in order to meet the demands and needs of tourists seeking a recreational and entertaining stay in rural areas. The Integrated Rural Tourism approach, which allows the multidimensional structure of rural tourism to be examined, is an approach that is concerned with the protection and sustainable use of tourism resources and expresses that all the components that carry out rural tourism activities act in harmony and cooperation with each other. This research aims to determine the local people's perception of integrated rural tourism in a mass tourism destination where rural tourism has relatively recently begun to develop. The population of the research consists of the local people who live in the destination of Fethiye, where the tourism products and services are diversified with the rural tourism activities as well as the traditional mass tourism activities. In the study with a quantitative research design, the data was collected using the survey technique. The research data was analysed using the descriptive analysis. The results of the research indicate that the perceptions of the local people of Fethiye regarding integrated rural tourism components are generally below average. As a result of the research, it is noteworthy that there is a low level of agreement with the statement that rural tourism activities in the region are carried out with a sustainable approach and that environmental sensitivity is observed. As part of the research, the levels of perception of the integrated components of rural tourism by the participants were also compared according to their socio-demographic characteristics. The study was concluded with suggestions to support integrated rural tourism development in the destination.

**Keywords:** Integrated rural tourism, Local people, Fethiye.

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## Education projects in museums and they impact in tourism

Fatmir Hoxha<sup>1</sup>

**Purpose** – This study examine the education projects in Museums and they impact in Tourism. The impact of education projects to promote cultural heritage is very important in society. Cultural Heritage in the framework of social developments has begun to find support every day, therefore the treatment finding an important place. Last years, not only schools but also a large number of institutions are working on education projects in relation with cultural heritage. Cultural institutions which have cultural heritage profiles are ready to implementing education activity and opened their doors for the education of generations, one of them are museums

**Design/methodology/approach** – The author used a formal survey to collect data for this purpose topic. The sample consisted of 400 students from different schools in Kosovo and tourists which were present in museums. The filling of the questionnaires was done during the development of educational activities which implemented in schools and museums in Kosova.

**Findings** – The results show that the impact of museums' educational work on Cultural heritage education is very important. Consistent with the findings of this study, school managers should consider the impact of Museums in Cultural Heritage Education and can perform better. The development of educational projects in the museum will promote tourism. There are a number of tourists who would visit Kosovo if they were participants in the educational activities in the Museum.

**Originality/value** – This study extends the current literature in Cultural Heritage Education and impact of museums activity in tourism.

**Keywords:** Education, cultural heritage, museums and tourism.

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## Print media culture in the history of Macedonian Turkish literature

Mumin Aliov<sup>1</sup>

The Turkish language has a rich tradition in the Balkans dating back to many centuries. Turkish culture has flourished in the Balkans since the 14th century. Especially a great literary tradition has formed around the print media culture published in Ottoman Turkish. However, there are examples of print media born in the Yugoslavia period which are still influential today. The most prominent of these is the Birlik newspaper. With its deep-rooted publishing culture and genres it contains, Birlik newspaper represents a unique literary archive of the Balkan literary past. The Turkish Children's Literature in Macedonia is a beautiful manifestation of it. Children's magazines such as Tomurcuk and Pioner were examples of known print media of the 50s. Prominent authors of Macedonian Turkish Literature such as Necati Zekeriya were very active during the Yugoslavia period and their works shaped the print media culture. Another leading print medium of Macedonian Turkish literature is Sesler magazine. With its long history, it has become a home for many writers and has taken its place in the literary wall of fame. A different representative of literary life, the Üçüncüler, which calls itself an independent cultural magazine, started publishing in 1994 and heralded a new process. With the avant-garde attitudes of its editorial team and authors, there was an attempt to become an independent movement within the field of free literature. In the 2000s, the internet and digital literature channels began to emerge as a harbinger of a new world. Print media such as Köprü magazine, Yeni Balkan newspaper, Bahçe, and Kardelen children's magazines have carried themselves beyond the borders of Macedonia and started to create a digital literature culture. Despite the widespread use of the Internet and the emergence of a digitalized literary culture, from Macedonian Turkish Literature publishing point of view, print media still maintains its dominance. Today, there are many literary works of the Macedonian Turkish Literature published in the Yugoslavia period, which were not been an object of literary inquiry yet. That is why the main purpose of this study is to examine the Turkish print media culture in North Macedonia from the beginning of the Yugoslavia period to the present by focusing on literary newspapers and magazines published.

**Keywords:** North Macedonia, Yugoslavia, history of Turkish literature, print media culture, newspapers and magazines.

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# Tourism towards accessibility, digitization and communication

Alberta Tahiri<sup>1</sup>

Nature with its various forms and cultural heritage with its mosaic are generators of tourism. Through the experience and pleasure that comes from contact with nature, art, culture and cultural heritage (material and spiritual) of the host countries, tourism becomes a natural generating mechanism for the exchange of cultures and relations between people of all ages, religions and races, much more attractive than the mechanical forms of global trade and those of economic development. Tourist markets are becoming more and more competitive with the implementation of various types and forms of movement in tourism. Already its traditional forms are being replaced by new forms, giving a worldwide reach and abolishing the tourist monopoly of warm coastal regions and economically developed countries.

This paper aims to address Communication Accommodation Theory, Communication adjustment strategies Communication adaptation in the field of tourism, Contemporary trends of communication in tourism.

Without good communication there is no success, especially not in the long term. In tourism, this can be the most obvious, since almost every employee comes into contact with the customer and can be crucial to the satisfaction of the service. On the other hand, for the business to be successful, it is equally internal communication is also important, both vertical and horizontal.

Globalization is the intensification of social relations on a global scale, which connects distant places in such a way that local events embody events taking place over miles.

Since the penetration of the Internet into everyday work, it has been possible to overcome spatial and temporal distance in communication. In a short period of time, travel agencies began to fully rely on the electronic way of exchanging information, so today they mostly communicate via e-mail, SMS and Multimedia Messaging Service, as well as numerous mobile applications and social networks. All of this is extremely important in a society where time is one of the most important resources, so consumers demand instant, precise and verifiably accurate information, and their patience can be measured in nanoseconds, not seconds. The Internet is a powerful tool for building relationships with customers, enabling cost reduction, increased speed, efficiency and flexibility.

**Keywords:** tourism, sustainable development, visits, communication adjustment, tourist propaganda, marketing tourist promotion, globalization.

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## A study on folk beliefs related to Nevruz and Hidirellez in North Macedonian Turkish folk culture

Ekrem Destanov<sup>1</sup>

The spring season, which is one of the transition periods of nature, is of great importance for the Turkish world. As a matter of fact, in Turkish culture, the spring holidays of Nevruz and Hidirellez have been celebrated with various ceremonies for centuries. In addition to the celebrations, many folk beliefs have also been formed regarding these spring festivals. Spring season has an important place in the Turkish folk culture of North Macedonia, which is the subject of the study. Among the Turkish of the region, spring holidays, in other words Nevruz and Hidirellez, are celebrated with various ceremonies. In addition to these celebrations, some folk beliefs have also emerged regarding Nevruz and Hidirellez. Most of these beliefs are about "getting green" in local terms, in short, being healthier than the previous year. In this context, as a result of the research, it has been determined that there are no scientific studies on the folk beliefs regarding the Nevruz and Hidirellez traditions of the Turkish settlements of North Macedonia. Therefore, this study was undertaken to increase the awareness of these folk beliefs in the scientific world. In compiling folk beliefs, "observation" and "interview" methods, which are widely used in folklore compilation studies, were taken as basis. After the field compilation study, these data were backed up and analyzed using qualitative research techniques. As a result of examining the data, it has been determined that importance is given to the survival and implementation of existing folk beliefs in the Turkish folk culture of the region.

**Keywords:** North Macedonia, Turkish, folk culture, Nevruz, Hidirellez, folk beliefs.

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# Prospects for the touristic development of the city of Ohrid through the promotion of the Ottoman cultural heritage

Nedjad Mehmedovikj<sup>1</sup> & Fatima Salifoska<sup>2</sup>

The Republic of North Macedonia has a rich cultural heritage that is a combination of influences from different cultures and traditions. It contains cultural monuments left by great civilizations, including the ottoman empire. Cultural heritage legitimizes us in the European and world cultural context and is our contribution to the enrichment of world values. The responsibility to ourselves and to future generations to preserve its values will advance its protection, management, sustainable use and strengthen its potential for social cohesion. The promotion of cultural heritage is a priceless testimony to the continuity and diversity of the material and spiritual culture of Macedonia. The cultural and religious diversity of Macedonia is a source of great creative potential and a bridge to mutual understanding, respect and coexistence. The Ottoman Empire was one of the largest and longest-lasting empires in history. Lasting for almost 600 years, it was not only one of the most powerful empires in the history of the Mediterranean region but also contributed to the revival of Islamic art, architecture and literature. The Islamic monuments in Macedonia are imposing buildings, which to this day tell the story of the wealth and greatness of the Ottoman Empire. Through the Ottoman profane and sacred architecture, directly or indirectly, we learn a lot of data about the life of these spaces. The greatest legacy left from the Ottoman Empire is Ottoman Islamic architecture. The Islamic buildings in Macedonia represent cultural monuments that left a special mark and indelible traces in the physiognomy of villages and cities, which reached their cultural and economic rise during that period. Today, a large number of these buildings have managed to fit into the new urban plans and retain their religious and cultural function. For those reasons, the preservation and promotion of the Ottoman cultural heritage, especially in the City of Ohrid, is of great importance. This scientific paper will aim to note the possibilities for the promotion of the tourist development of the city of Ohrid by highlighting the Ottoman architecture and cultural heritage of one of the most important cities in the Balkans.

**Keywords:** Ohrid, Macedonia, ottoman heritage, tourism.

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# Cultural heritage tourism and local prosperity: The evidence from Europe

Özlem Küçük<sup>1</sup>

Cultural heritage is about ancient civilizations and people. Unesco World Heritage Sites are important for tourism and discovery for foreigners. Cultural heritage tourism moves national and local economies and knowledge sharing. According to the World Bank, cultural heritage consists of traditions and monuments, and links with people identifying with this cultural heritage. In some countries, preserving cultural heritage (CH) and transferring it to future generations is of great importance for the continuation of solidarity, unity, society and the future of tourism. For the sustainable development of cultural heritage tourism, treasures, monuments, and traditions from the past need to be preserved. Turkey's CH is among the richest in the world by the reflection of various civilizations hosted. The values in Turkey, which is on the UNESCO World Cultural Heritage List, are at risk due to disasters from climate change and visitors exceeding their carrying capacity. Anatolian lands have hosted many civilizations and left significant visible traces. While there are 1,199 properties on the 2023 UNESCO World Heritage list, 933 of them are considered cultural monuments, 227 are natural monuments, and 39 are mixed. However, 56 of them are in danger, 48 of them are transboundary and three of them are not listed. Among the most visited cultural sites worldwide is the Louvre reached 10.2 million people in 2018. The number of visitors to the Louvre Museum decreased to 2.7 million in 2020 as a result of the closures and global crisis following the COVID-19 pandemic, but it reached 8.9 million visitors in 2023. Cultural Heritage Tourism witnessed significant growth in the 21st century before the Covid-19 pandemic. Articles published in the English language on the Sagepub, JSTOR and Statista databases that were relevant to cultural heritage tourism and the results of local prosperity were examined. The search terms used included 'cultural heritage tourism', 'local prosperity and heritage tourism', 'cultural sites and monuments for tourism,' 'UNESCO World Heritage properties.' This article critically reviews the future of cultural heritage tourism and its associated economic factors.

**Keywords:** cultural heritage tourism, cultural-based tourism, community livelihood, cultural monument, art centers, traditions and the World Bank.

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## Climate change crossroads: Losing or preserving Nevsehir's local cuisine

Gamze Coban Yildiz<sup>1</sup> & Onur Sevket Yildiz<sup>2</sup>

This study investigates the critical link between climate change and local cuisine in Nevsehir. With this end in view, a qualitative study was conducted to gather in-depth information from key respondents via semi-structured interviews which were content-analyzed afterwards. The sample of the study consists of 5 chefs and 3 gastronomy researchers who have some depth of knowledge on the local cuisine and the restaurant industry in Nevsehir. As a major tourism destination located in the Central Anatolia, Nevsehir is facing both a boost in tourism industry and climate change related issues including agricultural challenges. Based on the content analysis of the interviews, it is inferred that the region has a local cuisine which has the potential to majorly contribute to the destination. The interviewees of this study agree that climate change is affecting the local cuisine in Nevsehir. Together with some other factors such as export-oriented agricultural production, local cuisine is threatened by climate change and the common worry is that it might be corrupted and eventually go extinct. In order to establish a commercially functioning local cuisine in Nevsehir, the participants believe that the local cuisine should be enriched by fusion cuisine approach and it should be supported by promotional efforts. The significance of creating a sustainable supply chain based on local agricultural products and raising new chefs with high awareness of local cuisine are also highlighted. Some further recommendations developed by the researchers of this study, as well as a discussion on further intricacies of the subject, are presented in the conclusion and discussion part.

**Keywords:** local cuisine, climate change, Nevsehir, sustainability.

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## Exploration of hotel service quality as a tourism support

S.h. Hengky<sup>1</sup>

Service quality is a supporting part of the tourism and hospitality business in providing services that exceed customer expectations and needs. The service in question includes business skills, speed, and accuracy in meeting tourist needs. Tourism service cannot be separated between supporting the quality of hotel services for tourists. Hotels or restaurants are quite an important part of satisfying them when traveling. Remember, tourists spend a minimum of 8 hours a day in hotels. A restaurant is a type of commercial business whose activities include providing food and beverage service products aimed at tourists. The presence of restaurants inside and outside the hotel is a tourist attraction. Because restaurants fulfill tourists' needs, while traveling. A restaurant's service will result in visitor satisfaction. The roles of hotels, restaurants, and tourist destinations cannot be separated with the growing development of the tourism industry. It absolutely must be fulfilled tourists need. They need to eat and drink wherever and whenever they travel. This research was conducted using a descriptive research with a qualitative approach. This approach describes the findings that occurred in the field related to the problems that occur. The qualitative approach finds an appropriate method to overcome problems in phenomena that exist in tourism and hotel companies through observation and interviews. In tourists activities, a restaurant must also have good service quality, namely by providing customer satisfaction such as speed and accuracy in serving guests and, of course, by serving in a friendly and polite manner. To create good service so that it can satisfy tourists, it is necessary to create service standards known as hotel, restaurant, and tourist destination service standards. This study has a limited in time and topic. Service quality affects the impact on tourist's satisfaction. Besides, it helps organizations retain tourists. Nevertheless, there is further research can be carried out by measuring evaluations on the service quality dimension. It should not only look at one hotel or travel agency, but also a comparative analysis can be carried out between several hotels that are in the same class as the hotel being studied so that the evaluation results related to service quality can be assessed better.

**Keywords:** Service Quality; Satisfying; tourist needs.

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## Cultural heritage in North Macedonia: Multiculturalism

Ümmi Murati<sup>1</sup>

In today's world, with the influence of factors such as globalization and migration, societies worldwide are increasingly embracing a more diverse and multicultural structure. In this context, the formation and reflection of cultural heritage in multicultural societies have become an important research topic. North Macedonia is a country located in the center of the Balkans and has hosted various civilizations throughout history. From ancient times, it has been influenced by major empires such as the Greek, Roman, Byzantine, and Ottoman. This multicultural environment has deeply influenced North Macedonia's cultural heritage and continues to embrace this diversity today.

The contribution of communities with diverse religious, linguistic, and ethnic backgrounds living together for centuries has been significant in the formation of rich cultural heritage. The profound effects of this long historical diversity are evident in fundamental areas such as art, music, literature, traditions, and lifestyle. In this context, North Macedonia's cultural heritage holds great importance as a reflection of its multicultural structure. The country resembles a mosaic where Macedonians, Albanians, Turks, Serbs, Bosniaks, Romanians, Torbesh, and other ethnic groups, as well as Christians, Muslims, Catholics, Jews, and other religious communities, live together.

Cultural heritage in North Macedonia extends not only to the past but also to the present. Cultural expressions such as traditional handicrafts, music, and dance continue to thrive and have become symbols that unite society. Similarly, in cities where different languages and religions are spoken, this diversity comes together every day to form a rich cultural fabric.

The study focuses on the historical and cultural fabric of North Macedonia, analyzing in detail the contribution of communities with different religious, linguistic, and ethnic backgrounds to cultural heritage and emphasizing the critical importance of sustaining this diversity in individual, societal, and cultural contexts.

**Keywords:** North Macedonia, cultural heritage, multiculturalism.

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# Entrepreneurship and social entrepreneurship tendencies of tourism students during and under the influence of the Covid19 pandemic: The case of Muğla

Ata Eren Orunlu<sup>1</sup> & Işıl Arıkan Saltık<sup>2</sup>

Entrepreneurship refers to the process of starting a new business, developing an existing business or a new product in the presence of some risks and uncertainties, with the profit or loss belonging to the entrepreneur. Entrepreneurship has traditionally been seen as a concept related only to individuals and for-profit enterprises. However, its social importance has been emphasized recently as it enables the discovery of opportunities and the creation of economic value in the context of social benefit as well as individual benefit. As sustainable tourism has entered the global agenda, the issue of social entrepreneurship in tourism has also gained prominence in terms of supporting sustainability in tourism through social benefits. The inherently fragile structure of tourism in relation to external factors can seriously affect the activities of the sector and therefore the perceptions and attitudes of tourism employees towards the sector who experience these processes.

The aim of this study was to investigate the entrepreneurship and social entrepreneurship tendencies of tourism students during and under the influence of the Covid19 pandemic. For this purpose, data was collected from participants who were undergraduate and graduate tourism students during the pandemic in Muğla, an international tourism destination. Descriptive and difference analyses were used to analyse the research data. As a result of the analysis, it was determined that both entrepreneurship and social entrepreneurship levels of tourism students were at high/medium levels, and their entrepreneurship levels were higher than their social entrepreneurship levels. There were differences in the level of entrepreneurship among tourism students according to their department and gender, while there were no significant differences in the level of entrepreneurship according to their age and class. In line with the findings, the study concluded with suggestions for engaging tourism students, who form a skilled workforce, in the tourism sector as sustainable tourism entrepreneurs or by participating in social enterprise activities in tourism.

**Keywords:** Entrepreneurship, social entrepreneurship, tourism students, Muğla.

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# The humanistic aspects in the novel "The Death of the Monk" by Dragi Mihajlovski

Ivana Koteva<sup>1</sup>

At the beginning of this article, we briefly present the appearance and development of the Macedonian novel. The following is the content of the novel "The death of the Monk" and what is actually told in it.

This novel was published in 2007 and belongs to the new Macedonian literature. However, it deals with a topic from the more distant past, from the period of the Ottoman Empire.

The main purpose of this article is to show the humanistic aspects represented in this novel by Draghi Mihajlovski. Presenting the history of the city of Bitola, it describes the first contact between the Ottomans and the local Macedonian population, as well as the process of conquering the city. Through the main characters of the novel, the monk Ravul and the Ottoman military leader Timurtash, we will learn the thoughts and actions of two completely opposite civilizations and cultures. But humanism, as the most virtuous, greatest human trait, manages to overcome all barriers, regardless of whether it is of a national, racial or religious nature. The content of the novel spreads many humanistic messages. We determine that Timurtaş and the monk Ravul had very similar thoughts and views about the events. The struggle for freedom and independence of the Macedonian people, which is a humanistic side, is noted, because defense is a sacred duty, no one and nothing is above it. But, they both think that war does not bring any benefit to people, and through them the writer sends a universal, humanistic message that the greatest battles in life are not fought with the power of arms, but with the power of the mind.

**Keywords:** The death of the Monk, the monk Ravul, Timurtash, Ottomans, humanism.

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## Gender status of women in Kazakh tradition

Laura Toktarbekova<sup>1</sup>

In different countries of the world, in different periods of history, the attitude towards women had its own characteristics. In general, the problems of a woman's place and status in society and politics, morality and law, education and science, culture and art, life and family have not lost their relevance in any period, starting from the physiological state and nature of a woman. Underlying this issue, one can observe the dialectics of sacredness and secularism, religiosity and secularism, matriarchy and patriarchy. If in the "male" society in the ancient and medieval periods of human history, conservative trends prevailed, then in the following centuries, feminist movements appeared, and the gender issue began to be presented in a new light. There is no doubt that the general humanization and democratization processes in the world greatly contributed to the rise of the gender topic. And in the global information society in the current state of mass digitization, issues from the clothes a woman wears to her freedom are being considered from a new angle.

At present, the attitude towards the status of women fluctuates between traditional and Islamic interpretations, modern secular interpretations, between nationally homogeneous and pluralistic heterogeneous interpretations. That is why the new social aspects of the gender issue are causing interest in research from the humanities, including religious studies and Islamic studies.

In order to determine the place and gender status of a woman in the Kazakh tradition and culture, the article analyzes the historical formation of the image of a woman in the pre-Islamic Kazakh society, the traditions and customs of the traditional period of the Kazakh people, the position of a woman in the Kazakh society in the Soviet era, and the condition of a woman in the post-independence period. and gender status, well-being and issues of women in modern Kazakhstani society will be examined. Therefore, in the article, using comparative-historical, hermeneutic, religious methods, we try to determine the place and gender status of a woman in Kazakh tradition and culture and in modern society.

**Keywords:** Kazakh tradition, women's status, gender policy, feminism, feminist movements.

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## Trade and diplomatic activities of Kozhabergen Batyr in Kazakh-Chinese relations

Aknur Amangeldiyevna Oralova<sup>1</sup>

The article examines the relationship between the warrior Kozhabergen Zhanibekuly between the Qing Empire and the Oirat Noyans, the struggle of the warrior for the return of his pasture lands to the Kazakhs in the Zhetysay and Tarbagatai regions. The purpose of the study is to describe the activities of Kozhabergen Batyr together with the sultan khans of the Kazakh people in military and trade relations with the Chinese authorities and in protecting the eastern border of the Kazakh steppe. Materials and methods. The source base for the work was documents from the archives of the State Archive of the Orinborsky District, the archive of the foreign policy of the Russian Empire, documents from the First Historical Archive of China, and materials from Russian travelers. The article is written on the basis of methods of systematization, critical analysis, evaluation, comparative historical, and logical analysis. Results. The results and conclusions are obtained when considering the topic made it possible to evaluate the role of the batyr Kozhabergen in history, which becomes the main object of research. As a result of the study, some issues related to the land issue between the Qing kingdom and the Kazakh Khanate, the Dzungar Khanate and the Kazakh steppe were discussed. Conclusion. As a result of the analysis of archival documents used in the article and research within the framework of the topic, the personality of the Kozhabergen batyr was revealed, based on historical data, an influential figure in the context of international relations of the second half of the 18th century was revealed, as a great commander and thoughtful diplomat.

**Keywords:** Kozhabergen batyr, Kazakh steppe, border, diplomacy, trade relations, Kazakh elite, army.

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## A thematic study on Nusret Dişo Ülkü's works published in the Bahçe children's magazine

Refide Şahin<sup>1</sup>

Balkans, due to its geographical location, it differs in terms of culture, language, religion and traditions. The region is a complete mosaic in terms of culture. The existence and development of the Turkish language and culture in these countries begins with the Ottoman conquest of the Balkan cities. This process, which started with the conquest of Gallipoli in 1352, continued uninterrupted until the Balkan Wars of 1912-1913. After the wars, Turkish in the Balkans lost its former power due to immigration and restrictions on the Turkish language. The Macedonian Turks, who participated in the Second World War, had some rights immediately after the war. In 1944, the first Turkish newspaper Birlik began to appear. This was later followed by Turkish children's magazines.

With the dissolution of the Socialist Federation of the former Yugoslavia, the difficult days of Turkish publishing in North Macedonia begin. After the closure of the Birlik newspaper, the children's magazines Sevinç and Tomurcuk were closed in a short time. Bahçe children's magazine emerges under these conditions. The first issue of Bahçe magazine was published in September-October 2004. The last issue will be published in January-February-March 2024. It is possible to find all kinds of information for children in Bahçe children's magazine. The most important principle of the journal is that children are informed and have a strong general culture. For this reason, topics such as positive sciences, moral issues, parables, social structure of the Macedonian Turkish community, literary, geographical, historical, cosmographic, religious and commercial information and language teaching are covered in the journal. In each issue of the journal, poems of Macedonian Turkish poets are included. The aim of this paper is to make a thematic analysis on the poems of Nusret Dişo Ülkü published in Bahçe magazine.

**Keywords:** Nusret Dişo Ülkü, children`s literature, Bahçe magazine, newspaper, poetry.

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# The role of the Turkish tv series in the travel motivations of tourists traveling from Indonesia to Türkiye

Uğur Zeren<sup>1</sup> & Şenol Çavuş<sup>2</sup>

Turkish TV series have become a beloved fixture in the entertainment industry since their inception in 1974. These shows have captured the attention of viewers, both domestically and internationally, with their compelling narratives and captivating performances. Turkish series have now reached a global audience, with their debut export to Kazakhstan in 2001 marking the beginning of their popularity. Today, they have an impressive following of over 700 million viewers across 146 countries, even ranking among the top 10 most-watched programs in different nations.

Indonesian television series struggled to secure extensive viewership within Indonesia. These television channels explored imported programming to enhance their content. Initially, these channels introduced Western shows; however, the cultural disparities between countries led broadcasters to seek alternative tv shows from other regions. It was during this search that Turkish television series began to captivate Indonesian viewers, In the 2000s Turkish series, drew the attention of Indonesian television networks. This led to SCTV airing the show called "Elif" in 2015 introducing Turkish series to Indonesia. The show got a rating of 3.8 in March 2015 surpassing the rating of other domestic and foreign series aired in Indonesia at 1.7. During its broadcast, "Elif" also captured a share ranging from 20% to 29%. Concurrently another series titled "Muhteşem Yüzyıl" was also broadcast around that time, reaching a rating of 4.2 in December. Following the success of these series, numerous Turkish dramas began to be broadcast across different channels in Indonesia. Today, Turkish television series enjoy more than %40 of viewing time on Indonesian televisions.

Numerous studies have demonstrated that media, including movies and TV series, positively influence travel motivation. This trend is evident among Indonesian tourists traveling to Türkiye, suggesting a connection between their viewership of Turkish TV shows and their travel decisions. With the increasing popularity of media-driven tourism, it should be investigated that how Turkish TV series impact their travel motivations

**Aim:** This study aims to explore the travel motivations of Indonesian tourists visiting Türkiye and the impact of Turkish TV shows on their travel intentions

**Method:** This study will employ the semi-structured interview technique, a widely recognized method for qualitative research. Interviewing 20-25 Indonesian tourists using this approach is planned. The interviews will be conducted in English. The findings will be analyzed using the descriptive analysis method, and the MAXQDA software will be utilized in the analyses.

**Keywords:** TV-induced tourism, travel motivations, Indonesian tourists.

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## new genre in Turkish literature: The Yassawi poet Shams-ı Aşı and his iftar-name

Hüseyin Kaba<sup>1</sup>

After Ahmad Yassawi, his understanding of Sufism and his thoughts spread to Central Asia through his disciples. This path is called Yassawiyya. Yassawism is also known as Sultâniyya because Ahmad Yassawî was nicknamed "Sultan", Jehriyya because they performed dhikr in public and Silsile-i Meşâyih-i Türk because most of their members were Turks. This Sufi system of thought, which influenced Central Asia, also had an impact in Anatolia and the Balkans. There are many poets who wrote poems connected to the Yesevi school. One of these poets is a poet with the pseudonym "Şems-i Âsî" whose date of birth and death is unknown.

In this paper, two iftarname copies numbered 9817-2 and AP-378 kept in the Esasi Fund of Abu Reyhan El-Biruni Manuscript Library and a text titled İftâr-nâme-i Şems-i Âşî written in Arabic letters registered in Prov 468 of Gunnar Jarring Collection are discussed. This work by the Yassawi poet Shams-i Âşî has not been mentioned in previous studies and is a new literary genre with no previous examples in our literature. In the work, the invitation of Hz. Osman and Hz. Ali to the Prophet Muhammad and the Companions for iftar and the events that developed in this direction are described.

Firstly, after giving information about the type and text of İftar-name, which shows the characteristics of Chagatai Turkish, it was tried to briefly reveal the phonetic and morfologic features of the text. In the conclusion section, the data obtained from the examinations were revealed and various suggestions were made to the new researchers.

**Keywords:** Şems-i Âsî, İftâr, İftâr-nâme, Yesevilik, Chagatay Turkish.

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## Analysis of cultural values in 4th and 5th grade Turkish textbooks in North Macedonia

Ozlem Kurt<sup>1</sup>

Culture, which is a memory that includes the codes of the lifestyles of a nation, has a broad structure that includes everything. Therefore, culture appears as one of the most defined concepts in the literature. Culture, which is the set of all material and spiritual values created by a nation or the symbols and meanings it shares, also includes the transfer of these symbols, meanings, or values from generation to generation. Language is the first thing that comes to mind when it is related to transferring the culture. There is a close bond between language and culture, which cannot be separated from each other. Language is the carrier of a culture. Through language, the identity and behavioral characteristics of a society are reflected, and cultural values are transferred to future generations. One of the main tasks of education and training is to ensure the continuity and continuation of culture. Turkish lessons play a crucial role in enhancing language proficiency and promoting cultural values. This is particularly significant for Turkish children studying and residing in a diverse nation like North Macedonia. Turkish lessons have a vital role in sustaining the Turkish language and culture, as well as fostering language abilities. In addition to gaining language skills, it is important to examine cultural values in Turkish lessons and establish language-culture relations. In this context, the study aims to examine the distribution of texts containing cultural values in the 4th and 5th grade Turkish textbooks in North Macedonia primary schools. The document analysis method of the qualitative research model was used in the study. 4th and 5th-grade Turkish textbooks, which constitute the main source of the study, were examined with the content analysis method. The cultural values are classified under a total of nine themes: "Turkish", "Literary Culture", "Traditions", "National Holidays", "Religious Holidays", "Cities", "Art", "Historical Characters" and "National Identity". As a result of the study, it was determined that cultural values themes were included in a total of 22 texts in the 4th-grade Turkish textbook and a total of 19 texts in the 5th-grade Turkish textbook.

**Keywords:** North Macedonia, Turkish language textbooks, culture, cultural values.

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# Financial performance analysis of tourism quoted companies at Macedonian stock Exchange

Andrijana Bojadzievska Danevska<sup>1</sup>

Tourism companies make a significant contribution to the economy in terms of job creation, generation of revenues, stimulation of local businesses and SMEs. According to the World Tourism Organization Republic of North Macedonia might expect to exceed 5, 6, or 7 percent of tourism share in GDP. Moreover, Macedonian tourism and hospitality industry throughout the year employs on average more than 30,000 people, which represents roughly around 5% of the total number of employees. Overall, tourism companies play a crucial role in driving economic growth, and their financial health has direct implications over their stability, especially during economic downturn or demand fluctuations. This is evident with the outbreak of COVID 19, which disrupted mostly the global tourism industry, in terms of decrease in its share in the global GDP from 10.4% in 2019, to 7.7% in 2022.

Therefore, the aim of this research paper is to diagnose the financial health of three tourism quoted companies on Macedonian Stock Exchange. The secondary data used for this research are derived from the audit reports of these companies, covering the period 2016-2022, which can be found on the System for Electronic Information from listed companies. Companies' financial health is assessed by using multiple tools and financial statements analysis, such as financial ratio analysis, DuPont analysis, and Altman Z-score for non-industrial firms. The selection of these tools and analysis intends to unveil valuable insights into various aspects of tourism companies' financial health, such as profitability, liquidity, solvency, efficiency, market valuation, and risk of financial distress. By using the combination of these tools and ratios, the ultimate purpose of this research is to gain a comprehensive understanding of quoted Macedonian tourism companies' financial condition, and performance.

Considering the importance of tourism industry in economic growth, finally this research uses Altman Z-score model for non-industrial firms to gauge its ability to predict financial failure of quoted tourism companies, and thereby used by all tourism companies' stakeholders.

**Keywords:** financial performance, tourism companies, Altman-Z score model.

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# Socio-economic and environmental impact of tourism development in rural area of Abbottabad: A case study of Harnoi Lake

Iqra Sultan<sup>1</sup>

The current study investigated the socio-economic and environmental impacts of tourism development around Harnoi Lake on local people of rural area of Abbottabad. Tourism is an economic development means to eliminate poverty and vitalize socio-economic wellbeing. Tourism has profound impact on the local community of the area as it takes socio-cultural and economic variations. The researcher has used qualitative research methods for collection of data. The primary data was collected by conducting interviews. 30 respondents were interviewed from the study area. The research shows that tourism development has substantial socio-economic and environmental impacts on local people. The substantial positive economic impacts are improved employment opportunities, improved way of living, infrastructural progress, increased investment and new business associations and prospects. Though, few negative economic impacts have also been known, such as increased earning discrepancy, rise in land price, high rent, price hike of basic commodities, leakage of earnings and seasonality effects. Some residents have concerns about undesirable changes or effects that are caused by tourism on their culture. Environmental deprivation, devastation and deforestation, are growing in the study area. Tourism has increased the traffic congestion in village. It has increased pollution and noise in village. It decreases the reserves of water and causes air and environmental pollution and disrupts the flora and fauna of the area. An exasperating outcome is that most of the resources of tourism and lucrative jobs are relished by non-locals while local community does not relish its fair share because of irregular profit distribution. The research recommends that tourism should be used for growing work openings, expanding entertainment services and enhancing social associations between residents and tourists.

**Keywords:** Tourism development, infrastructure, employment opportunities.

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## Evaluating the impact of public debt on the standard of living (case of United States, European Union, Japan, and North Macedonia)

Diellza Bilalli<sup>1</sup>

Public debt is very important for a country to be able to overcome economic challenges effectively, however, the increasing levels of public debt raise concerns regarding the potential negative impacts on the economy, resulting from the high level of debt. The research aims to evaluate the impact of public debt on the standard of living, measured by the Human Development Index, to account for other important aspects such as human development which might be affected by the level of public debt. Through analyzing data in selected countries, the United States, European Union Countries, Japan, and North Macedonia, covering the period between 1990-2022, the study aims to explore the extent to which public debt affects the standard of living. The data will be analyzed by using several models, including the Ordinary Least Square Methods, the Fixed and Random Effect model, as well as the Hausman test, to check which model is more appropriate for this analysis. The analysis will test the hypothesis if public debt impacts the standard of living or not, to what extent, and in which direction. This study will contribute to the literature since it investigates if public debt is used effectively and in a sustainable manner, to finance areas that will lead to long-term value creation or if it finances unproductive areas, which in the long term will only contribute to widening the budget deficit and increase the level of public debt. In addition to this separate OLS models will be tested for each country, to find out which country manages its public debt more effectively, so that it contributes more to the human development of the country.

**Keywords:** Public debt, human development, value creation, standard of living.

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## Exploring the literature on public sector and digital transformation: trends in global research

Raluca Ioana Răcătăian<sup>1</sup>, Alexandra-Mădălina Țăran<sup>2</sup> & Bovary (Man) Ciel<sup>3</sup>

This paper aims to evaluate the specialized existing literature regarding the implications between the public sector and digital transformation through a comprehensive network analysis. Through the means of bibliometric analysis, new knowledge is generated due to different network analyses applied in VOSviewer software, results which generate a complex understanding of the scientific literature regarding the correlation between digital transformation and the public sector, by involving 157 scientific references extracted from the Web of Science(WoS) Core Collection database. The final sample of scientific documents was identified and investigated by considering the two main terms, such as “digital transformation” and “public sector”, from a time-span between 2016-2023. Based on the bibliometric analysis proposed to build and visualize bibliometric networks, scientific mapping was applied using the VOSviewer visualization software. The results revealed the main scientific documents with the highest number of citations, the most productive authors but also cited references and associated keywords related to our topic. The research findings indicate an increasingly strong connection between digital transformation and the public sector due to the continuous changing needs of citizens, especially thus related to their digital interaction with the public sector. Due to the fact that the phenomenon of digitalization is increasingly implemented in all the channels of the public sector, future research can consider a specific and targeted domain of the public sector to highlight the integration of digital tools. Ultimately, the primary findings of this study provide pivotal guidance for researchers, institutions, and policymakers, highlighting the main areas for strategic decision-making and fostering public policies to increase the level of digital transformation in the public sector. Such initiatives can substantially enhance efficacy in enhancing the integration of digital transformation in the public sector, leading to process efficiency and more effective collaboration between citizens and different institutions.

**Keywords:** digitalization, public sector, bibliometric analysis, public administration, governance.

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## Evaluations on the days considered auspicious and inauspicious based on a mecmua

Ahmet Uğur<sup>1</sup>

Since its existence, human beings have been exposed to positive and negative events in their lives. Each event has brought with it various experiences. These experiences, which have been passed down from generation to generation from the past to the present, have pushed people to be cautious. For this reason, writers/poets have written various works of advice in order to prevent good or bad events from happening. In these works in the field of Turkish literature, advice is usually associated with some important events, and things that are considered auspicious or inauspicious are mentioned. The mecmua that is the subject of our analysis is such a work. The manuscript, registered in the University of Michigan Special Collections Research Center, Isl Ms 421, was compiled by Sharaf al Dîn Muhammad Ibn Saïd Būsîrî (1213-1296). It contains texts on subjects such as astronomy, tafsir, grammar, and mysticism.

This study focuses on the relationship between the days and the behaviors considered auspicious or inauspicious in Turkish culture and other cultures. Under the heading "Hâzâ Kitâb-ı Sultân Mahmûd" of the collection we analyzed, there is a text in which information is given about which days of the month are considered auspicious and which days are considered inauspicious. According to the text, the birthdays of important people who are loved and respected in the society or the days of events that are considered auspicious are considered auspicious, while the birthdays of people who are not welcomed by the society and who are famous for their evil deeds are considered inauspicious. The work contains instructions on what to do or not to do on which day of a one-month calendar.

**Keywords:** Mecmua, auspicious days, inauspicious days, Turkish literature, fiction.

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## A review of studies on boycott in Turkish academic literatüre

Muhammet Ruhat Yaşar<sup>1</sup> & Muhammed Mücahid Dalkılıç<sup>2</sup>

The strategic severing of communication with the boycotted party or parties in order to convey a message to them and protest against them is conceptualized as boycott in the literature. The primary purpose of this study was to evaluate the number and subject areas of academic studies conducted on boycott in Türkiye. Adopting a qualitative research method, this study employed the “Academic Research Review Form” as the data collection instrument. The materials of the study consist of postgraduate theses and articles published in Türkiye that address the boycott issues and include the term “boycott” in their titles. To identify academic studies conducted on boycott in Türkiye, a search was conducted using the keyword “boycott” in Dergipark and Yöktez platforms, and studies including the term boycott in their titles were included in the analysis. In this context, 47 studies were identified. The scope of the research was limited to these studies. In this paper economical, cultural, religious, psychological and sociological dimensions of boycott are evaluated. Descriptive content analysis was used in the analysis of the data obtained through the Academic Research Review Form. This study aimed to evaluate research on the boycott issue in the Turkish academia and specifically to determine the place of boycott studies targeting the State of Israel, which adopts Zionist policies, global companies endorsing these policies, and their products, within the literature. This research is expected to contribute to the field by offering a bibliographic roadmap for future boycott researchers, enabling them to situate their work within the existing body of literature.

**Keywords:** Boycott, economy, culture, content analysis, buycut.

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## Josip Broz Tito's visit to Türkiye in 1976

Ayşe Canan Saylan<sup>1</sup>

Turkey has also been one of the major countries that appreciated the friendship of Josip Broz Tito, who ruled Yugoslavia for 35 uninterrupted years from 1945 until his death in 1980. The first concrete examples of this perspective began to appear in the early 1950s. With Greece's participation, cooperation and alliance agreements were signed between the three countries. But again, political relations, which began to weaken in the middle of the same years, tended to re-develop within Turkey's multi-faceted foreign policy, which it began to pursue since the 1960s. Because Türkiye focused on the Balkans again in this period; It attempted to establish rapprochement with the regional states, and since Yugoslavia was not indifferent to these efforts, cooperation was achieved in commercial, economic and other fields in addition to political relations between the two countries.

The Cyprus issue has been the subject of the political relations between the two countries. Turkey has always attached importance to Yugoslavia being on its side in this process, and As a result of all these developments, the President of the Socialist Federal Republic of Yugoslavia, Marshal Tito, visited Turkey for an official visit from 8 to 11 June 1976 at the invitation of then-President Fahri Korutürk.. The Cyprus issue, the most important dimension of political relations between the two countries, has become the main item of the visit. If this visit is to be left aside from Tito's arrival in Istanbul as a fugitive in 1936, it would be his second and last visit to Turkey since his presidency in 1954.

This work; It was prepared to discuss the reflections of Tito's mentioned trip on the Turkish press. In our literature review, it was determined that the details of the visit, which constituted an important turning point in Turkish-Yugoslav relations, were not mentioned. As a sample, a total of four newspapers, namely Cumhuriyet and Milliyet from the left wing, and Tercüman and Türkiye Newspapers from the right wing, were evaluated.

**Keywords:** Süleyman Demirel, Ankara, Cyprus issue, İzmir, Bülent Ecevit.

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## What does Rabghuzi's Qisas Al-Anbiya make us think?

Reyhan Gökben Saluk<sup>1</sup>

With the spread of Islam, Qisas al-anbiya (Tales of the Prophets), a genre quite popular in Turkish literature, which can be briefly defined as narratives containing stories compiled from various sources about prophets, has widely known. In this paper, the narrative style of Qisas al-anbiya, renowned as one of the literary and linguistic products of the historical Altynorda-Khwarazm branch of Eastern Turkic, particularly in the context of Rabghuzi, is being examined. Additionally, the extent to which this text was influenced by the works of the scholars Naysaburi and Tha'labi, who are considered as primary sources of prophetic narratives in Turkish literature, has been discussed. In the context of this study, a comparison has been made between the Qisas al-anbiya narrative of Naysaburi, considered one of the earliest translation texts of Western Turkic in the Anatolian region, and the version mentioned in Rabghuzi's Leningrad manuscript, focusing on the accounts related to the Ascension (Mirac).

Gunnar Jarring, an expert in the philology field, believes that Rabghuzi's text is similar to Naysaburi's text. In this regard, it is noteworthy that the sections concerning Prophet Noah in Rabghuzi's narrative, surpassing the London manuscript, are excerpts from Naysaburi's Qisas al-anbiya. This suggests that at least some parts of Rabghuzi's Qisas al-anbiya were translated from Naysaburi's work. Besides that, it is important to consider the presence of other texts that influenced Rabghuzi's narrative and how the tradition of ribat in Turkistan might have influenced the scribes in this context and literary environment. In the Turkish literature, theological inspirations in narrative tradition are discussed by orientalists, philologists, and experts in the religious history based on various criteria. In this study, the work of Tha'labi has been examined in the context of the formation of narrative tradition and its interactions with different religious texts, along with the Orientalist analyses of the basic sources of inspiration and this narrative. In order to present the comparison more clearly and for better understanding the impact of the narrator and narrative environment of the text, examples have been selected from the Mirac section, which emerged with a different discourse in the narratives and later became accepted as a genre in our literature.

**Keywords:** Altynorda-Khwarazm, comparative literature, composition-translation, tales of the prophets, literary environment.

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# Investigating security in online shopping in North Macedonia

Edita Mustafa<sup>1</sup>

With the rapid expansion of e-commerce, ensuring security in online shopping has become paramount for consumers, businesses, and policymakers. As online shopping has turned into a global trend, along with its benefits come issues such as convincing consumers about the safety of use of different online platforms.

This research paper aims to investigate the current state of security practices and concerns in online shopping within the context of North Macedonia. Using a questionnaire-based methodological approach, this study gathers insights from a diverse sample of online shoppers across different demographic segments.

The questionnaire is designed to assess various dimensions of security in online shopping, including perceptions of website security measures, experiences with data breaches or fraud incidents, trust in online payment systems, and attitudes towards security-enhancing technologies such as multi-factor authentication and encryption.

This research seeks to identify prevalent security challenges and vulnerabilities in the online shopping environment from users of North Macedonia.

As there is lack of research on this specific topic and having into consideration the rise in using online shopping, the findings of this study are expected to contribute valuable insights to the ongoing efforts aimed at improving the security posture of online shopping ecosystems in North Macedonia. It is expected that by addressing identified gaps and implementing effective security strategies, in the near future stakeholders can promote a safer and more secure online shopping experience, thereby allowing customers to capture the benefits of contemporary ways in shopping, and also at the same time to increase consumer confidence and fostering continued growth of the e-commerce sector in the region.

**Keywords:** Online shopping, security, trust.

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## Certificates for sustainable tourism in the Kyrgyzstan tourism sector and challenges

Ainura Kulnazarova<sup>1</sup>

Although Sustainable Tourism and its certification were given importance and widespread in the world many years ago, it has been used effectively and increasingly in the last five years in the Central Asian countries and Kyrgyzstan. This has been influenced by the increasing conscious "eco" preferences of tourists, new marketing tools and sustainable programs and policies around the world. Furthermore, international non-governmental organizations (NGOs) working in the country's tourism sector and their projects for the development of tourist destinations and tourist products allow domestic tourism enterprises to work in accordance with the principles of sustainable tourism and receive international certificates of Sustainable Tourism.

However, the effect of COVID-19 is indisputable.

Today, Kyrgyz travel agencies, accommodation companies and destinations adopt international sustainable tourism principles, while structural, institutional and legal problems related to tourism sector and sustainable tourism remain unresolved for three decades.

With the increase in the subject's update, new eco-certification organizations, eco-certification varieties, and criteria have been developed in the country within the framework of the international project PERETO. As a result, 23 tourism enterprises received the Sustainable Certificate of Gold, Silver, and Bronze in 2023. Besides this, some travel agencies and destinations operate with Sustainable Tourism certificates such as "Travelife", "Good Travel Seal".

The "Promoting Energy and Resource Efficiency in the Tourism Industry of Kyrgyzstan" (PERETO) project is being implemented by the American University of Central Asia (AUCA) in consortium with partner organizations: UNISON Group (Kyrgyzstan), Technopolis Group (Belgium), Collaborating Center on Sustainable Consumption and Production - CSCP (Germany).

The goal of the project is to promote energy security and sustainable growth by promoting sustainable production and consumption and energy and resource efficiency practices among small and medium-sized enterprises in the tourism sector of Kyrgyzstan.

The study focused on finding solutions to issues associated with sustainable tourism and certification in the tourism industry of Kyrgyzstan.

**Keywords:** Central Asia, Kyrgyzstan, sustainable tourism, Kazakhstan, Uzbekistan, Kyrgyz Association of tour organizations, Kyrgyz community based tourism association "Hospitality Kyrgyzstan", PERETO, travelife.

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## Osh - Great Silk Road provider brand's influence

Ubaidilaeva Zhazgul<sup>1</sup>

Osh, the oldest city in the Central Asian region, which has a 3000-year-old history and has been at the heart of the intercontinental Great Silk Road since ancient times due to its location in a historically geographically important place. The article describes the most important parts of the Osh city, which attracts the interest of tourists, mainly - Sulaiman-Too, Ak-Buura river, Osh market, historical-archaeological museums, Rawat Abdullah Khan mosque, Asaf ibn Burhiya mausoleum, Michael the Archangel church, cultural recreation parks, restaurants.

The most important resource that attracts tourists is the history of the city. The city of Osh was known as a center of silk production along the Great Silk Road in the 8th century. During the IV century BC and up to the 5th century, it was designated as an important city on the Great Silk Road connecting the Eastern and Western countries. And the most important resource in it is Sulaiman-Too. It is located in the center of the city and is surrounded by schools, libraries, parks, houses, in addition, there are several caves, petroglyphs, museums, a mosque, a dome, a 14th-century bath, and a cemetery on the sunny side. The top of the mountain was called Babur's house. It was registered as the first historical site on the UNESCO World Heritage List.

Tourism is one of the fastest growing industries in the world economy, it is a resource that makes up the majority of the country's budget from an economic and social point of view. In order to develop Osh's tourism industry and bring it to the world stage, the city management announced a competition for creating a tourist brand. The purpose of the contest is to leave a pleasant impression on visiting tourists and create pleasant conditions.

Nevertheless, it entered the global tourism industry only with its own brand, became the first city in Central Asia with a tourist brand, and began to attract hundreds of thousands of tourists to the city. The purpose of this brand is to turn the city into a tourist area and, with the development of tourism, create a powerful environment for the development of the city's budget and the entire economy of the Kyrgyz Republic. In exploring the topic, the author worked on the basis of a pre-prepared plan, data was taken from scientific literature, and references were given to them. The data collected in the article are of scientific and practical importance.

**Keywords:** tourism, brand, logo, city of Osh, economy.

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## About the cult of trees among the Kyrgyz

Abdymitalip Murzakmetov<sup>1</sup>

The article describes one of the issues in the traditional culture of the Kyrgyz that is not often talked about - the cult of trees. Plants are the main source of life on earth. Forests occupy 4.3% of the territory of Kyrgyzstan, which is 865 thousand hectares. Therefore, it is known that Kyrgyz people have always paid attention to forests and trees, and used them as food, medicine, fodder and firewood in their lives.

Nomadic people's dwellings, horse equipment, utensils, and other things they used were made of wood. And this itself leads to the division of trees into "clean and harmful", useful and useless, some of them, for example, juniper, walnut, pine, pine, sycamore, birch, etc. led to the creation of various tales, myths, legends, beliefs, taboos. The children who grew up listening to them from childhood were sensitive to nature and trees and considered them as living beings.

Kyrgyz have treated trees with special respect since ancient times. A large number of folklore materials collected from among the people have been preserved. In previous times, Kyrgyz people did not cut down trees unless it was absolutely necessary, they used only dead trees as firewood. They felt each tree as alive. Sometimes any tree that grows in a secluded place is considered sacred. When passing by such a tree, they cut off the horse's mane or tore a white cloth and tied it to a branch.

People believe in the cleansing properties of juniper, and juniper cradles have always been highly valued. At the same time, some trees are considered harmful to people. For example, it was believed that a person who sleeps in the shade of a black tree will get sick, and a person who sees the blossoming of a walnut tree will die. Even now, the remains of the cult of trees have been preserved in the religious beliefs of the Kyrgyz people.

Such a relationship was preserved even after the Kyrgyz people moved from nomadic life to settlement, and not only they, but also the neighboring peoples who engaged in farming and horticulture accepted the views of trees, enriching and adding to their own culture. These can be summed up and evaluated as the ecological culture of the people.

**Keywords:** Kyrgyz people, history, nature, trees, forests, cult, tabu, animism.

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# The influence of modern standards on the psycho-emotional state of a person

Omorova Saltanat Toronbekovna<sup>1</sup>

The influence of modern standards on the psycho-emotional state of a person is a complex and multifaceted topic that encompasses various aspects of contemporary society, culture, and technology. Here are some key points to consider:

**Social Media and Body Image:** Modern standards, especially those propagated through social media, often place significant emphasis on physical appearance. This can lead to body dissatisfaction and low self-esteem among individuals who do not conform to these standards. Constant exposure to idealized images can create unrealistic expectations and fuel feelings of inadequacy.

**Perfectionism:** Modern society often celebrates perfectionism and high achievement, which can lead to increased levels of stress and anxiety. The pressure to excel in various aspects of life, such as career, relationships, and personal goals, can be overwhelming and contribute to feelings of inadequacy and self-doubt.

**Consumerism and Materialism:** The relentless pursuit of material possessions and status symbols as dictated by modern standards can lead to a sense of emptiness and dissatisfaction. The focus on external markers of success can detract from more meaningful pursuits and contribute to a shallow sense of fulfillment.

**Work-Life Balance:** Modern standards often prioritize productivity and professional success at the expense of personal well-being and leisure time. This can lead to burnout, fatigue, and decreased overall satisfaction with life. The pressure to constantly be available and productive can erode boundaries between work and personal life, leading to increased stress and decreased happiness.

**Technology and Connectivity:** While advancements in technology have increased connectivity and access to information, they have also led to constant stimulation and a lack of downtime. The constant barrage of notifications and information can overwhelm the brain and contribute to feelings of anxiety and difficulty focusing.

**Comparison Culture:** In a hyper-connected world, individuals are constantly comparing themselves to others, whether it's in terms of achievements, appearance, or lifestyle. This comparison culture can foster feelings of envy, inadequacy, and low self-worth.

This article examines the work of the modern 5 G communication standard. Its features are characterized by the scope of coverage of various telecom operators, as well as the study of the impact of modern technologies on the psycho-emotional state of a person.

When writing this article, numerous information was received and based on these data was written from the Service for Regulation and Supervision in the field of communications under the Ministry of Digital Development of the Kyrgyz Republic.

**Keywords:** telecom operators, communication standard, psychology, telecommunications, zone coverage area, modern 5G standards.

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## Activity of formation of reading comprehension skills in teaching works about nature protection

Zhumabaeva Dinara<sup>1</sup>

The article describes how important reading comprehension skills are for a student, and what can be achieved through reading. In Kyrgyz literature, the author tries to interpret what glorification of water and trees in nature, preservation of a small part of nature in the poet's poems leads to. It describes how the process of reading and understanding of the student goes by reading those works.

In the 21st century, global threats and challenges of the modern world appeared in the world accompanied by the development of new technology. These include: water problem; increase in personal and collective security risks; changes in values, threats to the general well-being, increasing social inequality, destruction of the ozone layer, floods, air pollution, reduction of forest areas, reduction of biological diversity, depletion of mineral resources; include a decrease in soil fertility. In 1992, world leaders recognized the human factor affecting life on the entire planet and took responsibility for further development. Their goal was to hand over the planet to the next generation much better than it is today. 88

In 2015, 193 countries of the world, members of the United Nations, officially adopted a new program of sustainable development: Sustainable development is development that meets the requirements of the present without compromising the ability of future generations to meet their own needs. Among these 17 goals and 169 tasks, "Quality education" ranks 4th after "Good health and well-being". Providing quality education and ensuring that everyone has access to lifelong learning forms the basis of this goal. In order to have quality education in schools and universities, children need to practice critical thinking. Critical thinking does not just happen, it comes from 20 reading a book, thinking critically about the text, and gaining deep understanding. Reading comprehension skills are often developed in students' language and literature classes. It is known that logical thinking develops along with artistic perception, imagination, and aesthetic taste in a child, especially while reading fiction. By reading fiction, the student recognizes black and white, analyzes the text, likes one of the characters and hates the other, prepares for life, and learns to make decisions. A student can change himself and the world only by reading. While studying, he develops an interest in writing and starts writing essays and essays. There are many works in Kyrgyz literature that encourage the protection of nature, the animals, plants, and the surrounding environment. One of them is the works of the undefeated poet.

**Keywords:** learning, understanding, thinking, analysis, learners, process, demand, sustainable development, water, goals, skills, critical thinking, achievement, environment, protection, essay, essay, knowledge, nature, writing, flow, animal, plant, sun, wind, human, destiny, successful, world.

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## Purposeful tourism: Literature as a travel guide

Sezen Ismail<sup>1</sup>

The relationship between literature and tourism is established through the connection of reading and traveling. This type of connection has a substantial impact on the readers' and travelers' perception of literary works and the other way around. On the one hand, literary narratives are capable of determining travel routes and attracting readers to certain destinations to complete their tours, on the other hand, the opportunity of traveling might enrich and improve the existing perception of a story due to its physical perception. Literature enthusiasts are frequent travelers to the story settings. For example, several studies have found that such a target audience prefers to create its own travel routes and apply textual sources instead of guidebooks and informational documents. Afterwards, they reflect back their experience in a literal re-reading of the text. Such interaction fundamentally changes the cultural field beyond the individual. Literary tourists are mainly attracted to a destination that has influenced the creative process of their favorite author. In this type of tourism, there was an increase mainly in the 19th century, with poets and novelists of the time. By following the path of their favorite heroes in reality, the literary destination acquires a new semantic significance. Above all, the connection of texts and travels reflects the dynamic nature of literary tourism. This study aims to examine and show the relationship between literature and tourism, highlighting the act of reading and the ways it influences travel experiences and vice versa. This research uses literary tourism as a study to examine the role of travel in guiding readers and enriching their interpretation of text, thereby showing how literature and tourism relate on personal and cultural levels when tourists use texts as a guide.

**Keywords:** literary tourism, travel, fiction, authors, readers.

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# The effect of gastronomy routes on the sustainability of tourism

Alparslan Mustafa Tuncer<sup>1</sup> & Mustafa Sarkim<sup>2</sup>

The tourism industry has become a rapidly developing sector in the world. The biggest reason for the tourism sector to show this development is people's desire to travel. People can travel for different reasons. It is possible to list these travel reasons as business, sports, entertainment, rest and eating and drinking. In this context, in parallel with the socio-economic development of societies, the share of gastronomy tourism among alternative tourism types in travel preferences is quite large. Gastronomy tourism is a type of tourism that attracts the attention of travelers to discover the food culture and gastronomic heritage of a place. This type of tourism includes tasting local foods, learning local culinary culture, and sometimes cooking with local people or shopping in local markets. Enriching, correctly presenting, marketing and protecting local products is important for the sustainability of tourism with its historical, natural and cultural values. It does. Because local products and food culture, which are considered intangible cultural heritage, are also used as marketing tools within the scope of sustainable tourism. In this context, when gastronomy tourism is evaluated from a sustainable perspective, it is important to create gastronomy routes, which are the trend of recent times. A gastronomy route refers to a designated touristic journey or a planned trip to visit certain dishes, restaurants, markets and local producers of a region or country. Such routes can often be attractive to food lovers, gastronomy enthusiasts and travel lovers. As a result, tourists who will visit a tourist destination will be able to find information about food and beverages, gastronomic activities and gastronomic products that they may encounter in the region. Our country's local products and local dishes vary regionally and contain many riches. Country and city management policies are important in highlighting gastronomic values, turning them into touristic products, and determining and promoting gastronomy routes. Because the determined gastronomy routes will also contribute to increasing the recognition and preferability of the cities. Gastronomy routes have an important role in increasing the awareness of cities and local products, in the economic, social and cultural development of cities, and in improving the infrastructure and superstructure requirements of cities. With this result, city managers should work in coordination with neighboring provinces or districts to create a regional action plan and plan and include promotion and advertising activities in a way that will benefit from gastronomic values for twelve months of the year in the development of cities.

**Keywords:** Gastronomy tourism, sustainability, gastronomy routes.

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# Digitalisation and technology acceptance model in gastronomy

Soner Beşcanlar<sup>1</sup>

Technology, which plays an important role in every aspect of our lives today, is defined as the whole of the solutions developed to facilitate our lives by using scientific data in societies, to make things more efficient in this process and to increase access to information. These technologies are used both in our personal and professional lives. The rapid development and spread of technology causes people to face many changes in their business and social lives. Adapting to these changes may bring some difficulties. People may have to learn new skills or change their habits in order to adapt to technology. At this point, education and awareness raising play an important role in adapting to technology. It is important to provide people with the necessary skills to use technology effectively and to inform them about the advantages and disadvantages of using technology. However, considering the opportunities and conveniences offered by technology, the orientation process generally leads to positive results. People can work more efficiently with the help of technology, access more information and communicate faster and easier globally. What is important here is that individuals determine their own limits in the process of adapting to technology and can consciously adapt technology to their lives. The first step of technological transformation is digitalisation. Digitalisation means the transformation and modernisation of traditional business processes with digital technologies. This includes the transition from physical environments to digital environments and information processing in electronic environment. Digitalisation is done by using information technologies to increase efficiency, reduce costs, increase speed and provide more effective services. Digitalisation is a trend seen in many sectors. Businesses, educational institutions, health services, governments and many other areas are experiencing digitalisation processes. Another sector involved in digitalisation processes is the tourism sector. Accommodation, travel and food and beverage businesses operating under the roof of the tourism industry closely follow this process. At this stage, businesses in the tourism sector want to use advantages such as fast and easy access to information, fast communication, increasing cooperation, flexible working models and global connections.

In this context, the aim of this study is to examine the decision-making processes of customers in line with the technology acceptance model by addressing the recent digital changes and developments in the gastronomy industry and to examine the advantages of businesses in line with the technology acceptance model. In addition, the relationship between the tourism industry and the technology acceptance model is mentioned and the studies in the tourism sector within the scope of the technology acceptance model are included.

**Keywords:** Gastronomy, digitalisation, technology, tourism.

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## An overview of Italy culinary culture

Soner Beşcanlar<sup>1</sup>

The history of eating and drinking, which is one of the basic needs of human beings, is as old as human history. In the developing world, there have been a number of changes related to eating and drinking in different time periods. Looking at the history of humanity, the famous traveller Marco Polo introduced foodstuffs such as salt and pepper to European cuisine as a result of his travels in China and the Middle East. In the 14-16th century, as a result of the marriage of an Italian princess to a French prince, the use of cutlery and French cooking methods entered the Italian culinary culture. As a result of these interactions, the first written cookbook "De Honesta Voluptate" was published with the establishment of the first printing press in Italy, where innovations in terms of industry were closely followed. It was printed in 1475 and translated into French in 1505 and published in France. In this book, 240 recipes of Maestro Martino, the master of Italian cuisine, were included. In Italy, which consists of many regions with unique characteristics, the way of cooking in each region, even in each city and town is quite different from each other. Pasta, salad and wine are the three indispensables on the Italian table. However, there is much more in Italian cuisine. In addition, many types of cheese, especially parmesan and mozzarella, coffee types such as cappuccino and espresso, and wines are very important in Italian cuisine. Among the desserts, there is also Italian ice cream, which is made from fresh fruits and has an intense flavour. In this context, the study was carried out in order to determine the geography, climate, culture and historical factors that affect the formation of Italian Cuisine and at the same time to reveal the meals, traditions and flavours that stand out in different regions of Italian Culinary culture.

**Keywords:** Italy, cuisine, culture, food.

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# Economic security and migration within the European Union

Oana-Maria Cozma<sup>1</sup> & Ionut-Andrei Pricop<sup>2</sup>

Migration has always been a complex phenomenon that has influenced people all over the world since the dawn of human civilization. Migration became increasingly prevalent as globalisation progressed. Globalization has catalysed significant advancements in migration, unveiling both favourable and adverse implications. On the positive side, migration has emerged as a conduit for individuals worldwide to pursue enhanced employment prospects, improved political and social landscapes, and elevated standards of living. Conversely, globalization has expedited negative facets of migration, exemplified by the proliferation of human trafficking and smuggling, phenomena often resulting in harm inflicted upon innocent individuals, including children. With the formation of the European Union (EU), the European continent became increasingly familiar with the process of migration, one of the most typical migratory trends being from Central-Eastern Europe to Western Europe. As it is often assumed that poverty and corruption in sending countries of migrants trigger them to leave the area, the purpose of this paper is to explore the relationship between the phenomenon of migration inside the EU and the economic security of European citizens who choose to migrate, with a focus on Central-Eastern Europe. The present paper's purpose was accomplished using inferential statistical analysis. Economic security was composed of three indicators, rule of law, government effectiveness and persons at risk of poverty or social exclusion. The findings indicate that on one hand, as rule of law and government effectiveness gets better, the migration rate becomes positive, on the other hand, as more individuals face poverty or social exclusion, the rate of migration declines. The conclusions of this paper align with a segment of the literature on migration motivations, suggesting that the presence of a considerable degree of economic security is requisite for the initiation of migration.

**Keywords:** migration, economic security, poverty, rule of law, European Union, Central-Eastern Europe.

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## Brands for cause: The effect of cause-related marketing on the brand preference Gen Z to clothing brands

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Cause-related marketing (CRM) is one marketing strategy that includes supporting causes, such as the revenue from a specific product going to a particular organization or donation drives (purchase-triggered donations). Some brands in the Philippines, such as Uniqlo and BAYO, have incorporated cause-related marketing (CRM) initiatives in promoting their products, especially in the clothing industry. In line with this, businesses consider the customer's preference in order to strategize. Brand preference is one of the measurements of marketers, whether they are the top brand chosen by their customers. However, the number of studies related to CRM and brand preference is limited in the Philippines. This study aimed to assess whether CRM is an effective marketing strategy to influence clothing brand preference among Generation Z customers in Metro Manila, Philippines. An correlational analysis of the structural elements of CRM, particularly donation proximity, type of cause, type of support, and length of support that affect brand preference, was conducted. In this quantitative study, descriptive correlational design was utilized, wherein the data gathered through paper and online survey questionnaires were distributed to 408 respondents. The findings showed that only the donation proximity, type of cause, and length of support positively affect Generation Z's brand preference in CRM campaigns of clothing brands. This implies that Generation Z's brand preference can be influenced by utilizing marketing strategies that are strategically paired with causes. The results will benefit marketing communication strategists and brand managers in conceptualizing their campaigns to encourage Generation Z market into purchasing a clothing brand.

**Keywords:** Brand preference, brands for a cause, cause-related marketing, Generation Z, purchase for a cause.

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# Brands for a cause: The effect of cause-related marketing on the brand preference of Gen Z to clothing brands in Metro Manila

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The research looks into the effect of cause-related marketing (CRM) towards the clothing brands that Generation Z chooses in Metro Manila. One of the specific goals is to find out the effect of donation proximity, type of cause, type of support, and length of support on people's choices of clothing brands. With the help of a quantitative descriptive correlational design and purposive sampling, data were taken from 408 qualified Gen Z respondents in Metro Manila who were between the ages of 18 and 26. The information was gathered using paper and online poll forms through Google Forms that used a 6-point Likert scale. The results were looked at using Partial Least Squares Structural Equation Modeling (PLS-SEM). The convergent validity, construct reliability, and discriminant validity was also utilized in the study to ensure reliable and valid data. The results show that donation proximity, type of cause, and length of support have significant effects on which clothing brands Generation Z prefers. Type of support didn't have a significant effect on brand preferences. Type of Cause, Length of Support, and Type of Support all had small effect sizes ( $f^2 = 0.064$ ,  $f^2 = 0.160$ , and  $0.006$ , respectively). Donation proximity had a medium effect size ( $f^2 = 0.247$ ). The study's conclusion is that local causes, especially those that are close to where the donation is made, have a significant effect on Generation Z's brand preferences in the local clothing industry. People prefer brands that support causes that help people, animals, the environment, and health. Long-term and consistent participation in CRM activities has a significant effect on brand preferences. Based on the results, clothing brands in Metro Manila should support local causes, stick to well-known problems, and offer consistent, long-term support to effectively engage Generation Z customers.

**Keywords:** Cause-related marketing, brand preference, gen Z, clothing brands.

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## Tourism development and its impact in economic growth, evidence of North Macedonia

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Tourism is becoming the most important factor of economic growth globally which indicates positive impact in many sectors, and this is the reason that all countries are interested in developing the tourism. Tourism development is the current and the future of economic, environmental and socio-cultural impact, and this by making optimal use of resources, respecting the cultural and traditional values of host communities and ensure socioeconomic benefits such as increasing the level of revenues and reducing poverty. This paper will analyse the development of tourism in North Macedonia by special emphasize in the total number of tourists, including the analysis of foreign tourist arrivals and total overnight stays and domestic tourists' arrivals and total overnight stays. Based on the evidence of total tourist we can see the condition of our country regarding the attraction provided to visitors. The second part of the analyses is regarding the level of revenues earned by calculating the total number of receipts of tourist expenses (foreign tourists and domestic tourists). The last part is regarding the contribution of tourism sector to the Gross Domestic Product, an important indicator of the economic growth. These analyses are done for a longer period (from the early 90 up to 2023), to have a deeper overview of tourism trend. Since North Macedonia was going through different times, will have an overview of tourism condition during three risky periods such as transition period from Former Yugoslavia to Republic of North Macedonia (1993), the armed conflict in 2000 and the last crisis of pandemic in 2019. And as a result there is an important impact of tourism in the economic growth of the country.

**Keywords:** Tourism & development, economic growth GDP, economic development.

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## A reading on social issues in Bilal Civelek's work "My heart remains with you, Rumeli"

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Works in the form of memoirs and novels written to reflect past events are considered documents in terms of shedding light on that period. Therefore, literature, as a branch of social sciences, cannot be considered separately from society. Literary works are the places where the issues in the social structure are best reflected. Bilal Civelek, whose work we will examine in this study, is one of our current writers who has written many novels and has a rich pen. The author, who graduated from the Department of German Language and Literature and is also a novelist and translator as well as an educator, has published the interesting events he experienced while teaching, by novelizing them. He grew up in a family with seven siblings in Elaziğ and had a difficult childhood. He faced financial difficulties during his university studies, but at the last minute he gave up returning to his hometown with the help of the grocery store in his neighborhood. Bilal Civelek, who generally wrote novel-type works, always aimed to direct people to a positive outlook with his characters in the novel and tried to guide young people with his works. In his novel titled Rumeli, My Heart Stayed with You, the events take place in North Macedonia. Macedonia, on the other hand, is a piece of land that has undergone many regime changes, has not been shared throughout history, and has been constantly played on. The author referred to these periods in detail in his work. In our study, social issues such as immigration, the view of the oppressor and the oppressed, banditry, gang and committeeism, and the view of Muslims and Christians in Bilal Civelek's novel titled My Heart Stayed with You, Rumelia will be examined.

**Keywords:** Bilal Civelek, my heart stayed with you, Rumelia, novel, social issues.

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## Answering the question: Is there a hierarchical gap in the European Union based on digital performance?

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This study examines the significance of innovation and digitalisation in achieving the effectiveness of the public sector in European Union countries using a comprehensive methodological framework. In the context of digital advancements and innovation, EU member states face the challenge of adjusting and innovating to improve their administrative efficiency. We employed a robust methodological tool based on a novel estimation of two-stage least-squares regression to conduct the proposed empirical analysis. Applying two-stage least-squares regression and cluster analysis allows us to evaluate public sector performance from 2017 to 2022 across governance, digitalisation, innovation, and economic dimensions. This methodology thoroughly assesses digital innovation's impact on e-governance. Our research thoroughly examined public sector efficiency in the EU by evaluating its performance across different areas. The main findings imply that nations with substantial investment in R&D and digitalisation also show robust economic advancement. Denmark, Finland, and Sweden have demonstrated the most adaptation and innovation in improving administrative efficiency. It is essential to highlight that certain countries, with strong economic prospects, such as Bulgaria, Poland, and Romania, do not allocate sufficient resources for innovation. The results indicate countries should adjust their digital transformation strategies to incorporate digital technologies and ongoing innovation to enhance e-government effectiveness. The effective establishment of e-government depends on more than just technology; it also requires carefully devised strategies, appropriate allocation of resources, continuous innovation, and commitment from the government to provide accessible, secure, and user-friendly e-services for all members of society. Properly distributing funds and creating effective plans could help turn economic potential into long-lasting growth and sustainable development.

**Keywords:** European Union, two-stage least-squares regression, cluster analysis, public sector effectiveness.

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## Adapting to change: COVID-19's influence on cultural transformations in tourism education

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In a broader context of cultural and economic transformations, within which education and training in Tourism are inherently implicated, and against the backdrop of the COVID-19 pandemic, which has significantly impacted the teaching-learning process, a study was conducted to frame national-level Tourism education. This was primarily aimed at comprehending students' expectations concerning the course and their future prospects, especially regarding employability within the various sectors of the tourism industry. For this purpose, a literature review was conducted, alongside two case studies implemented in a Portuguese higher education institution. A questionnaire survey was administered to undergraduate and master's students in the field of Tourism and Leisure. The literature review and empirical study enable us to propose adaptations to the distance learning models implemented during the study period, as well as suggestions for new training offerings tailored to the needs of the job market and the interests of the students. Therefore, this study aims to analyze the cultural changes through which tourism education is undergoing, adapting to the new scenarios created by the COVID-19 pandemic. Implications may involve adjustments to the curriculum, teaching methodologies, technologies utilized, among other aspects. The study highlights the cultural transformations occurring in the field of tourism education, encompassing transformations in attitudes, values, practices, and perspectives within this educational domain. As the tourism activity came to a near-complete halt, education in this field had to readapt and innovate to continue its formative activities. Despite higher education institutions swiftly transitioning from in-person classes to online learning, the closure measures affected learning and evaluation processes, as well as the safety and legal status of international students in their host countries. Perhaps most importantly, the crisis raised questions about the value offered by a university education, which encompasses networking, social opportunities, and educational content (Schleicher, 2020). In this regard, the conducted research aims to analyze how the pandemic affected higher education institutions providing tourism education, the processes for mitigating its effects, and the evolution of this epidemiological outbreak. It also examines how it affected the perspectives of respective students regarding teaching and learning, and potentially their future employability in this industry within the pandemic context.

**Keywords:** Tourism, higher education, culture, employment, pandemic COVID-19.

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# The effect of out-of-pocket health expenditures on avoiding and delaying health services on young people: An evidence from Çanakkale Onsekiz Mart University students

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In Türkiye, there are three main sources of financing for health services: the general government budget, social security contributions, and private expenditures, including out-of-pocket expenditures. Out-of-pocket health expenditures are defined as expenditures paid for health care services, such as examination fees, medication fees, or hospital bills (Van Minh et al., 2013). The impact of these payments for health care services may result in the avoidance or delay of health care services due to the inability of many individuals to afford the costs. As the burden of out-of-pocket expenditure can affect individuals use of health care services, particularly the use of expensive services, and health status, the distribution of the size of the expenditure needs to be well understood (WHO, 2005).

One of the main problems faced by young people, who are of great importance for the future of a country, in accessing health services is financial barriers (out-of-pocket health expenditures, unemployment, etc.), which significantly affect their health service utilization. Young people with low income levels have difficulties accessing health services.

During the university years, a period of significant changes in the lives of young individuals between the ages of 18-25 (Şimşek ve Kılıççı, 2006), students may exhibit risky health behaviors such as stress management (future concerns, violence, etc.), inability to take responsibility for their own health (smoking, alcohol, etc.), and malnutrition, along with changes in new lifestyles. Therefore, precautions implemented during the university years minimize health problems and improve the quality of life of young people by guiding their health behaviors (Baban A., 2010; Cohn vd., 1995).

In this study, out-of-pocket health expenditures, avoidance, and delay of health services were investigated with an online survey method administered to 18-24 year old students studying at Çanakkale Onsekiz Mart University Terzioğlu Campus between April 2-16. As a result of the 247 data points collected, it was determined that university students avoid and delay health services due to the high cost of general health services and a lack of financial power to benefit from private health services. As a result of the survey, it was determined that the reasons for avoiding and delaying health services were the same. It was concluded that the other reasons for avoiding and delaying health services were not transportation difficulties, embarrassment of treatment, etc., but dislike of going to the hospital and not being able to find an appointment to be treated within a month. Among young people without chronic diseases, the main reason for avoiding and delaying health services was not being able to find an appointment to be examined within a month, while among those with chronic diseases, this reason was found to be the high cost of health services.

**Keywords:** Out-of-pocket health expenditures, health services, young people, Çanakkale.

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# Analysis of motivational factors of public sector servants in the Republic of North Macedonia

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The public service sector has immense importance for society since it provides various essential services, in terms of promoting social equity and inclusion, protecting the public interest, regulating and supervising various aspects of society and the economy, fostering economic development, and supporting democratic governance. Motivation of the public sector servants indirectly contributes to the overall effectiveness of the public service sector and therefore the well-being and prosperity of society.

Public sector servants, regardless of their engagement, on a national or local level, use and develop their human capital to serve the public good. Even though some public servants might have the greatest potential, skills, and abilities, mostly do not produce, or offer services of high quality. Analyzing the factors that motivate public servants, the main research question posed in this paper will refer to: Why do public sector servants not deliver superior performance? What is the main cause behind this? Do they lack commitment and motivation? People who have high commitment and motivation want to be involved in multiple aspects of their institution, are ready to work overtime and put in a lot of effort and energy.

In developing economies, such as the Republic of North Macedonia, public sector servants have low productivity and performance. Therefore, the main purpose of this research paper is to investigate the motivational factors of public sector servants on local level, by utilizing primary data collected through a survey based on two factors' Herzberg Theory.

The findings of the surveyed participants show that on average municipality public servants assess the hygiene factors with the grade of 3.5 which reflects moderate level of fulfilled working conditions, while the average grade of intrinsic working conditions is 3.3, which also asserts a moderate level of motivational factors that lead people's engagement and recognition.

**Keywords:** public sector, motivation.

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# The tourist potential and opportunities for the development of cultural tourism in Kosovo

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Tourism is one of the most successful industries anywhere in the world, it has already become the main form of economic development in many countries of the world. Nature with its various forms and cultural heritage with its mosaic are generators of tourism. Through the experience and pleasure that comes from contact with nature, art, culture and cultural heritage (material and spiritual) of the host countries, tourism becomes a natural generating mechanism for the exchange of cultures and relations between people of all ages, religions and races, much more attractive than the mechanical forms of global trade and those of economic development. Tourist markets are becoming more and more competitive with the implementation of various types and forms of movement in tourism. Already its traditional forms are being replaced by new forms, giving a worldwide reach and abolishing the tourist monopoly of warm coastal regions and economically developed countries. This paper also reviews the tourist potential and cultural values of Kosovo, as well as the specifics of the regions in Kosovo. In addition to the development of cultural and historical development of Kosovo and management of cultural values and intangible cultural heritage. As more and more different kinds of travel are being used, the competition in the tourism markets is growing. New forms are already taking the place of its conventional ones, giving it a global reach and dismantling the warm coastline tourism monopoly held by wealthy nations. This essay also discusses the unique characteristics of Kosovo's regions as well as the country's tourism potential and cultural significance. In addition to Kosovo's historical and cultural development, cultural values and intangible cultural heritage are managed.

**Keywords:** Tourism, culture, tourism, tourism potential, tourism product, tourism strategy, destination, tradition, heritage, Kosovo.

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# Investigation from an economic perspective of the tourism sector in Türkiye

Düriye Toprak<sup>1</sup>

Tourism, which has become a global trend with the increase in disposable incomes and the development of communication and transportation facilities, is one of the important economic resources for many countries today. The tourism sector, called the smokeless industry; It is seen as a priority by many countries because it provides foreign exchange input, contributes to employment and increase in tax revenues, alleviates balance of payments problems and improves regional development.

Tourism in our country has shown a significant and great development, especially after the 1980s, and has been very effective in increasing employment opportunities and eliminating export-import deficits by providing foreign currency inflow. The aim of this study is to examine the place and importance of tourism in the economy in Türkiye in the last 20 years using data. Data such as the number of foreign tourists coming to our country for tourism purposes, tourism income obtained, tourist expenditure rates, shares of tourism in national income and foreign trade, establishment rates; It shows that tourism has shown great development, especially in recent years, and is one of the most important sectors of our economy.

As one of the largest tourism economies in the world today, Türkiye has a significant infrastructure and potential in the tourism sector. Turkish tourism continues its development with the number of incoming tourists, the income generated and the position it has acquired in the global tourism economy. In this context, it is important to ensure sustainability in the tourism sector, to develop alternative tourism areas by diversifying tourism activities and to contribute to the formation of global tourism trends.

**Keywords:** Tourism, Turkish economy, tourism economy.

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## Tourism management model: Evidence from Gagauzia Autonomous region

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Autonomous Territorial Unit (ATU) Gagauzia (Gagauz Yeri) is located in southern part of the Republic of Moldova. The rich and unique historical and cultural heritage, unique cultural characteristics of the region, high level of skills in traditional industries (sheep farming, winemaking, handicrafts) dictate the need to promote the ethno-cultural image of the region. Promoting ATU Gagauzia as a single tourism destination based on sustainable and inclusive development expands the penetration of tourism activities into underdeveloped economies, promoting equal opportunities and increasing direct and indirect employment of rural residents.

To achieve the objectives of the study, a research methodology was used, which consisted of studying bibliographic sources in this area (works of famous experts, regulations and legislative acts in this area). In the process of systematizing empirical data, several research methods were used, such as: analysis, observation, synthesis, comparison, description, study of representative works in this area, collection and analysis of statistical data.

The performance of the tourism sector has been extensively researched, but the impact of institutional governance has been largely unexplored (Guccio, Mazza, Mignosa, & Rizzo 2018). In order to involve a larger number of parties in the process of research and development of a tourism management model, representatives of the Executive Committee of ATU Gagauzia, the People's Assembly of ATU Gagauzia, the academic community as well as civil society established an Extended Working Group for the development of the Strategic Document on Tourism Development in ATU Gagauzia. This document is built upon an evidence-based analysis of the legislative, institutional, and promotional areas for tourism development of ATU Gagauzia (Gagauzia Dialogue, & CMI 2022).

Currently, the vertical and horizontal management structure of ATU Gagauzia's tourism sector lacks specific systemic elements, which are accentuated by the absence of a clear assignation of functions and competences at different vertical and horizontal levels. This deficiency can translate into an insufficient adaptability of ATU Gagauzia as a tourism destination to the international tourism market structure, an inability of coordination of the multitude of public and private actors involved within the generation of the tourism product and experience, an inadequacy of the utilization of the resources and potential tourism attractiveness. In order to tackle these challenges, the model for the management of the tourism sector in ATU Gagauzia was elaborated through the cooperation of local and international experts, stakeholders, and representatives of the public administration.

**Keywords:** Tourism development, regional model, Gagauzia.

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## A look at Türkiye's recognition process of North Macedonia

Gürkan Fırat Saylan<sup>1</sup>

Macedonia was one of the six federal republics of Yugoslavia that entered the process of disintegration after the death of Josip Broz Tito, who ruled Yugoslavia for 35 years from 1945 to 1980. One of the main countries that this Republic, which declared its independence on September 17, 1991, tried to provide support for in order to gain international recognition was Türkiye, with which it has historical, social and cultural ties. As of 1991, when the disintegration of Yugoslavia gained momentum, Türkiye, within the framework of its traditionally cautious foreign policy and the international public's approach to the issue, has adopted a stand in favor of the territorial integrity of Yugoslavia and the republics solving their problems among themselves through dialogue. However, when it was seen that dissolution became inevitable, this time the recognition of the Republics that declared their independence has come to the agenda.

This new discourse began to be expressed more during the 49th Government of the Republic of Türkiye, which was established under the Prime Ministry of Süleyman Demirel on 20 November 1991, and the Demokratik Sol, Refah and Anavatan Parties in the opposition put intense pressure on the Government, especially regarding the recognition of Bosnia-Herzegovina and Macedonia. The main development that eased the Government's hand in this regard again manifested itself on international platforms, and the European Economic Community's recognition of Slovenia and Croatia on January 15, 1992 paved the way for Türkiye to recognize these republics as well. As a matter of fact, with the decision of the Council of Ministers dated February 6, 1992, Türkiye officially recognized the Republics of Bosnia-Herzegovina, Slovenia and Croatia, along with Macedonia, without discrimination.

Thus, in this study prepared to discuss the recognition process of Türkiye, which made history as the second country to recognize Macedonia after Bulgaria, and the developments between the two countries immediately following the recognition; The Turkish press of the period, documents from the Republic of Türkiye Archives, published official documents such as the Histories of the Ministry of Foreign Affairs and the minutes of the Grand National Assembly of Türkiye were frequently used, and the subject was; an attempt has been made to support it with relevant copyrighted works, articles and symposium proceedings.

**Keywords:** Kiro Gligorov, Ankara, foreign policy, grand national assembly of Türkiye, Hikmet Çetin.

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# The effect of digital technology on tourist's travel intention to Yunnan, China: The intervening effect of attitude towards the destination, social media disposition and media exposure

Qiyang Yin<sup>1</sup> & Ruth Sabina Francis<sup>2</sup>

Yunnan province located in southwest region of China is known for diverse geography, including high mountain, deep valleys, and vast plateaus. Also, strategic location, cultural diversity-over 25 ethnic groups, natural resources make it exotic travel destination among travelers across the globe. The integration of technology in Yunnan's tourism industry has the potential to enhance the visitor experience, changing the way people travel, plan trips and experience destinations. Here, the hospitality industry in China has experienced significant changes in the post-pandemic landscape, with a focus on regaining market share through the adoption of new media technologies. The literature is evident that the increase in prevalence of digital technology i.e., social media promotes the growth of culture and tourism by allowing tourist to experience culture and history in a virtual setting. Therefore, this study aims to investigate the influence of electronic word of mouth (EWom), destination image and travel experiences to form attitude toward the destination and to develop travel intention of travelers. Moreover, attitude toward the destination, social media disposition and media exposure significantly mediate and moderate, respectively. This study will employ the positivist research paradigm, deductive research approach. Based on the quantitative, cross-sectional research design, data will be collected through structural questionnaire. The population of this study is the total number of travelers to Yunnan province. The convenience sampling method will be used, and the sample size is 500 respondents. The hypothesized relationships will be tested through structural equation modeling (SEM) using the Smart PLS-4. The intended contribution of this study is to offer valuable insights to policy makers, tourism authorities, owners of tourism companies to explore the use of digital technologies to grow their tourist reach. In this context, the research model comprises EWom, travel experience, destination image, and attitude towards the destination as pertinent mediator influencing tourists' travel intentions. While media exposure as a moderator which strengthen the relationship between attitude toward the destination and travel intention.

**Keywords:** social media, digital technology, travel intention, social media disposition, media exposure.

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## Eye Tracking Research in Hospitality and Tourism

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Tourism, as a visual experience activity, has attracted more scholars to explore its visual characteristic from various aspects, including tourists' visual paths and interests as well as their subsequent influences to identify tourists' visual patterns and improve the display of visual stimuli. With the rapid development of eye-tracking techniques, it has been regarded as a relatively innovative and objective technique to explore perception and visual attention in tourism research. Therefore, there is an urgent demand to review the existing eye-tracking studies in tourism in response to the increasingly growing interest of eye-tracking technology in tourism research. Therefore, our current review attempted to consider the eye-tracking studies in tourism from a broader perspective by integrating bibliometric techniques with systematic review and focus on the fields in which the current studies are clustered and hot issues in theory and technology. The panoramic review of eye-tracking research in tourism found that tourism advertisement, the perception of tourism landscapes and visual attention definitely should be highlighted in eye-tracking tourism research. Based on these hot topics identified by keywords occurrence and co-citation analysis, we further elaborated on them in detail and provided insightful advice for future tourism eye-tracking studies from theoretical and practical perspectives.

Our current review attempted to consider the eye-tracking studies in tourism from a broader perspective by integrating bibliometric techniques with systematic review and focus on the fields in which the current studies are clustered and hot issues in theory and technology. According to the bibliographic results based on keywords occurrence and co-citation analysis, we can summarize tourism advertisement, the perception of tourism landscape and visual attention definitely should be highlighted in eye-tracking tourism research. On this basis, we further elaborated on them from theoretical and practical perspectives, which are expected to help academicians quickly grasp the critical structure and conduct new studies. To be more specific, tourism advertising has been regarded as the most popular theme for researchers and its research scopes can primarily divided into three parts, including the demands, mediums, and elements.

**Keywords:** Eye tracking research, hospitality, tourism.

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## Identification of documents in Arabic graphics related to Kazakh refugees

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The period directly related to such campaigns as confiscation, collectivization, famine, political repression, which were carried out in the 20-30s of the XX century, is the most difficult period in the history of Kazakhstan. As you know, as a result of these campaigns, the Kazakh people were freed from their homeland and forced to move to other regions. An objective study of the causes, course and consequences of the Kazakh people's exposure to refugees is of great importance in the history of Kazakhstan. In this direction, the identification and publication of documents related to Kazakh refugees will undoubtedly contribute to the development of domestic historical science. Documents related to the history of refugees resettled outside Kazakhstan are valuable data that reveal the pages of Kazakh history and occupy a special place in the true writing of the history of independent Kazakhstan. Raising a topic related to the history of refugees, which has not been mentioned before, and has not been fully studied in the history of Kazakhstan, writing a true history based on archival documents is of great help in the formation of national consciousness and the correct knowledge of the past.

The study of the history of the liberation of the Kazakh people at the beginning of the XX century began only after gaining independence. During this period, the study of the history of famine and refugees in Kazakhstan received a new impetus. However, despite the fact that large-scale research works on the problems of the history of Kazakhstan during the years of the Soviet totalitarian system began to appear, a monograph or dissertation devoted to the history of Kazakh refugees has not yet been published. In the documentary collections, where archival documents in Arabic script were used, there are almost no documents related to Kazakh refugees.

The article discusses the issues of identification and selection of documents in Arabic graphics that were not previously included in scientific circulation in relation to Kazakh refugees stored in the state archives of the Republic of Kazakhstan, and presents fresh data on refugees who involuntarily moved from the ancestral lands. As a result of comprehensive research and examination of archival funds, a number of different documents related to the history of refugees are identified and valuable documents are selected that reflect the state of the population subjected to refugees.

**Keywords:** History of Kazakhstan, Kazakh refugees, documentary data, documents in Arabic script, archival funds.

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# Study of archival documents of the central state archive of film, photo and sound records of the Republic of Kazakhstan

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In the article the problems of information modernization, audiovisual documents, their peculiarities and problems with historiographical analysis of a number of works concerning the archival business of the period of independent Kazakhstan, including film and photographic documents, are investigated on a scientific basis. In the modern historical space there is a circulation and development of many types of documents as an information product in the system of historical knowledge. The problems of meeting the needs of historical science in source information force historians - researchers to link "new" types of documents, including audiovisual ones. The use of audiovisual documents as part of historical heritage is currently a serious problem. If up to now film-photophonodocuments have been used only as an illustration of historical research, i.e. as an additional or not obligatory part, nowadays they are the main, the main material on which the researcher's conclusions are based. Film-photophonodocuments as data require a special approach, no written document can fully convey the novelty of audiovisual data, when the text is presented in written form, it may lose its uniqueness and the research-significance.

The term «Audiovisual document» is a set of documents containing sound and visual information related to cinematographic and photographic documents. The changes taking place in the country in social and economic life contribute to the increase of scientific and cultural importance of archives storing film and photo documents in accordance with the Law of the Republic of Kazakhstan dated December 22, 1998 «On the National Archive Fund and Archives» audiovisual documents are part of the National Archive Fund of the country and are an integral part of the historical and cultural heritage of the peoples of Kazakhstan and are protected as the state national heritage. In this regard, the problem of archiving in Kazakhstan acquires a new character. All this contributed to the release of works from a new point of view. In addition, there was noted the diversity not only of the quantity of historiographical data, but also of the qualitative and substantive basis.

**Keywords:** information, film and photo documents, audiovisual document, archive, modernization, historiography, research.

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## Analysis of economic crisis and crisis models in Turkey

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The main reason for the emergence of economic crises is; This is due to the fact that economic decision makers, relevant economic institutions and structures do not have a solid footing on the ground, and they do not have or are insufficient to plan-program-projection skills with relevant future predictions. The word "Economic Crisis" means shortage of something, economic collapse, difficult situation in the life of a society, crisis and crisis. The word crisis, which comes from the Greek word "krisis", has meanings such as "decision making and choosing" in Latin and ancient Greek languages. The capitalist economic system has caused major recessions (negative growth in two or more quarters of economic growth) 14 times in the world between 1876 and 2020. Over 750 serious economic crises and collapses occurred in a period of approximately 200 years between 1820 and 2020. Happened. As a result of the money and banking system used today, 425 systemic financial crises occurred in the 37 years between 1970 and 2007. 145 of these crises are sectoral banking crises, 208 are exchange rate-based crises, and 63 are crises resulting from debt arising from the financial structures of states. Of the 124 banking crises, 26 are considered twin crises and 8 are considered triple crises. As crises occur, as new causes emerge, and as new arguments and cause-effect relationships of crises are determined, the latest crises have been tried to be analyzed with new types of crisis models, measures have been developed and methods have been created. First generation crisis models tried to explain the debt crises experienced in the 1980s. Second generation crisis models were put forward after they were inadequate to explain the European Exchange Rate Mechanism (ERM) crisis in 1992. On the other hand, the second crisis models were inadequate to explain and analyze the crisis that started in Asian countries in 1997, first appeared in Thailand, and then spread to the powerful countries of the region such as Singapore and Hong Kong. Thereupon, third generation crisis models that include the spread and contagion effects of crises have been created. In the fourth generation crisis models, a major crisis with intense external effects is expected to be seen in developing countries. In addition, while excessive housing construction in our country constitutes the steps of a crisis that is likely to become a bubble, the crypto money, virtual money and Bitcoin system that may emerge in the world shows the processes of a bubble situation with the excessive inflation of currencies. During the Covid-19 pandemic, the economy all over the world stopped for a long time and many economies shrank, and the world economy began to enter recession and stagflation processes.

**Keywords:** Economic crises, economic crises models, economic bubbles, twin crises, capitalism, economic growth, economic deficits, macroeconomic balance, monetary policies and systems, cyclical process, recession, depression, devaluation, inflation.

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# Evaluation of probability of real estate ownership and analysis of the demographic and financial determinants: The case of Kosovo

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Real estate holds a pivotal role in Kosovo, serving as a vital asset class and a significant indicator of economic stability and development. Understanding the determinants of real estate ownership is essential for policymakers, investors, and researchers. This research aims to assess the probability of real estate ownership in Kosovo and identify the demographic and financial factors that influence this likelihood. Utilizing a comprehensive dataset gathered through a structured questionnaire, the study employs a range of regression models, including Ordinary Least Squares (OLS), Probit, and Logit. These models are designed to rigorously evaluate the impact of various demographic and financial variables on household real estate ownership. Multiple specifications of regression models are tested to effectively capture the relationships between dependent and independent variables. OLS models with different lagged differences for the independent variables are examined, complemented by Probit and Logit models to handle binary outcome variables. Specific dummy variables are integrated into the models to account for distinct demographic and financial characteristics. Rigorous diagnostic tests, including tests for heteroscedasticity, normality, and serial correlation, are conducted to ensure the reliability and robustness of the findings.

The empirical results reveal a robust and statistically significant correlation between demographic and financial determinants and the probability of real estate ownership in Kosovo. These findings offer invaluable insights into the multifaceted factors shaping real estate ownership patterns in the region, contributing to the existing literature and informing policy decisions and strategic planning in the real estate sector.

**Keywords:** Real estate ownership, probability assessment, demographic determinants, financial determinants, Kosovo.

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## Culturel tourism as a function of the development of Kosova from a marketing aspect-case of Kosovo

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The increase in the demand for tourists has contributed to the increase in the number of tourists being targeted and looking for new tourist contents that are still insufficiently established by tourists. In these conditions, in which tourism reaches the highest level, it is necessary for the tourist offer to contain interesting and acceptable contents that would motivate potential tourists to make a certain tourist trip.

If we understand tourism as a sociological category, and marketing as a market orientation, focused on the needs of consumers and in order to meet the needs of consumers, through the application of the social concept of marketing, we will focus on the segment of present visitors who expect not only ordinary rest, beat and fulfillment of creative and cultural curiosity. Such fulfillment can be achieved with an appropriate marketing strategy of tourist valorization of the monuments of cultural heritage within the entire tourist offer, which does not include in the new trends in tourism - realization of the humanistic content of tourism.

With a meaningful formulation of the cultural contents, which we want to include in the cultural tourist offer, we will achieve more significant results, first of all a satisfied tourist consumer, as well as better affirmation of the cultural and tourist values of Kosovo.

In this paper, we will look at some of the key advantages, as well as look at the disadvantages that characterize Kosovo, as it is expected that cultural tourism in the coming period to be included in tourism in a larger percentage, and at the same time to represent one of the factors for economic development in Kosovo.

**Keywords:** Kosovo, cultural tourism, marketing.

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## Cultural tourism as factor for development of the buildings at the cultural route in Skopje

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Culture represents an integrative model of human behavior that includes communications, actions, customs, beliefs, values and institutions of an ethnic, religious or sociological group. The continuous effort of making culture accessible to everyone is one of the basic principles of humanization of modern society. The main strategy for the development of the cultural tourism at the Cultural Route is to activate the sociological aspect, by restoring the circulation of Skopje and developing cultural buildings.

The methodology of this scientific paper includes Case Study of the urban concept for cultural tourism development in order to contribute to the creation of a comprehensive and inclusive cultural identity to the contemporary and incoming inhabitants of Skopje and Republic of N. Macedonia. With the urban strategy for development of the cultural tourism in Skopje, the Cultural Route can define revival of the intensive urban life, to have a great circulation and movements of visitors and tourists, and to emerge a multitude of cultural and educational events within the proposed dynamic models.

The objective of the research and project proposal is to create conditions and strategy for an architectural and urban solution of the Pathway of Culture, which will unite the museums along with other institutions and public places in the fields of art and culture. Actualization of the cultural objects among the visitors and tourists will provide cultural improvement and development.

**Keywords:** Cultural tourism development, cultural route.

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# The impact of digitalization on strategic decision-making processes in Macedonian business context

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In the contemporary business environment, digitalization has become a critical driver of organizational transformation, fundamentally altering the way companies operate and make strategic decisions. This study aims to investigate the intense impact of digitalization on strategic decision-making processes within the unique context of Macedonian businesses. Through a qualitative research approach, this study examines how digital technologies influence strategic decision-making practices and shapes the competitive landscape in Macedonia.

Digitalization has revolutionized the availability and accessibility of data, allowing organizations to gather enormous amounts of information from various sources. In the Macedonian business context, this data presents both opportunities and challenges for strategic decision-making. On one hand, digital technologies such as big data analytics empower decision-makers with real-time insights into market trends, consumer behavior, and competitive dynamics. These insights enable organizations to make more informed and data-driven strategic decisions, thereby enhancing their competitive advantage.

Furthermore, digitalization facilitates the integration of advanced analytical tools such as artificial intelligence and machine learning algorithms into strategic decision-making processes. By leveraging these technologies, Macedonian businesses can conduct predictive analytics, scenario planning, and risk assessment with greater accuracy and efficiency. This capability enables organizations to anticipate future market trends, identify emerging opportunities, and mitigate potential risks, thereby enhancing their strategic agility and resilience.

However, the adoption and integration of digital technologies into strategic decision-making processes also position challenges for Macedonian businesses. Issues such as data privacy concerns, cybersecurity risks, and digital skills gaps may hinder the effective utilization of digital tools in decision-making. Moreover, organizational resistance to change and legacy systems may impede the full integration of digital technologies into strategic processes.

In conclusion, this study sheds light on the transformative impact of digitalization on strategic decision-making processes in the Macedonian business context. By understanding the opportunities and challenges associated with digitalization, Macedonian businesses can develop strategies to harness the power of digital technologies effectively in their decision-making processes. Ultimately, embracing digitalization can enable Macedonian firms to stay competitive, foster innovation, and achieve sustainable growth in the digital age.

**Keywords:** Digitalization, strategic decision-making, Macedonian business.

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# Factors determining the impact of medical tourism on sustainable development goals\*

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**Objective:** The contributions of medical tourism stakeholders to sustainable development goals play a critical role. This critical role-playing appears as medical tourism stakeholders' thoughts on sustainability and their activities in this field. The importance that different medical tourism stakeholders attach to sustainable development can only be understood by revealing the roles and participation levels of these stakeholders. Because the findings obtained from empirical studies on medical tourism stakeholders contribute to more accurate policies and strategies put forward for sector studies. The purpose of this study is to reveal the factors that determine the impact of medical tourism on sustainable development goals and to determine the role and participation levels of medical tourism stakeholders on the subject.

**Methods:** This study was conducted in descriptive cross-sectional type with 1057 medical tourism stakeholders from five continents between July 2023 and February 2024. Data were collected with an online survey form consisting of demographic variables and the Multiple Stakeholder Roles and Participation Scale in Medical Tourism (MSRPS-in-MT) developed by the researchers. To determine the determinants, t test, ANOVA, Pearson correlation and Multi Logistic Regression analysis were performed with Jamovi Version 2.4.

**Results:** According to the t-test results conducted between the variables that could cause a difference between the Multiple Stakeholder Roles and Participation Scale in Medical Tourism (MSRPS-in-MT) and its sub-dimensions, it was seen that no variable could cause a significant difference. The results of Pearson's correlation analysis conducted between MSRPS-in MT and its sub-dimensions showed that all sub-dimensions had a strong positive, statistically significant correlation with MSRPS-in MT. On the other hand, while some of the sub-dimensions had a positive and statistically significant relationship with each other, some were not found to be significant. Looking at the odds ratios between "Yes" and "No Idea", efficiency and sustainability (OR=1.101), policy (OR=0.975), ethics (OR=1.035), infrastructure (OR=1.917), and caring (OR=1.045) were found to be significant. Looking at the odds ratios between "No" and "No Idea", efficiency and sustainability (OR=1.063), policy (OR=1.022), ethics (OR=1.024), infrastructure (OR=1.081), and caring (OR=1.048) were found to be significant.

**Conclusion:** The roles and participation levels of stakeholders in medical tourism have been revealed as determinants of the impact of medical tourism on sustainable development goals.

**Keywords:** Medical tourism, stakeholders, sustainable development goals, multinomial logistic regression.

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## Production and optimization of ice cream with Sivas endemic fruits and Kangal sheep milk

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Since the establishment of the Republic of Turkey, sheep breeding efforts have continued until 2023. With the developing population, the need for animal protein, especially meat and milk production, has increased day by day. In recent years, sheep and sheep derivatives have been used such as meat, milk and wool, etc. products have gradually decreased. However, various researches are still being carried out on introducing sheep meat and milk to the food industry and supporting sheep breeding. Kangal sheep breed and Gilaburu fruit are among the most important values of Sivas province. It contains high amounts of cratenoids such as polyphenols, ascorbic acid and vitamin C. The presence of these components has led it to be believed that it has the potential to reduce diseases such as kidney, heart, asthma and digestion. For this reason, in the planned study, it was aimed to develop a new flavor that would bring these two values together and be an alternative in providing financial income to the producer, and the production and some physical, chemical and sensory properties of sheep's milk ice cream containing Gilaburu fruit were examined. In ice cream production, 150 grams of Kangal sheep milk is added to 1 liter. crystal sugar, 8 gr. After the addition of ice cream salep, the mix was pasteurized at  $85\pm 1^{\circ}\text{C}$  for 20 minutes and left to rest for 3 hours. 250 g of fresh Gilaburu fruit was added to the mix in the ice cream machine. As a result of the analysis of the samples rested at  $-18^{\circ}\text{C}$  for 1 night after the ice cream was obtained, it was determined that the dry matter was 36.33%, the fat content was 3.2%, the protein content was 5.2% and the viscosity was 4300 cP. The effect of Gilaburu fruit on color was found to be significant and the color values were determined as 76.13 in  $L^*$  value, 0.79 in  $a^*$  value and 15.86 in  $b^*$  value. The color description of the ice cream is described as pinkish with a bright appearance. It is also thought that the addition of gilaburu fruit positively affects the antioxidant capacity of the product. This can enhance the food benefits of ice cream and offer healthy alternative food to consumers.

**Keywords:** : Kangal sheep breed, Gilaburu fruit, ice cream, product development.

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# The identity issue in the novel the snow in Casablanca Bu Kica Kolbe

Marijana Klemenchich<sup>1</sup> & Marija Stevkovska<sup>2</sup>

Kica Bardzieva Kolbe is a prominent Macedonian novelist, who usually tackles the question of identity of the Aegean people in Macedonia and abroad. Her most famous novels are „Aegeans“ 1999 and „The Snow in Casablanca“ 2005. „The Snow in Casablanca“ is her masterpiece novel in which through the life of the protagonist Dina Asprova, an Aegean woman, Kolbe presents the lives of the Macedonian Aegean women. Kolbe analyses the questions of identity, religion, exile, self-exile and the feeling of unbelonging and alienation. Through the life of Dina Asprova, a writer who suffers from anxiety of writing as a result of her loss of identity, Kolbe explores the important issues of the restitution of the homeland, the cultural, the personal and the national identity of the Aegean people, the exile and the self-exile, the importance of one's roots, religion and love. Dina, lives in many capital cities in Europe in search of her true identity and comes back to Macedonia to continue her quest for her roots, identity and the sense of belonging. She undergoes through a personal transitional period and Kolbe masterfully presents her struggle to get out of the margins, her wish to re-connect to her roots and her quest to find her own identity. Dina's transition from an alienated woman to a woman who finds her true identity and roots are the focal points of the novel. The transition from margins to center happens because Dina Asprova finally finds her roots, her identity and her true love. She discovers her true meaning and manages to come out of the position of an identityless woman to a woman with a true identity and self-confidence.

**Keywords:** Identity, alienation, culture, roots, margins.

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# Energy outlook of Balkan countries and evaluation of policies on energy transformation

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The necessity of making new plans regarding the energy policies of the Balkan countries has been seen as one of the main policy issues of the countries in the region in recent years. As a matter of fact, some reasons such as the obligation of the countries in the region to obtain electricity from renewable energy sources in line with the EU targets, the commitment to reduce carbon emissions within the scope of the Paris Agreement, and the end of the usable life of coal-fired power plants make energy transformation mandatory. Although some disadvantages such as inadequate and aging infrastructure of the energy sector, high dependence on fossil fuels, late adoption of renewable energy technologies, and limited market mechanism make the energy transformation difficult, the obligation of countries wishing to become members of the EU to reach EU standards is seen as a triggering factor for the transformation. The share of renewable energy in energy transformation is important. On the other hand, effective public policies need to be implemented in the development of renewable energy systems. For this reason, the renewable energy support policies of the Balkan countries and their steps towards energy transformation need to be examined. The aim of the study is to determine the energy outlook of the Balkan countries and to compare the scope and content of renewable energy policies pursued for energy transformation on a country basis. In the study, data obtained from the databases of the European Statistical Office (Eurostat), the International Renewable Energy Agency (IRENA), and the International Energy Agency (IEA) will be analyzed with the descriptive statistics method.

**Keywords:** Energy policy, renewable energy, energy transformation.

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## New instrumental techniques in sensory evaluation

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Temperature affects taste perception, acceptance and emotional response to many foods and beverages. Thermal Taster Status (TTS), discovered by Cruz and Green (2000), is a relatively new taste phenotype. They found that when a small area of the tongue is rapidly heated or cooled, some people perceive a sense of taste without any taste substance. Temperature is known to affect taste perception, but its reported effect on sweet taste perception in humans is inconsistent. Cortical activation in somatosensory cortices to a 'cold sweet' stimulus correlates with perceptual ratings of temperature sensitivity in a thermos. Those who perceive thermal taste are termed thermal tasters (TTs), while those who do not perceive any taste from temperature stimulation are termed non-thermal tasters (TnT). Between 20 and 50 per cent of the population tested were reported as TTs, representing a large proportion of the population.

The thermal taster status (TTS) test is a phenomenon in which thermal stimulation of certain areas of the tongue causes a different taste sensation in the absence of taste stimulation. A heating trial starts at 35°C, is then cooled to 15°C and then increased to 40°C and held there for 10 seconds at an increase of 1°C/sec. During this time, the participants felt some flavours such as 'sweet', 'salty', 'sour', 'bitter'. At the end of each trial, participants rate the intensity of the flavour they felt in the gLMS. The results emphasise the importance of conducting a range of investigations into the needs of consumers. In an increasingly competitive global market, understanding the consumer's emotional response to products through these instrumental techniques may provide a different perspective beyond the traditional hedonic measure to identify the determinants of consumer food choice behaviour.

**Keywords:** Thermal tester status, sensory evaluation, oral somatosensor, sweetness, temperature.

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# User experience (UX) components influencing the post-adoption behavior of mobile wallets among millennials in Metro Manila, Philippines

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The rapid growth and development of the Internet have changed how people use technology and commerce. In relation to this changes, published studies have stated that the prominence of adopting and utilizing mobile wallet technology among millennials has grown. Although mobile wallets have become increasingly popular, there is still a lack of research regarding the future viability of the market's adoption of mobile wallets in light of potential risks and emerging alternative concepts. With this, this research investigated how millennials' post-adoption behavior is influenced by the user experience (UX) components in mobile wallet applications, focusing on Filipino millennials in the National Capital Region (NCR). This quantitative study used a descriptive correlational research design to survey 200 NCR-based millennials from a population of 1,383,672 mobile wallet users. Existing studies cover mobile wallet adoption broadly but lack a comprehensive examination of specific UX components shaping millennials' interactions and their impact on local mobile wallet platforms' continued intention and usage. This study addressed this gap by uncovering six vital UX components: aesthetic appeal, security and reliability, ease of use, convenience, information accuracy, and speed and efficiency, influencing users' continued intention and usage. Data collection involved an online questionnaire on digital platforms, ensuring data reliability through rigorous testing. Advanced statistical tools, including regression analysis and Partial Least Squares Structural Equation Modeling (PLS-SEM), were utilized for analysis. Despite recognizing the positive contribution of the other components in influencing post-adoption, results have shown that only two, security and reliability and ease of use, of the six identified UX components significantly influence Millennial users' post-adoption behavior towards mobile wallet applications. This result may align with the subject's primary purpose, usage, and motivation, as well as the direct influence of the components on trust, daily utility, risk reduction, competitiveness, regulatory adherence, and user preference adaptation.

**Keywords:** Mobile wallet, millennials, user experience, post-adoption behavior.

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# The mediating effect of social networking sites usage on Filipino generation Z's travel intention and behavior

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One of the most profitable growth drivers for the world economy and the main source of income is tourism. It has now become an important part of the economy in many developing countries such that these countries are making efforts to enhance and expand their tourism offers in order to attract foreign tourists, given the advantages that tourism has for their economies. Countries like the Philippines have employed various marketing strategies to promote travel destinations for both local and international markets. The objective of the study is to determine, using combined Theory of Planned Behavior (TPB) and the Technology Acceptance Model (TAM), the factors that influence Generation Z's intention and behavior to travel to local tourism destinations. To establish the impact of attitude, perceived behavioral control, subjective norm, and the mediating role of social networking site (SNS) usage, a quantitative method—specifically, predictive causal research design was employed. A PLS-SEM analysis was performed on the 406 respondents' data. The findings showed that travel intention is positively impacted by attitude, subjective norms, perceived behavioral control, and SNS usage; however, there is not enough empirical data to draw the conclusion that SNS usage acts as a mediator between the independent and dependent variables. This implies that even if Gen Zs rely on technology, it is crucial that they consult those who matter to them for advice when planning trips. In light of these findings, companies, professionals, and legislators need to consider the efficient use of social media platforms as well as a more individualized/family-oriented theme when developing strategies, goods, and promotional materials.

**Keywords:** attitude, perceived behavioral control, subjective norms, travel intention, Gen Z.

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## Incomes structure of tourist companies during ten years

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Tourist companies have a strategic role in the economy of every country in particular in Italy. The aim of this paper is the analysis of the performance of tourism companies, that is hotels and travel agencies and tour operators during and after the period of the financial crisis. In particular, the study has been carried out about hotel on an hand and travel agencies and tour operators on the other hand and considering different geographical localizations. In this way we may understand if the profitability structure has been affected by the crisis.

In this way, we have asked three main research questions:

- 1) how have the trends been in the two business markets and in the three Italian areas during the last ten years?
- 2) can we find differences among the values of the different markets and of the geographical zones?
- 3) Are those differences significant from a statistical point of view?

To this end, we have used secondary data from AIDA database related to Italian tourist companies. The profitability of has been analyzed using the main profitability ratios, ROA and ROE. A trend analysis and ANOVA of these ratios and a t-Turkey post-estimation have been employed for the period 2008-2017.

The findings suggest that the crisis hasn't had its strong effects on hotels and tourism intermediaries, as is evident from the slightly reduction in profitability ratios in 2009. ANOVA and t-test confirm the existence of statistically significant differences between the two businesses. Geographically, the differences are not statistically significant.

**Keywords:** Tourism, crisis, profitability, performance, ratio, ROA, ROE.

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## Uzbekistan as a destination brand with post pandemic perspectives

Anil Kumar<sup>1</sup>

One of the most important functions of tourism is to highlight the unique and varied features of a destination. Some tourist spots have been famous for a long time, but newer ones are starting to make a name for themselves thanks to the discovery of previously unknown attractions. The development of tourism, including what is now known as "mass tourism," has been going on for centuries, according to researchers. To grasp the relevance of tourist research to a location, one must examine not just recent events but also the impact of technological progress, innovation, and social and economic shifts (Butler, 2015). Following the government transition, Uzbekistan became a popular tourist destination. To solve local job shortages and make the most of the state's diverse population, beautiful landscapes, rich cultural history, and plenty of resources, the new government put an emphasis on tourism. Since then, regulators have paid the tourist industry the attention it deserves, and a coordinated effort has been visible. Realizing the importance of tourism to their economies, governments in developing nations are taking a more hands-on approach to destination administration and development (Marketa, 2016). According to Gabriela and Paul (2012), inconsistencies, shortcomings, and superficial marketing tactics can reduce a destination's attractiveness to tourists. Therefore, it is critical to market tourist destinations effectively based on competitive unique selling points.

The article explores the process of Uzbekistan becoming a rapidly growing and popular destination in Central Asia. With the current government, country has transitioned from a passive approach to a proactive one, specifically focusing on the tourism sector, which is already producing concrete outcomes. Uzbekistan has successfully entered the highly competitive tourism sector in Central Asia by implementing a carefully strategized branding strategy under the guidance of the Ministry of Tourism. The article highlights the nation's strengths as a tourism destination, as well as discussing the obstacles that both the country and the area need to overcome in the aftermath of the pandemic. Uzbekistan has effectively set itself apart from its regional competitors by capitalizing on its natural beauty, rich culture, deep history, dynamic cultural scene, broad literature, suitable climate, and fine handicrafts, pushing others to adopt similar techniques. In addition, the government's emphasis on infrastructure and communication has greatly diminished the apparent distance of country, rendering it more easily reachable for tourists than ever before.

**Keywords:** Destination branding, brand equity, place attachment, social media, destination loyalty.

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## Giresun, a city on the black sea coast; where is it in global warming?

Fatma Emiroğlu Aydın<sup>1</sup>

The average temperature of the Earth is up to 15°C, which is the result of the retention of short-wavelength radiation from the sun by greenhouse gases such as water vapor, carbon dioxide, nitrous oxide, methane and ozone, which are reflected after arriving at the earth's surface and converted into long-wavelength radiation and returned to the atmosphere. It is also a well-known fact that if there were no greenhouse effect, the temperature would be around -20 °C. However, the increase of greenhouse gases in the atmosphere also leads to global warming.

Scientific studies reveal that the proportion of carbon dioxide in the atmosphere has increased by 40% and the proportion of methane gas by 150% since the industrial revolution. In contrast, the 2020 data showed that the world's average temperature increased by 1.1°C compared to before the industrial revolution.

When it comes to global warming on Earth, what do the data of Giresun on the Black Sea coast, at 41° north latitude, 39° east longitude, show? With this study, the 1934-1990 temperature data of the city, which were examined within the scope of the master's thesis, were compared with the data of the next 30 years (1991-2020) and the answer to the relevant question was sought.

Giresun's 56-year average temperature value between 1934 and 1990 was 14.2 °C, seasonal averages were 11.4 °C in spring, 21.6 °C in summer, 16 °C in autumn and 7.8 °C in winter. Dec. According to the subsequent data for the period 1991-2020, the average annual temperature was 15.1°C, while the seasonal average temperatures were 12.1 °C in spring, 22.9 °C in summer, 17 °C in autumn and 8.6°C in winter.

The 1.1°C increase in the world's average temperature after the industrial revolution, scientists thought that it was going quite fast and gave danger warnings. In this context, when Giresun is examined, it shows that the average temperature values have increased by 0.9 °C in 30 years, much faster compared to the world scale. Although the seasonal averages are partially in line with the annual average increase, the increase of 1.3°C in summer is quite high both compared to other seasons and compared to the annual average. Although the increase of 1°C in autumn is not much, it is higher than the overall increase.

Global warming leads to global climate change, the destruction of forests and the rise of sea levels. Events such as extreme temperatures, droughts, floods, hurricanes, storms and forest fires observed in the world today are the main events caused by global warming. Giresun's 30-year situation also shows that it will experience the changes that global warming will cause more frequently and effectively.

**Keywords:** Türkiye-Giresun, global warming.

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## Gaziantep example of determining the level of knowledge of the people of the region about products with geographical indications

Ünalcan Kural<sup>1</sup>, Harun Reşit Gündoğan<sup>2</sup> & Yılmaz Seçim<sup>3</sup>

Local products are products that are produced in a specific geographical area and reflect the cultural heritage of that region. These products are usually obtained from local agricultural products or handicrafts and are influenced by the characteristics of the region, such as climate, soil and traditional production methods. Local products are of great importance not only in terms of taste and nutritional value, but also in terms of protecting regional identity and cultural heritage. Geographical indications are signs indicating that a product is produced or processed in a certain geographical area. These signs guarantee the quality, originality and geographical origin of the products. At the same time, geographical indications provide consumers with information about the reliability and uniqueness of the product, while also providing manufacturers with an opportunity to market and compete their products. Gaziantep cuisine forms an important part of Turkish cuisine and is famous for its rich flavors. This cuisine has developed a unique taste and style by being under the influence of different cultures that have developed over the centuries. The geographically marked products of Gaziantep cuisine are products that reflect this rich heritage and tastes, and therefore it is important that they are protected and promoted.

Based on this point, the purpose of this research is to determine the level of knowledge of local people about geographically marked products in Gaziantep cuisine. Another purpose of the research is to determine whether the consumption and awareness of geographically marked products differ according to demographic characteristics. The survey method was used in the research in order to obtain data, and the easy sampling method was preferred from the simple random sampling methods in filling out the questionnaires. The research was carried out on 400 people residing in Gaziantep province. As a result of the research, it was found that there were significant differences between the income levels of the participants participating in the study and their preference for products with geographical indications. Dec. It was found that the majority of the participants participating in the study knew the products marked with geographical indications, and these products were Antep Katmeri, Antep Beyrani, Antep Şiveydizi, Antep Cookies and the least known is Antep Cookies, respectively.

**Keywords:** Gastronomy Geographical products Gaziantep.

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# Nutritional habits and long-term life: Comparison of U.S. and Japan

Elif Öğlü<sup>1</sup>, Fatma Halil<sup>2</sup>, Ekrem Tufan<sup>3</sup> & Büşra Taşgın<sup>4</sup>

To be healthier is more important than ever for humans. Some arguments assert that the world cannot feed all people, so genetically modified (GMO) foods, industrial agricultural products, and/or artificial foods such as lab-grown meat should be put on the market. The opposing idea comes from natural food supporters who claim that, aside from natural foods, all other types of food are unhealthy and harmful. They also assert that if we can stop wasting food, we can prevent hunger in the world

The main purpose of the research is to examine the differences in eating habits in American and Japanese cultures and the effects of these differences on life expectancy. It is aimed to contribute to the development of health policies and public health strategies by evaluating the effects of the lifestyle and nutritional habits of both cultures on life expectancy. The study examines the relationship between dietary habits and life expectancy in the U.S. and Japan through annual meat (kg) and vegetable (kg) consumption data per capita. Based on data obtained between 1961 and 2021, to investigate the effects of eating habits on life expectancy. multiple regression analysis method was applied.

The findings of this study provided a comparative analysis of eating habits and life expectancy. Vegetable coefficient (0.096) and meat consumption coefficient (-0.015) have positive and negative effects. As vegetable consumption increases, average life expectancy also increases, but as meat consumption increases, average life expectancy decreases. This shows that healthy nutrition has a positive effect on life expectancy.

**Keywords:** Life expectancy, nutritional habits, USA, Japan.

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# Impact of property rights on foreign direct investment in the Western Balkans: A constitutional perspective and economic implications

Abil Baush<sup>1</sup> & Emir Kurtishi<sup>2</sup>

This comprehensive study delves into the intricate relationship between property rights and Foreign Direct Investment (FDI) in the Western Balkans, examining the constitutional frameworks and economic implications of these rights. With a focus on the countries transitioning from socialist legacies to market economies, the research is grounded in a constitutional perspective, highlighting how the assurance of property rights underpins economic strategies and investor confidence. The Western Balkans, consisting of countries like Croatia, Bosnia and Herzegovina, Serbia, Montenegro, Kosovo, and Albania, presents a unique case for the study of FDI due to its tumultuous history and ongoing economic restructuring. The research adopts a mixed-method approach, utilizing both qualitative and quantitative analyses to explore the effects of constitutional protections of property rights on FDI. Key case studies include Kosovo and Montenegro, regions where the sovereignty issues add layers of complexity to economic transactions and property rights enforcement. Empirical findings from the study suggest that strong constitutional safeguards significantly enhance foreign investor confidence and contribute to higher FDI inflows. The analysis reveals that secure property rights are not only a cornerstone for attracting investment but also for fostering long-term economic growth and stability in transition economies. The paper discusses several instances where constitutional amendments aimed at strengthening property rights have led to noticeable increases in FDI, emphasizing the critical role of legal frameworks in shaping investment landscapes. Moreover, the research addresses the broader economic implications of FDI in the region, evaluating how changes in property rights influence sector-specific investments and the overall investment climate. It is observed that while FDI can spur economic development, its volatility and the potential for negative externalities necessitate careful regulatory and constitutional considerations to ensure that investments yield sustainable benefits. The study contributes to the broader discourse on economic development in transition economies by providing a nuanced understanding of how constitutional provisions related to property rights can influence foreign investment patterns. By highlighting the importance of aligning legal frameworks with economic objectives, the research offers valuable insights for policymakers and investors aiming to optimize the developmental impacts of FDI in the Western Balkans.

**Keywords:** Foreign direct investment (fdi), property rights, Western Balkans, constitutional law, economic development, transition economies.

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## Bibliometric analysis of studies on Ahıska Turks in Turkey

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One of the Turkish people living in various parts of the world from Central Asia to Central Europe is the Ahıska Turks living in the Ahıska region, which is located within the borders of Georgia today. In the historical process, due to various reasons, the people living here had to migrate to different geographies or migrate to new places with forced migration policies and tried to continue their lives in the regions they went to. Studies on the changes and identities of Ahıska Turks in the historical process help us understand the unique characteristics, social relations, lives and experiences of this community. In this study, a bibliometric analysis of the studies on Ahıska Turks in Turkey was conducted and the studies were analyzed in various ways. In the research, bibliometric analysis, one of the content analysis techniques from qualitative research methods, was used. Bibliometric analysis is a research technique that aims to analyze scientific studies by examining patterns, trends and relationships. This method allows us to understand scientific research areas, authors, institutions and relationships between studies by using the data from published scientific studies. During the study process, theses published in the YÖK Thesis database, articles published in Web of Science databases and full-text papers published in congresses, conferences and symposiums originating from Turkey were considered. During the thesis, article and paper search process, the keywords "Ahıska Turks", "Ahıska Turk" and "Ahıska Migration" were used to search for research themes. In addition, "document title, abstract, keyword" was selected as the search criteria. Publications between 2014 and 2024 were included in the study. Looking at the publications examined, it was seen that there was a parallel increase in the number of publications since 2015, and in 2017, the International Ahıska Symposium was organized in Erzincan and nearly sixty papers were presented under various subheadings such as history, sociology, politics, public, law. When the content of the publications between 2014 and 2024 is analyzed, it can be shown among the findings of the research that topics such as culture, education, sociology and harmony are at the forefront.

**Keywords:** Ahıska Turks, migration, bibliometrics.

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# Is there a connection between the level of financial development and greenhouse gas emissions in CEE countries?

Gabriela Badareu<sup>1</sup>, Marius Dalian Doran<sup>2</sup> & Nicoleta Mihaela Doran<sup>3</sup>

Greenhouse gas emissions are the primary cause of climate change, with significant impacts on the environment and human health. Additionally, the effects of climate change caused by these emissions also affect the economy, with implications for many sectors. Investigating the relationship between greenhouse gas emissions and other domains can help identify risks and develop adaptation and mitigation strategies to protect the entire system. Over time, several measures have been adopted to reduce greenhouse gas emissions, and mechanisms and factors accelerating the achievement of climate objectives have been identified. Financial development is one variable that can play an important role in financing climate change adaptation and mitigation measures. Investments in various environmental projects aimed at sustainable development can contribute to reducing the vulnerability of economies to the impact of climate change. Similarly, integrating environmental and sustainability considerations into the financial sector can contribute to promoting sustainable development that is equitable, inclusive, and environmentally respectful. However, we cannot neglect the hypothesis that climate change and emissions reduction policies may affect economic sectors and financial markets. Integrating environmental and sustainability considerations into investment decisions by investors alters the structure and volume of investments. Thus, investigating the relationship between greenhouse gas emissions and financial development is essential for understanding the complex interactions between the economic environment and the natural environment, as well as for promoting sustainable development and global action to combat climate change.

The study analyzes the relationship between the level of financial development and greenhouse gas emissions in Central and Eastern European countries from 2000 to 2021. Using the FMOLS method and the Dumitrescu and Hurlin causality test, the research focuses on determining the direction of causality between financial development across three dimensions: depth, efficiency, and effectiveness, and greenhouse gas emissions, to identify which of these dimensions influence emission reduction. Additionally, the study aims to identify how greenhouse gas emissions influence the level of financial development. The results indicate a decrease in greenhouse gas emissions in countries with higher levels of financial development. This finding suggests that stronger financial development can contribute to reducing the impact on the environment in Central and Eastern Europe. The efficiency and stability of financial systems support the implementation of policies and regulations that promote more sustainable practices in the economic sector. This study provides an important perspective on the interaction between financial development and greenhouse gas emissions in Central and Eastern Europe and can serve as a basis for developing policies and strategies aimed at both economic growth and environmental protection in the respective region.

**Keywords:** financial development, gas emissions, greenhouse effect, financial accessibility, financial depth, financial efficiency, CEE countries, causality.

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## Recep Murat Bugariç's views on language

Şükriye Duygu Çağma<sup>1</sup>

Recep Murat Bugariç, who was born in Skopje on October 24, 1934, works not only as a writer but also as an important educator with his stories, poems and writings in Macedonian Turkish literature. Especially in 1944, the transition to Turkish education within the scope of mother tongue in Macedonia led to the need for source books regarding of language teaching. Bugariç wrote stories and prepared grammar books to improve students' language skills and teach Turkish more effectively. Bugariç also guides educators with his articles in Sesler journal. Bugariç, who stands out as an educator, frequently emphasizes the importance of knowing the language rules and acquiring the habit of reading on the basis of mother tongue learning. Bugariç, who does not consider only class hours sufficient for the correct learning and development of the language, also attaches importance to activities outside the classroom. For this reason, he thought that a language lesson without lectures would not be effective and tried to make up for the deficiency in this area with his stories. The grammar books he wrote provided guidance to teachers in teaching Turkish and contributed to the correct and effective language teaching to students. In addition, through educational materials such as creative writing and exercise notebooks, it has helped students to transition what they have learned from theory to practice and has strengthened their language skills. According to him, language teaching should be considered as a national issue and solutions should be produced by expressing boldly the problems in this area. In this qualitative study, which examines Recep Murat Bugariç's views on language, his experiences in the field of education and his suggestions on language teaching, content analysis was used as a method.

**Keywords:** Keywords: Recep Murat Bugariç, North Macedonia, mother tongue education, Turkish language teaching, Sesler journal.

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## The role of Turkish tv series in making Kazakhs interested and involved in learning Turkish

Aray Mukazhanova<sup>1</sup>

Kazakhstan is one of the young republics that gained its independence in 1991 after the USSR collapse. In spite of the fact that Kazakhstan is one of the Turkish noble countries, Turkish is accepted as a foreign language in Kazakhstan. For this reason, Turkish is taught as a second foreign language at universities. Interest in Turkish is extremely high in the country. One of the important reasons for this interest is the positive impact of Turkish TV series.

In parallel with the development of technology, accessing information has become easier. In the information age we live in, the spread of languages and cultures is very rapid through technology. One of the effective ways to learn a language is to watch movies or TV series in a target language. Today, people in different countries all over the world are interested in Turkish TV series also we can spot this kind of interest in Kazakhstan as well. In Kazakhstan, Turkish TV series are broadcast on state channels and reach a large audience. Apart from television, the number of people who access these series from various websites and watch these series in their original language and learn Turkish is considerable.

The aim of this study is to determine the role of Turkish TV series in making Kazakhs interested and involved in learning Turkish. The participants of the study were 20 students from different classes studying at the Faculty of Foreign Languages and learning Turkish as a second foreign language at Kazakh American free university in Öskemen, East Kazakhstan, in the 2023 - 2024 academic year. In the first stage of the study, a questionnaire was applied to the students to determine how often and which Turkish TV series do they watch. In the second stage, a semi-structured interview form developed by the researcher was applied to the students. In line with the findings obtained, it was tried to determine the effect of Turkish TV series in learning Turkish.

**Keywords:** Teaching Turkish in Kazakhstan, teaching languages in TV series, teaching Turkish for foreigners.

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## Errors observed in the writing skills of Kazakh students learning Turkish: Example of Oskemen

Gül Banu Duman<sup>1</sup>

Reading and listening are skills related to comprehension, while speaking and writing are skills related to expression. It is unthinkable to develop comprehension skills without understanding. An individual who understands what he reads and listens should actively participate in communication and express himself to the other party in a written or oral way to create healthy and two-way communication. Even the word communication itself expresses a mutual action. One-sided information input and no information output disrupts communication. It is necessary for the individual to express herself to the other party in a written or oral way in order to maintain two-way data output and communication as well.

In different studies it is stated that writing is a skill that lags behind other skills. The development of writing skills is closely connected with the development of comprehension skills. It is very difficult for an individual whose comprehension is not developed to express himself in a written or oral way. Writing is not a skill that can be developed anytime and anywhere like a speaking skill. In order to develop this skill, the language learner should take the time to create a written product and this product should be checked by a person with language proficiency.

In this study, the errors frequently seen in the writing skills of university students learning Turkish in Öskemen, Kazakhstan were examined. The population of the research consists of A1 level students studying in the Department of Foreign Languages, Department of English and Turkish Language Teaching at VKU and KAFU universities. The students participating in the study are individuals who are proficient in Kazakh as their native language. Although the knowledge of Kazakh sometimes provides an advantage in writing skills, it can sometimes lead to systematic errors due to phonetic and morphological differences. In the study, the spelling errors made by A1 level Kazakh students were tried to be classified and the reasons for these errors were emphasized.

**Keywords:** Turkish language teaching, writing skills, Turkish in Kazakhstan.

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# The best tourism villages initiative: A review on the current situation in Türkiye

Gizem Özgüre<sup>1</sup> & Özge GÜdü Demirbulat<sup>2</sup>

Rural tourism, which has an important mission in promoting and protecting rural areas as touristic destinations and encouraging rural development in this context, has the ability to create a unique dynamic in social life when evaluated specifically in villages. Tourism villages, which reflect the unique cultural aspects of a destination and allow tourists to have unique experiences during their visits, are considered as a form of alternative tourism practice that carries the concept of sustainable tourism, especially in rural areas. A The Best Tourism Villages Initiative, initiated by the United Nations World Tourism Organization to identify tourism villages around the world that adopt innovative approaches to tourism in rural areas that are in line with the Sustainable Development Goals, evaluates tourism villages in nine areas (Cultural and Natural Resources, Development and Protection of Cultural Resources, Economic Sustainability, Social Sustainability, Environmental Sustainability, Tourism Development and Value Chain Integration, Tourism Governance and Prioritization, Infrastructure and Connectivity, Health, Safety and Security). In this study, the Best Tourism Villages Initiative is discussed within the framework of basic approaches and the current situation in Türkiye is evaluated. In this context, a total of 44 villages from 32 countries in five regions of the world were eligible to participate in the Best Tourism Village Initiative in 2021. All of the villages stand out for their natural and cultural resources as well as their innovative and transformative actions and commitment to tourism development in line with the Sustainable Development Goals. Two villages from Türkiye were included in the list. These are Mustafapaşa (Nevşehir) and Taraklı (Sakarya). In 2022, a total of 32 villages from 22 countries in five regions of the world were selected to participate in the Best Tourism Village Initiative. These villages were recognized as rural destinations that embrace tourism as a driver of development and new job and income opportunities, while preserving and promoting community-based values and products. Birgi Village in Izmir is the only village from Türkiye to be included in the Best Tourism Villages List in 2022. In 2023, a total of 54 villages from five regions of the world are eligible to join the Best Tourism Village Initiative. These villages were recognized as pioneers in preserving cultural diversity, local values and culinary traditions. Şirince Village in Izmir is the only village from Türkiye to be included in the Best Tourism Villages List in 2023. As a result of the evaluations made for the villages included in the Best Tourism Villages List by taking the Sustainable Development Goals (seventeen goals) as a criterion, it was determined that Mustafapaşa achieved nine of these goals, Taraklı achieved five of these goals, Birgi achieved sixteen of these goals and Şirince achieved fourteen of these goals.

**Keywords:** Rural tourism, best tourism villages, Mustafapaşa, Taraklı, Birgi, Şirince.

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# The evaluation of the bone comb of Sivas within the scope of creative tourism

Şerife Üsküdar<sup>1</sup> & Dönüş Çiçek<sup>2</sup>

Tourism and culture are two dynamic elements constantly interacting with each other. While cultural elements nourish tourism, tourism also contributes to the continuity of culture. The preference of today's postmodern tourists for active participation travels over passive ones has fostered cultural tourism and brought forth creative tourism, which is also recognized as the new generation of tourism. Creative tourism, which facilitates interaction between local people and tourists, is a form of tourism focused on experimentation and learning. Creative tourism, offering the opportunity for tourists to get to know different cultures, discover and experience local or regional cultural values, encompasses a wide range of activities from textiles to pottery, from handicraft workshops to gastronomy-focused workshops. Creative tourism, which contributes to personal development through workshop activities and learning experiences with the active participation of tourists, also contributes to the sustainability of traditional professions that have been on the verge of oblivion today. This study aims to evaluate the production of bone combs, an important cultural heritage of Sivas, in terms of creative tourism. In this study, where qualitative research method is adopted, interviews were conducted with relevant stakeholders. The study is important both for the realization of regional development through tourism and for drawing attention to the continuity of the profession and cultural value. The data obtained at the end of the study were examined under three themes. First, information about the craft itself, its structure, and content characteristics were presented. Then, the cultural and symbolic features of the Sivas bone comb were discussed. Finally, its evaluation in the context of creative tourism was mentioned.

**Keywords:** Creative tourism, cultural value, bone comb, Sivas.

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# Collaborative networks in education, museology and cultural interpretation

Elsa Ramos<sup>1</sup> & Paula Proença<sup>2</sup>

Leisure, culture and tourism should be considered fundamental to society's well-being. In recent times, culture and tourism have seen a significant increase in value, resulting in new dynamics in the sector. Museum institutions, designated as formal and non-formal educational contexts, enable a wide-ranging process of interactivity, both synchronic and diachronic, in the construction of identities and a sense of belonging. Museums occupy an important position within a community, providing a fundamental service to knowledge, contributing as essential instruments in education and culture. The traditional functions of cultural heritage and museums are being reinvented and today it is important for tourists to "experience" heritage. The study analyses the project developed by the Guarda Polytechnic Institute, UC tourist animation and events organisation, in partnership with the Guarda Museum and the Guarda Hereditas Association. Chronological and typological recreations and interpretive tools allow participants to develop their imagination. The aim is to sensitise students and stakeholders to look at the city of Guarda today through animation, creative events and tangible and intangible cultural heritage. The methodological approach used is mixed, through the application of a questionnaire, bibliographical analysis and direct observation of the event. The mixed analysis and development of the event offered a range of readings from different perspectives, allowing visitors the opportunity to enrich their cultural knowledge. The interdisciplinary approach in museology makes it possible to explore the social, political, economic, cultural and educational dimensions of museums, as a contribution to reflection on issues of representation, memory, identity and heritage. In addition, museology encompasses museum management, curation, exhibition, research and documentation, among other aspects related to museum practice.

**Keywords:** Polytechnic education; museum; networks; stakeholders; heritage.

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# Tourism, economic factors, and income distribution in the Balkan Countries: A regression analysis

Kristina Velichkovska<sup>1</sup>

This research investigates the impact of tourism receipts on income distribution within the Balkan countries. Through the utilization of regression analysis, we explore the relationship between tourism income and several measures of income distribution, while also controlling for GDP per capita and unemployment rate. Drawing on data from the World Bank and other credible sources, our study delves into the intricate dynamics of how tourism influences income distribution dynamics in the Balkans.

The findings of this study contribute to a more nuanced understanding of the economic effects of tourism in the region. We find that tourism receipts have a significant impact on income distribution, with higher levels of tourism income often associated with greater income inequality. However, the relationship between tourism and income distribution is influenced by various factors, including GDP per capita and unemployment rate.

Our analysis highlights the importance of considering broader economic context when examining the effects of tourism on income distribution. While tourism can stimulate economic growth and create employment opportunities, it may also exacerbate existing inequalities if not accompanied by appropriate policy interventions.

These findings have implications for policymakers and stakeholders in the Balkans seeking to promote more inclusive growth and development. By understanding the nuanced relationship between tourism and income distribution, policymakers can design targeted interventions to ensure that the benefits of tourism are distributed more equitably across society.

This study provides valuable insights into the economic effects of tourism in the Balkan countries. By considering the interplay between tourism receipts, GDP per capita, unemployment rate, and income distribution, our research contributes to a more comprehensive understanding of the role of tourism in shaping economic outcomes in the region.

**Keywords:** Tourism receipts, income distribution, Balkan countries, regression analysis.

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# eWOM in the digital age: A comprehensive review of social media impact

Najlae Benmiloud<sup>1</sup> & Khatori Youssef<sup>2</sup>

Social media has emerged as a significant source of electronic word of mouth (eWOM) in the digital age. Consumers use platforms like Facebook, Youtube and Instagram to seek and share information about products, brands, and services. eWOM shared in social media is becoming increasingly powerful and impacts consumer decision-making. Today, many users base their purchase decision on a friend or a family member's recommendation as they perceive their feedback as a trustworthy source of information.

On their side, brands use social media more than ever to reach new audiences, connect with their target clients, and build customer loyalty. These platforms have become an integral part of their digital strategies to create meaningful links with online users.

With the continued growth of social media, marketers are trying to understand how to take advantage of these platforms to increase brand awareness and gain the trust of potential clients. Brands aim to increase conversions and thus grow revenue by converting customers into brand ambassadors by spreading positive eWOM.

This paper reviews eWOM studies conducted in the social media context. we conducted a narrative literature review by searching academic databases (Scopus, Web of Science, and Springer Link). Three themes were identified: users' motivations to use social media to seek and share eWOM, consumers' evaluation of this new way of eWOM and its impact on consumer behavior.

These articles shed light from many different angles on how consumers experience, influence, and are influenced by eWOM in social media. We aim to provide insights into the nature of eWOM on social media, which can help marketers to develop effective strategies to engage with their consumers.

**Keywords:** eWOM, social media, social networking sites, marketing.

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## Touristic elements of Japan

Kübra Ceylan<sup>1</sup> & Mustafa Işkın<sup>2</sup>

Japan is an island country in East Asia and has a deep-rooted history. Japan, which is very rich in historical and cultural terms, is among the countries with the highest tourism income. The factors that enable Japan to host a large number of tourists are its technological development, being among the safe countries, the richness of Japanese cuisine, its unique architecture, festivals, art, systematicity in daily life, anime, manga and other cultural elements.

Tokyo, the capital of Japan and one of the most important cities in the world, attracts the attention of tourists with the Tokyo Tower, the tallest structure in Japan, the richness of Japanese cuisine, the Meiji Temple, the Shibuya Crossing, the world's most crowded pedestrian crossing, and countless shops for shopping. In the city of Kyoto, there are many tourist destinations such as temples, zen gardens and museums that show the richness of Japanese architecture intertwined with culture and history. There are many touristic destinations, especially the monuments and museums in the cities of Hiroshima and Nagasaki, where the atomic bombs were dropped during World War II. In Nara, one of the oldest capitals of Japan, the Buddhist temple called Tōdai-ji, which is the largest wooden structure in the world, and the fact that many deer roam freely make Nara one of the most visited cities in Japan. Kyoto, Nikkō, Miyajima and other cities also have many temples, museums, monuments and natural beauties where tourists can understand Japanese culture, history, architecture, religion and traditions. In Japan, where both historical and cultural values and rapidly developing technology can be experienced, there are 20 entities on the UNESCO World Heritage list, 16 of which are cultural and 4 are natural areas.

Tourists visiting Japan can watch traditional theater, wear Japanese clothes and perform rituals during temple visits, explore famous Japanese gardens, participate in tea ceremonies, design flowers (Ikebana), Japanese calligraphy (Shodo), participate in festivals, karaoke, traditional games, watching events about traditional sports, visiting anime/manga museums, climbing Mount Fuji, and shopping. Visitors' positive experiences during their trip to Japan increase the number of repeat visits. In addition, by sharing their experiences with other people, they contribute to the country attracting the attention and visit of more tourists.

In this study, cultural and natural assets of Japan with touristic value will be discussed. First of all, information about the natural and cultural assets in question will be presented. Then, evaluations will be made regarding the importance of these cultural and natural assets in terms of tourism.

**Keywords:** Japan, tourism, touristic element.

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## The influence of Sufism in the literature of Necip Fazıl Kısakürek and İlhami Emin

Osman Emin<sup>1</sup>

In the period of Contemporary Turkish literature, a lot of writers and poets are seen that have been influenced by Ottoman poetry, Turkish folk literature, and Sufi literature. They all were under their shadow and whose effects of these literature were evident in their works. Some writers beautified literary works by using new subjects and forms as well as old ones, some by adding new styles to old forms, some by adapting the old to the new works and with this they have proven that we will complete when we develop an understanding that covers all periods of our literature. The works of some poets under the origin of Sufi literature, adhering to the essence of Sufism, have developed understanding and conceptualization with a new understanding and working style worthy of the period. Necip Fazıl Kısakürek and İlhami Emin are among those writers. Despite being one of the poets of the Republican period they have always processed their works within the framework of this understanding, adhering to the meaning of Sufism. Having a strong character as men of hearts and ideas, their faith, devotion to Sufism, the love for God and society, national identity, their effort, free thoughts and good morals; It provides support for us to research the common points, and to adopt and facilitate the acceptance of the inderstructible bridge of the motherland and the Balkans, the integrity of Turkish literature, the unstoppable literature power of Turkish artists - no matter where they were raised in the world.

**Keywords:** Turkish literature, new Turkish literatura, sufism, mysticism, dervish lodge (tekke), rose, Necip Fazıl Kısakürek, İlhami Emin.

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## Social sustainability of sharing economy based travel applications: BlaBlaCar example

Gül Nur Demiral<sup>1</sup> & Taner Akkoç<sup>2</sup>

Sharing economy is a socio-economic model based on sharing and renting (Piscicelli et al., 2014), against the concept of unsustainable consumption (Laamanen, et al., 2017). The core innovation of the sharing economy is mediated exchange (Curtis & Lehrer, 2019). An example of this is BlaBlaCar, a ride-sharing network that brings together drivers who have empty seats in their vehicles and passengers who want to go in the same direction. In this context, the study aimed to examine the social sustainability of travel applications that are based on the sharing economy.

In the study designed as a case study, qualitative research method was adopted. The data consists of complaints about the BlaBlaCar application on the Sikayetvar.com website. Of the 183 complaints on the site, those included in the study were determined through criterion sampling, one of the purposeful sampling methods. The study covers the complaints between 30.03.2024 and 09.06.2021, which includes all complaints. The data were analyzed with descriptive analysis. The first of the identified findings is related to the commercialization of culture. Drivers complained that the application set a fixed fee per kilometer and that these fees did not cover fuel expenses. Passengers, on the other hand, stated that although the application automatically determines the fares, the drivers demand much higher fares. The other finding is related to cultural corruption and four situations stand out. The first of these is passenger complaints that some male drivers only accept female passengers and some harass women. The second one is the complaints about the cancellation of the trip without informing the passengers even though the reservation was made. Another complaint is that some drivers drop passengers off the agreed route. The last one is the driver complaints stating that some passengers did not pay the fare.

As a result, the content of all these complaints and comments is contrary to the social norms consisting of the cultural accumulation of the Turkish society such as customs, traditions and customs from the past to the present. In terms of social sustainability, it is beneficial to develop audit and control mechanism. Finally, examining the comments and complaints about similar practices abroad will provide the literature with a broader perspective on the socio-cultural sustainability of such practices.

**Keywords:** Sharing economy, travel apps, social sustainability.

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## Cultural elements in Nusret Dişo Ülkü's poetry book "Kabıma Sıđmıyorum"

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Culture is the whole of the material and spiritual values produced in the historical and social development process of people, as well as the tools used to create them and transfer them to future generations. Language is the most basic element of culture and allows societies to connect with their past. Cultural elements include human relations, behaviors, rules, beliefs, teachings, concepts related to science and art, and important historical figures specific to that society. In multicultural societies, in addition to the official language or languages, the languages of the other nations that make up the society are spoken. If there is an unequal approach between the languages of the nations that make up the society, citizens may feel victimized, hindered and repressed, and even feel humiliated. This may be the main source of social unrest. When children learn about multiculturalism from an early age, they become aware that differences are natural. This contributes to the growth of peaceful, spiritually balanced and good citizens. When they are nurtured with works written both in their official language and in their own language throughout their education, a mature generation with personality emerges. Poets and writers of nations that are minorities in multilingual and multicultural societies aim to contribute to the development of their own nations while maintaining balance with the ruling power, the government. At the same time, while producing literary works needed in the field of language and education, they also undertake the responsibility of transferring their own cultural elements to future generations. Although many writers such as Şükrü Ramo, Necati Zekeriya, Fahri Kaya, İlhami Emin, Nusret Dişo Ülkü, who are poets and writers of Balkan Turkish literature, used elements such as "partisan" and "pioner", which are the symbols of the socialist/communist system within the borders of Yugoslavia, they did not hesitate to deal with the elements of Turkish culture in their works. Acting with this sense of responsibility, the authors have brought the elements of Turkish culture to the fore in their literary products. In this qualitative study, in which content analysis is adopted as a method, the cultural elements in the poetry book *Kabıma Sıđmıyorum* by Nusret Dişo Ülkü, one of the important names of Balkan Turkish literature, will be examined.

**Keywords:** Balkan literature, Nusret Dişo Ülkü, cultural elements, multilingualism, multiculturalism.

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# Adapting to tomorrow: The evolving role of artificial intelligence in marketing

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Artificial Intelligence's (AI) revolutionary trip in the marketing domain is a topic of great importance that is constantly reshaping industry landscapes and modern methods. This project explores this evolutionary process, analyzing how artificial intelligence is changing and how it has a significant influence on marketing strategies.

Fundamentally, the study aims to clarify the complex ways in which AI technologies are integrated into marketing, explaining how companies might take advantage of these developments to gain a competitive advantage. The swift progress of technology has elevated artificial intelligence (AI) to the forefront of creative marketing tactics, radically transforming the way companies engage with their clientele and implement their advertising campaigns.

This investigation includes a thorough examination of artificial intelligence's historical development, its current status in marketing strategies, and its possible future ramifications. Through a comprehensive review of case studies, synthesis of literature, and identification of new trends, this research aims to give a thorough overview of AI's transformational impact on marketing.

Businesses are given priceless insights on the tactical application of AI to support their marketing initiatives through this synthesis. Businesses can improve their market positioning and adjust to the always changing landscape with the use of artificial intelligence (AI). This can be achieved through a variety of means, including tailored customer experiences, targeted advertising campaigns, and predictive analytics.

The report also emphasizes how important it is for companies to keep up with AI advancements and incorporate them naturally into their marketing plans. By doing this, they can maintain their competitiveness while promoting innovation and accelerating growth in a setting that is becoming more and more dynamic.

To sum up, our initiative acts as a guide for companies looking to traverse the revolutionary field of artificial intelligence in marketing. Through an awareness of AI's background, present uses, and potential future developments, companies may leverage this technology to propel growth and stay relevant in a constantly changing business environment.

**Keywords:** Artificial intelligence, marketing, evolution, sustainability, innovation, management, strategy, ethics.

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# The interconnectedness of culture, identity and language

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The relationship between language and identity, be it personal or cultural identity, is a multifaceted and dynamic one that has been studied across various disciplines. Identity itself is a very intricate category that we all only seemingly seem to understand as it is not a finite construct but rather a process of construction which serves often the purposes of representation. This paper explores how identity is developed and constructed, particularly in a social and cultural context, as well as how language serves as a crucial tool in shaping, maintaining, and expressing identities. We shall examine the mechanisms through which language influences the construction of personal and cultural identity at individual, societal, and global levels. At the individual level, language plays a pivotal role in shaping self-perception and interpersonal interactions, as individuals negotiate their identities through linguistic practices such as code-switching, language choice, and accent modification. Societal norms and values are often reflected and reinforced through linguistic patterns, contributing to the formation of collective cultural identities within communities and nations. Furthermore, in an increasingly interconnected world, language serves as a site of negotiation and contestation, where diverse cultural identities intersect and evolve through the processes of globalization, migration, and especially technological advancements. This paper elucidates the complex ways in which language functions as a vehicle for identity construction. Understanding these dynamics not only enriches our comprehension of human communication in general and social interaction but also informs efforts to promote intercultural understanding, linguistic diversity, and social justice in an ever-changing global landscape.

**Keywords:** culture, identity, language.

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## Stylistics as a means of developing students' language and cultural awareness: Analyzing Pruffrock's melody of love

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The following paper examines the role of stylistics in the language classroom and the influence it has on the degree to which literature is understood. Stylistics is known as a method of textual interpretation in which primacy of place is assigned to language. The reason why language is so important is that linguistic structure is an important index of the function of the text and the text's functional significance leads to its interpretation. It is an erroneous perception that a stylistic analysis only involves the counting of nouns, verbs etc. in a text for it acknowledges that utterances are produced in a time and a place and in a cultural and a cognitive context. As so, the paper further examines the relationship between English language, literature and culture, within the analysis of T.S Elliot's Love song. Here the elements of language, creativity, the isolated feelings of the author, and the dilemmas of modernism, the stream of consciousness technique and the complexities of human existence are explored. The procedure for the analysis will be applied in two steps, namely in the linguistic features, which are particularly noticeable in the text (noticeable perhaps because they recur with unexpected frequency or they deviate from the grammatical and lexical norms) and step two, in a series of questions which alert students to these features and encourage them to reach an interpretation or appreciation of the poem bearing these figures in mind. Here, the main aim is to develop in students the sense of understanding how these elements of language and culture are linked within a single poem.

**Keywords:** stylistics, cultural awareness, language abilities, literature, interpretation etc.

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# Adapting to climate change: A macroeconomic and systemic security study of the EU27

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This study examines the impact of climate change risks on the macroeconomic situation and the security of the economic system in the EU27 from 2002 to 2020. Using a blend of methodologies, including statistical analysis of phenomena in GraphPad - Prism, K-means clustering in Knime's, Ordinary Least Squares in EViews, and Principal Component Analysis in Q Research Software, it evaluates Climate Change Risk (CCR), Macroeconomic Situation (MS), and Economic System Security (ESS). The research uniquely combines data normalisation, weight assignment, and composite indicator development to evaluate these three phenomena thoroughly. The study unveils significant variations in CCR, MS, and ESS across the EU27, indicating a heterogeneous response to climate change risks and economic stability, underscoring the necessity for differentiated policy approaches across the EU. Countries such as Germany, Sweden, and France demonstrate robust adaptability to climate risks, whereas countries like Poland and Malta exhibit relatively lower performance, underscoring the necessity for differentiated policy approaches across the EU. For CCR and MS, countries like Romania and Bulgaria, besides scoring lower values compared to examples of good practice like Sweden, the Netherlands, Denmark or Ireland, manage to have the highest average rates of evolution among the EU27 countries. This research contributes significantly to understanding the multifaceted impacts of climate change on economic structures, providing essential insights for policy formulation and strategic planning to bolster economic resilience in the face of environmental challenges. In light of these findings, the study suggests aligning national strategies with the European Green Deal's framework, particularly its ambitious 2030 climate targets. This includes a 55% reduction in greenhouse gas emissions compared to 1990 levels, a significant increase in renewable energy usage, and improvements in energy efficiency. By integrating these objectives, EU member states can enhance their economic resilience and security, addressing both immediate and long-term climate challenges. This strategic alignment not only contributes to global sustainability efforts but also ensures a unified and effective response to climate change risks within the European economic system.

**Keywords:** Climate change, economic system security, macroeconomic stability, principal component analysis, ordinary least squares.

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## The role of the internet in the tourist offer in Kosovo

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In general, the internet has had its effects in every sphere of life, be it in the social, cultural, scientific or economic aspect. The world has changed as much as information technology has changed. The development of the human factor and his life has almost always been addressed by the change in technology. As far as the Internet is concerned, it has changed everything in terms of the economy, starting from the manufacturing firms where the technologically advanced machinery factor is definitely included in the production unit and continuing to the various disciplines of the economy such as: E-Marketing, E - Commerce, E-HRM (Human Resources Management) all these come to life, develop themselves using the Internet as the main and central factor. Almost every company when it wants to verify its competitive advantages starts from the level of skills in using new technologies and the Internet to develop its activity, based on this most firms classify themselves in the relevant market as an established firm or not. But the main topic of this paper is the hotel sector, namely tourism, there are many hotels and also tourism companies that would come to mind for everyone who use social networks and also the online presence on the World Wide Web to offer their services and attract the tourist flow of the tourist seasons, especially the summer and winter seasons respectively. The purpose of this paper is to analyze the connection and influence that the Internet has on the tourist offer, first in the world and then in the Republic of Kosovo, making comparative analyzes to come to a conclusion. In this paper, secondary and primary data were used, the secondary ones were obtained from various sources such as: articles, books and online digital information platforms, while the primary ones were from a local research with different respondents to analyze their attitudes regarding online tourist offer on the Internet.

**Keywords:** Tourist offer, economy, internet, hospitality and tourism, advertising for tourism.

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## Modification and valorization of cultural heritage in the function of tourism development

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The city of Skopje is a destination visited by almost one-third of the total number of tourists coming to the country annually, has a rich cultural heritage that attracts an increasing number of tourists every day. In the interest of planning sustainable development of cultural tourism in the city, it is of great importance to properly modify and valorize the cultural heritage, assessing their value from the perspective of tourism. The subject of modification and valorization should encompass all tangible and intangible cultural assets of the city, aiming to hierarchically prioritize them based on their value, which will provide guidance in the strategic planning of cultural tourism development. This will determine which of them are leading in the overall cultural tourism product of the city, and which ones should be invested in first. Given that the tourist valorization of the entire cultural heritage of Skopje is a complex and long-term process, this paper includes the valorization of a cultural-historical complex comprising the Skopje Fortress, the Old Bazaar, and the Stone Bridge. The fortress is located on the eponymous hill, in the very center of Skopje, on the left bank of the Vardar River and partially in the western part of the bazaar. According to existing knowledge, the area where the current fortress stands was inhabited since prehistoric times, around the 4th to 3rd millennium BCE. The Old Skopje Bazaar represents a blend of the old and the new, culture, and tradition. It preserves numerous functional objects from the Ottoman period, while new objects are also being built as a characteristic of modern times. The Stone Bridge connects the Old Bazaar with Macedonia Square. It symbolizes the city of Skopje and is depicted as an integral element of its coat of arms. For this purpose, both desk and field research were conducted, and tourist valorization was carried out using a qualitative-quantitative method that was modified and adapted to the subject of valorization. In this process, tourist valorization is performed according to three groups of indicators: indicators determining the cultural and touristic significance of the cultural asset and the management sector of the cultural asset. The overall assessment of all indicators ultimately determines the level of potential of the cultural asset in terms of tourism development.

**Keywords:** modification, valorization, Skopje Fortress, Old Skopje Bazaar, Stone Bridge.

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# Conceptual perspective on environmentally friendly approaches in sustainable tourism types of Sivas

Serap Inceöz<sup>1</sup> & Afıtap Bulut<sup>2</sup>

The aim of this study is to elucidate the various types of sustainable tourism in Sivas, Turkey. This involves exploring the province's abundant natural, historical, and cultural assets while devising strategies to mitigate socio-cultural and socio-economic impacts. The study seeks to enhance local welfare while minimizing adverse effects on the environment and local communities. This qualitative study adopts a comprehensive approach to analyze Sivas Province's potential for sustainable tourism. Drawing upon existing literature and conceptual frameworks, the research explores diverse forms of sustainable tourism, including agriculture and rural tourism, nature tourism, eco-tourism, social tourism, cultural tourism, and thermal tourism. Special emphasis is placed on integrating environmentally friendly practices such as recycling, organic agriculture, sustainable transportation, water conservation, green energy utilization, zero waste initiatives, and environmental education. The findings of this study reveal various sustainable tourism types in Sivas aimed at enhancing local welfare while minimizing socio-cultural and socio-economic damage. These include agriculture and rural tourism, catering to those seeking authentic village life experiences amidst natural surroundings. Nature tourism offers opportunities for activities such as nature walks, mountain biking, and bird watching, promoting appreciation for the region's biodiversity. Eco-tourism initiatives contribute to the local economy while safeguarding the natural environment. Social tourism fosters community engagement through volunteer programs, collective festivals, and homestay accommodations, enriching cultural exchange. Moreover, efforts to preserve and promote traditional crafts enhance cultural tourism experiences, exemplified by landmarks like the Divriği Great Mosque and Darüşşifa, listed on UNESCO's World Heritage List. Additionally, thermal tourism capitalizes on the region's natural hot springs and thermal facilities, offering potential for health tourism. These diverse tourism opportunities underscore Sivas' sustainable tourism potential, which can significantly contribute to the city's economic and environmental development. However, realizing this potential hinges upon the effective protection of natural and cultural resources and the implementation of robust sustainable tourism policies. The study offers practical insights for stakeholders involved in tourism development in Sivas Province. By embracing environmentally friendly approaches and promoting sustainable tourism initiatives, policymakers, local communities, and tourism operators can enhance the region's attractiveness to visitors while simultaneously fostering socio-economic growth and environmental sustainability. Additionally, the findings underscore the significance of raising environmental awareness and fostering community engagement to ensure the long-term success of sustainable tourism endeavors. This study contributes to the existing literature by offering a comprehensive analysis of sustainable tourism in Sivas Province, Turkey, with a focus on environmentally friendly approaches. By synthesizing various sustainable tourism types and strategies, the research provides valuable insights into harnessing the region's tourism potential while preserving its natural and cultural heritage. Moreover, the study underscores the originality of its approach, which integrates theoretical frameworks with practical considerations to address the complex challenges of sustainable tourism development in Sivas.

**Keywords:** Sivas tourism, tourism types, sustainable tourism, eco-tourism.

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## Istanbul of Avni Bey from Yenişehir

Lokman Turan<sup>1</sup>

Aspects of Istanbul reflected in divan poetry: the historical identity of the city, its districts, architecture, natural beauties, entertainments on the Bosphorus, recreation areas, etc. are matters. Istanbul has been the subject of not only poetry but also prose, and various works have been written on this occasion. Generally, in the poems written about Istanbul, the negativities experienced in this city are not mentioned and this city is the darling of all poets. However, it is thought that all of the divan poets praised Istanbul. However, there are some divan poets who complain about the crowds of Istanbul, the people migrating to the city, even if indirectly, the injustice of the city rulers and other negativities. Some of these are Cem Sadisi, Gelibolulu Mustafa Âli, Veysî and finally Yenişehirli Avnî Bey. Of course, when looked at with this attention, other poets will emerge. Istanbul became the subject of complaints in the poems of these poets because of the negativities they mentioned in their poems about the city and the fact that it did not meet their expectations. The number of poets and poems that talk about the negativity of the city is low, both in poetry and prose examples that center on Istanbul and in works written for another purpose but in which Istanbul is also included. In a few of these poems, as did Yenişehirli Avnî Bey (d.1883), the sociological aspect of the city was discussed in the poem and documentary determinations were made about the human types and lifestyles of the period. In this 19-couplet poem, Avnî Bey makes some ironic descriptions about the appearance, behavior and types of people who came to the city for some reason and occupied important positions here. In fact, some of them are experts in writing, and some of them are people who have reached such high levels that they are included in the judge class. They came to the city, but they have no intention of becoming city dwellers. They have come to important positions, but they disappear in times of need. When it comes to accounting, they never fail to speak with pride and arrogance. In a city where such people work, it is natural for state affairs to be disrupted. In the study, some works about Istanbul in divan poetry will be touched upon, and Avnî Bey's poem titled "Latife-güne Neşîde", which is about Istanbul and included in his Divan published by us, will be evaluated from this perspective.

**Keywords:** Istanbul, Avni Bey, 19th century Istanbul, sociology of Istanbul, human types, migration.

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## Human capital formation and brain drain. Is Romania a winner or a loser?

Laura Diaconu Maxim<sup>1</sup> & Mihai-Bogdan Petrisor<sup>2</sup>

Nowadays, the presence of a higher stock of qualified workers is one of the main prerequisites for the sustainable development of any country. Actually, it was noticed a sustained governmental effort to promote the proper education and training of the population. However, the migration of the highly skilled workers could nullify the positive effects of these investments in education because the brain drain has an impact not only on the demographic and social processes, but also on the economic development of the origin country. In this context, along with the concepts of brain drain and brain gain, the concept of "human capital flight" was recently introduced in order to define the movement of highly qualified and well-educated people to countries other than their residence or the country where they learned these skills. Most of the researches conducted on the developing states showed an inverse relationship between the brain drain and the economic growth. The explanation of this fact could be found in the socio-economic consequences of migration, which leads to changes in the labour market, exacerbates the shortage of the skilled workers, accelerates the aging population phenomena and even generates financial difficulties due to the inefficient use of funds invested in the education system. Therefore, the purpose of the present paper is to analyse the impact of the brain drain on economic prosperity of the developing states, in general, and of Romania, in particular. Our research starts from two hypotheses. The first one states that, as a country starts to develop more and increase the public spending with education, due to a lack of proper job conditions and remuneration, people with tertiary education, fully financed from public resources, are more tempted to migrate. The second one assumes that, as the brain drain phenomena increased in Romania, the economy lost its potential growth rate.

**Keywords:** brain drain, human capital formation, economic growth, Romania.

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## Digital and technological transformation of Cappadocia valleys: Kızılçukur, Meskendir, Güllüdere 1, Güllüdere 2

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One of the first places that comes to mind when it comes to tourism in Turkey is the Cappadocia Region. Due to its rich geological and geomorphological heritage, Cappadocia is one of the most visited destinations in the world. In fact, in the first half of 2023, the number of international tourists visiting Cappadocia exceeded 2 million. Considering that the economy of the Cappadocia region is largely based on tourism, it is understood that the quality and technology integration levels of the touristic services offered in the region are of great importance. In this context; as a result of the observations made in Kızılçukur, Meskendir, Güllüdere 1 and Güllüdere 2 valleys, where the important hiking routes of the Cappadocia Region are located, it has been observed that the digital level of the routes is insufficient. It has been observed that the telephone networks in the area are very low or have completely lost their signal strength. In addition, it was determined that the materials such as maps and brochures used by tourism agencies to introduce the valleys are simple and incomplete. It is thought that this situation negatively affects the tourists' orientation and touristic experience in the field. Eliminating these deficiencies identified in the field, improving the digital level of the abovementioned hiking routes and increasing the added value in destinations are among the main objectives of our study. Within the scope of the study, a mobile application that can work both online and offline on hiking routes has been prepared. 3D modeling of Kızılçukur, Meskendir, Güllüdere 1 and Güllüdere 2 valleys were made using Geographical Information Systems (GIS). In addition, a website has been created to enable tourists to easily access all the abovementioned information, visuals and technological applications related to the routes. As it is known, the effective use of information and communication technologies in touristic regions not only increases the satisfaction levels of tourists, but also positively affects the attraction of qualified tourists to the region. When the tangible and intangible outputs of this study are evaluated, it is thought that it will serve the social and economic development of the region and set an example for the digital transformation of other routes in the region.

**Keywords:** Nevşehir, Cappadocia, Cappadocia valleys, tourism route.

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# Religion, attitude and youth entrepreneurial intentions in Romania

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It was largely debated that between religion and entrepreneurship there is a complex and interdependent relationship, in which religion may influence not only the entrepreneurial activities and management, but even the decisions of becoming an entrepreneur. Actually, the literature suggests three types of interactions between religion and entrepreneurship. The first one is between society, religion and entrepreneurship, in the sense in which religion offers support for entrepreneurial initiatives. While the second relationship is between individual faith, as an expression of religion, and entrepreneurship, the third one is between the theoretical aspects of religion and entrepreneurial initiatives. No matter the approach, it was mutually agreed that, up to a certain point, the religious beliefs and attitudes have a direct and very significant influence on the dominant view toward work and personal achievement. Yet, when the impact that the different religions have on the intention to become an entrepreneur is discussed, the opinions are divided. On one hand, there are studies which certify that the Christianity and the Islam favour these intentions, while the Hinduism does not. On the other hand, others found that the Buddhists and the Christians are more inclined to develop the entrepreneurial activities, while the Muslims do not have this preoccupation. Considering all these aspects, the purpose of the present paper is to investigate the role that religion plays in defining the entrepreneurial intentions of the Romanian students. To achieve this goal, the research methods consisted in an extensive investigation of the specialized literature, based on which the research hypotheses were developed, and in empirical research, conducted on a sample of 624 Romanian students, both from undergraduate and master programs.

**Keywords:** religion, entrepreneurial intentions, beliefs, attitudes, Romanian students.

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# Traditional Romanian food concept and impact on consumers

Gabriela Iordachescu<sup>1</sup>

The quality and diversity of food production represents one of the strengths of the national cultural and gastronomic patrimony. Compared to other European countries, Romania has few traditional products certified at European level. The number of certified traditional products was until 2014, over 4.400 products nationally certified. Currently, more than 4.000 products have been removed from the list, and registering a product as traditional has become a more rigorous process than ever before. Consumers are willing to perceive and evaluate the quality of a product based on its place of origin and share opinions and attitudes towards the related goods or services. The image of a country or area can determine the perceived quality of a category of products, stimulating sales. The study was generated by the BSB project "Local development and cross border cooperation in the area of agricultural products and traditional food" - LOC FOOD which have a decisive role in product promotion.

The aim of the research is to investigate the consumer behavior of the inhabitants of the SE Romania with regard to local / traditional products. The methodology to be followed is the primary / quantitative research to be carried out by creating and using face to face and electronic questionnaire to be completed through the Google Forms Online Application.

The questionnaire was divided into 3 sections. Section A refers to demographic questions. Section B refers to questions regarding the consumption of local / traditional products and focuses on the frequency of consumption of both Romanian local / traditional products. Section C concerns the recognizability of food quality labels and the consumer confidence in the quality that results from them.

The study was conducted on a group of 250 consumers, 16 % male and 84 % female, mostly from SE of Romania and from urban area. 44 % of the consumers consider that the access (availability) to local/traditional product market is satisfactory. 42 % prefer to consume traditional /local products at home and 46 % at the restaurant. Local/traditional products are consumed except holidays, celebrations, meetings at home mainly on a daily basis. 77 % of consumers agree that the foreign visitors will prefer local/traditional food over standardized. Most of the consumers (38 %) trust the products that bear with the EU labels but more (45 %) trust moderate. Most people know EU labels and also the Romanian Traditional label.

By promoting the traditional values, their importance is highlighted, being attracted more consumers in the area of traditional products.

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**Keywords:** Traditional food, local food, European food labeling, consumers, SE Romania.

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## A protected word in the Turkish dialects of North Macedonia: ügürtle-

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With the settlement of the Ottoman Turks in the Balkans, many things changed fundamentally and Turkish-Islamic culture began to make itself felt in every field. One of these areas is the Turkish language. The Turkish language, as a lingua franca, rises to the position of the most valued language in this geography. The number of Turkish words used in the languages of the Balkan nations increases, and in some languages this number exceeds tens of thousands. North Macedonia remained under the rule of the Ottoman Empire for about five and a half centuries. At the end of the 19th century, Turks constituted the majority of the country's cities and towns, but after the Balkan, First and Second World Wars, this population decreased greatly, and in some languages this number exceeds tens of thousands. North Macedonia remained under the rule of the Ottoman Empire for about five and a half centuries. At the end of the 19th century, Turks constituted the majority of the country's cities and towns, but after the Balkan, First and Second World Wars, this population decreased greatly, and in some places, Turks even became a minority. Today, it is seen that Turkish-speaking Turks living in North Macedonia are concentrated in Skopje, Gostivar, Central Jupa, Struga, Radoviš, Vrapçište, Strumica, Debre, Studeniçani, Ohrid, Tetovo, Valandova, Shtip and Veles. It is known that many studies have been carried out on the Turkish dialects of North Macedonia, which are among the Balkan Turkish dialects. In these studies, the language material compiled from the dialects was examined phonetically, morphologically, syntactically and lexically and published as an article, thesis or book. In this study, the verb ügürtle-, which is used as a hidden word in the Turkish dialects of North Macedonia, and its variants will be emphasized. In this study, which is a qualitative research, the data were collected by document analysis and face-to-face interview techniques, and different samples were tried to be determined by reaching the source people belonging to different age groups. The aim of the study is to reveal the origin of the verb ügürtle-, which is frequently used in the historical texts of Turkish, in what ways and meanings it is used in the Turkish dialects of North Macedonia, and to compare it with its use in other Balkan countries and Anatolian dialects where Turks live.

**Keywords:** Balkans, North Macedonia, dialect, protected word, ügürtle.

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## An evaluation of Abdel Fattah Rauf's poetry book 'Ey Yurdum'

Raşit Koç<sup>1</sup>

Abdel Fattah Rauf is a poet who has written poems on almost every subject in his six poetry books published so far, although he mostly wrote works on religious Sufi literature due to his madrasa education and the culture he lived in. In the poems of the poet, popularly known as Fettah Efendi, we come across verses describing the beauties of Skopje, the feeling aroused in the poet by the enthusiastic flow of the Vardar, the villages, the mountains, or the wandering of the Skopje beauties, as well as the verses in which he brutally criticizes and even curses those who move away from religious life and leave Skopje. We also come across verses.

Due to the fact that he received a madrasa education and grew up in a city shaped by Ottoman culture, Fettah Efendi uses the aruz meter and divan literature verse forms such as ghazal, ode, and murabba in most of his poems. The poet, who took divan poetry as an example in terms of form, adopted the style of divan poetry in terms of style. This is the reason why he uses some mazmuns in divan poetry in his poems. The poet, who adds different themes to the tradition of Divan poetry in his own way, hears Mehmet Akif's voice from time to time and sees his traces in poems that include the troubles experienced by his country, the corruption seen in people, and social criticism, including wearing a hat instead of a fez.

In his poems, Abdel Fattah Rauf frequently makes use of similes and mazmuns belonging to divan literature while dealing with religious secular subjects. However, Fettah Efendi does not hesitate to use words and metaphors that contain profanity, insults and humiliation by not being able to control his emotions in his poems. Fettah Efendi did not hesitate to use brave expressions to express his feelings and anger, especially when criticizing the deterioration in national and religious issues and the unacceptable attitudes and behaviors towards the homeland and religion.

In this study, we will try to examine the poet's world of thought and spirit based on the words frequently used in the poems in Abdel Fattah Rauf's poetry book 'Ey Yurdum'.

**Keywords:** Abdel Fattah Rauf, poetry, homeland, anger, pessimism, blasphemy.

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# The place of Yozgat foods in the food memory of individuals

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The aim of the study is to determine the place of foods from Yozgat province in the food memory of individuals over the age of fifty. In the study, it was examined how much individuals from Yozgat over the age of fifty knew about Yozgat local dishes and the food motifs in their memories. Food memory, in the most general sense, is the whole of a person's and society's food-related memories. They are reassembled pieces of past narratives that connect the individual to his past, ethnicity, sociocultural identity, lifestyles, tastes and preferences (Lee, 2023). Food memories that constitute food memory include the material and sensory aspects of food, as well as subtle memories of the social environment, social practices, and bodily knowledge (Abarca & Colby, 2016). Food memories contain powerful indicators that diversify individual identity and taste preferences. It represents a common food narrative that defines the common values of a family at the collective level and that the individual community shares with different people throughout time and space (Lee, 2023). Local cuisine literally covers all the dishes, preparation methods and food and beverage activities belonging to the culture of a region (Molz, 2007). In the research; The relationship between local dishes and food memory concepts was tried to be determined by taking into account the effects of the age factor. The study was conducted with 14 participants from Yozgat over the age of fifty. Qualitative research methods were used in the study. Descriptive analysis method was used to examine the data obtained. It was concluded that the participants formed serious connections with food narratives through smell and taste, and that food memories were paired with the mother figure in most of the participants. It is concluded that the efforts within the family, that is, the level of knowledge of the children in the family about local dishes, are effective in maintaining past eating habits. It is understood that individuals over the age of fifty, who make up the study group, prefer local foods in their daily meals, despite their changing living conditions and migration to other cities. Identifying the dishes that remain in individuals' food memories and compiling these narratives is important in terms of revealing the local culinary culture, preserving local flavors and transferring them to the future. The fact that no memory studies have been found in the literature on Yozgat culinary culture shows that the contribution of the study to the literature is important.

**Keywords:** Food memory, local cuisine, culinary culture, Yozgat cuisine.

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## Linguistic projection of Pakistan's official tourism websites: Implications for tourism sustainability

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Sustainable tourism industry is generally represented from an economic standpoint but is rarely considered from a linguistic perspective. As tourism is viewed to be a passport to a nation's proclivity to go green and the persuasive language on official tourism websites is an instrumental tool in navigating the potential tourists' perceptions towards it. Taking this into account, this paper evaluates the linguistic attitudinal resources and their communicative purposes on Pakistan's official tourism websites. More specifically, it also examines the realization of ecological preferences through the use of appraisal patterns. Based on the qualitative research design, the data of this study was collected from three official tourism websites of Punjab, Sindh, and Khyber Pakhtunkhwa provinces operated under Pakistan Tourism Development Cooperation (PTDC). A total of 30 destinations and cultural features were selected based on the purposive sampling technique. Three of the Sustainable Development Goals (SDGs) 11, 12 and 15 (United Nations, 2015) including sustainable communities, resource efficiency and life on land were focused. For ecolinguistic analysis, Stibbe's (2015) theory of evaluations and appraisal patterns was applied. The results revealed that all the appraisal categories are equally employed within the tourism discourse. The deployment of the affect category to instill the institutionalized feelings, judgement category shows the institutionalized behavior and appreciation category to promote the intrinsic values. The graduation category further stimulates the persuasion of tourism discourse. Thus, we advocate the usage of positive appraisal patterns to establish a hybrid mode of communication. Moreover, the ecological values are more significantly triggered through appreciation category to promote sustainable tourism.

**Keywords:** Appraisal patterns, ecolinguistics, linguistic attitudinal resources, sustainable development goals (SDGS), sustainable tourism.

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## Teaching English for specific purposes: Tourism industry

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The capacity to proficiently manage linguistic diversity has become crucial for businesses, destinations, and tourists alike as the tourism sector thrives in the age of globalization. Fundamentally, the ability to speak another language plays a crucial role in facilitating effective cross-cultural communication. In a world where tourists coming from different nations are highly valued, being able to provide multilingual services is a must to offer outstanding customer experiences. Tourism professionals exhibit respect for different cultural identities, customs, and traditions by conversing in the language of their guests. This contributes to the celebration of language diversity and enhances the travel experience for tourists. The aim of this study is to look into the function and importance of English in the tourism industry. Proficiency in English is essential for promoting harmonious and efficient interactions between tourists and businesses that provide services in the tourism industry. Since English is widely used in business, the tourism industry, like all other industries, greatly benefits from having proficient English communication skills. For individuals working in this field, having enough skills to help tourists is essential. The literature review indicates that the most important language skills for the tourism industry are speaking and listening in English, particularly when it comes to understanding instructions and requirements and giving information about tourist attractions. This means that proficient English language education in the tourism industry not only provides learners the skills in language they need to communicate effectively, but it also significantly improves the quality of the entire experience for tourists. Educators can play a vital role in preparing language learners for effective interactions in tourism settings through the integration of experiential learning and meeting the industry's specific language requirements. Therefore, at the end of the study, An ESP (English for Specific Purposes) teaching strategy is recommended for taking care of the demands in the tourism industry.

**Keywords:** English for specific purposes, tourism industry, english as a foreign language, listening skills, speaking skills.

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## Martifal-Mantufar practice under the name of Hidrellez tradition in Valandova-Çalıklı village

Burcu Aliyi<sup>1</sup>

The Hidrellez tradition, which expresses hope and expectations in the Turkish world and the Balkan region where Turks live, has been celebrated for centuries and has survived until today. One of the practices of the Hidrellez tradition, martifal/mantufar, is a kind of prayer or rhyme that turns into a form of luck and expectation. The implementation of mantufar in the village of Çalıklı is an indispensable part of the Hidrellez celebration, also known as the spring festival. The Turks living in the region celebrate this festival in two different dimensions and platforms. The first is the prayer dimension, called mantufar, performed in Bahçebosu Village and the second is the festive part held in the village of Çalıklı. In mantufar clean drinking water is put into a clay pot. The mouth of the pot is covered with a red scarf and placed under a rose tree. Many similar practices are carried out. Hidrellez in Valandova-Çalıklı Village is a magnificent festival celebrated in May, symbolizing the revival and birth of nature. In the Valandova region, Hidrellez is referred to by various names, such as Dirlez(KK1) and Idirlez(KK6). In Macedonian culture, there is no tradition of reciting folk poems in the style of mani. In Çalıklı village, we come across manis that sometimes appear as prayers and sometimes as curses. The content of these manis shows the weaknesses, envy, longings and expectations of human beings in a rhythmic manner. Over time, these feelings undergo transformation and change. Preserving traditions in the age of technology has become generations in a healthy way is necessary. We think that this transfer should be as close to its original form as possible. We believe that our work will serve as a source and contribute to future studies. During the compilation in Çalıklı village, observation, interviews and conversations related to the subject were taken into account. The records of the compiled topics are kept in our personal archives.

**Keywords:** Hidrellez, martifal, mani, Macedonia, Çalıklı village, tradition, practices.

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## A sensory defect in meat products: Warmed-over flavor

Meryem Göksel Saraç<sup>1</sup>, Tuğba Dedebaş<sup>2</sup> & Özlem Pelin Can<sup>3</sup>

In order for companies to hold on to the market and maintain their existence, the products they produce must be preferred. Therefore, sensory evaluations are very important for the food sector. While sensory evaluations are so important, the problem of sensory dislike of expensive and main food raw material products such as meat becomes a situation that needs to be solved. During sensory evaluations, some basic product defects can be detected, different for each product. These defects, which have names such as metallic taste, moldy odor, grassy flavor, are not desired to be detected in products. Warmed-over flavor is a sensory defect that occurs during pre-cooking or cooking and holding processes in meat and meat products. Especially in cooked and held meats, the undesirable flavor that occurs during reheating is felt by the consumer. While the warmed flavor appears as a rancid meat taste, it is accompanied by the disappearance of the meat taste and sweet taste of natural meat products. However, it is a more important problem for commercially used meat types. This is especially important for meat products that are reheated in cafes, restaurants and hotels in the catering and service sector. Beef, mutton and poultry meats are faced with the problem of warmed flavor as a result of cooking and holding. The formation of warmed-over flavor is associated with oxidation occurring in meat products. The most effective structure in this case is phospholipids in meat. With the heating process, the bitterness process starts and oxidation and warmed-over flavor formation occurs. The warmed-over flavor is not only associated with oxidation, Maillard Reaction may occur due to the chemical structure of the meat and the by-products of the reaction are effective in the formation of the warmed-over flavor. Sulfur compounds formed in the environment also cause changes in meat flavor. As a result of all these reactions, the warmed-over flavor formed in meat products is defined as a sensory defect and poses serious problems for businesses. Solving this sensory defect, which is so widely observed, is very valuable. For this reason, recent studies have been focused on preventing the formation of warmed flavor. It is thought that solutions will be found for this problem, which is important for the food sector in the near future.

**Keywords:** warmed-over flavor, meat and meat products, ready-to-eat food industry, oxidation.

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## Zeyrek, an illustrious (un)known from Sivas: Production and properties

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Flaxseed (*Linum usitatissimum* L.) is an important oilseed, known by names such as kırbaş seed, siyelek and zeyrek seed. Flaxseed has nutritional content that is beneficial for health and reduces the risk of many diseases. In the daily diet, flaxseed can be consumed directly as a seed or in the food industry, the seed or oil is used as a functional food ingredient in various products. Flaxseed, an excellent source of Omega-3 and dietary fiber, forms a viscous gel when boiled. One of the most important reasons for its use as an egg substitute in the food sector is its mucilage content consisting of neutral polysaccharides. Commercial use of flaxseed is mainly as linseed oil, linseed meal and animal feed. Molasses is one of the traditional food products produced by concentrating the syrup obtained by clarifying fruit juices with different techniques. Molasses has an important place in our diet due to its high content. In molasses production, it can be produced from different fruits containing high amounts of sugar, especially grape. The brix value of molasses is adjusted to 60-80% by extraction, clarification, filtration and evaporation of fruit juice obtained from various fruits and then packaging. Molasses is produced either traditionally by boiling in open boilers for a long time or industrially by modern methods under vacuum in controlled facilities. Molasses is generally consumed as an individual food product or can be diluted and served as a beverage; it can also be used as a dessert substitute for cane/beet sugar in the formulation of various food products. "Zeyrek" is a well-known delicacy made from a mixture of flaxseed, butter and molasses. It is known by names such as zagrek and sarek in Sivas province. Generally known to be consumed in the winter months, especially at breakfast, zeyrek is obtained by mixing flaxseed (zeyrek), which comes together with a food that has many energizing benefits such as molasses, with butter. In this way, it is known that these foods, which have been used for hundreds of years, have become more beneficial. In this study, the production of zeyrek, a traditional product found in Sivas, and the raw material properties used in its production will be discussed.

**Keywords:** zeyrek, flaxseed, molasses, traditional, Sivas.

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# Usage and adoption intent of NFC payment methods: An investigation based on the UTAUT-3 model and perceived risk theory

Flokart Aliu<sup>1</sup>

**Purpose:** This study investigates NFC (Near Field Communication) payment method adoption in the Republic of Kosovo, aiming to understand factors influencing consumer behavior towards NFC technology adoption. Utilizing the UTAUT-3 model and Perceived Risk Theory, the research seeks to establish relationships between various factors and user intentions regarding NFC payment technology.

**Design/Methodology:** Employing a quantitative approach, the research employed a comprehensive questionnaire consisting of 40 questions rated on a 7-point Likert scale across 16 constructs aligned with the research objectives. A convenience sampling method was utilized, distributing electronic questionnaires to 200 individuals representing diverse demographics in the Republic of Kosovo.

**Findings:** The study identified significant support for numerous hypotheses, demonstrating substantial correlations between factors like Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), Habit (HB), Facilitating Conditions (FC), and Personal Innovativeness (PI) with Behavioral Intention to Use (BIU) and Behavioral Intention to Adopt (BIA) NFC payments.

**Research Limitations:** The study has limitations concerning the sample size, relying on a convenience sampling method. Additionally, while the research explores significant factors influencing NFC adoption, it may not encompass all potential variables affecting consumer behavior in adopting NFC payment methods.

**Practical Implications:** Strategic insights gleaned from this research offer benefits to NFC product developers, businesses in technology and payment sectors, policymakers, and consumers within the Republic of Kosovo. Understanding consumer preferences and behaviors regarding NFC technology can refine product development, marketing strategies, inform policymaking, and empower consumers' decisions about adopting NFC payments.

**Originality:** This study's innovative approach in combining the UTAUT-3 model and Perceived Risk Theory contributes significantly to the understanding of factors influencing users' intentions in adopting emerging payment technologies, filling a gap in NFC payment literature.

**Keywords:** NFC payment adoption, UTAUT-3 model, perceived risk theory, consumer behavior, technology adoption, Republic of Kosovo.

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## French Consulate of Skopje

Okan Güven<sup>1</sup>

Located in the middle of the Balkans and at a crossroads, the city of Skopje, which combines all transportation, has been one of the remarkable cities of this geography in history with its background dating back to the Roman period, passing through the middle of the Vardar River. The region, which naturally remained under the control of the Eastern Roman Empire after the Roman period, was taken over by the Bulgarian Kingdom for a while and became an important commercial city during this period. This importance continued during the Serbian Kingdom, which took this goal from the hands of Byzantium, and lasted for another century. For the Ottomans, who captured the city during the reign of Yıldırım Bayezid, it was of great importance that the city was located at the intersection of the roads and, as a result, had the potential to become a commercial center. This importance continued to manifest itself even in the sunset of the Empire and was at the center of the so-called Macedonian problem. For this reason, Skopje was a geography that was constantly taken into consideration by the European powers that had a say in the world in general. Skopje, the region that Europe does not turn its gaze to and its central status, is naturally surrounded by the element of diplomacy, which is the best tool for monitoring. Just like other states, the French state, which has a large or small interest in the Balkans or at least wants to keep the monitoring element active in order to maintain control there, established a consulate in Skopje, which is one of the executive tools of diplomacy. The performance of this diplomatic unit in the Empire's geography, just like its other counterparts, had great diversity, as can be seen from the documents contained in the Ottoman Archives of the General Directorate of State Archives of the Presidency of the Republic of Turkey and other primary sources. The most prominent examples among these are; The consuls' frequent meetings with their colleagues and their visits and trips in the region within the scope of intelligence activities, their disputes with the Ottoman officials and authorities, the useful activities they carried out and the awards they received within this framework, their personal affairs, their assistance to their colleagues by carrying out their work, and their interviews with both the Ottoman and other authorities and consists of events such as making important political comments. Ultimately, in the light of the transmission and existence of the above-mentioned developments, the activities of the French Consul in Skopje in general and what they mean in terms of France's interests in the region will be discussed within the scope of the study.

**Keywords:** France, Skopje, Ottoman, diplomacy.

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## Italian consulate in Skopje and its actions

Okan Güven<sup>1</sup>

Italian interest in Skopje, located in the heart of Macedonia, which was equipped with a significant Hellenic culture due to its location just north of Greece, dating from before the historical periods of antiquity and it lasted from the second war of the Roman general Sulpicius Galba with the Macedonian Kingdom in B.C. to Mussolini's perspective towards that geography in the Second World War. The region, which remained under the domination of various Balkan or neighbouring tribes, eventually came under Ottoman rule, one of the most important representatives of the Turkish-Islamic synthesis, late 14th century. The period that the Empire went through, from the eve of the 19th century to its sunset, marked a period in which it caught up with its era, especially in harmony with Europe, at least in the field of diplomacy. In other words, while the Ottomans established many embassies and consulates in that period, diplomatic representations, especially of the European great powers, were also established in their lands. Naturally, one of the institutions that emerged when the Italian interest in question and what took place in diplomatic life came together was the Italian Consulate in Skopje.

Thus, the formation process of the Italian Consulate in Skopje, which was examined through retail documents in the Ottoman Archives department of the General Directorate of the Presidential State Archives and various other primary source documents such as provincial yearbooks, was established on a logical basis. However, at the starting point, as in many other diplomatic units in Ottoman territory, the affairs of the Italians in this city were handled not by the Italian consulate, but by another representative of Italy's allies. However, with the opening of the Skopje consulate, the activities of the diplomat appointed there in the city and the surrounding region began to fall under the pens of the Ottoman clerks. Therefore, the study in question covers many topics such as the weapons sent and purchased by the Italian consul in Skopje, their relations with other diplomats in the city, the awards they received, the warnings they made due to the statements they made, the different field activities they carried out in the surrounding geography under the guise of diplomacy, and their interest in the affairs of their own citizens. In addition, within the scope of the study, the interactions of not only the Italian consul here, but also the other Italian consuls in the region who were in communication with him and his colleagues in the same city were also examined.

**Keywords:** Skopje, Italy, Ottoman Empire, diplomacy, consulates.

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# Activities towards spreading the Ottoman language in the Balkans during the last period of the Ottoman Empire

Ülkü Yancı<sup>1</sup> & Ayla Yıldız<sup>2</sup>

With the revolution that broke out in France in 1789, multinational states governed by monarchies faced the threat of losing their kingdoms and changing state borders. This threat was felt throughout Europe, and even the whole of Europe united against France and started the Coalition Wars. They convened a congress in Vienna in 1815 to find solutions against the democracy and nationalism ideas of the revolution. While such developments were taking place in Europe, the Ottoman Empire could not save itself from this threat because it was ruled by a monarchy and included many nations, and with the influence of the nationalist movement and the provocations of foreign powers that saw this as an opportunity, rebellions against the state began, especially in the Balkans. The Ottoman Empire lost many regions in the Balkans as a result of these rebellions. In the face of these developments, it is known that the Ottoman Empire carried out a number of activities in order not to lose the Balkan lands, to preserve the Ottoman language for Turkish and/or Muslim elements in the Balkans, and even to facilitate and popularize its education for Muslim and non-Muslim citizens. In this study, the activities carried out to popularize the Ottoman language in the Balkans during this period were examined. For this purpose, the document analysis method, one of the qualitative research methods, was used in the study. With this method, archival documents in the Prime Ministry Ottoman archives were analyzed, relevant literature was scanned and research works were also used. As a result of the research; It has been found that the activities carried out by the Ottoman Empire to popularize Turkish were mostly focused on teaching Turkish in schools in the Balkans. It has also been understood that these and other activities, in addition to being a policy of the state, have also been a matter requested by the Balkan peoples. Because the Ottomans did not assimilate the regions they conquered and ensured that even the nations that accepted Islam were free to use their own languages. However, despite all their efforts, the establishment of nation states that affected the whole world also affected the Ottoman Empire and the territorial integrity of the state was disrupted. As a result, activities aimed at popularizing the Ottoman language in the Balkans could not prevent the people in this region from breaking away from the Ottoman Empire.

**Keywords:** Ottoman language, Ottoman Empire, Balkans, nationalism movement.

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## Turkish cuisine culture from the perspective of gastronomy tourism: A metaphor study

Zuhrem Yaman<sup>1</sup> & Onur Koksal<sup>2</sup>

Enhancing global awareness of Turkish cuisine's unique characteristics and societal perceptions is a crucial endeavor. This mission falls squarely on the shoulders of culinary experts – cooks, gourmets, and gastronomes. These individuals, through their skillful manipulation of ingredients, act as a bridge between the inherent qualities of Turkish cuisine and the palates of the world. However, a deeper understanding of Turkish cuisine necessitates delving beyond mere recipes. It requires an exploration of the hearts and minds of its creators. Here, metaphorical analysis emerges as a powerful tool for evaluating Turkish culinary culture from the chefs' perspective and fostering a nuanced understanding of gastronomy tourism. To this end, a qualitative study was conducted to analyze how chefs utilize metaphors when describing their craft in relation to Turkish cuisine. The total number of the participants is 83. However, the data that do not contain any metaphor sources have been eliminated by the researchers and the participation of 52 individuals has been evaluated. The data have been collected through an introductory information form and a semi-structured form containing the metaphor question, and they have been evaluated with metaphor analysis. According to the research findings, cooks identify 43 metaphors for Turkish cuisine. They identify three metaphors as the most common ones: Treasure (n= 4), mosaic ( n= 4) and ocean (n= 3). As a result of the research, it is seen that metaphors are important in discovering insights about Turkish cuisine. It can also be said that the majority of cooks have a positive perception of Turkish cuisine.

**Keywords:** Turkish cuisine, Turkish cuisine culture, gastronomy, tourism.

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# A comparison of the first Turkish grammar book published in North Macedonia with today's understanding of grammar

Yudum Görmüş<sup>1</sup>

According to the Constitution of North Macedonia, Turks are recognized as a "nation" and have the right to receive education in Turkish. The right to Turkish education in the Republic of North Macedonia is guaranteed by the Ohrid Framework Agreement and the constitution of the state. Turkish education is based on the Turkish language of Turkey and uses the Turkish alphabet with Latin letters. In addition to schools with Turkish curriculum, Turks can receive Turkish education at primary and high school levels in Turkish classes in some schools with Macedonian curriculum.

With the Turks living in North Macedonia having the right to receive education in their mother tongue after the Second World War, teachers were trained for Turkish-medium schools and these teachers started to work in cities and villages. During this period, many difficulties were encountered such as the lack of education programs, lack of educational materials in schools, physical impossibilities, transportation difficulties. The lack of textbooks was also one of the main problems experienced during this period.

The first Turkish grammar book published in North Macedonia was prepared by retired teacher Hivzi İdriz and writer Şükrü Ramo. With the approval of the Council of Education, Science and Culture of the People's Republic of Macedonia, this work was published in 1954 by Prosvetno Delo Publishing House. This book, published for secondary schools, is a general grammar book. Three thousand five hundred copies of the book were printed and it became the bedside book of Turkish language teachers and secondary school students.

The work consists of a few words about the book, an explanation, a table of contents and twenty chapters. This work encouraged new authors to work on Turkish grammar and set an example for new works.

In this report, the book "Grammar" written by Hivzi İdriz and Şükrü Ramo was analyzed by taking into consideration the period in which it was prepared and the conditions at that time, and the different and similar aspects of the information about grammar in the book with today's understanding of grammar were tried to be determined. As a result of the analysis, it was determined that the information in the work overlaps with today's understanding of Turkish grammar and that the book is a successful work from the period when it was written to today.

**Keywords:** Turkish Education in North Macedonia, textbooks in North Macedonia, Turkish grammar book in North Macedonia.

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## How are hotel businesses managing negative online reviews?

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Service failure occurs when service providers fail to deliver core services or when the quality falls below customers' expectations. Preventing such failures ensures the continuity of customer satisfaction for accommodation businesses. Service failure intertwines with online reviews, which can serve as valuable resources for implementing improvement strategies to address hotel service failures. The primary causes of hotel service failure can be identified through the analysis of negative customer reviews.

The research aims to analyse the reviews of the hotel determined by TripAdvisor as the best hotel in 2023 and to examine how especially negative reviews are handled and how hotel businesses respond to these reviews. The research focuses on analyzing reviews of hotels located in a region of significant tourism importance, specifically those identified as the top 5 hotels by TripAdvisor. The study aims to examine how negative evaluations are handled and responded to by hotel businesses. Using a qualitative method, the study seeks to identify the main reasons behind hotel service failures and to determine potential strategies for preventing these failures.

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**Keywords:** Service failure, online reviews, hotel service, improvement strategies, negative online reviews.

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# Using demographics to examine memorable tourism experience: A research on tourists visiting the UNESCO world heritage site of Troy\*

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Tourism experience stands out as a significant factor affecting tourists' purchasing behavior. Memorable tourism experiences are defined as touristic experiences recalled in the post-travel process, which is believed to have a significant influence on their post-purchase behavior. Nevertheless, there is a dearth of research on memorable tourism experiences in the literature and. Additionally, there is no empirical research on the memorable tourism experience of visitors in the UNESCO World Heritage Site of Troy, which is the study field of this research. With its 4000 years of history, the Archeological Site of Troy was included in the UNESCO World Heritage List in 1998. It is also one of the top 5 most visited archeological sites in Türkiye. This study aims to examine the memorable experiences of visitors in Troy by demographic variables. In the study, the questionnaire technique, one of the quantitative research methods. A convenience sample of 143 visitors in the Archeological Site of Troy was recruited between November, 2023 and February 2024. All analyses of the quantitative data were conducted in the SPSS statistical software. In order to determine the differences by demographic variables, T-test and ANOVA tests were applied. The findings demonstrate that visitors' perceptions of unforgettable tourism experiences do not differ by their gender. On the other hand, they suggest that there are only significant differences in the 'hedonism' factor of the memorable tourism experience by their age and frequency of visits. This research, supported by TÜBİTAK BİDEB 2209-A Research Project Support Programme for Undergraduate Students, contributes to the literature with the findings obtained from the visitors of the Archeological Site of Troy which has been on the UNESCO World Heritage List since 1998.

**Keywords:** Memorable Tourism Experiences, Troy, UNESCO, World Heritage.

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# Adaptation of traditional tavern culture to new generation taverns, loyalty, and the impact of social benefit: The case of Çanakkale

Bahattin Hamarat<sup>1</sup>, Mutlu Can<sup>2</sup>, Erol Duran<sup>3</sup>, Nur Undey<sup>4</sup> & Lokman Güzel<sup>5</sup>

With the development of the tourism sector and the increase in its economic return, new modernized cultures and traditions are beginning to dominate social life. The tourism sector, which performs unplanned and rapid development in a region, can also cause gradually disappear on old traditions and cultural rituals from human life. In this context, the concept of traditional Turkish taverns, which has begun to leave its place to new generation taverns and has begun to lose its area of existence and original behavioral rituals, is an important example of this problematic and has the quality of an original value with the potential to be an intangible cultural heritage value. This research focuses on traditional taverns within the scope of intangible cultural heritage. The impact of individuals' perception of traditional tavern culture, loyalty to traditional taverns, and their perception of societal benefit on the adaptation to new generation taverns has been investigated. Data for the research were collected through the survey technique using convenience sampling method. The research was conducted on individuals in Çanakkale province who have traditional tavern culture. The relationships between the latent variables of the research were examined through structural equation modeling. Structural equation modeling was conducted using SmartPLS software. While it was determined that the effect of traditional tavern culture on loyalty and societal benefit was in the same direction, the impact of variables on the adaptation to new generation taverns was found to be in the opposite direction. Similarly, it was determined that the societal value created by traditional taverns also increased loyalty to traditional taverns.

**Keywords:** Traditional tavern, new generation tavern, social benefit, culture, loyalty.

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# Traditional Turkish taverns as intangible cultural heritage: The case of Çanakkale

Mutlu Can<sup>1</sup>, Lokman Güzel<sup>2</sup>, Bahattin Hamarat<sup>3</sup>, Erol Duran<sup>4</sup> & Fulya Gümüşdal<sup>5</sup>

Turkey has hosted numerous civilizations throughout history and has been a country that harbors various cultures within its borders. These cultural diversities have interacted to contribute to the emergence of different culinary traditions and food cultures. With its unique geographic location, climate, natural beauties, and a rich historical and cultural heritage that has hosted thousands of civilizations up to the present day, Turkey has become a country with a very rich culinary culture as well. In this context, the aim of this study is to examine the cultural levels of individuals regarding traditional Turkish taverns within the scope of intangible cultural heritage. Upon reviewing the literature, it is found that there is insufficient academic research on traditional Turkish taverns. In this regard, it is envisaged that the study will pioneer the tavern culture of the Turkish society and contribute to the literature. To achieve coherence in the study, initially, a literature review was conducted regarding Turkish tavern culture. Following the literature review, a semi-structured interview form, one of the qualitative data collection methods, was prepared. This interview form was applied to traditional tavern regulars living in the province of Çanakkale, Turkey, and the research data was collected. According to the findings obtained from the research, it was determined that traditional taverns have their own rituals and dining etiquette is emphasized in traditional taverns. It was found that traditional taverns function as places like public assemblies, where social issues are discussed, economic and political issues can be debated without engaging in politics, and friendships and tavern camaraderie are emphasized. It was determined that the dining culture in traditional taverns is mostly based on appetizers, but consumed appetizers do not overshadow the consumption of alcoholic beverages. It was perceived that modern taverns have departed from traditional taverns due to the predominance of the notion of entertainment and the influence of popular culture, as they have transformed into gourmet taverns.

**Keywords:** Cultural heritage, traditional taverns, tavern culture, Çanakkale.

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## Tangible cultural heritage in the secondary school history of revolution of the Republic of Türkiye and Atatürkism coursebook

Arzu Cantürk<sup>1</sup> & Selman Ablak<sup>2</sup>

The need for citizens with national identity is of great importance in the continuity of states. The Republic of Türkiye, a unitary nation state, pays attention to the construction of national identity, like every state of this nature. Among the elements that build the national identity of a nation, common culture is as effective as common history because national identity is a product of national culture. Therefore, in order to create a national identity, it is necessary to first keep the national culture alive and transfer it to individuals. There are many courses within the Turkish education system that have the mission of providing individuals with national identity and national culture. Among these courses is the History of Revolution of the Republic of Türkiye and Atatürkism course. The scope of this course deals with teaching individuals the ideological foundations of the new state, principles and reform movements, Atatürk and Atatürkçülük, as well as to teach them its culture and cultural heritage. Mustafa Kemal, who was aware of the impact of cultural heritage on the awakening of a nation, emphasized the necessity of urgently compiling and protecting national antiquities while the national struggle continued, and pointed out the importance of tangible cultural heritage. Türkiye's rich tangible cultural heritage elements have had a great impact on shaping the identity of the new state. For this reason, it is expected that the History of Revolution of the Republic of Türkiye and Atatürkism course, which focuses on the regime history of the Republic of Türkiye, will focus on the tangible cultural heritage elements that form the basis of the republic as well as the principles and revolution movements. This research aimed to reveal the inclusion of tangible cultural heritage elements in the 8th grade History of Revolution of the Republic of Türkiye and Atatürkism coursebook. Within the scope of the research, the study adopted the document analysis method, a design based on qualitative methodology. The research used the 8th grade History of Revolution of the Republic of Türkiye and Atatürkism coursebook, which was published by the Ministry of National Education, was accepted as a coursebook with the decision of the Board of Education dated 18.04.2019 and numbered 8, and was taught in the 2023-2024 academic year, as the data source. The study used descriptive analysis technique in the analysis of the data. In the textbook in question, the researchers evaluated the presence of tangible cultural heritage elements in visuals, both quantitatively and qualitatively. Thus, they evaluated the suitability and adequacy of the tangible cultural heritage in the textbook. The analysis process of the data is ongoing, and the findings of the research will be included in the full text.

**Keywords:** Textbook, secondary school, tangible cultural heritage, history of revolution of the Republic of Türkiye and Atatürkism.

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## The place of tangible cultural heritage in secondary school social studies curricula since 1968

Arzu Cantürk<sup>1</sup> & Selman Ablak<sup>2</sup>

Tangible cultural heritage includes historical places, archaeological sites, monuments, building groups, artistic and architectural works and other material ruins that have been formed based on human labor and effort from past to present and exist physically in time and space. Tangible cultural heritage reflects the history, character, identity, traditions, values and lifestyles of societies. Thus, by bearing witness to the past, tangible cultural heritage contributes to the preservation of the cultural characteristics of a society and their transfer to future generations, as well as to the development of individuals' national identity perceptions. Due to this importance, it is necessary to introduce tangible cultural heritage to new generations. The responsibility of transferring cultural heritage to individuals largely falls on education and training programs. In the Turkish education system, social studies course and social studies course curricula have an important place in providing individuals with the awareness of the preservation and development of culture and the perception of national identity. The purpose of this research was to determine the inclusion of concrete cultural heritage elements in the social studies course curricula at the secondary school level, which has been implemented since 1968, when the social studies course began to be taught in Türkiye. The research adopted a qualitative research approach and used the document analysis method. The data in the research consisted of 1969 Secondary Schools Social Studies Course Curriculum, 1998 Primary School Social Studies Course Curriculum, 2005 Primary School Social Studies Course Curriculum, 2018 Social Studies Course Curriculum (4th, 5th, 6th, and 7th grades of Primary and Secondary Schools), which were prepared for social studies course at the secondary school level in Türkiye. The researchers used descriptive analysis technique, one of the qualitative data analysis techniques, to analyze the data. The analysis process of the data is ongoing, and the findings of the research will be included in the full text.

**Keywords:** Cultural Heritage, secondary school, tangible cultural heritage, social studies course curriculum.

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## Determining the attitudes of employees working as baristas (Coffee bar attendants) towards the profession: Antalya example

Filiz Arslan<sup>1</sup>

The aim of the study is to determine the attitudes of employees working as baristas (coffee bar attendants) in various coffee businesses and hotel bar departments towards the profession. For this purpose, the study was carried out with 72 participants who worked as baristas in various coffee businesses and hotel bars operating in Antalya. The data obtained from the research were collected through a survey. SPSS Statistical Package program was used to analyze the data. As a result of the analysis, it was found that the participants had positive opinions about the barista profession and had high commitment to the profession. It was found that 26% of the participants had a barista certificate from various institutions, 57% received tourism and gastronomy education at vocational high school and undergraduate level, and 17% learned the job while working in the profession. In line with this result obtained, cooperation between sectoral training institutions should be ensured in order to certify employees in this profession. Because a barista is not only a professional employee who has the ability to prepare coffee, but beyond that, a barista is a professional employee who has the qualifications needed by the food and beverage industry and the knowledge, skills and competencies required by his profession. The word barista is formed by adding the suffix -ist to the word "Bar", which indicates professionalism. Although its English equivalent is "Bartender", its Italian equivalent means "Bartender". Barista is a word used for both male and female bartenders. The participants included in the research were asked about the competencies of a barista. 50% of the respondents defined a barista as someone who can prepare coffee, 35% of them know the operation of the bar and its equipment, 10% of them know different coffee brewing methods, and 5% of them define a barista as someone who uses coffee machines well. When asked, "What are the coffees you prepare most?", the participants stated, in percentage terms, as Turkish coffee, espresso, cappuccino, latte, and filter coffee. When the literature is examined, the fact that there are a limited number of studies revealing the barista profession and the opinions of those working in this profession about the profession increases the importance of this study. It is thought that the findings obtained as a result of the research will be an important resource for the literature and studies to be carried out in this direction.

**Keywords:** Coffee, barista, barista profession, barista training.

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## The importance of culture in teaching Turkish to foreigners (The case of Albanian students in North Macedonia)

Melek Seyfulai<sup>1</sup> & Murat Yusuf Önem<sup>2</sup>

In this study, an evaluation is presented regarding the importance of using cultural elements in teaching Turkish to students of Albanian origin in North Macedonia. In this context, it is emphasized that the effective use of cultural elements in language teaching can contribute to students learning the language more quickly and effectively. Studies in Turkish language teaching to foreigners indicate that the age of the student, along with their cultural identity, as well as the methods and techniques used, should be considered in acquiring abstract and concrete concepts aimed at developing the four basic language skills. Linguistics, sociology, and anthropology are utilized in language teaching. Therefore, it is important for teachers to be aware of the cultural elements, national values, and expressions used in the daily life of their students' language.

In teaching Turkish to students of Albanian origin, elements of Albanian and Turkish culture can also be utilized. This approach can help students better understand the language and aid in their learning process. It is possible for students to grasp the language more quickly and make the learning process more enjoyable by using common cultural elements belonging to these two nations that have lived together for centuries. It is important for teachers to fully understand the pedagogical and cultural characteristics of their students and enrich the content of their lessons. In the increasingly globalized world, students' interests should also be considered in the selection of teaching materials and the creation of lesson content, taking into account the influence of popular culture. This descriptive study, based on field experiences, employs observational methods.

**Keywords:** Culture, teaching Turkish as a foreign language, North Macedonia, Albanians.

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## Analysis of boutique hotel advertisements in Cappadocia region using semiotic analysis method

Burcu Gülsevil Belber<sup>1</sup> & Selcen Balkr<sup>2</sup>

With the advancement of technology, people can easily obtain information about a destination. This has led businesses to make efforts to differentiate themselves from competitors. One of the prominent promotional tools in this context is undoubtedly advertising. Through advertisements, businesses strive to differentiate themselves from their competitors in the consumer's mind. The rapid progression of technology has pushed businesses to explore new advertising channels apart from traditional ones. Currently, the internet holds the highest share in the advertising market. The interactivity and personalized display of internet ads distinguish them from traditional advertising channels. Another significant feature of internet advertising is its measurability. Advertisers can measure how many people they reach, when, and how often, and utilize this information for future advertising activities. Due to the substantial advantages it offers, internet advertising is experiencing rapid growth. At the forefront of this expansion lies the importance of creating the right image and perception among customers. One of the most crucial tools to achieve these objectives is undoubtedly promotional advertisements and videos. Promotional advertisements have a unique structure where there is no specific plot or storyline, and the intended message is conveyed to the audience through visual and auditory symbols. Additionally, advertisements not only inform people about which products to buy but also indicate how these products should be culturally consumed. Therefore, emotional content in advertisements tends to be more prominent. Boutique hotels located in the Cappadocia region hold a significant position due to the tourism value of the area. Hence, this study will examine boutique hotel advertisements using the method of semiotic analysis.

**Keywords:** Semiotic, tourism, publicity, advertisement.

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## Ramadan meals in Turk culture in Skopje

Esra Özkan Önem<sup>1</sup> & Serap Ibrahim<sup>2</sup>

Turkish culture has a remarkable heritage with its historical roots and rich diversity. This culture has transcended borders and undergone a unique change in different geographies, leaving unique traces especially in the communities that were under the influence of the Ottoman Empire. Northern Macedonia is a geography that remained under the rule of the Ottoman Empire for hundreds of years and was steeped in Turkish culture during this period. Even today, the effects of this past are evident in many areas such as language, religion, traditions, architecture and cuisine in the region. In cities where the Turkish population lives densely, words and expressions of Turkish origin are widely used, and some rituals related to the Islamic religion still maintain their importance. Turkish traditions and rituals can be followed on special occasions such as weddings and engagements. Architectural works from the Ottoman period shape the silhouette of cities and care is taken to preserve this heritage. Dishes specific to Turkish cuisine are widely consumed and enrich the culinary culture of North Macedonia. The legacy of the Ottoman past is clearly felt, especially in the traditions and culinary culture of the month of Ramadan. The month of Ramadan is a period in the Islamic world that includes important rituals related to fasting, spiritual deepening and social unity. Ramadan and holiday meals are important elements that strengthen the cultural fabric of a society and reinforce social ties. These dishes are integrated with the historical, religious and cultural values of the society as a reflection of traditional culinary practices. At the same time, it contributes to the sustainability of cultural heritage by being transferred from generation to generation through traditional recipes and special presentations. This research focuses on Ramadan and holiday meals of the Turkish population in Skopje. Thus, by revealing the concrete results of the interaction with Turkish culture in North Macedonia, the cultural synthesis of original flavors has been tried to be revealed. Qualitative method was adopted in the research and semi-structured interview forms created by the researchers were used to collect data. Data obtained from the interviews were analyzed with the MAXQDA 2024 program.

**Keywords:** North Macedonia, Ramadan food, festive food, gastronomy, Skopje.

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## Potential risks of pest control in hospitality industry

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Pest control is crucial for the hospitality industry. Pests like rodents and insects can carry and spread a variety of diseases through their droppings and bodily fluids. This can lead to foodborne illnesses for guests and staff. Insects like bedbugs and fleas can bite humans. Inhaling allergens like dust mites from poorly managed pests can also trigger respiratory problems. Pests can also damage the property. Rodents like rats and mice can chew through furniture, electrical wiring, and even building structures. Left unchecked, a pest infestation can lead to costly repairs and potential safety hazards. Many regions have health and safety regulations that mandate pest control measures in food service establishments and lodging facilities. Failure to comply with these regulations can result in fines, closures, and legal trouble. A hospitality brand relies heavily on its reputation for cleanliness and quality. Pest problems can severely damage that reputation, leading to a loss of customer trust and loyalty. Regular pest control demonstrates a commitment to maintaining a clean and healthy environment for guests. By implementing a proactive pest control program, hospitality businesses can protect the health and safety of their staff and guests, comply with regulations, safeguard their reputation, and minimize property damage.

The hospitality industry combats pests through prevention and intervention. Since complete prevention of pest is tough despite constant efforts to keep the property clean and seal entry points, pesticides and fumigation are generally applied as the last resort to combat these persistent visitors. However, toxic pesticide exposure sometimes puts people through life-threatening experiences. In this study, such toxic chemicals and the consequences of their use are discussed. The aim of this study is to raise awareness for both employees and guests about the harmful chemicals used in pest control and the damages caused by their use in the hospitality industry.

**Keywords:** Hazard, hospitality, hotel, pesticide, toxic.

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## How service quality of online travel agencies affects visit intention?

Emel Yarimoglu<sup>1</sup> & Sebahattin Yiğit Bozkurt<sup>2</sup>

Measuring online service quality has been developed especially after 2000s with the increasing usage of e-services and the numbers of studies regarding measuring e-service quality have been increased in recent years. Scholars developed models and scales to measure service quality of online services. In tourism industry, online travel agencies provide accurate information and booking options for services. Online travel agencies (OTAs) can be defined as online companies in web-based marketplaces that enable customers to search and book travel products and services, including hotels, flights, cars, tours, cruises, directly with travel suppliers. Service quality of online travel agencies was measured in previous studies within different dimensions and analyzing the effects of service quality dimensions on willingness to use and visit intention is important in consumer decision making process during the buying decision.

The aim of the research was to analyze the effects of online travel agencies' service quality on willingness to use and visit intention. Within this aim, the questionnaire was developed, and the field study was conducted in Izmir City, Turkiye with 400 customers chosen by convenience sampling. Confirmatory factor analysis and structural equation modelling were used in data analysis. Findings showed that service quality of online travel agencies' websites has six dimensions such as ease of use, information, fulfillment, responsiveness, security, and visual appeal. It was found out that ease of use, fulfillment, and responsiveness affected willingness to use, while information, security, and visual appeal did not have any effects. Besides this, the effect of willingness to use on visit intention was found statistically significant. The results were discussed, and implications were shown.

**Keywords:** web site quality, willingness to use, visit intention.

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# A review on the cultural and tourism relations between Turkey and North Macedonia

Mustafa Işkin<sup>1</sup> & Muammer Mesci<sup>2</sup>

The region where the state of North Macedonia is located today was annexed by the Ottoman Empire in 1448 after the Battle of Kosovo II. The Ottoman Empire ruled in the region for many years. The Ottoman Empire lost its dominance in this region after the Balkan Wars of 1912-1913. After the Balkan Wars, the region where the state of North Macedonia is located fell under Serbian and Bulgarian rule respectively. While North Macedonia was under Bulgarian rule, it took part as a founding state in the establishment of Yugoslavia in 1945. North Macedonia declared its independence from Yugoslavia in 1991. Considering the periods other than the years of Yugoslavian and Bulgarian rule, it is seen that there is an intense interaction between the Ottoman and Turkish states and the institutions, businesses and people in the Republic of North Macedonia today. In addition, it can be said that this interaction was much more intense during the period of Ottoman rule. As can be seen, the relations and ties between the two countries from the past continue and continue to exist today.

The states of Turkey and North Macedonia have close relations both at the level of governments and state institutions and at the level of businesses and individuals. This study will focus on culture and tourism among these relations. First of all, cultural cooperation and activities between the Republic of Turkey and the Republic of North Macedonia will be discussed. Evaluations will be made regarding the institutions that play a role in cultural cooperation and activities. The activities carried out by these institutions will be included and the effects of these activities will be evaluated.

In addition, within the scope of the study, evaluations will be made regarding the tourism movements between the Republic of Turkey and the Republic of North Macedonia, the intensity of these movements and the direction of tourism movements. On the other hand, the investments realized between the two countries in the field of tourism will be discussed. In the study, evaluations will be made regarding the adequacy level of these investments.

In general, the study focuses on the relations in the field of culture and tourism between the institutions, enterprises and citizens of the Republic of Turkey and the institutions, enterprises and citizens of the Republic of North Macedonia. As a result of the study, determinations regarding the adequacy of the relations of the two countries in the field of culture and tourism and suggestions on how these relations can be improved will be included.

**Keywords:** Tourism, culture, Turkey, Macedonia.

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## Şemseddin Sami's Besa (pledge of honour or loyalty to an oath) play in terms of cultural and educational values

Elma Iseni<sup>1</sup> & Murat Yusuf Önem<sup>2</sup>

The values that form the basis of society play a critical role in shaping the character of individuals and ensuring social harmony. Values education aims to increase awareness of these values and enable individuals to internalize these values and apply them in their lives. In this context, values education; It emphasizes basic values such as moral responsibility, empathy, honesty and tolerance and contributes to the social and personal development of individuals. Values education adopts a holistic approach that cares not only about the academic success of individuals but also their character development. This education aims to ensure that young generations are not only knowledgeable, but also well-intentioned, committed to ethical values, empathetic and responsible individuals. Literary works stand out as an important source in values education. Literature helps people explore their emotional and mental world, understand different perspectives and empathize. The experiences of the characters embody the values processed in the works and present these values to the readers with examples. The Ottoman Empire is a structure where different nations live together. The more than 500 years of peace he provided, especially in the Balkans, is still talked about today. Albanians are among the ancient nations of the Balkans. Şemseddin Sami, himself an Albanian, wrote his play Besa or Ahde Vefa in 1875, in which he highlighted the moral values and customs of Albanians. Besa means "oath, custom". Besa or Ahde Vefa is a tragic work that emphasizes the importance of keeping promises at all costs in Albanians. The effects of romanticism, which was dominant in the first period of Tanzimat Literature, are also seen in the work. The values that constitute the society are striking in the works of this period, when it was a common idea that art should be made for the society. The work has important content in terms of values education as well as its cultural aspect. It is seen that the work has become instrumental in transferring cultural knowledge that will add value to people and society, such as being honest, love of nature, respect for parents, hard work, not valuing worldly possessions, establishing a family (the commitment of spouses to each other), love of the homeland, courage-valour, and standing against injustice. The purpose of this paper is to create a basis for values education by bringing the values of today's people of Turkey and Macedonia back to the agenda through this work published approximately one hundred and fifty years ago. Content analysis was adopted as a method in the study, which is a qualitative research. The text was scanned by close reading and sections related to cultural and educational values were revealed.

**Keywords:** Şemseddin Sami, Besa yahut Ahde Vefa, culture, educational values.

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## An evaluation on halal tourism policies and suggestions on halal tourism policies of Turkey

Zülkif Dağlı<sup>1</sup>

Halal tourism holds significant importance for Muslim tourists who desire to meet their holiday needs but cannot participate in tourism activities outside the realm of Halal tourism due to their beliefs. This is because Halal tourism has the potential to meet the holiday needs of Muslim tourists, forming a significant part of Turkey's market and offering a substantial potential compared to non-Muslim tourists, thus potentially contributing positively to increasing Turkey's tourism revenues. There are currently no specific standards for tourism businesses operating within the scope of Halal tourism. The legal regulations, policies, monitoring, and implementation mechanisms existing within the scope of tourism also apply to businesses operating within the realm of Halal tourism. However, given that Halal tourism requires different qualities than regular tourism activities and holds significant potential in terms of tourism revenues, it is imperative for Turkey to establish standards, create monitoring and implementation mechanisms, design promotional activities distinct from regular tourism promotions, develop Halal tourism policies to guide these activities, and establish legal frameworks.

In this context, the study will begin with evaluations of the Halal tourism market, aiming to assess the potential of the Halal tourism market. Thus, the aim is to establish infrastructure for realistic objectives in the creation of policies related to Halal tourism. Subsequently, the profiles of tourists visiting Turkey and the profiles of tourists comprising the Halal tourism market will be compared. Based on this comparison, an assessment will be made on which type of tourist can generate more income. On the other hand, evaluations will be made regarding which type of tourist should be targeted for sustainable tourism. Additionally, successful and exemplary policies regarding Halal tourism policies worldwide will be presented. Evaluations will be made regarding these Halal tourism policies.

Furthermore, the study will include organizations and institutions that set standards for businesses operating within the scope of Halal tourism, and conduct inspections and certification according to these standards. Assessments will be made regarding the structures of these organizations and institutions, their levels of recognition, their acceptance as authorities, and their reputations. Additionally, structures and institutions established in Turkey regarding Halal tourism will be addressed. Evaluations will be made concerning these institutions and structures.

In light of the evaluations conducted above, the final part of the study will involve making observations about the current status of Halal tourism in Turkey. Based on these observations, the aim is to establish infrastructure to contribute to the identification of necessary Halal tourism policies. Information obtained and observations made will be utilized to provide policy recommendations aimed at ensuring Turkey's significant share in the Halal tourism market.

**Keywords:** Halal tourism, halal tourism policies, Türkiye.

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# Classification of the Mediterranean countries in terms of tourism statistics

Şebnem Zorlutuna<sup>1</sup>

Tourism is an important sector that plays a role in recognizing countries with their social and cultural aspects and revealing differences. Societies with culturally different structures have the opportunity to promote their traditions and customs through tourism. It is the element that facilitates globalization in economic and social terms.

In economic terms, tourism can be defined as a socio-economic event that starts with an economic decision on how to use leisure time and savings and has economic aspects such as investment, consumption, employment, exports and public revenues.

Tourism is among the sectors that have an important role in the comparison of regions or countries and in determining their competitive advantage. For this reason, it is an inevitable fact that the tourism sector will reach a more important position in the future in terms of its advantages and development potential. The tourism sector is one of the fastest growing sectors. Tourism revenues are an important component of the national income of countries. The increase in tourism activities directly increases tourism revenues and contributes to the increase in employment, positive impact on the balance of payments and closing the foreign trade deficit. In this context, understanding the important role of tourism for national economies in a globalized world where economic conditions are becoming increasingly severe and competition is intense is of great importance for the efficiency of this sector with the contribution of academic studies.

The aim of this study is to classify the countries in the Mediterranean basin, which have a large share in world tourism, according to their similarities. Turkey's strongest competitors in the field of tourism are the Mediterranean countries. Many studies show that there is a significant and positive relationship between tourism revenues and economic growth in these countries. In this context, using the Travel and Tourism Development Index prepared by the World Economic Forum and some important tourism indicators, Mediterranean countries are classified according to their similarities using k-means clustering analysis. Thus, it is thought that by determining Turkey's position in the tourism sector in this region, policy makers and decision makers can contribute to the necessary improvements.

**Keywords:** Tourism, cluster analysis, silhouette index, Mediterranean countries.

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# The effect of social media use on student performance: A research on Cumhuriyet social sciences vocational school students

Yalçın Yalman<sup>1</sup> & Merve Şeker<sup>2</sup>

Social media, the use of which is becoming more widespread day by day, has positive and negative effects on students' performances.

Social media platforms facilitate access to information and support students in preparing for the future by providing them with information and experiences related to the professions they intend to choose. In addition, it can help their personal development and increase their general culture knowledge by following the current events.

One of the advantages of social media is that it facilitates collaborative learning experiences by enabling remote sharing. Students can form study groups, share resources and develop joint projects without geographical barriers. Social media can contribute to students' career development by offering the chance to connect with professionals and peers, opening doors to internships, job opportunities and valuable experience in their chosen fields.

On the other hand, the most obvious negative aspect of social media is that it distracts students from their academic responsibilities. Continuously following the posts leads to wasting time and negatively affects study habits and productivity. Excessive use of social media, especially late at night, can disrupt sleep patterns and negatively affect cognitive function, concentration and memory. Social media often triggers a culture of comparison. Students may experience stress and anxiety when comparing their academic achievements, social life or appearance with their peers.

To mitigate the negative effects of social media, providing digital literacy education and teaching them to differentiate between productive and harmful online behaviours is crucial in building a healthy relationship with digital platforms. Developing effective time management skills is crucial for students to strike a balance between academic responsibilities and social media use. Encouraging the use of social media for educational purposes, providing guidance on responsible online behaviour and fostering a supportive digital community can mitigate some of the negative effects.

The impact of social media use on student performance is a sensitive issue that requires a balanced approach. While there are concerns about distractions and negative psychological effects, social media also offers valuable educational opportunities and connections. By promoting responsible use, digital literacy education and positive online environments, educators and students can harness the benefits of social media while minimising its potential drawbacks. Ultimately, it is the proper integration of technology into education, as well as into every aspect of our lives, that will enable students to succeed in the digital age. In the study planned to be prepared for this purpose, a survey will be conducted on the students of Cumhuriyet Vocational School of Social Sciences in order to determine the positive and negative aspects of social media use on students and to eliminate the negative aspects and strengthen the positive aspects.

**Keywords:** social media, student success, dependence, digital literacy.

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# The relationship between tourism revenues and real effective exchange rate and inflation in Turkey

İlkay Noyan Yalman<sup>1</sup> & Şerife Merve Koşaroğlu<sup>2</sup>

The tourism sector has direct or indirect effects on macroeconomic indicators such as employment, national income, inflation and exchange rates. The tourism sector supports growth by providing new employment and investment areas in the economy. The foreign exchange inflows obtained in return for the services provided in tourism play an important role in reducing the current account deficit, especially in developing countries experiencing foreign exchange bottlenecks. On the other hand, the share of revenues from tourism services in solving chronic macroeconomic problems such as unemployment and inflation is considered important. Therefore, the positive effects of tourism revenues on economic growth and development are generally accepted. Since tourism is a labor-intensive sector, it directly supports growth by increasing labor demand and employment. On the other hand, foreign exchange earnings from tourism are an important item in eliminating the current account deficit caused by the negative result between exports and imports. The amount of foreign exchange required in an economy can be obtained from exports, tourism revenues or borrowing. Therefore, the fact that tourism revenues bring foreign exchange to the country can also be the reason for changes in exchange rates. Fluctuations in exchange rates affect the general level of prices in the country and may cause inflationary pressure.

The realization of the expected economic effects of tourism revenues is closely related to price stability. Turkey is a country rich in tourism potential. The long-standing current account deficit, exchange rate fluctuations and high inflation are the main current problems of the Turkish economy. It is considered important to examine the impact of tourism revenues on the solution of these problems. This is because the relationship between the increase in demand for tourism services and tourism revenues, exchange rates and inflation is important for making the right policy. It is important to increase the ameliorative effects of tourism revenues on exchange rate fluctuations and inflation. In this study, the relationship between tourism revenues, inflation and real effective exchange rate is investigated using monthly data for 2012:01-2023:12.

**Keywords:** Tourism revenues, inflation, real effective exchange rate.

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## Budaklar village Mânis (North Macedonia/Bitola)

Özlem Alimovska<sup>1</sup> & Murat Yusuf Önem<sup>2</sup>

Anonymous folk poetry has historically manifested itself most widely in the form of mâni verse. Mânis play an important role not only in the expression of daily life, but also in the expression of social criticism, love and love, as well as in the reflection of historical events and social structures. For this reason, Mânis are considered as a means of cultural expression. The village of Budaklar, which is located in the province of Bitola in the Republic of North Macedonia, is one of the rare Turkish villages that was established during the Ottoman period and has survived to the present day. This village was founded by Turks who migrated from various parts of Anatolia, especially from cities such as Konya, Karaman and Samsun. Budaklar village continues to keep Turkish traditions and customs alive even today. Mânis are frequently used in Budaklar village as a literary form that carries traces of the daily life of the village people, expresses feelings and thoughts, makes social criticism and even reflects historical events. The inhabitants of Budaklar village transfer cultural memory and social values to future generations through mânis. Therefore, beyond having only a literary structure, Budaklar village mânis are a part of the identity of the village people and have a great importance in the cultural context. Therefore, further analyses on the mânis of Budaklar village may allow us to understand the literary heritage of this village as well as a deeper understanding of Turkish culture and folklore. It is determined that the mânis in the village are generally sung on special days such as Hidirellez. One week before Hidirellez, a swing is set up in the village square and an event is organised where these mânis are sung. These mânis generally appeal to the younger generation and are preserved by the people living in Budaklar village. In Budaklar village, although the neighbours are mostly of Macedonian origin, the people of the village have lived in isolation in order to preserve their own culture. This has contributed to the strong preservation of cultural ties and social structures within the village. They are seen as a critical tool in the transmission of oral traditions and are recognised as part of the identity of the village community. It can be stated that this study, which also aims to contribute to the sustainability of mânis in Budaklar Village, is important for the related village. The fact that a similar research has not been conducted before makes this study even more important. Within the scope of the research, interview methods, which are frequently used in folklore compilation studies, were preferred in the compilation of the relevant data.

**Keywords:** Mânis, Budaklar, culture, folk literature.

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# The road to gastrodevelopment: A research on Balıkesir, a candidate to become a city of creative gastronomy

Gizem Özgürel<sup>1</sup>

Culinary culture, which reflects the beliefs, values, food and beverage habits, traditions and recipes of societies, is seen as one of the most important cultural heritage items. Culinary culture, which enriches tourist experiences and creates attraction for tourism destinations, can also be the locomotive in ensuring sustainable urban development by activating local dynamics. Nowadays, urban development needs to ensure sustainability-oriented development in the social, cultural and economic environments of cities and include various improvement practices. Using the resources of cities with an efficiency-based approach that serves their purpose and improving the quality of life of urban residents is possible with sustainable urban development. Basic dynamics such as social justice, cultural diversity, urban development and sustainability in cities are the areas on which sustainable urban development focuses. The evaluation of culinary cultures, which are shaped by the characteristics of the geography in which cities come into existence and enriched by both migration and cultural interaction, as a resource for sustainable urban development can be explained as gastrodevelopment. The concept of gastrodevelopment was coined by Joassart-Marcelli (2021) to refer to the connections between food culture and urban development. The Creative Cities Network is a program prepared by UNESCO in 2004, focusing on developing culture-centered creative industries such as literature, gastronomy, music, film, craft and folk arts, design or media arts. There are 350 members from more than 100 countries registered in the program (UNESCO, 2024). Cities that preserve local culinary culture, are members of the creative cities network, and associate gastronomy and tourism use gastrodevelopment as both a resource and a strategy for sustainable urban development. In the study, what should be done for gastrodevelopment in Balıkesir city, which has the title of the city that feeds Turkey and entered the UNESCO Creative Cities National List in 2021? The answer to the question has been sought. In the research where qualitative research method was adopted, documentary scanning was conducted. During the research process, 48 Creative Gastronomy Cities from around the world and from Turkey, which are members of the UNESCO Creative Cities network, were examined. Based on the strategies and practices obtained regarding creative gastronomy cities, a road map that can support the gastronomy of Balıkesir has been tried to be created. The research concluded that the practices in Tuscan (2015), the first city to receive the title of "Creative Gastronomy City" in the United States, can be taken as a model and that Balıkesir has a high potential to provide sustainable urban development through gastronomy by directing the talents and dynamics of Balıkesir under the gastronomy theme. There are 26 geographically indicated products in the city. Additionally, geographical indication applications have been made for 20 products. Balıkesir's olives, olive oil, 50 types of cheese and rich agricultural products, which create both symbolic and economic value, make it known as the city that feeds Turkey. "Fine Bread Making and Sharing", "Tea Culture, Symbol of Identity, Hospitality and Social Interaction", "Thin Bread Making and Sharing Culture", "Traditional Ceremonial Keshkek", "Turkish Coffee Culture and Tradition" from the Intangible Cultural Heritage List; "Village Charities" included in the National Inventory; "Saribeyler Mobilization Bun" made for the soldiers who went to Çanakkale and the War of Independence, which is included in the Provincial Inventory, is also among the cultural products of the city. As a result, it can be said that adopting gastronomy as a creative industry is a necessity in branding Balıkesir and ensuring sustainable urban development.

**Keywords:** Culinary culture, intangible cultural heritage, gastrodevelopment, sustainable urban development, Balıkesir-Türkiye.

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# Antecedents and consequences of tourist delight in Moroccan guest houses

Siham El Ouahabi<sup>1</sup> & Nouredine Belhsen<sup>2</sup>

Tourists look for an immersive experience in the real world and online. Managers in tourism industry use immersive technologies such as augmented reality, virtual reality, mixed reality and artificial intelligence as a part of marketing and sales strategies to delight tourists by co-creating value across the different touchpoints in customer journey. Several empirical studies confirm that immersive technologies are more used by tourists who fall under the Gen Z category. However, those who can be considered as "Baby Boomers" are not as familiar with such immersive technologies and then seek other immersive factors. Usually, they visit guest houses instead of hotels as consumers and producers of experiences. There is no consensus on what determines such experiences as well as their consequences. Subsequently, the aim of this study is to explore factors that affect immersive "Baby Boomers" tourist experiences as well as the consequences.

Following this, the first step in our research design is to keep up with state-of-the-art and to be at the forefront of research in experiential marketing paradigm in tourism, the theoretical background is made and conceptual model is developed. Physical surrounding and customer surprise are the main antecedent of tourists delight. Furthermore, behavioral intention is argued by several investigations as the consequence.

To test relevance of conceptual model in Moroccan guest houses, qualitative methods is applied using introspection method combined to critical incidents techniques. The sample size is defined by Grounded Theory approach namely theoretical saturation criterion. A total of 19 tourists who visited Fes and Marrakech between June and August, 2023 are participated to this. Those cities are established as World Heritage sites. Applying content analysis to verbatims, the results reveal that physical surrounding and tourist surprise are the two words most cited by tourists to explain why they are delighted. Content analysis reveals that social surrounding emerges more frequently in verbatims. The hospitality of front line staff, the social value are considered an important component of social surrounding. Tourists confirm that they plan to revisit the same guest house and recommend it to their friends. To conclude the second step of our research design, four main hypotheses are proposed.

To run the model, quantitative approach is applied using questionnaire survey. A self-administered questionnaire is employed. The data were collected when the tourist checks-out the guest house. 22 items were used to measure surprise, delight, physical surrounding and social surrounding. The study returned 256 completed and usable questionnaires.

Maximum likelihood based structural equation modeling is employed to run the conceptual model using a two-step procedure of data analysis. Prior to estimating the global model, the measurement model is examined for reliability and validity of the study variables.

The findings demonstrate that the physical and social surroundings of the guesthouses are the basis of the tourist's surprise. The latter determines tourist delight that in turn determines the intention-to-revisit the same guest house.

**Keywords:** Physical Surrounding, Social Surrounding, Surprise, delight, intention-to-Revisit.

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## Turkish children's games in Skopje (period of the socialist federal Republic of Yugoslavia 1945-1992)

Sennur Kadri<sup>1</sup> & Murat Yusuf Önem<sup>2</sup>

The game is designed to be suitable for the child's perceptions, interests, attention, emotions, thoughts, and imagination. Reflecting the child's perspective, it has content suitable for children in language, thought, and characters. It is carried out with a simple and sincere approach and contributes to the child's development, expansion of imagination, and aesthetic development. The game is considered as a transition process that prepares the child for adulthood sensitively. For children, play is not only a fun activity but also a tool for learning and development. Traditional children's games are part of our cultural heritage and help children develop their physical, mental, emotional, and social skills. These games are passed down from generation to generation and reflect a society's values, beliefs, and traditions. Therefore, teaching traditional games to children contributes to the preservation of cultural heritage and its transmission to future generations. Children's games often encourage physical activity. During games, children run, jump, catch, and throw. These movements help children develop their motor skills and increase their physical coordination. Games like jump rope, hoop games, or hide and seek enhance children's skills such as balance, speed, and flexibility. Children's games also develop their mental skills. Many games require strategy and problem-solving skills. Games like chess encourage children to think strategically and evaluate different scenarios. At the same time, they reinforce skills such as following rules and sequencing while strengthening hand-eye coordination. Games support children's emotional development and strengthen their social skills. Especially group games help children learn empathy, understand others' feelings, and collaborate. Experiences such as sharing, waiting in line, winning, and losing enhance children's emotional intelligence and strengthen their social relationships. This research aims to understand the evolution of Turkish children's games played in Skopje during the Yugoslav period and the effects of this evolution on child development and education from the past to the present. Like many phenomena, games have changed over time. Therefore, understanding the differences between the past and the present allows society to know itself and prepare for the future from this point. The games played during the Socialist Federal Republic of Yugoslavia period were shaped as a product of specific historical, cultural, and social conditions. However, today, globalization, technological advancements, and changes in communication tools have also influenced children's games. Changing conditions have forced changes in children's games. Understanding the reasons for the change in children's games and observing how these changes affect children's development contain some clues to providing them with better education. This change, ranging from traditional games to popular digital games today, allows children to encounter technology at an earlier age and develop digital skills. However, it can also lead children to move away from physical activities and deprive them of the social interaction that traditional games bring. This study will focus on the content of the games, their playing styles, and children's approaches to these games to understand the differentiation in children's games from the past to the present. This assessment will provide an important perspective for understanding the current situation in child development and education and shaping future educational practices. The essence of the study is based on interviews conducted with Turks who experienced childhood in the Socialist Federal Republic of Yugoslavia between 1945 and 1992.

**Keywords:** Socialist Federal Republic of Yugoslavia, Skopje, Children's games, education, culture.

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# Exploring the relationship between snow and winter tourism: A bibliometric insight

Furkan Atasoy Karacabey<sup>1</sup>, Hakan Koç<sup>2</sup> & Tunahan Pekdemir<sup>3</sup>

Tourism industry is intertwined with the environment in which they take place and vulnerable to changing environmental conditions. Today, with the change in environmental conditions, climate change has become a frequently discussed issue. So, climate change can raise concerns about the future of tourism industry. In this sense tourism and climate change are the subject of many studies. Research on the correlation between tourism and climate change has garnered increased attention in recent years, yet it remains in a nascent stage of development. In order to fully examine the relationship between winter tourism and climate change, it is considered important to examine and discuss the current status of scientific studies on winter tourism in the world. Hence, this study aims to investigate the nexus between winter tourism and climate change through bibliometric analysis. The data utilized within the scope of this research was retrieved from Google Scholar, Scopus, and YÖKTEZ databases between December 1, 2023, and December 31, 2023. In the search process, the Turkish keywords 'kar derinliği' (snow depth), 'kar yoğunluğu' (snow density), and 'turizm' (tourism) were used. For the English search, the keywords 'snow density,' 'snow reliability,' 'snow depth,' and 'tourism' were employed. Ultimately, 18 articles related to snow depth and tourism were selected for further review. In this examination, factors such as the articles' citation details, objectives, methodologies used, and limitations and future research directions were considered to underscore the significance of this field. It is believed that focusing on the objectives pursued in these studies, the results achieved, and the identified limitations and directions for future research will provide important recommendations for subsequent investigations in this area and it will fill the gap in the literature. Studies show that such a study has not been done before in Turkey. Many of the studies have brought forward particular benefits for businesses and destination managers. Upon evaluation of the examined studies, it is observed that, particularly due to slight increases in temperature caused by global warming and erratic snowfall patterns, low-altitude winter tourism destinations are relatively more adversely affected compared to high-altitude ones. Additionally, it has been determined that winter tourism is not only influenced by global warming but also by destination characteristics and activities offered. An interesting aspect is revealed regarding winter tourism demand, indicating that domestic tourists are more sensitive to adverse weather conditions compared to foreign tourists. At the end of the study, future research directions and limitations are also presented.

**Keywords:** Climate change, winter tourism, snow density, snow depth, bibliometric analysis.

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# Strategic insights into internationalization: VINO KAMEN's market entry strategy in Baden-Württemberg

Irma Dedić<sup>1</sup>, Veldin Ovcina<sup>2</sup> & Ivona Planinić<sup>3</sup>

The internationalization of businesses and the development of effective market entry strategies are critical components for companies seeking to expand their operations into new markets. This paper focuses on the case study of VINO KAMEN's entry strategy into the German market, specifically targeting the region of Baden-Württemberg. The research aims to provide a comprehensive understanding of VINO KAMEN's business and positioning strategy in this particular market, considering various entry modes and marketing strategies.

The introductory section of the paper sets the stage by defining the research problem, objectives, hypotheses, methods, and the significance of the study. It emphasizes the importance of analyzing export strategies, including both direct and indirect exports, and discusses the criteria for selecting the most suitable strategy. Additionally, the paper examines non-export methods such as licensing, franchising, and investments, highlighting the complexity involved in choosing the optimal entry mode.

The methodology employed in this research includes direct interviews and structured observations with sommeliers in five key cities within Baden-Württemberg. A total of 187 completed questionnaires were processed, providing a representative sample for in-depth analysis. The interviews were conducted using a semi-structured format, allowing for flexibility in responses while ensuring key topics were covered. The questionnaire included both closed-ended and open-ended questions, covering topics such as product preferences, perceptions of VINO KAMEN, pricing considerations, and promotional activities.

The structured observations involved visiting various establishments, including restaurants, wine bars, and wine shops, to observe consumer behavior and interactions with wine products. These observations provided additional insights into consumer preferences and market trends.

The data collected from interviews, questionnaires, and observations were analyzed using qualitative and quantitative methods. Qualitative data from interviews and open-ended questionnaire responses were analyzed thematically to identify key patterns and themes. Quantitative data from closed-ended questionnaire responses were analyzed using statistical tools to calculate frequencies, averages, and correlations.

Overall, the methodology aimed to provide a comprehensive understanding of sommeliers' perceptions and preferences regarding VINO KAMEN in the Baden-Württemberg market, offering valuable insights for the development of effective market entry strategies.

The findings of the research indicate a strong interest among sommeliers in Baden-Württemberg towards VINO KAMEN. The product is perceived as high-quality and well-suited for the local market. However, some concerns were raised regarding pricing strategies and promotional activities.

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Based on these findings, the paper concludes with practical recommendations for exporters aiming to enter the German market. These recommendations include a focus on maintaining product quality, adapting pricing strategies to align with local preferences, and investing in targeted promotional campaigns. The paper also acknowledges the limitations of the study and suggests potential areas for further research.

In summary, this paper provides valuable insights into the theory of business internationalization and market entry strategies by offering a detailed analysis of VINO KAMEN's entry strategy in Baden-Württemberg. It serves as a useful guide for companies seeking to expand into foreign markets, emphasizing the significance of strategic planning and market research in international business endeavors. The research contributes to the existing body of knowledge by providing a practical case study and recommendations for companies looking to expand into the German market.

**Keywords:** market entry strategy, internationalization, Baden-Württemberg, German market, strategic analysis, marketing strategy.

# Impact of infotainment on purchase intention, word of mouth and irritations; Moderated by quality of advertisement & mediated by customer experience

Muhammad Faisal Malik<sup>1</sup>

As technology continues to permeate every aspect of daily life, social media is rapidly expanding as a means of convenient communication and information sharing among users. In the world of big data, organizations are increasingly turning to mobile devices and social media as new information sources that continuously monitor a wide range of processes and situations. The business landscape has changed at a fast pace with the rapid acceptance of social media and advances in mobile technologies. Word of Mouth is a personal influencing process, in which interpersonal communications between a sender and receiver can change the receiver's behavior or attitudes WOM is a personal influencing process, in which interpersonal communications between a sender and receiver can change the receiver's behavior or attitudes If a provider offers value, clients may recommend it to others to share the benefits arising from the relationship. The rapid revolution in the technology has made the world a global village. We need to communicate to connect with the people in this global village. There are many mediums of communication. Among these mediums electronic media is the most important, popular and commonly used medium for communication in this world. Advertising through different media segment has important significance for marketing agencies as well as for corporate owners. Advertisements attract the customer to purchase a certain product. Advertising through television is one of the most effective medium to communicate. In promotion, T.V has assumed significant importance as it combines both visual and oral communication. One of the major encounters to the conventional attempts of audience reach is emerging trend of infotainment. Infotainment encounters the conventional TV genres by combining two main features of television that is information and entertainment. To establish the efficacy of infotainment as an information genre, there is a need to conduct further researches in this area. A comparative analysis on the quality of advertisement and concept of infotainment with conventional advertisement find useful to test whether infotainment is in fact more informative than traditional approach of advertising products to customers. A high promotion focus not only strengthened the positive effect of infotainment on attitudes but also intensified the mediation effect of attitudes between infotainment and the intention to purchase. Furthermore, attitudes, subjective norms, and perceived behavioral control collectively impacted the intention to purchase. This study contributed to the body of knowledge with regards to infotainment construct particularly by gauging its impact on word of mouth, purchase intention as well as its moderation and mediation via quality of infotainment advertisement and customer experience respectively. The study was exploratory, descriptive and carried out hypotheses testing on the collected responses via self-administered questionnaires.

**Keywords:** Infotainment, quality of advertisement, customer experience, word of mouth, purchase intention, irritation.

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## The root of symbolism as a metaphor for pleasure, pain, and politics: Salvador Dalí's surrealist food paintings

Nida Anıl Kazanç<sup>1</sup>

In Dalí's introduction, he warned the reader: "If you are a slave to one of those calorie counters that turn the pleasure of eating into a kind of punishment, close this book immediately." "He's too lively, too aggressive, too brash for you."

Chefs are creative when it comes to eating, and painters are creative when it comes to painting. In our work, we aim to take a look at the kitchens of the art world with surreal food ideas and paintings inspired by Salvador Dalí. Catalan Surrealist painter Salvador Dalí was a master not only in his craft but also in the art of party and table setting. Dali says, "Cooking is very close to painting. When we are busy making a meal, I add a little of this and a little of that, it's like painting." Salvador Dali, a lifelong admirer and self-proclaimed "motherly cook" at just six years old, eventually became an artist, but his fascination with the kitchen continued throughout his life. So when "Les Diners de Gala" was published in 1973, it was, quite literally, a dream come true for the surrealist artist who illustrated the book. The extraordinary cookbook, published only once in 1973, consisted of 136 recipes, along with extremely whimsical drawings and collages that Dalí created specifically for this publication. The original cookbook was printed only once, and Les Diners de Gala is thought to have survived 400 lives. The strange cookbook can be divided into 12 chapters, with the 10th chapter devoted to aphrodisiacs. The cookbook was included considering both his passion for food and the artist's long-time girlfriend and wife, Gala. Like the artist's paintings, his recipes are designed to disgust and amuse at the same time. In addition to extraordinary illustrations, the book includes photographs of the artist consuming different foods or taking part in them.

For Salvador Dalí, food was never just a source of nutrition. For the artist, food was full of subtle and often overlooked social and political meanings. Dalí used food as the root of symbolism and a metaphor for sex, pleasure, pain, and politics. Despite the 136 recipes contained in the aforementioned book, "Avocado Toast with Sheep Brains", "Frog Cream" or "Veal Cutlets Stuffed with Snails" probably did not appeal to everyone's taste, but Salvador Dalí's utopian depictions, the socio-political structure of the 70s and strange recipe illustrations certainly It displays looks worth examining when transitioning from the studio to the dining table. The study titled The Root of Symbolism as a Metaphor for Pleasure, Pain and Politics: Salvador Dalí's Surrealist Food Paintings aims to evaluate Salvador Dali's relationship between visual arts and gastronomy through the examples in his book "Les Diners ' de Gala".

**Keywords:** Gastronomy, Salvador Dali, painting, Les Diners de Gala.

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## Reflections of robot technologies on the tourism sector

Didem Bildircingil<sup>1</sup> & Kenan Güllü<sup>2</sup>

Day by day developments in technology have affected the tourism sector as well as other sectors. With the developments in technology, the concept of artificial intelligence has become a concept that affects everyone with the influence of mobile technologies and social media. In recent years, artificial intelligence has been accepted as a new technology and has begun to be used in business, medicine, automotive and education fields. The latest technologies in the field of artificial intelligence include various robotic technologies such as facial recognition systems, virtual reality applications, artificial intelligence language translations used in Google Maps, voice tours and chatbots. Artificial intelligence, which has traditionally been the focus of professional groups such as engineers, information technologies experts and analysts, has now found a wider application and usage area, including social sciences. The adoption of new technologies in the tourism industry has caused robots to become a part of tourists experiences. Robots, which entered our lives especially with Industry 4.0, have begun to be used in many areas in the industry. Advances in robotic technologies have ranged from industrial robots to service robots. While industrial robots are generally used to perform tasks associated with manufacturing and other industrial work, service robots are designed to support and provide services to humans through physical and social interactions. It is possible to say that service robots have emerged as one of the latest technologies in the tourism and accomodation sector. It has been observed that service robots have begun to be used in various areas such as food and beverage establishments and museums, as well as accomodation establishments. Products with digital infrastructure such as service robots, self-service kiosks that can operate 24/7 and artificial intelligence-based chatbots are widely used in the tourism industry today. In such services, these machines, which are used instead of manpower, do not have any permanent costs such as regular salary or personal insurance, other than the periodic maintenance costs. Therefore, in addition to unlimited working hours and startup costs, they can be used more efficiently than manpower. It is thought that the use of robotic technologies will increase competition among business in the sector and help make strategic decisions the ensure sustainable growth. This study aims to provide a critical understanding of the use of robotics in the tourism industry. In this regard, the aim of the study is to examine the current status of robot technology used in accomodation, food and beverage establishments, museums and airports and to investigate the impact of future trends on the tourism sector. For this purpose, the literature was examined and compiled using secondary data. The research results indicate that there are many examples of the use of robot technology in the tourism sector in Turkey and the world and that its use will increase in the future.

**Keywords:** Robot technologies, digitalization in tourism, tourism 4.0, artificial intelligence.

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# Does the nudge theory affect social behavior? An experimental study on cigarette butts

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One major issue in modern life is undoubtedly environmental pollution. There are various sources of pollution, but one particularly significant problem, especially in city centres, is cigarette butt litter. Cigarette butt disposal poses a significant challenge for local authorities tasked with maintaining clean streets.

The Nudge Theory offers a potential solution to this problem. Nudge Theory is supported by a broad spectrum of topics such as retirement and insurance choices, health, education, energy consumption, nutrition, marketing, social issues, etc. In addition to the areas where Nudge Theory is applied, social issues such as environmental conservation and maintaining clean streets can also be connected to the areas where Nudge Theory is applied. As mentioned above, disposing of cigarette butts is very important in two senses: cost and environmental pollution. We know that traditional methods such as punishment, urging, or giving information are not so effective in solving environmental problems. Such many areas of Nudge Theory can be applied to solve this problem too.

In this research, we applied the theory in Çanakkale, Türkiye, by designing a specific experimental setup. The data collection period was from December 15, 2023, to February 12, 2024. The data collection methodology is directly observed on Fetvane Street in Çanakkale (Türkiye). During observation, the people who litter cigarette butts are divided into two groups: the first group includes individuals who pass through the street and dispose of cigarette butts on the experiment area ground and/or in the box. The second group comprises customers of the Sestra Pub who occasionally step outside for smoking, discarding cigarette butts onto the experiment area ground and/or into the box. Despite the presence of a fixed ashtray in front of the pub, we do not count the number of butts deposited in the ashtray.

To nudge people for cigarette butt disposal in Çanakkale (Türkiye) is definitely profitable, which reduces cigarette butts on the ground by 75%. This is a very basic calculation, and we should calculate the environmental impact too. Our research results coincide with (Ioan et al. (2016), who found that this research experiment design has similarities to our research. Regarding this research, the Lucian Blaga University of Sibiu's 2 m<sup>2</sup> student dormitory has been chosen as the experiment area, and we have settled on a similar type of box. The researchers report positive results in favour of nudging (86.2%) less cigarette butts on the ground. We can recommend to Çanakkale Municipality (Türkiye) to nudge people not only cigarette butts but also other littering with using specifically created dustbins. Especially, schools could be good experiment areas for school authorities and local municipalities. On the other hand, universities can also apply the same methodology to keep their campuses clean.

**Keywords:** Nudge theory, behavioral economics, cigarette butts, Çanakkale.

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# Tourism as an economic activity and employment in Türkiye

Özlem Sertkaya Doğan<sup>1</sup>

The inclusive features and employment dynamics of the tourism sector in Turkey are becoming more important day by day. Using a methodological approach based on extensive literature analysis, statistical data review and reports, the study explores various aspects of Turkey's tourism landscape. The scope of this research includes various segments such as accommodation, transportation, leisure and hospitality services. Methodologically, the study synthesizes a range of sources, bringing together qualitative and quantitative data to paint a comprehensive picture of the sector. As for the employment dimension, the study sheds light on the current state of job opportunities in the Turkish tourism sector. It explores employment trends, challenges and their role in various areas of the sector. The study also provides an evaluative perspective on the sector's contribution to the Turkish economy by examining the interaction between tourism activities and job creation. Overall, it provides a nuanced overview of the multifaceted characteristics and employment dynamics of Turkey's tourism sector. By presenting different facets of the sector, it not only contributes to the literature, but also provides valuable insights for policymakers, stakeholders and industry practitioners seeking to understand and navigate the complexities of Turkey's vibrant tourism landscape.

Turkey is located in one of the prominent centers of the world. Turkey, which is located right between Europe and Asia, is one of the rare countries which have lands in both continents. Turkey is surrounded by the Black Sea in north, the Mediterranean Sea in south and the Aegean Sea in west, has strong ties with the neighboring countries with coastline to these seas and functions like a connector between the Middle East countries. This geography where Turkey is located has always been a settlement center throughout its history. Therefore, Turkey is teemed with relics of the antiquity and medieval age. Turkey's tourism activities as a result of its tourist attractions and their reflections in the financial life will be discussed in our study. Tourism creates a crucial economic field in terms of its present dimensions and increased developments. It is also important for regional and national development. The execution of tourism policies sensitive to nature, suitable for socioeconomic structure, open to development, able to meet the long-range demands of the market is of high priority. Sustainability of tourism activities and continuation of the receipt obtained from tourism comes into prominence for our national economy. The execution of tourism policies sensitive to nature, suitable for socioeconomic structure, open to development, able to meet the long-range demands of the market is of high priority. Sustainability of tourism activities and continuation of the receipt obtained from tourism comes into prominence for our national economy.

**Keywords:** Tourism sector, employment trends, economy, population, Turkey.

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## A content analysis of scientific studies published in national indexes related to quiet quitting

Sevta Sarioğlu Uğur<sup>1</sup>

The concept of quiet quitting is a concept that requires employees to perform well enough to do the job, not according to the current conditions in business life. In a world of rapid change, workplace and employee dynamics are changing rapidly, so it is inevitable that the behavior of employees in the work environment will also change and new concepts will enter our lives. The concept of quiet quitting has come to the fore with the change in working conditions during the COVID 19 pandemic, which has a great impact all over the world, and is based on the employee only showing the expected performance to do the job rather than revealing his own potential. When we look at the daily life of an employee, it is a fact that she/he spends more time in her work environment than at home and in her business life rather than her private life. In this regard, if the extra effort and dedication that employees put into their work does not add any value to them, unnecessary labor expenditures are evaluated as reluctant, wasted effort and time rather than making the employee more productive. The concept of quiet quitting has rapidly entered today's business life and has become an increasingly important issue. Although there have been many studies conducted in the field of management and organization in recent years, it seems that this concept has not yet been widely included in the domestic literature. For this purpose, the study was conducted to find out whether this subject has found enough space in domestic studies. As a matter of fact, while many new organizational concepts are rapidly finding a place in foreign and domestic studies, it is extremely important to reveal how the concept of quiet quitting is subject to domestic studies as a guide for future studies. The aim of this study is to conduct a content analysis to determine the current status of the concept of quiet quitting in domestic literature studies published in "national indexes", to determine the areas in which research has been carried out, and to present ideas and suggestions for the future of the concept of quiet quitting in line with these studies. In this regard, the concepts of "sessiz istifa" in Turkish and "quiet quitting" in English were searched in 12 different local indexes (Akademik Dizin, Arastirmax, Asosindeks, Türk Eğitim İndeksi, Türk Medline, Türkiye Atıf Dizini, Türkiye Kaynakçası, Türkiye Makaleler Bibliyografyası, TürkSor, SOBİAD, ULAKBİM Veri Tabanları; Dergipark ve TR Dizin) and in the National Thesis Center database, and a total of 14 articles and 1 thesis study were found. However, according to the Google Scholar database, a total of 1670 study findings were found when searched at all times and in any language. As a result, it appears that the subject of quiet quitting has not yet been studied as much in the domestic literature as in the international literature. Relevant studies were analyzed in terms of content and the topics were evaluated, tabulated and interpreted. When the topics of existing domestic studies are examined, it is seen that emphasis is placed on general issues such as the definition of quiet quitting, its characteristics, reasons for its emergence, positive and negative aspects, and preventability, as well as issues related to scale development. In this study, not only the current topics but also the conclusions of the studies regarding the research and findings were evaluated and summarized by content analysis. It is thought that the concept of quiet quitting should be the subject of research as a concept that is evaluated by drawing a framework in terms of employee productivity and the efficiency of the organization and is described as positive and should be accepted in the literature as a subject of organizational behavior. It is thought that this study will provide guidance for future studies on the subject of quiet quitting.

**Keywords:** Quiet quitting, organizational behavior, human resources.

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# The Relationship Between Knowledge, Trust and Behavior Towards Environmentally Friendly Products

Uğur Uğur<sup>1</sup>

Nowadays, as the negative effects of global warming and environmental pollution become increasingly evident, people's concerns about environmental issues are also increasing. These concerns have begun to increasingly affect purchasing and consumption behaviors. Consumers have started to prefer the products of brands that care about environmental issues. In short, environmentally friendly products are products that have less impact on the environment in the production process, distribution and consumption processes, as well as in planning and other processes. Consumers obtain information about environmental issues from many sources, especially social media, and this information and perceptions can affect their consumption behavior. In some cases, environmental concerns may even be a factor affecting the purchase of environmentally friendly products. However, having knowledge about environmental issues alone may not be sufficient. Consumers' trust and attitude levels towards environmentally friendly products/brands are also an important variable that affects behavior. While the level of knowledge on environmental issues may in some cases positively affect the attitude towards the relevant brand, in some cases it may lead to negative perceptions. Therefore, the relationship between consumers' environmental knowledge and their level of trust and behavior towards environmentally friendly products emerges as an important issue. The aim of the research is to examine consumers' levels of knowledge, trust and perceived behavior towards environmentally friendly products and the relationship between these levels. The research was applied to 212 people selected by simple random sampling method among consumers living in Sivas. The survey technique was used as the data collection method in the research. The survey of the research consists of two parts. The first part includes a 12-item scale to measure participants' knowledge, trust and perceived behavior levels towards environmentally friendly products which compiled from the relevant literature by Nekomahmud et al. (2022). In the second part, there are 6 questions prepared to reveal the demographic characteristics of the participants. In the study, correlation and regression analyzes were used in the SPSS 26 program to examine the relationship between variables. As a result of the validity and reliability tests conducted in the research, the Kaiser-Meyer-Olkin (KMO) value of the scale is 0.80 and it was found that the scale is suitable for factor analysis. According to the factor analysis, the research scale consists of dimensions of trust (4 items), knowledge (4 items) and perceived behavior (3 items). Scale items explain 74% of the total variance. The reliability (Cronbach's Alpha) value of the scale is 0.89, indicating that the scale is highly reliable. According to the correlation analysis, a significant relationship can be mentioned between the variables (knowledge, trust, perceived behavior) at the 0.01 confidence level. According to the regression analysis performed to reveal the direction and strength of the relationship between the variables that are related to each other, the participants' level of knowledge towards environmentally friendly products positively affects their trust and behavior. In addition, the level of trust affects behavior positively. No moderating effect was observed in the analysis conducted to determine the possible moderating effect of the level of knowledge on the relationship between trust and behavior. These results are considered important as they show

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that the level of knowledge of the participants about environmentally friendly products does not affect the reflection of trust in behavior. Another important finding of the research is that the participants' level of knowledge about environmentally friendly products (3.78) is higher than trust (3.68) and perceived behavior (3.30). Therefore, supporting the regression result, it is seen that the level of knowledge about environmentally friendly products has a low reflection on the relationship between trust and behavior. This can be interpreted as the participants not finding the brands reliable in terms of being environmentally friendly or not believing that their positive consumption behavior will reflect on environmental issues. Therefore, companies will demonstrate their sincerity about environmentally friendly practices and carry out evidence-based communication activities, which will have a positive impact on the transformation of consumer knowledge into trust and behavior. The research was applied to 212 people living in Sivas, and the results are valid for the relevant sample and cannot be generalized to other populations. The method of the research can be applied to different and wider audiences in future studies. In future studies, mass or demographic comparisons can be made regarding knowledge, trust and behavior towards environmentally friendly products.

**Keywords:** Marketing, consumer behavior, environmentally friendly products.

# An examination of different approaches to food rescue operations among countries

Emre Hastaoğlu<sup>1</sup> & Şefahat Taşçı<sup>2</sup>

Food waste is a social problem with far-reaching consequences that are defined in different ways. For example, while the impact of food waste on global food security has been theorized, the full range of socioeconomic and environmental consequences associated with food production and waste is only now beginning to emerge. Food waste is largely seen as preventable food loss. For example, food spoiled due to improper temperature management during storage, spoilage due to harvesting or processing inefficiencies, or consumers throwing away edible food all fit the definition of food waste. The issues of food loss, food waste, and food insecurity are specifically reflected in the 2030 agenda for Sustainable Development with the targets of the Sustainable Development Goals (SDGs). The issue of food insecurity is addressed in SDG 2, having a target in ensuring access to safe, nutritious, and sufficient food throughout the year by all people, including infants by 2030. It has been reported that 1/3 of the food produced in the world is wasted and 65% of this wasted food is recoverable. Food rescue represents a critical opportunity in a food system with high levels of both waste and food insecurity. An estimated one third of the global food supply is lost or wasted, amounting to approximately 1.3 billion tons per year, while at the same time, 2 billion people, 26% of the world's population, experience moderate or severe food insecurity. No identified reports estimate the amount of food rescued globally and only one identified report estimates the amount of food rescued within a specific country. A multi-stakeholder organization addressing wasted food, estimated that 1.7 million tons of food are rescued annually in the U.S., 64% of which comes from retail, 27% from farms, and 9% from restaurants and foodservice. Food loss and waste have traditionally been differentiated by the level at which edible food is removed from the supply chain, with food losses occurring early in the supply chain and food waste occurring at later stages where consumer behavior is a factor. In terms of food rescue operations, developed and developing countries generally have practices of different sizes and effects, and the benefits of these practices were investigated in this study. These practices can be in the form of food donation, food banking, sales acceleration actions according to the expiry date, training. In conclusion, food rescue operations not only reduce food waste but also fulfill an important responsibility of humanity. Estimating the amount and global variability of food waste is difficult; available data often do not allow for precise accounting of food waste. Available evidence suggests that food loss and waste represent a significant portion of the global food supply, accounting for roughly one-third of globally produced food by weight, or one in every four kilocalories produced.

**Keywords:** food waste, food rescue, sustainability.

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## Effects of Turkish mother tongue on the identity of Macedonian Turks

Sibel Akgün<sup>1</sup>

Identity is an important concept that creates the belonging of people and groups from a broad perspective. The content of this concept is formed by the intertwining of many elements such as language, religion, culture, history and geography. A person who expresses himself or his group around this concept also builds his past, present and future. The structural formation and development of humans are closely tied to language. In fact, language has a central place at the basis of the formation of human existence. Language is also a whole that is related to both the perception of the existence in the world and the approval of one's own existence. This actually causes each language to create its own unique world, and the more languages there are, the more worlds there are. For this reason, it is possible to say that each language creates and shapes the world in its own way. For this reason, languages need to be studied specifically for each group or community that exists with that language.

In addition to the structural existence and examination of language, it also has a very close relationship with identity. Human beings also form their identity through their language. In other words, human beings create all kinds of material and spiritual formations in the past and present with their language and transfer the sums they create to their future. For this reason, creating and protecting one's identity is possible by creating and protecting one's language. Especially in the fields of culture and history, people and communities see language as one of the most important tools to create their identities that they feel they belong to and to transfer them to the future in a strong way.

In this sense, Turkish has a central place for the Turks, one of the most ancient nations in history. For these reasons, Turkish history and Turkish mother tongue are two basic elements in the construction of Turkish national identity. Turkish, the mother tongue of the Turks, also has a wide geographical and political/social/cultural hinterland. Turks are a nation that has migrated to different geographies for centuries, established political unions and states, and dominated large geographies. The past of the Turkish nation, intertwined with history and geography, has also created its present. In this sense, one of the areas where the Turkish nation dominated politically was the Balkans. Although Turkish domination in the Balkans ended over time, Muslim Turkish people continued to remain in this geography. In this context, Macedonia is a geography where the Turkish nation ruled for centuries and where the Muslim Turkish remnant continued to live. Muslim Turks, which is similar to the Anatolian geography where the Turkish nation continues its sovereignty, still continue to live in this geography. While creating their own identity, Macedonian Turks see their native language, Turkish, as one of the most important parts of their identity. For the Macedonian Turks, Turkish has been seen as the carrier column of their sustainable existence in the country they live in for centuries.

In this context, in this study, the effects of Turkish, the mother tongue of Macedonian Turks, on their identity and culture will be discussed and analyzed together with its historical framework. For this purpose, the identity formation processes and dimensions of the Turks living in the country will be better revealed with current evaluations. In the study, the level of analysis will also be expanded by considering the effects of the mother tongue, and in this context Turkish, on sustainable identity.

**Keywords:** Turkish, Macedonian Turks, identity, culture, sustainable belonging.

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# Relationship between health services exports and economic growth in Turkey

İlkay Noyan Yalman<sup>1</sup> & Nevzat Balıkçioğlu<sup>2</sup>

Health care exports have become a sector after the World Trade Organization stated that trade in services can also be included in international trade, just like trade in goods. Nowadays, health services exports support the growth and development of the country by providing high foreign exchange income, especially in countries where healing waters are located. International trade in services, especially in developing countries, also plays a balancing role in the balance of payments. Economies with a chronic current account deficit see the sector in question as a financing tool.

Health services exports are directly related to economic size and employment volume. Infrastructure investments required for the supply of health services and the sustainability of service supply are activities that require significant budgets. Therefore, there are close mutual relationships between economic growth and health services exports. Increasing living standards depending on the development levels of countries extend beyond the borders in the provision of health services. Scientific studies and current news on this subject in Turkey in recent years indicate that the demand for health services in Turkey from abroad has increased. Especially developments in the health sector and thermal resources in Turkey are the main reasons for the increase in this demand. On the other hand, health care exports are an important source of finance for the Turkish economy, which has been facing a current account deficit problem for a long time.

Exports of health services, one of the most important items of service trade, are increasing in Turkey, as in many countries integrated with the world economy. The relationship between this increase and economic growth constitutes the main theme of this study. Our country has become one of the leading countries in the world in the field of Health Services, especially recently. The high performance exhibited by our companies in the sector also increases the service export revenues in the relevant field and thus contributes significantly to our country's economy. Health services in Turkey have reached a level where they can compete in the world in terms of both scope and quality. Turkey's geographical location, climate, natural resources, young and dynamic, well-educated population are important advantages that support Turkey to have a say in the world market in the field of health services. In this context, the Health Services Committee established within the Service Exporters Association carries out studies to introduce the Turkish Health services sector to the world and increase its market share, to find permanent and effective solutions to the problems of service exporters operating in the sector, and to increase export potential and competitiveness at the global level.

Service exports, which were 14 billion dollars in the early 2002s, increased to 35.4 billion dollars in 2020, despite the epidemic. In 2021, it increased by 64% compared to the previous year, reaching 58.1 billion dollars. In this context, the Ministry of Commerce aims to increase the exports of these products by providing support to companies providing state health services with the "Health Care Export 5.0 Supports".

The study is prepared to present policy recommendations regarding the export of health services, which has been developing gradually in Turkey in recent years, to increase the potential, growth effects and effectiveness of this export. For this purpose, the relevant literature will be reviewed and the subject will be examined with the data obtained from TURKSTAT and the World Bank.

**Keywords:** Health services exports, economic growth, development, health services.

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## Applications of artificial meats in gastronomy

Güven Karakaya<sup>1</sup> & Ahmed Menevşeoğlu<sup>2</sup>

In recent times, there has been an increase in the production and consumption of animal-based foods, which play a significant role in human nutrition. The rising level of prosperity also has an impact on natural resources and ecosystems, raising concerns about alternative food production. Therefore, studies are being conducted on alternative protein sources, particularly replacing animal-based proteins, such as meat production. New alternative protein sources are believed to have economic, environmental, and nutritional impacts, potentially causing significant effects in the food industry. Artificial meats have gained increasing interest and importance in gastronomy in recent years. Typically derived from plant proteins, cell cultures, or other alternative sources, artificial meats are meat-like products. These innovative food products create diversity in the gastronomic world with various applications. The primary application is providing alternatives suitable for vegetarian and vegan diets. Artificial meats, being produced from plant sources, can be an excellent protein source for individuals who do not consume meat. Additionally, by offering an environmentally friendly option compared to traditional meat production, they attract sustainability-focused consumers. Another application of artificial meats is meeting the increased demand in the meat industry. Artificial meat production can be carried out faster and more efficiently compared to traditional animal meat production, offering a significant solution to meet the growing global demand for meat. Another impactful application in gastronomy is creating innovation in traditional recipes and menus. The ability of artificial meats to mimic various flavors and textures allows chefs and restaurant owners to offer creative and diverse dishes. This translates to innovation and diversity in the gastronomic world. In addition to gastronomic uses, artificial meats can be an attractive option for health-conscious consumers. They are generally known for their low saturated fat content and the potential to keep cholesterol levels low. These features make them a preferred alternative for individuals concerned about heart health. Moreover, the capability to enrich artificial meats with various vitamins and minerals offers the possibility to enhance nutritional value and make them part of a healthy diet. For example, they can be formulated to include vitamins like B12 obtained from animal products. As biotechnology advances, artificial meats can be further enriched with more vitamins and minerals, potentially containing various nutrients to meet the needs of a healthy diet. Experiments in gastronomy have observed successful use of artificial meats with various cooking techniques, such as marinating, grilling, and sautéing, to achieve flavors and textures similar to traditional meat. This allows chefs to add diversity to their menus and draw inspiration from different culinary traditions. In conclusion, the applications of artificial meats in gastronomy are diverse. They emerge as an alternative changing meat consumption habits and as an environmentally friendly and sustainable food source. Artificial meats may find more space in the future food industry, contributing to increased diversity in gastronomy. It is believed that artificial meats can establish a significant presence in gastronomy with their health benefits, nutritional value, and various culinary applications, not only altering meat consumption habits but also supporting healthy and sustainable nutrition, shaping future food trends.

**Keywords:** Gastronomy, artificial meats, plant-based proteins.

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## The relationship between accounting errors and tricks and ethics

Emin Ergun Selçuk<sup>1</sup>

Accounting is a very important issue between errors and frauds and ethics. All three are connected to each other in an unbreakable bond. Carelessness, ignorance, forgetfulness, unintentional and wrong transactions create accounting errors. Being ethical is a matter of morality, professional knowledge, diligence and applying professional rules. Accounting errors such as real person records, personal requests, lying, individual ambition, lack of a sense of responsibility, and lack of moral corruption constitute unethical behavior. Legislative changes can cause errors such as balance sheet errors, financial statement errors, accounting discounts, rates and taxation. In our opinion, the most important consequences of accounting errors for the accountant, the state and the taxpayer are under or overtax accrual for the state, loss of reputation, time, pressure, trust, workforce for the accountant, too little or too much tax and penalties for the taxpayer. In order to reduce the errors of accountants, it is necessary to increase professional training, increase examinations, internal audit system, less legislative changes, and use of information technologies. Regulatory changes can create confusion and it is possible for businesses to misunderstand or interpret regulations. Misunderstanding can lead to financial reporting errors and misstatements. In this case, errors may occur in accounting records and financial statements.

The desire to overstate the balance sheet, to reduce taxes, to hide errors, to avoid payments and the fraud triangle are among the main reasons for resorting to fraud. Ethics in accounting is the symbol of the competence, reliability, impartiality, independent decision-making, self-control and honesty of members of the profession. By giving accountants the value and wages they deserve, they can be prevented from pursuing different pursuits. Getting what you deserve also means not competing unfairly and complying with ethical rules. In order for accountants to comply with ethical rules, it is necessary to publish and implement accountant fee schedules, provide training, make the accountant affiliated with the state rather than the taxpayer, and penalties and sanctions must depend on personal morality. Being ethical in the profession consists of rules and contexts such as honesty, professional knowledge and competence, reliability, adherence to the law, confidentiality, impartiality, non-unfair competition, transparency, and providing information. In my opinion, accounting fraud stands out especially as manipulations by senior managers. It is a situation where the financial situation is shown better or worse (tax evasion, etc.) through balance sheet make-up or manipulation of records. In Turkey, it is a common practice to show financial statements in a more negative light, as companies tend to pay less tax. In general, the general tendency is to show financial statements in a more positive way than they actually are (higher shares of the company, obtaining more turnover bonuses by making the company appear more profitable, etc.). Ethics need to be taught from the family. I do not think that ethics is something that can be acquired later. In other words, society, not professionals, should be educated.

**Keywords:** Ethics, cheating, mistake, accounting.

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# Redefining touristic experience: sustainable tourism through innovative accommodation approaches with bio-3D technology

Züleyhan Baran<sup>1</sup>

This research undertakes a thorough examination of the application of Bio-3D technology in the tourist accommodation sector, with a specific emphasis on its potential contributions to sustainable tourism development. The study aims to unravel the nuanced impacts of Bio-3D technology on the tourist experience and ascertain its role in advancing the core principles of sustainable tourism. Rooted in a conceptual literature review methodology, this research delves into the alignment of Bio-3D technology with sustainable tourism, incorporating critical discussions on the use of sustainable materials, the concept of ecological footprint, and the foundational principles of sustainable tourism. In response to the imperative for sustainable practices within the global tourism sector, this research explores the integration of Bio-3D technology into tourist accommodations. Sustainable tourism, marked by environmentally responsible practices and cultural sensitivity, forms the backdrop against which the potential transformative effects of Bio-3D technology are evaluated. By harnessing the capabilities of Bio-3D printing, which employs biologically derived materials, this research envisions a paradigm shift in accommodation approaches, aligning them with the broader goals of sustainability. The literature review meticulously examines the principles of sustainable tourism, emphasizing the importance of eco-friendly materials and the reduction of ecological footprints. Within this context, Bio-3D technology emerges as a potential disruptor, offering a means to create environmentally conscious and innovative tourist accommodations. The analysis extends to past applications of Bio-3D technology, extracting valuable insights that lay the groundwork for its seamless integration into the tourism sector. Employing a comprehensive conceptual literature review methodology, this research synthesizes insights from an extensive array of scholarly articles, books, and reports. The critical evaluation of existing literature on sustainable tourism and Bio-3D technology aims to construct a cohesive framework for understanding their intersection and potential synergies, fostering a holistic understanding of their implications. Foreseen outcomes of this research include the proposition that Bio-3D technology has the potential to offer not only innovative but also sustainable accommodation approaches, significantly contributing to the attainment of environmental sustainability goals in the tourism sector. The study endeavors to unravel the diverse advantages and foresee potential future applications of Bio-3D technology, positioning it as a transformative force that positively shapes the tourist experience. This study contributes to the ongoing dialogue on responsible and innovative practices within the tourism industry by providing a fundamental framework for comprehending the intricate interplay between sustainable tourism and technological innovation. Bio-3D technology emerges as a pivotal factor in shaping the future of tourist accommodations, offering a pathway toward sustainable tourism development. Through a nuanced exploration of its impacts and implications, this research aims to stimulate further discussion and action for a more sustainable and technologically integrated tourism landscape. In summary, this research not only explores the theoretical foundations of integrating Bio-3D technology into the tourist accommodation sector for sustainable tourism but also aims to guide practical implementation by considering socio-economic impacts, ethical considerations, and real-world applications, contributing to the ongoing discourse on responsible and innovative practices within the dynamic landscape of the tourism industry.

**Keywords:** Sustainable tourism, bio-3D technology, innovation, ecological architecture.

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## Culinary culture of Çaykara district and its change in the historical process

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In the historical process, culinary culture has changed with many factors such as the diet of societies, agricultural products grown, religious beliefs, famine, migration, trade, social interaction, geographical characteristics and climate of the region, and has created local cuisines and has significantly affected the formation of eating and drinking habits of societies. These factors have played an important role in the formation of the culinary culture of that region with many factors such as region-specific food preparation and cooking methods, food products used, equipment, number of meals, shaping of eating areas. The aim of this study is to examine the changes in the culinary culture in Çaykara district of Trabzon province. For this aim, data were collected from 10 people who grew up in Çaykara district and were over the age of 50 through a semi-structured interview form. The form used in the research as a data collection tool was developed by the researchers. This form consists of 19 questions, all of which are open-ended questions, except for 1 question, in order to compare the old and the new in order to learn the food culture of that region to the people living in the district. The interview form includes questions about food preparation and cooking methods specific to the region, food products used, equipment, number of meals, areas where meals are eaten, the most common dishes, forgotten dishes that are no longer made today, foods made in winter preparations, local food and bread types in the past and today. This form to the sample group was carried out between 17.10.2023-23.10.2023. The participants were first informed about the research and the data collection tool was applied to the volunteers who agreed to participate in the study. Each interview lasted approximately 50 minutes. All interviews were audio and written recorded with the permission of the participants. All interviews were conducted face-to-face. Then, the answers received for each question posed in the interview form were categorized and analyzed and the change in Çaykara culinary culture was evaluated. In line with the data obtained, it was determined that the location of the kitchen, the equipment used in cooking, the place where the food is eaten and the tools used during eating have changed over time. Although there is no change in the food groups consumed in the district, it is possible to say that the production of foodstuffs within the household has decreased and the buying habits have increased. When local products are examined, it is determined that dishes such as "karalahana çorbası", "karalahana sarması", "mısır yarması çorbası", "arpa çorbası", "turşu kavurması", "pazı kavurması", "saluk otu kavurması", "kuymak", "kaybanca", "helvalı baklava", "mısır ekmeği", "hamsi ekmeği" and "kavrotto" continue to be consumed, although not as much as in the past.

**Keywords:** culinary culture, Çaykara cuisine, Çaykara.

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## A local food product with geographical indication: Sivas pastırma

Gülsüm Akpınar<sup>1</sup> & Hakan Koç<sup>2</sup>

As a result of the changes in consumption preferences on a global level, it can be seen that the interest in local foods increases day by day. Therefore, these food products not only draw interest from tourists but also play an important role in revitalizing local labor and achieving regional development. In this context, geographical indication practices assume a significant role. Geographical indication registration ensures that production and processing methods of region-specific products are preserved, as well as facilitating the transmission of cultural heritage to future generations. Particularly local products appealing the consumers interested in products with cultural heritage hold a significant place in the marketing and branding processes of destinations. The present study aims to examine Sivas pastırma (dried meat coated with çemen that is a type of fenugreek mixture), which is a local food product that received a geographical indication in 2022 thanks to its unique production technique and flavor. The present study is expected to enhance product visibility and contribute to the branding process of both the product and the city of Sivas. A qualitative method was used since the present study aims to obtain in-depth and detailed information about Sivas pastırma over a small sample group. In this context, 5 business owners operating in the pastırma production sector, 4 pastırma producers, and 1 food engineer (a total of 10 participants) located in Sivas were determined as the sample group. Semi-structured interviews were conducted to collect data. Detailed information was obtained by addressing the history, production methods, and characteristics of the product. The complex data obtained from the interviews were analyzed by using content analysis to reveal concrete results. Accordingly, four main themes (history, production process, unique characteristics, and gastronomic tourism) were identified regarding the content of questions directed at participants to classify the data. In the next step, the data were coded, segmented into sub-themes, and then interpreted. The results revealed that there is limited information about the history of Sivas pastırma, but a majority of local businesses engaged in pastırma production within the city adhere to geographical indication standards. The unique features of Sivas pastırma include the type of meat used, climate conditions, the type of salt used in production, the method of drying, and the region where the meat is obtained from. Information about the production process highlighted the significant roles of salting, pressure application, and drying stages in shaping the characteristic structure of the product. Recommendations aiming to improve product visibility in terms of gastronomic tourism include offering incentives to support local producers, increasing the level of industrialization in pastırma production in the Sivas region, organizing fairs and festivals dedicated to Sivas pastırma, introducing Sivas pastırma in food programs and competitions in mainstream media, increasing the presence of pastırma in the menus of local restaurants and hotels, and organizing gastronomic tours for tourists visiting the city, including visits to local businesses engaged in pastırma production.

**Keywords:** Local product, regional food, geographical indication, Sivas pastırma.

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# The effects of the tax revenues in the economic growth: Case of the Western Balkans

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There is no doubt that tax revenues constitute one crucial part of the public income of the government, used for financing its public services and other public expenditures. Furthermore, the country's development and growth as well as its stability can vary from the level and tax structure revenues, thus its fiscal policy. Tax systems are mainly designed in order to achieve several governmental objectives, like economic stability, income redistribution, reduction of poverty, increase of the employment, decrease of the inequality, etc. Although much research has been done, a huge ongoing debate is present, taking into consideration its impact on the economic growth, development, social equity, investment, employment, etc.

Having into consideration the vital role that the fiscal policy plays on the economic growth and their intricate nexus, this study is trying to investigate the empirical effects of the tax revenues on the economic growth of developing countries such as those in the region of Western Balkans. The crucial aim is to empirically investigate the impact of the tax revenues on the economic growth of North Macedonia, Albania, Serbia, Montenegro, Kosovo and Bosnia & Herzegovina, by utilizing annual data for the time spin 2006 - 2022. In addition, panel regression analysis is used, thus Fixed effects and Random effects model in order to determine the main effects of the tax revenues on the GDP per capita in these countries. Furthermore, Hausman Taylor test is performed in order to choose the most appropriate model among the FE and RE model. In addition, besides of the empirical findings, this paper also tries to delve the theoretical foundations behind the nexus among the taxes and economic growth and development. Last, but not least, it also highlights the effects of the public expenditures funded by the tax revenues for promoting and fostering economic growth in this region. Thus, it investigates the effect of the productive expenditures, such as those for education, infrastructure, health, defense, etc. Furthermore, by assuming the neoclassical growth theory, it includes the Fixed Capital Formation and Labor Participation rate.

Further, empirical findings suggest that that there exists a statistically significant relationship between the tax revenues and economic growth for the countries in the Western Balkan, during the analyzed time period 2006 - 2022. In addition, Hausman Taylor test suggest Fixed effects model to be appropriate model for interpreting the nexus between tax revenues and economic growth in this region.

The empirical findings of this paper have a great contribution on the existing ongoing debate regarding the effects of the taxes on the economic growth in developing countries as well as providing some insightful recommendations for the policy makers regarding the tax role on the trajectory of the economic growth and development of the Western Balkan countries.

**Keywords:** tax revenues, economic growth, fixed effects, random effects, Western Balkans.

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# Bibliometric Analysis of Health Tourism Studies Conducted in Turkey Between 1992 – 2022

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Today, health tourism has become an increasingly important type of tourism not only in Turkey but also worldwide. The widespread use of communication and communication technologies has enabled individuals to go to countries other than their own for treatment purposes and this has led to the emergence of health tourism. The fact that it offers a new and different market area for both developed and developing countries increases the importance of health tourism. Health tourism has become a sector where competition has intensified since it contributes significantly to the tourism revenues of countries and offers new job opportunities. Academic studies are also increasing in this field where competition and therefore interest are intensified. In Turkey, health tourism is the subject of more and more academic studies. In this study, a bibliometric analysis of academic studies on health tourism published in Turkey between 1992 and 2022 with the keyword 'health tourism' was conducted. The academic studies published in the field of health tourism between 1992-2022 were examined under headings such as publication years, scope, types of publications, distribution according to universities and departments, destination centres subject to the studies and the places where the studies were carried out, the average of supervisor titles and page numbers of postgraduate theses, and the distribution of academic studies according to the language of writing. As a result of the study, it was determined that there were no studies in 1993, 2002, 2004 and 2005 according to the search criteria in postgraduate theses, but there has been a significant increase in studies in the field of health tourism since 2014. In particular, it was observed that 65% of the postgraduate theses subject to the study were conducted between 2019-2022. In the studies, Turkey's health tourism and health tourism potential on a provincial and regional basis have been investigated. Development agencies that provide planning and support for the regional development of health tourism have also been the subject of recent research. In addition to all these, it has been observed that health tourism in foreign countries and comparison studies with Turkey have been carried out and it has been determined that there are a significant number of studies on the economic dimension of health tourism.

**Keywords:** Tourism, health tourism, bibliometric analysis.

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# PHOTO GALLERY















































## "Findings and perspectives"



Higher education and training have been continuously expanding globally, a trend to which tourism education is also related, stemming from three fundamental factors: a set of structural changes in higher education in general (Ayes, 2006), a perceived need to increase qualified human resources for the tourism industry (Littlejohn & Watson, 2004), and a common perception of tourism as a significant source of employment and professional careers (Cooper, 1993; Deery & Jago, 2009)





**THANKS FOR LISTENING**

**ENTREPRENEURSHIP AND SOCIAL ENTREPRENEURSHIP TENDENCIES OF TOURISM STUDENTS DURING AND UNDER THE INFLUENCE OF THE COVID19 PANDEMIC: THE CASE OF MUĞLA**

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Cluster	Country's
Red	Austria and Belgium, Spain, Luxembourg, Sweden and Denmark, Finland, Netherlands
gray	Germany, France
yellow	Ireland, Estonia and Malta
blue	Portugal and Latvia, Croaita, Slovenia, Cehia, Polonia, Cipru, Letonia, Slovenia, Ungaria, Grecia, Bulgaria, Italia, România



**Conceptual Framework**



**Physical Surroundings**

- The service encounter can be likened to a theater rich in experiential elements (Carbone and Haeckel, 1994). In this context, researchers refer to the concept of the service experience that goes beyond mere interaction with staff. It is defined as the result or perception of clients' interactions with the physical environment (Camélis and Llosa, 2009).
- The pursuit of experience is the very essence of a tourist visit (Lin, Yeh, and Hohs, 2014). This is more hedonic than utilitarian and encompasses a variety of emotional experiences. motivated by the quest for pleasure and memorable, unforgettable experiences



**WHY DO USERS USE SOCIAL MEDIA TO SEEK AND SHARE EWOM?**

- Users are not a homogenous group and might be segmented into different motive segments rather than being a homogeneous population. Four segments were identified: self-interested helpers, multiple-motive consumers, consumer-advocates, true altruists.
- However, customers are less willing to express positive feedback about products on online social networks like Facebook than in conventional face-to-face settings (Eisingerich et al., 2015).

**SONUÇ**

- Özellikle düzenli maaş veya kişisel sigorta gibi sürekli maliyetlerinin bulunmaması, insan gücünden daha verimli bir şekilde kullanılabilmesi, satın alma maliyetlerini azaltması gibi sebeplerle işletmelerin daha sık kullanması beklenmektedir.
- Robot teknolojilerinin ağırlama işletmelerinde kullanılmasının avantajları olacağı gibi dezavantajlarının olması da oldukça muhtemeldir. Geleceğin iş gücü olarak sayılan hizmet robotlarının, emek yoğun bir sektör olan turizm sektöründe kullanılmasının ardından istihdam sorunu yaratması endişesi ortaya çıkmaktadır (İbiş, 2019).

**UNIVERSITY OF SANTO TOMAS**

**RESPONDENT PROFILE**

<p><b>Gender</b></p> <p>70% are female, 25% are male, and the remaining preferred not to answer.</p>	<p><b>Occupation</b></p> <p>64% of the respondents are employed</p>	<p><b>Field of Profession</b></p> <p>24% of the respondents are in the Business, Finance, and Economics Industry</p>	<p><b>Source of Funds</b></p> <p>46% of the respondents sources funds from their salary/wages</p>
<p><b>Area of Residence</b></p> <p>25% of the respondents are from Quezon City.</p>	<p><b>Mobile Wallet Accounts</b></p> <p>98% of the respondents have a GCash, 44% have Maya, and 37% have Shopee Pay accounts.</p>	<p><b>Frequency of Mobile Wallet Usage</b></p> <p>40.5% of the respondents conduct mobile wallet transactions for at least 1-2 times a week.</p>	<p><b>Purpose of Transaction</b></p> <p>60.5% of the respondents generally use mobile wallet for personal transactions.</p>

