



INTERNATIONAL SYMPOSIUM ON ADVANCEMENTS IN
TOURISM, RECREATION AND SPORTS SCIENCES

INTERNATIONAL SYMPOSIUM ON ADVANCEMENTS IN
INFORMATION SCIENCES AND TECHNOLOGIES

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FOREWORD

It is no doubt that the era we are living in is driven by knowledge, information and technology, which are extremely significant elements to provide sustainability in every field. The rapid changes in the physical and cultural environment, as well as the social and economic welfare of the societies make it necessary to benefit from these drivers as efficiently as possible for the benefit of the mankind and the environment. For the realisation of this goal, in every age and step of our lives, we should keep on learning, investigating and sharing. Sharing for a sustainable world! Sharing for our common future!

From this point, platforms, which bring together not only the scientist, academicians and professionals but also the public, NGOs, governmental actors, students, investors and every other stakeholders to share knowledge, know-how and experience, are unique and amongst the most precious opportunities we have.

With this motive, the international symposiums of the Global Science Institute, which have been organised in collaboration with the Mediterranean University, in Podgorica, Montenegro, between 5th-8th September 2018, have focused on three main interdisciplinary fields, namely Tourism, Recreation and Sports Sciences; Information Sciences and Technologies and Business and Economics. The subtitles and subfields of the symposiums have been delicately designated to increase the cross disciplinary sharing and partnership. All the symposium subjects, themes and special session goals, as well as the submissions received from all over the world also have an important touch on and relation with the Sustainable Development Goals, which I believe will provide valuable contributions scientifically, and opportunities to set long-term partnerships.

Cordially and very sincerely, I wish the works in this book will also inspire you and help you move forward for our sustainable common future.

With regards

Assoc. Prof. Ph.D. Saye Nihan Çabuk

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PART I

**INTERNATIONAL SYMPOSIUM ON
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SPORTS SCIENCES**

Tourism in Montenegro and Slovenia: Breaks in Time Series

(Keynote Presentation)

Sergej Gričar¹, Štefan Bojnec², Tamara Backović-Vulić³, Vesna Karadžić⁴

Tourism is one of the most important parts and drivers of national economies at least in Mediterranean countries. In the present article we analyze tourism development in Montenegro and Slovenia, two important Adriatic tourist destinations in the Mediterranean region. Since time series approach allows analyses of different lengths of months, we discuss the tourism in Montenegro and Slovenia from the end of 20th century. In the survey when monthly time series of tourism arrivals and gross domestic product are discussed we found that in both countries tourism plays an important national role. Subsequently the tourism plays even higher importance in Montenegro than in Slovenia. As interesting, it is to note that both countries experienced high tourist arrivals already in the eighties in the past century. We apply different statistical-econometric methods on the secondary and historical data: summary statistics, simple regression analysis and Granger causality test. A special focus in the analysis is on different breaks in tourism time series for Montenegro and Slovenia since the 1980s.

The in-depth analyses of tourism time series are rare. Even seldom are occurring breaks in time series for Slovenia and Montenegro, therefore this leads to novelty of the survey. Policy and managerial proposals lead to invest the information's in the time series data. Already Juselius (2006) said: "lets allow data to speak".

Keywords: Tourism time series, Montenegro, Slovenia.

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The Buying Behavior of Tourists on Wine-Tourism Businesses in Greece

Dimitrios Belias¹, Efstathios Velissariou², Ioannis Rossidis³, Stefanos Papailias⁴

The aim of the thesis is to record the trends and tourist behaviors of visitors / guests in relation to wine tourism in units in Greece. This goal will be covered through the quantitative survey conducted on a sample of tourists. For the purpose of the survey, it is to record the views of the subjects of the research in relation to Santorini wine tourism. In order to properly draw conclusions, responses from a large number of subjects should be collected. This is one of the key elements that can lead a researcher to choose a quantitative approach alongside quality. Research conducted using a questionnaire should be simple in understanding and help the researcher to find answers to his research questions based on statistical analyzes that will result from these results. The questionnaire consisted of two parts. In the first part, there were demographic questions related to the subject of the survey, while in the second part there will be questions that will be answered with closed questions and will relate to the subject that is being investigated, which was the buying behavior of tourists who visited wine tourism units. In relation to the nature of the survey, quantitative research was carried out on a sample of 124 tourists. In relation to the sample and the procedure, the sampling was done by convenient sampling. At this point there is a report that the population of research is finite and consists of a certain number of elements that are the tourists who visit Greece and are involved with wine tourism activities.

Keywords: Wine tourism, Greece, tourists, behavior.

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Analysis of the Tourist Presence and Movements Using Cell Phone Data and Geomatics

Salvatore Amaduzzi¹

Understanding the movement of individuals is crucial in many study areas: urban planning, transportation, emergencies, marketing strategies and of course TOURISM.

A new source of data for these types of analysis is the cellular telephony that tracks presences and movements with high precision.

The study of the dynamics of incoming and outgoing tourism, number of trips, number of days and nights spent, number of visitors, country of residence and provenance, main destination, secondary destination, transit and repeated visits can be analyzed using this information.

The data, divided by country and type of presence, are available every 15 minutes on a 150x150 meter grid.

The 35 million records a day for the Friuli Venezia Giulia region are stored in a Geodatabase and the development of a highly parametric and user-friendly WEB GIS is ongoing in order to transform this huge quantity of DATA into INFORMATION.

The research uses presence data and related attributes to analyze the behavior of tourists in two different situations.

The first is a rainy day in an important seaside resort in Friuli Venezia Giulia. Where they go, what they visit, ... depending on their origin.

The second is related to the analysis of how the presence changes during the day and according to the origin of the visitors during an important food and wine event that takes place annually in the city of Udine.

This information can be useful to those who organize the services, advertise the places, suggest activities, make changes to and update the tourist guides, ...

The decision makers are showing great interest because they have realized that the use of common sense and approximate data often leads to incorrect readings of the phenomena and wrong organizational choices.

Keywords: Cell phone data, Geomatics, presences, mobility, forecasting.

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Designing and Planning a Sports Tourism Destination: Lessons Learned from South Africa

Kerstin Heuwinkel¹

The field of sports tourism has grown immensely over the past 25 years – to such a degree that it can no longer be described as simply “emergent”. There is, however, still some debate over the exact definition of “sports tourism” as highlighted in a recent overview of this aspect (Van Rheenen et al., 2017). In this regard Van Rheenen et al. (2017) have argued for the existence of five “paradigmatic dimensions” when it comes to defining sports tourism. In their content analysis of the Journal of Sport & Tourism (and its predecessor, the Journal of Sport Tourism) spanning the period 1993–2014, they postulate these dimension to comprise sport as a motivation for travel, the spatial dimension of traveling away from a home destination, the time dimension relating to duration of stay, as well as both experiential and economic considerations.

From a destination perspective it is important to consider the variety of sports tourism ranging from active holidays to sports events and high performance training camps. Target groups, requirements, and actors vary extremely. Although sports tourism is a niche market, it very often serves as an entry to other tourism markets.

This paper applies a modified form of Butler’s (1980) concept of the Tourist Area Life Cycle (TALC) in order to analyse the nature and effect of the changes being experienced by a sports destination and to take them into considerations for planning and designing.

The town of Stellenbosch, situated 55 kilometres from Cape Town, will be used as a case study to show the practical evidence of the theoretical approach. Being a secret paradise for HP athletes since 1994 it has become a popular destination for active tourists. Furthermore, the image of an active town attracts other types of tourists. Overtourism and crowding out are a consequence.

Keywords: Sports tourism, Destination management, Tourist Area Life Cycle, Tourism Development, Sustainable Tourism.

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Evaluation of Erzurum Winter City Tourism in the Context of EU Tourism Policies

Mahshid Mikaeili¹, Kutay Aytug²

During the history, traditional architecture, urban form of cities and city economies have been affected by the climatic situation and geographical form. The case study of this research is Erzurum city that is the biggest city in the Eastern Anatolian Region of Turkey with a very ancient settlement place on the traditional Silk Road. As the city is established at the skirts of Palandöken Mountain, it had gained great importance in the field of winter tourism during the recent years in the whole country. Thanks to the mountainous situation of the city, Erzurum has some of the finest winter sports facilities in Turkey and hosted the “XXV Winter Universiade” in 2011.

In recent years, one of the important attempts to generate climate-responsive in architecture and urban designing is the winter cities movement. The purpose of this movement is to establish the needs of the people who live in very snowy and cold area, by improving the comfort and lifestyles and recognizing the needs for better planning and design.

The sustainability of winter cities and winter tourism require a creative, innovative approach that addresses the problems of these areas while enhancing the advantages, opportunities, and beauty of the winter season.

In this study, the conceptual framework of the topic will be drawn by putting forth the concept of winter city tourism. Subsequently, EU tourism policy, its political framework, and priorities will be summarised. In the next chapter, Erzurum will be examined to demonstrate its potential on winter city tourism. Finally, the winter city tourism potential of Erzurum will be evaluated by SWOT analysis and will bring suggestions at the local and national level to set in motion of the potential of Erzurum in the field of winter city tourism in the context of EU Tourism Policies

Keywords: Winter city, winter city movement,, EU tourism policies, Erzurum.

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Improving the Quality of the Personnel via Vocational Qualifications and Certification for Tourism Sector: A Turkish Case

Saye Nihan Çabuk¹

Providing and sustaining quality management in the tourism sector is a difficult challenge when compared to the manufacturing sector, since tourism is intensively related with the service quality dimensions, which mostly depend on the attitudes, capabilities, competencies, willingness and knowledge of the employees. In this regard, employment of the qualified personnel, as well as providing them with the necessary training, motivation, and assets to develop sense of institutional belonging is of great significance. The latter are generally achieved by the adoption and implementation of a total quality management approach in the institutions, while vocational standards and qualifications can be preferred as a proper solution for the former. Vocational standards are the documents putting forward the definition, working environment, level, required minimum knowledge, skills and competences for the vocations. Qualifications, clarifies the duration, methods of measurement, surveillance and recertification for the vocational certification, which provides a quality assurance for the labour market and the customers. Vocational qualifications ensure continuous improvement and lifelong learning opportunities. Consequently, Turkish Vocational Qualifications Institution has published 33 vocational standards and 24 national qualifications under Tourism-Food and Beverages-Accommodation Sector. Besides, up to now, 9 authorized organizations performed 389 certification examinations and 1172 people were awarded with vocational qualification certificates. However, considering the total number of people working, and the diversity of the vocations in the sector, the number of certified personnel as well as the vocational standards and qualifications is extremely inadequate. The lack of legislation to encourage the employers and the employees to benefit from vocational certification processes is another critical problem. Moreover, the context and the practicability of the qualifications are highly criticized. Within this frame, this paper discusses the current problems in the vocational qualifications framework for Tourism-Food and Beverages-Accommodation Sector, and underlines the improvement requirements to increase the personnel quality and customer satisfaction.

Keywords: Vocational qualifications, tourism personnel, quality management in tourism, vocational certification for tourism jobs.

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Comparative Analysis of Sustainable Rural Tourism in Slovenia and Montenegro

Zivkovic Sveto¹

The concept of sustainable rural tourism becomes more significant at the end of the 20th century and advocates a form of tourism that minimizes the impact on the environment and local culture. The basic goal of this type of tourism is to enable tourists to acquire knowledge about the natural, historical and cultural characteristics of a unique environment while preserving the integrity of the rural area and encouraging the economic development and welfare of the local community. Slovenia is a good European example, where this form of tourism is developing exceptionally well in recent years, unlike Montenegro, which has huge unutilized rural potential for the development. Because of that, this paper deals with a comparative analysis of the development of sustainable rural tourism in Slovenia and Montenegro. Based on overview of publicly available electronic, legal and expert documents, this paper used comparative, descriptive and inductive methodology and generalization. The conclusion of this research suggests that Montenegro has not yet quantitatively nor qualitatively investigated nor conceptualized the concept of touristic development after long-term neglect. On the other hand, Slovenia, through its various local, regional and national strategies, contributes to the better preservation of natural resources, the development of the local economy and the financial support of various projects in the field of sustainable rural tourism.

Keywords: Slovenia, Montenegro, sustainable rural tourism development, comparative analysis, benchmarking.

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Brand Identity of Montenegro through Verbal and Visual Elements of its Logo

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Having on mind the great potential of Montenegro for tourism development especially regarding to diversity of tourist offer, competitiveness on global market and natural beauties, trends and perspectives on global tourist market as well as the fact that the government of Montenegro recognized and identified tourism as one on the key milestones of national economy, it is clear why all aspects of Montenegrin tourism represent attractive and actual issues for theoretical and empirical research. It is also well known that, despite great potential, Montenegro is not positioned as attractive, competitive, unique whole-year destination and that there are a lot of challenges that should be overcome in future in order to improve the quality of tourist offer and its position on global market. Having on mind the role of logo in brand image of tourist destination, the main point of interest is put on verbal and visual elements of logo "Montenegro Wild Beauty" and their perception on the market. The results of theoretical and empirical research should provide answers on two important issues regarding to positioning of Montenegro on global tourist market. These are: Does the slogan "Montenegro Wild Beauty" really point out the main competitive advantages of Montenegro on global market as it should be and do its verbal and visual identity differentiate Montenegro from the competition and position it as an attractive, unique, recognizable destination on the global market?

Keywords: Montenegro, brand image, positioning, logo, verbal & visual identity.

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The Interslavic Language: an Opportunity for the Tourist Branch

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One of the many faces of globalisation is a huge increase in mass tourism, which for many has become an indispensable source of income. The countries in Central and Eastern Europe are no exception, but they also have their own specifics. The region consists of mostly of small countries with predominantly Slavic populations. When visiting another country in the Slavic world, people are often forced to use English as a means of communication. However, especially among older people – often the best tourists, because they have more money to spend and care more for service – knowledge of English is either poor or non-existent. Although most Slavs can manage some basic communication by using their own language, this method is extremely limited in scope, and important details are often lost or misunderstood. Due to this language barrier, many possibilities and opportunities are left unexploited.

The Interslavic language can solve this problem. It is a so-called zonal constructed language: an artificially created lingua franca for speakers of a family of closely related languages. It consists entirely of words and grammatical elements that are well understood by most, if not all, Slavic speakers. Extensive research and practical experiences have shown that written and spoken Interslavic texts are understood by speakers of any Slavic language for about 80–95%, without prior learning. This creates enormous possibilities for the tourist branch (hotels, restaurants, museums, churches, beaches, etc.). Flyers, brochures, menus and information boards written in Interslavic can simultaneously reach a very large audience and relieve operators, owners and managers from the undoable task of having them translated into many different languages. Likewise, even some basic knowledge of Interslavic enables tour guides to serve any multi-Slavic audience. In addition, it will also help them in passively understanding other Slavic languages.

Keywords: Interslavic language Slavs tourism communication.

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The Perceived Influence of Slow City (Cittaslow) Status on Tourism and Local People: A Study in Aylsham, United Kingdom

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There are two extreme cases in the world of tourism. One is seeking happiness by taking vacations in quieter places, while the other is accepting the advantages and disadvantages of mass tourism in a busy environment. The concept of a slow city was initiated to be of help to the former world of tourism while being a crucial response to the latter as well. As there has been limited empirical investigation of the slow city concept and its influence on tourism development in a specific field, the purpose of this study is to investigate the perceived influence of a slow city on the local people in light of tourism development. The study includes a historic market town located in the Norfolk region of the UK and the findings suggest that the perceived benefits of slow city status appear to be neutral, albeit some people are in favour of its economic advantages. In the concluding remarks, the study further compares the results with those of other previous studies and provides both theoretical and practical implications.

Keywords: Cittaslow, slow city, slow food, sustainable tourism, tourism development.

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Cultural Heritage: Viewed Through Tourist Guides

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The dynamic structure of tourism has brought about changes in the preferences of tourists alongside. The traditional “sea, sand and sun” concept has been substituted with more interesting and engaging alternative tourism experiences. One of the foremost of such experiences is cultural heritage tourism, also considered cultural tourism. Thanks to the Venice Charter in 1964 and 1972 “Convention Concerning the Protection of the World Cultural and Natural Heritage” in Paris, there are general conservation guidelines and recommendations set by United Nations Educational, Scientific and Cultural Organization (UNESCO) and International Council on Monuments and Sites (ICOMOS). Within this scope, in Turkey, there were 3 cultural heritage assets registered by UNESCO and as of 2015, this number reached to 16. Countries make use of the cultural heritage assets in tourism activities in the best possible manner. The pursuit of different experiences has made cultural tourism as the sought-after tourism alternative. It was in 2012 that tourist guiding became a legal and mandatory element of tourism system and as cultural ambassadors, in enriching the experiences tourists are seeking and in the appreciation of cultural heritage potential, there are crucial roles tourist guides play. In this context, this paper sets out to evaluate cultural tourist and cultural heritage tourism through the eyes of tourist guides. In a more specific context, such issues as common characteristics of cultural tourists, awareness of assets registered in cultural heritage list, sustainability, promotion and public-private sector cooperation make up the main themes of the study. Adopting an interpretative approach, a “focus group” has been formed with experienced tourist guides. The results of the study, on the whole, conclude that there is a need to improve the sustainability, public-private sector cooperation and promotion. Within this respect, a set of recommendations have been put forward.

Keywords: Cultural heritage tourism, cultural tourist, tourist guides, Turkey.

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Investigation of Cause Related Marketing Activities of Sports Clubs in Turkey

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The purpose of this research is to analyze the cause related marketing (CRM) campaigns of sports clubs in Turkey. Cause related marketing is one of the effective methods in carrying out the social responsibility also draws attention as a method that is used by sports clubs. In this study, the CRM activities of the sports clubs in Turkey, news related to these activities, comments of managers and fans were analyzed by content analysis. It is seen that the sports clubs in the sports industry as well as in the enterprises are diversifying their corporate social responsibility activities through CRM. When it is thought that sports clubs have members (fans) with strong emotional ties, it can be said that this situation has a positive effect on the success of the CRM-focused work. It can be said that fans support sports clubs to be sensitive to social issues and become social-focused campaign tools. In this regard, it has been noticed that they have motivational behaviors and discourses in sports clubs. Again, it can be stated that the sports clubs contribute to making the fans more sensitive to the social issues with the CRM studies. It can also be expressed that CRM studies have positively influenced adherence of fans to sports clubs. It is seen that the sports club managers are in strong communication with nongovernmental organizations (NGOs) regarding the CRM and they support the studies in this subject.

Keywords: Cause related marketing, sport club.

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Assessment of Recreational Tendency of University Students: Case Study of Ankara University Faculty of Agriculture Campus

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Universities that are more prominent with their academic and scientific studies and who are preparing their students for their dreams; should also be active in cultural, artistic and recreational areas. In this respect, it is very important that arts, culture and recreation are natural parts of the life quality of campuses. Universities whose names are recognized in the world are seen to be very strong in social areas as well as in education and training. These universities, which support all activities outside of the course, also increase their sense of team spirit as well as the individual development of their students. With this study in this framework, the recreation facilities in the universities has been tackled and it is aimed to reveal the shortcomings of recreational facilities on the campus to determine recreational tendency perceptions of university students and to identify the frequency of participation in recreational activities and the limiting factors affecting the frequency of participation. The basic data of the study were collected using questionnaires. Participants of the study consisted of 348 randomly selected students. The research revealed that the perceptions of the students for the offered opportunities are very low. As a result; with the statistical interpretation of the findings, suggestions for the organizational promotion and development of recreational amenities in the faculty have been proposed. A campus recreation program should introduce diverse amenities for an healthy campus life, on the other hand an effectiveness assessment is required by measuring recreational tendency of the students for the program success.

Keywords: Recreation, recreational tendency, campus.

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The Power of Synergy: Enhancing Capacity Development in Urban - Peripheral Destinations through Knowledge Networks and Partnerships

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Since the beginning of the 19th century, economic growth and development have been widely concentrated in urban centres. Globalization, socio-political forces and emergence of technology have all led to rapid urbanization of metropolitan areas. Development is highly visible and urban living is used to be everybody's dream. Tourists flock to urban destinations due to its popular attractions, easily accessible areas and availability of modern amenities and services. However, with changing tourist preferences, coupled with better accessibility and improved transport networks, peripheral areas have experienced growth in terms of socio-economic activities and tourist numbers. This new development pattern is shaping rural communities, marginal zones and other peripheral areas as new 'tourism gems.' There is no doubt peripheral regions benefit from the 'spillover' effects of urban centres. On the contrary, this condition also generates pressures, mainly, on the availability of human resources, for instance, skilled and trained individuals and strong institutions in order to manage tourism sustainably.

Sustainability must be the ultimate goal of any destination, and primarily achievable if individuals, organizations and communities are capable and empowered. For many years, capacity development has been synonymous with strengthening capabilities of people and institutions in the least developing regions or marginalized areas. Several studies show that absence of resources, limited understanding of tourism and inadequate capacity are some problems confronting peripheral destinations that can be resolved through collaboration and multi-stakeholder partnerships. Capacity development serves as a tool in bridging human capital gaps and channels the dispersion of development from urban to peripheral areas. Overall, this paper explores how knowledge networks and partnerships strengthen capacities and boost sustainable development in an urban and peripheral destinations' context.

Keywords: Capacity development, knowledge networks, partnerships, destination management, sustainable tourism.

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Outsourcing in Sports Industry; An Overview to Turkey

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Outsourcing has been considered as a modern management strategy in recent years. When it is evaluated from the perspective of sports industry, it can be declared that outsourcing in various areas is a management strategy, intensively preferred by sports clubs as well. Because, as in other industries, sport organizations need to reduce the costs and obtain more efficient and prompt outcomes in increasingly competitive environment.

This study is a qualitative research and document analysis method was used in data collection. Documents such as websites, annual activity reports, press reports, etc. of sports organizations have been analyzed. Outsourcing activities in sport organizations can be investigated in two subheadings; standard activities such as food, security and service duties and functional activities such as marketing services, human resources and health services. In the research, standard outsourcing in human resources occurs in the way of outsourcing of cleaning, maintenance and security personnel etc. in basic operational functions of sports organizations; in the functional content it is considered as the outsourcing of athletes, trainers and/or sports managers as workforce. Exclusively in the functional sense, it is thought that the supplying of human resources from external sources increases the effectiveness and performance of sport organizations.

Educational and sponsorship services have been evaluated as other important areas, where sports organizations take advantage of outsourcing. Professional trainings from specialized institutions, organizations and/or competent persons and sponsorship agreements made with commercial enterprises provide that sports organizations focus on their core competencies and hold competitive power in this way.

Keywords: Outsourcing, sport industry, sport club.

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Evaluation of the Stakeholders Involved in the Football Industry in Turkey from the Corporate Social Responsibility Perspective

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The purpose of this research is to demonstrate the state of the stakeholders involved in the football industry in Turkey in terms of corporate social responsibility (CSR) in the world. Turkey Football Federation, Turkey Active Football Referees Association, Clubs Association, Turkey Sports Writers Association, the Fan Clubs, Turkey Football Coaches Association as stakeholders were included in the study. This research is a qualitative research. Document analysis method was used in the data collection process. In this respect, stakeholders' web sites, if any, annual reports, press reports, etc. documents have been analyzed. It has been seen that fan clubs of the teams- Beşiktaş, Fenerbahçe and Galatasaray - which have millions of fans in Turkey have active role in CSR. It can be stated that Turkey Football Federation has intensified the CSR activities in particular through sponsors. However, no CSR activity was found in the clubs' association. On the other hand, it can be said that sports clubs in the Super League have generally taken part in the CSR activities even though they are not at an institutional level. Turkey Active Football Referees Association, some branches of Turkey Football Coaches Association also have been shown to give place to CSR activities in rural areas and to contribute to social awareness. It can be said that in particular the fan clubs in Turkey have CSR activities that will be model for other countries in the world as the structures and plans. But it is shown that a professional institutional structure like the UK and Germany needs to be formed within the TFF and the Clubs Association.

Keywords: Corporate social responsibility, Turkey.

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Shoulder Functional Ratio in Basketball Players

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The purpose of this study was to examine the dominant and non-dominant shoulder internal rotation (IR), external rotation (ER) isokinetic muscle forces and shoulder functional ratios of male and female basketball players. 8 female active basketball players participated voluntarily in this study. The shoulder rotational forces of the athletes were measured with isokinetic dynamometer. Internal and external rotator muscle forces of dominant and non-dominant shoulders were tested in concentric and eccentric modes at angular speeds. In the concentric and eccentric modes, internal (IR) and external (ER) rotators were evaluated as force variable. For the peak torque functional ratio, the eccentric force of the outer rotors and the concentric forces of the inner rotors were calculated. According to the obtained results, there was a significant difference in the dominant and nondominant values between the females and males ($p < 0,05$) at 60o/s and 180o/s both in the internal and external rotations in the concentric phase, while there were no significant differences within groups dominant and nondominant values of female or male ($p > 0.05$). In the eccentric phase, a significant difference was found between dominant values of female athletes and male athletes ($p < 0,05$). When the functional ratio was taken into consideration, the dominant values of both male and female athletes were found to be higher than the nondominant shoulder values. This finding suggests that the eccentric force of the external rotation for all groups is greater than the concentric strength of the internal rotation. For dynamic stability and optimal performance, the appropriate functional ratio is critical. As a result, it is thought that female and male basketball players have imbalance in the strength of the shoulder rotator muscles, which can increase the risk of injury and affect performance negatively.

Keywords: Shoulder, isokinetic, basketball.

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Interior Spaces to Change with Cultural Tourism: Case of Sille Museum

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One of the most effective ways of creating livable spaces is to change / transform the physical environment. Tourism activity also takes place in this transformation. Tourism is a trip that provides many needs such as resting and traveling etc. But there are many tourist types and demands. Cultural tourism is among these alternatives. In order to respond to all these needs and desires, many interiors are changing and acquiring a new function. In other words, culture tourism influences and changes the interior spaces. In this study, paper is evaluate the effect of indoor studies in terms of exchange and impact on regional tourism for culture tourism. The method of study is contain; literature review, fieldwork, photographic documentation, and evaluation of previous studies. In the scope of the study, Sille Museum was examined. Sille Museum has been different functions and different periods during this time. Konya has hosted many civilizations throughout history due to its location and historical inventories. Today, the build used as the Sille Museum but it has been used with different functions such as school and culture house. The building, which still serve as a museum; gained this function in 2010 with the tourism effects. This function has been designed according to the new conservation development plan. In this context, the function and functional change with tourism of the Sille Museum has been examined from the past to the present period. In this context, it's position, square meter, domain situation speed up this change. It has been revealed that the historical building has undergone a sustainable change in terms of interior space. As a result of the study, the acceleration of cultural tourism has been discussed with case study. Although the structure has changed before tourism, but it can be said that the change that is experienced due to tourism is possible with the functions that provide it. It is thought that the experienced process can give ideas to similar examples.

Keywords: Culture tourism, recycling, spatial change, Sille.

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Botanical Garden-Botanical Park Concept: Examination of its Definition, Function and the Public Dimension

Öner Demirel¹

A botanical park can be defined as a plant center which accommodates as many plant end/or tree species as possible, where scientific examinations are done on these plants and which is generally open to public for recreation and sightseeing. Basically, botanical gardens have important scientific (research and conservation), educational (teaching and culture) and recreational (active and passive activities) functions.

However in our country, the concepts of Botanical Pak and Botanical Garden are confused and used with the same meaning. While Botanical Gardens are places where research, conservation and educational activities come forward, Botanical Parks are places which are defined mostly with recreational activities and functions such as relaxation, entertainment, trips or hikes, etc.)

Botanical Gardens in the World were first established in order to introduce primarily medicinal and economic plants to the public and carry out research on them; however, in time their functions have developed and today their functions have evolved more and more to include world nature and plant conservation as the main subjects of study for these gardens. Other botanical gardens were mostly considered as “City Park” or “Public Park”. An evaluation of whether the currently popular “Nation Garden” concept overlaps with this scope is going to be discussed.

The Botanical Garden concept which is a planning element which has to be considered in detail is a phenomenon which requires common action of different disciplines which are directly or indirectly related to the subject, and the importance of reaching “SHARED BENEFIT” as a result of “SHARED WISDOM” has been highlighted in the presentation.

Keywords: Garden, Park, Botanical Garden, Botanical Park, Nation Garden.

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The Concept of “Tourist-Historic City”: An Evaluation on the City of Amasya as a Case

Bige Şimşek İlhan¹

This paper focuses on the concept of “tourist-historic city” and aims to make an evaluation by reading the potentiality of the city of Amasya on the basis of this concept.

Amasya, which is located inland of Black Sea Region of Turkey, is a traditional Anatolian city having idiosyncratic historical, cultural and natural characteristics. Being physically formed by a continuation of inhabitation process of seventeen civilizations, Amasya is a multi-layered historical city. Thus, it functions as an open-air museum having a strong urban identity. Besides the historical and cultural values, its unique natural structure is also an outstanding component of the urban identity of the city. In these aspects, Amasya has an important potential for urban tourism as a destination.

Urban tourism can be described as a phenomenon offering an urban experience related with many aspects –social, political, environmental, economic and so on. Urban tourism emerged as a critical urban issue of the urban agendas of historic cities in 1990s with the growing interest of the urban heritage concept. The “tourist-historic city” is the part of historic cities that urban visitors actively use. Urban researchers have developed models on the tourist-historic city in order to manage the heritage cities over the past three decades. In this context, historic urban landscapes have globally gained importance in historic cities.

This paper aims to examine the concept of the tourist-historic city as a frame of reference and to make a remark on the potentiality of the historic city of Amasya based on this framework.

Keywords: Urban tourism, heritage city, the tourist-historic city, recreational tourism the traditional city of Amasya.

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Precautions for the Prevention of Global Warming, Climate Change and Other Environmental Problems: The Case of Eastern Black Sea Region Cities

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In the Eastern Black Sea Region of our country, the rate of surface water flow can reach up to 80-90% because of high precipitation rate and the sloping land character as well as the fact that the soil is saturated and evaporation is low. However, the fact that the river valleys are usually, narrow and irregular, causes another negative situation in terms of flood risk. Under these circumstances, at the region where floods happen every 5 years without exceptions, high amounts of rainfall which occurs in short durations causes important damage and casualties as well as damaging the infrastructure. When the meteorological data obtained between 1961-2013 from meteorological stations located at Eastern Black Sea cities is statistically evaluated (with Mann-Kendall statistic method and regression analysis), it can be seen that a global climate change creates a serious risk at the region (Trabzon, Giresun, Rize, Artvin). Rainfall and river flow relationships have been examined with this warming at the region and by considering the dimensions of the ongoing Hydro-electric power plant construction work built as alternative energy resource in the energy sector, a relationship was tried to be established between the today and future of these power plants and Eco-Tourism.

In this presentation, it has been discussed what the potential ecological effects of global warming could be on nature and nature tourism and what precautions could be taken in order to minimize the negative effects of climate change on the tourism sector.

Keywords: Climate Change, Eastern Black Sea Region, Tourism, Eco-Tourism, Renewable Energy.

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Evaluation of the Positive Effects of City Branding on Tourism Development: City Center of Eskişehir Case

Evrin Koç¹

Through globalization, cities have confronted with the concept of competitiveness; therefore, this has led cities to produce projects through branding. Cities prepare and implement branding projects in various fields. Cities create attractiveness through such projects: creating mega events, developing tourism destinations, renewing historical places, making urban transformations. In this respect, these attractions are used by residents and investors in the city and as well as by visitors of the city. Eskişehir city has increased its brand value with the changes it has experienced since 2000, and the city has been developing in urban tourism. In this sense, Odunpazarı Historical Site Area, Porsuk River Seaside regulations and newly created urban open green spaces are the basic urban design and renovation areas that contribute to the city tourism and create a brand in the city. In this article, the positive effects of the branding of urban renewal and development areas on urban tourism will be evaluated through the case of Eskişehir.

Keywords: City branding, urban tourism, urban planning and design.

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A Conceptual Analysis of Bird Watching as a Nature-Based Tourism Activity

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Bird watching tourism is a kind of special interest tourism and birdwatchers are considered as tourists that are postulated as the largest group of eco-tourists, and well-educated, wealthy and committed travellers. This kind of tourism has a high economic contribution as well as potential to propel the financial and environmental well-being of local communities while educate locals about the value of biodiversity and increase awareness to protection and preservation of natural landscapes. Besides, the concept is regarded under the notion of ecotourism which can be regarded as a tool in terms of community-based conservation when implemented with an emphasis on the well-being of local ecosystems and human communities. Despite these benefits the existing literature fails to examine and discuss the significance of the concept as a research theme in more details. However, considering studies dealt with the issue of bird watching in the tourism field majority of them have been conducted in the context of motivation while experience related dimension of the concept remains still limited. From this perspective, based on the current literature the aim of the present conceptual paper is to discuss the concept of bird watching tourism whilst strives to shed light on the significance of experience dimension of the phenomenon.

Keywords: Bird watching, Birdwatchers' motives, Bird watching experiences, Eco-tourists, Sustainable tourism.

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A Cultural Exchange Example for Late Ottoman Period Before History: Sinop Meydankapı Süleymaniye Mosque

Duygu İlkhan Söylemez¹

Sinop, which has been continuous settlement from the Early Bronze Age to the present day, has always been one of the most important cities of the Black Sea. Sea and trade since ancient times due to geographic location all the tribes who wanted to dominate the Black Sea in Sinop, they have left the remains of their civilizations. Sinop; Romans, Byzantines, Seljuks and It has become the sovereignty of the Ottoman Empire. Sinop at the time of Candarogullari protected a port. The most important city of the Black Sea in antiquity was one of the capitals of the Pontus state in the Hellenistic period and the centre of Christianity in the Byzantine period. Roman, by Byzantine, Seljuks in 1214 and Ottoman rulers in 1461. These changes are felt at every corner of the city of Sinop. In this study, architectural and ornamental characteristics of Meydankapı Suleymaniye Mosque, which is an Ottoman late period structure, will be mentioned and the value of place, importance and value added in this cultural change process will be emphasized.

Keywords: Cultural exchange, cultural tourism, historical tourism.

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Shopping Tourism in the Context of Amasya Cultural Heritage

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People have traveled to different regions for various reasons throughout history. In particular, the increase of transportation facilities after 1980, the development of alternative types of tourism, tourism activities are increasing. Tourism is a multifaceted activity with economic, political, social, cultural, ecological and environmental influences. There is a strong relationship between tourism and culture, as the cultural heritage has caused the region to be visited by tourists, increasing the attractiveness of the region. Tourists are interested in souvenirs, handicraft products, artworks, regional flavors, and cultural attractions. All requests to purchase the tourists, the city to assist in the preservation of cultural traditions, as well as providing economic contribution. As a study area; the city of Amasya, where traditional Ottoman Houses took place along Yeşilirmak River and Valley, historical city texture, natural and cultural values was chosen. The city has a rich cultural heritage tourism potential because it hosts many civilizations throughout history. The city is located in the UNESCO World Heritage List since 2015. The aim of the study; cultural attraction points in Amasya city, local taste points, shopping center, shops selling local products and neighborhood markets to determine shopping routes between these points pedestrian, bicycle and possible use of the disabled, related to each other, to create continuity with shopping routes. In this context, significant points were determined in terms of shopping tourism in Amasya city center and a result map showing the routes for tourists was created. In that, when tourists arrive in the city, they will be able to easily reach the local products either on foot or on bicycles. At the same time, this will create an opportunity to recognize cultural values. As a result of the work, shopping routes will be determined which will easily reach tourists and make economic contributions to the city.

Keywords: Cultural heritage, shopping tourism, shopping routes, Amasya, Turkey.

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Changes in Urban Square in the Time Period: Case Study of Trabzon

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Seyhan Seyhan⁴

For centuries, cities have become the most important part of life. As the first urban open spaces were created for pedestrian transport purposes. By the time of the meeting place, intersection, market place, coffee, such as a combination of functions. The places that are most affected by the change process are places that are used extensively and where urban and human pressures are felt. The historical process of urban squares gives information about the physical and functional characteristics of the city. The places that are most affected by the change process are places where urban and human pressures are used intensively. This situation causes the city's identity values to be lost. In this sense, Trabzon city square, which has important characteristics in terms of history, has been designated as a study area by hosting many social and cultural activities. Trabzon Square is the center of the city with its four thousand year history. In addition to central function, it is a tourism area with surrounded by historical registered. Trabzon Square was used to analyze the spatial development. The positive and negative aspects of the change in the city square have been questioned. In this context, on-site evaluations, observations and analyzes were made. To determine the values that can reflect the past of the city, interviews were made with users over 65 years of age. There have been evaluations of users' past and current possibilities. The only thing that has not changed in the past and today is the intense use of the city plaza as a city open space. Trabzon has developed according to the change of present conditions in time as well as being a compulsory place in terms of social communication and interaction of city people.

Keywords: Urban open space, square, Trabzon city square, city center, Trabzon.

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The Potential of İslamköy Traditional Houses for Spatial Use Towards Cultural Tourism

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Recently, increasingly diverse tourism activities in the lakes region in Turkey have established a potential for culture tourism together with the traditional housing structure which conveys traces of the culture in this region. This study was carried out to reveal the potential of the use of interior space in the traditional houses of İslamköy – connected to Atabey district of Isparta province, which is located in the lakes region – for cultural tourism. Based on field surveys, observations and interviews with the people living in the village, the most suitable tourism area was found to be the streets around the Süleyman Demirel Development and Democracy Museum. Next, SWOT analyzes were conducted as an analytical research method to explore the possibility of a protection/sustainment strategy through the officially registered buildings located in the specified streets. These analyses were carried out by an expert team consisting of 13 faculty members studying in the KTU BAP06 project called the ‘Spatial Readings of Traditional Houses: The İslamköy Case’ as of 2018. The SWOT analyzes regarding the characteristics of the traditional textures, which were specified with the help of the expert group, were grouped under four sub-headings as strengths and weaknesses, and opportunities and threats. According to the findings that were obtained, it was found that the spatial characteristics of the traditional houses of İslamköy, which have a cultural heritage value, should be identified and the relievos of the buildings should be completed for their restoration works. It was also found that if the functions of these buildings have changed in the process, the advantages and disadvantages of using the interiors should be revealed, as well as raising the awareness of the residents.

Keywords: Cultural tourism, İslamköy traditional houses, interior space, potential for spatial use.

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Tourism and Counterterrorism in Russia: The Case of Kurorti Severnovo Kavkaza

Giuliano Bifulchi¹

The North Caucasus is a Southern Russian region affected by terrorism and jihadist propaganda and considered the most unstable, underdeveloped and unsafe area in the Russian Federation. Since the collapse of the Soviet Union, the North Caucasus has experienced ethnic conflicts, militancy, the rise of radicalism, terrorist attacks, corruption and high unemployment rate.

With the aim of contrasting the socioeconomic problems and the recruitment process among the ranks of local militant groups (Imarat Kavkaz) and international terrorist organisations (al-Qaeda and the Islamic State), the Kremlin started a strategy focused on tourism development.

This paper wants to study the Russian policy of contrasting terrorism and improving socioeconomic conditions through the analysis of the Kurorti Severnovo Kavkazka (North Caucasus Resorts), a project whose goal is to realise regional tourist clusters to attract FDIs and create more than 300,000 new jobs.

In this research the author will assess the Russian tourism strategy on regional level evaluating at the same time the impact of terrorism and local militancy on the regional tourism development and the effects of the Kurorti Severnovo Kavkaza project in ethnic conflicts management and counterterrorism activities.

Keywords: Russia, North Caucasus, terrorism, Kurorti Severnovo Kavkaza, tourism.

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LGBT Tourism and Friendly Zone

Francesco Favia¹, Pietro Iaquina², Nicola Favia³

Lgbt tourism is one of the rising realities of the third millennium reception industry. Even in Italy: out of 60 million visitors each year touching our country, it is estimated that between 3 and 6 million belong to the gay community. But is Italy ready to capitalize on the opportunity?

To do this it is appropriate to expand the friendly areas with which many cities and tourist organizations are promoting all over the world and which is leading to a change in urban spaces.

They are creating areas of "market tolerance", with which it can be said that at least for these tourist realities progress is being made in the path of community acceptance.

These changes, however, have the main defect of often shrinking to certain neighbourhoods, such as the historic centre or the more "alternative" Boehme areas, generating at the same time places of involuntary ghettoization.

The tangible risk is therefore that LGBT tourism becomes a promotional tool of the international prestige of a city without really reducing the gap between a progressive elite narrative and the discursive matrix at the heart of the metropolis itself, meaning all social practices related to the culture of a community that they represent the most profound social reality, with all its inequalities.

Think of the typical processes of urban alienation, in which social capital, reputation and culture are great discriminating factors to the access of economic life.

Keywords: LGTB, Tourism, Friendly Zone, Tolerance, Acceptance.

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Tableland Tourism as an Alternative Tourism Type in Rize: An Analysis in the Context of Rural Development and Sustainable Tourism

Ömer Faruk Tekin¹

Today, people are more interested in new types of tourism rather than classical tourism options, which provide integration with nature, based on definition of different lifestyles and cultures, and different perspectives. This new concept of tourism, referred to as alternative tourism, represents a different concept and product presentation than mass tourism.

Alternative tourism types consist of the activities carried intertwined with nature, local life and cultures. Alternative tourism types are not based solely on using natural and cultural values or even consuming them, such as mass tourism. In addition to benefiting from these values, they also aim at their protection and sustainability.

While natural and cultural resources are used, the concepts of sustainable tourism and eco-tourism combine in the point that it should not be forgotten that these sources will benefit in future. It is also necessary that the tourism values meet the expectations of the tourists and that the development of the region is maintained and that these values and the areas in which they are located are preserved. It is necessary to carry out and develop nature-based tourism activities with environmentally sensitive, sustainable, participatory, local and rural development oriented plans. This is important for the sustainability of tourism and development.

In this study, it will be briefly informed about alternative tourism types and alternative tourism potential and especially tableland tourism will be emphasized in Rize. In the context of rural development and sustainable tourism, the current situation and development strategies of tableland tourism in Rize will be analyzed. As a result, environment-friendly strategies and policies will be proposed to ensure sustainable tourism and rural development.

Keywords: Alternative Tourism, Tableland Tourism, Sustainable Tourism, Rural Development, Rize Province.

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From Traditional Sports to Modernity: eSport Industry

Ahmet Atalay¹

The aim of this research is to focus on the transition from traditional sports to electronic sports (eSport). It is also the economic and commercial value of the eSport industry. The present study was conducted with the Qualitative Research Method, and the Case Study design was made use of in this process. The Document Review Method was applied to the data obtained in the study. This study was formed by reviewing the domestic and foreign literature and was compiled.

eSport is a type of sports in which the primary sides of sport are facilitated by electronic systems. In addition, eSport applications are also defined as virtual sport and competitive sport. While mobile eSport applications are perceived as a free time activity, they also have a sportive identity that has a target for success.

eSport has rapidly gained popularity among young people worldwide. Thus a serious mass of followers has formed and has become a distinctive, specific area. It is also a phenomene transformation that increases both leisure time and sport-like experiences on-line and off-line on a single occasion. Therefore, eSport is developed and professionalized by the interrelated links of different consumption practices such as playing, watching, and managing.

eSport has a worldwide game-entertainment and sporting event identity. It is very high in terms of economic value on a global scale, and is exposed to an ever increasing interest in education and social roles at the same time. Because the economic value added has become a high product. Together with the expanding participant and audience market, the eSport industry has reached \$ 350 million in 2016 and \$ 700 million in 2017. With this economic development, eSport market is still very young and its competition level is low, so it offers great opportunities for game developers.

Keywords: Sport, economy, sport industry, eSport, eSport industry.

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A Better Approach to the Promoting of Cultural Heritage: Illustrated Maps and Infographics

Emir Isovic¹

The paper will give a brief introduction to the modern trends in disseminating the information, the general condition of public awareness of the cultural heritage and the problem of insufficient visual presentation of the cultural heritage in Bosnia and Herzegovina.

The general introduction to the topic of data visualisations and infographics, particularly infographic maps will be given. The importance of using the illustrated maps, infographic guides and historical reconstructions will be emphasised.

The author will provide some very obvious examples of a bad visual promotion of cultural heritage of Bosnia and Herzegovina, along with the author's possible alternatives to this situation.

Finally, the author will show his own work done in field of cultural propaganda, where the audience will be shown the power of non-statistic infographics in promoting the cultural heritage.

Keywords: Infographics, cultural heritage, propaganda, illustrated maps.

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Tourism Development - Crucial Challenge for a State with the Aim of Structural Changes in Montenegrin Economy

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Implementation of structural changes in Montenegrin economy was to enable productivity growth in all economy sectors. Previously realized structural changes with the aim of faster, more efficient and rational market economy in Montenegro were mainly based on changes in the countries from the environment. However, since each economy has its own particularity, the implemented changes still have not ensured balance in total economy, competence of national economy and economic stability. Additionally, these processes took place in the conditions of global economic crisis, political and social instability. Vast negative influences from internal and external environment have additionally delayed the flows of economic development.

The goal of this paper is to explore to which extent the country engaged in taking adequate measures to improve investments in tourism and accompanying infrastructure enabling its influence on structural changes in total economy, its long-term sustainability, as well as economic stability. Since tourism, as crucial branch of economy generates 20% GDP and 18% of employment, the role of the country is crucial when making rational solutions from the aspect of total economic activities. Direct, indirect and multiplicative effects of tourism on total economy are evident, and competitive advantage of Montenegro as tourist destination can be increased if tourism development is encouraged by systematic measures and if integration of total economy is enabled.

Analyses show that it is not enough to merely issue legislation with the aim of respecting norms which require structural changes, but they need to be implemented, continuously monitored and necessary corrections need to be provided according to current tourism development trends worldwide. Further tourism development nowadays imposes the need for Montenegro to engage numerous available potentials aiming at valorization of completely new forms required by contemporary tourism development. On this path, the role of the state as a generator in transitional period is unavoidable.

Keywords: Tourism development, state measures, structural changes, national economy.

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Review of Anise Spirit Literature

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Originating in Eastern Mediterranean and dating back to 16th century BC, anise is considered as an herb which was widely used by great medical specialists of Ancient Egypt owing to its curative property. Today, anise, which culturally plays a major role in Mediterranean countries, is mostly used in the production of alcoholic drinks apart from pastry, vegetable and meat dishes, and herbal teas. Despite the fact that different herbs are used in the production of Anise drinks, which are generally prepared by the countries bordering Mediterranean Sea using their unique methods and named differently, the dominant flavour of anise is the common trait of all these drinks. Having no or different colours (yellowish green, dark amber) as a result of the inputs used during the process of production, some of these drinks can be considered as liqueur because of the amount of sugar they contain and are consumed without adding water. Those consumed in white colour as a result of adding water are in the majority. Anise flavoured drinks are produced using different techniques in a wide geographical area. In addition to the one in which ethyl alcohol is used in the production by being distilled with seeds or other raw materials if available, there are some other types produced by adding anise extract (essential oils acquired from seeds) directly to ethyl alcohol. Considering anise flavoured drinks which are identified with the geographical regions that they are produced and consumed in, we can see similar anise drinks such as Rakı (Turkey), Ouzo (Greece), Pastis (France), Arak (Lebanon, Syria), Sambuca (Italy), Patxaran (Spain), and Mastika (Macedonia/Bulgaria/Greece). However, there are differences in the way these drinks are produced and consumed. In this study, the researches on traditional anise flavored drinks produced by various cultures was examined, compiled and an evaluation was made.

Keywords: Anise, anise spirit, rakı.

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The Relationship Between Destination Visual Complexity, Tourists' Emotion and Behavioral Intentions

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The experience of tourists in a destination is largely based on visual imagery. Tourism experiences and destinations that includes production and consumption of places have strong visual components. Aesthetic and visual elements in a destination attract tourists' gaze and they are used to create places and destinations where tourists like to express feelings of pleasure and arousal. Kaplan and Kaplan (1995) have defined the complexity as a number of different visual elements in an image or environment, the richness of the environment. Therefore, visual complexity were examined as the visual elements surrounding the physical surroundings of a destination and the diversity of these elements. The aim of this study was to analyse the relationships between the visual complexity of a tourism destination, the emotional states of tourists and their behavioral intentions. The data were gathered by face-to-face survey technique from domestic and foreign tourists visiting Bodrum, Turkey. Structural equation modelling was applied for data analysis. The study results indicate that visual complexity have positive relationships on the tourists' emotions; and their emotions have positive relationships on behavioral intentions.

Keywords: Destination, visual complexity, tourists' emotions, behavioral intentions, SEM.

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Special Session on Recreational Planning and Design

The Place and the Tourists' Experience: Examining the Emotiospatial Aspects of a Destination

Deniz Karagöz¹, Nurdan Sevim²

Emotions are vital aspects of who we are and of our situational engagement within the world; they compose, decompose, and recompose the geographies of our lives. In a similar vein, they enable to create the meanings of the tourists' travel experience. "The experience in the place" and "the experience of the place" are loaded with emotional meanings to tourists. The aim of this study is to explore tourist's emotional reactions towards experience in the place and the experience of the place in travel destination. In turn, Indochina region is elaborated based on the emotiospatial aspects of the tourists' trips. This study used content analysis and social network analysis methods to examine online trip diaries. Individual tourists and package tourists were analyzed according to place, experience and emotions statement. The Plutchnik's three dimensional emotion model used to analysis the tourist's emotional reactions to place and experience. The results revealed that the individual tourists focused on unexpected and coincidence experience. Their emotions reactions towards the place and the experience are surprise, amazement, vigilance and ecstasy. The package tourists focused on traditional attractions and their emotions are mostly serenity and joy. The study identified the six different emotiospatial characteristics based on tourists' the experience in the place and the experience of the place.

Keywords: Place, experience, emotions, the tourist's trips, content analysis, social network analysis.

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Nature-based Urban Design

Elif Bayramoğlu¹, Öner Demirel², Sara Demir³

Urban areas have complex structures and dynamics. City life has changed according to time, social and environmental factors. These changes have manifested themselves with users and city development. The increasing world population and technological developments have caused these changes in recent years. Therefore, especially citizens in the mega city, have threatened the natural environment in order to realize their vital activities. For the solution, planners have begun directing people to rural areas where natural areas are more intense. However, it has become difficult for people to get away from the intense and repressive nature of the city and to reach the natural areas outside the city to perform recreational activities. For this reason, urban designers have brought the concept of "nature-based design" into the spotlight. Nature-based design enables the sustainable use of natural resources, protection-usage balance by moving to the city. It creates low cost landscaping areas, places more positive and open for public use in terms of aesthetics and security. Urban open spaces with these characteristics should have the necessary substructure that is compatible with the planning and design strategies, compatible with the ecosystem, and sustainable recreational activities. In the study, the landscape design proposal for urban open spaces was developed. It has been given information on appropriate design processes within the protection and use balance of natural elements. Within this scope, it is aimed to create "sustainable design and management" understanding in order to protect the natural beauty of today's open spaces. The main objective of the study is to develop a tissue creation proposal that can provide natural networking opportunities within the city as an integral part of the urban ecosystem, or alternatively recreational use.

Keywords: Nature-based design, urban design, sustainable design.

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Tourism Development Strategies with Landscape Sensivity

Sara Demir¹, Sima Pouya², Öner Demirel³

Urban and rural spatial development strategies within the scope of landscape planning studies should be taken with sensitivity tolerance of landscape. Sensitivity of landscape indicates the balance between landscape change and landscape development and also investigates former changes and possible future changes on landscapes. Therefore, landscape sensitivity is the sustainable way to determine healthy land use decisions and landscape development strategies. Uncontrolled and unplanned tourism strategy without determining landscape sensitivity is one of the damaging factor for sensitive landscape dynamics. Landscape sensitivity findings provide to be guide for decision makers about landscape development, restoration and protection. In this context, the aim of the research is to explain the importance role of landscape sensitivity decision on tourism development strategies. To reach our aim, firstly, landscape sensitive areas were classified in terms of water, soil, biodiversity and habitat functions. Then, the total landscape sensitivity was scaled according to tourism potentials to make the best suitable tourism strategy decisions. Geographic information system and multi-criteria decision making method was used by derived from the interviews with experts. For this research Macka, one of the old historical-natural national park and its watershed area in Trabzon/Turkey, was selected as a study area. This research proposes a framework by determining landscape sensitivity for suitable tourism strategies in the protected area and its watershed. The findings can be set an example for sustainable tourism development of other ecologically and culturally sensitivity landscapes in Turkey and other countries to contribute determining healthy tourism strategies and suitable tourism areas of protected areas.

Keywords: Landscape sensitivity; tourism development strategies; land use decisions; multi-criteria decision making; protected area.

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Points of View Landscaping Experiences Approaches

Tiziano Gasbarro¹

The purpose is to analyze and confirm the desire to reinterpret local fragments by reaching a "plurality of experiences and landscapes of living" (Lanzani, 2009), that extend beyond the few rigid models of the past, varying more and more the multiple points of view from which the observer chooses to position himself, directly and indirectly, in the digital age we experience. It becomes necessary to introduce a fundamental concept such as the creation of Landscape (Magnaghi, 2010) already discussed and debated in reference to the combination of "constructed or built" and "green and free spaces" (Gambino, 1989). The Landscape is no longer subdivided into an obsolete territorialization and sectorization that refers, to name a few, to rural areas, urban, suburban-residential, post-industrial (Lanzani, 2009) as much as one, from time to time different, land art that make recognizable and as essential as those landmarks of a landscape so reconstructed and planned, which is beautiful to see but especially to live and participate, referring to its different "self-sustainability" (Magnaghi, 2010). With Landscape we mean "an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors" (European Landscape Convention, Chapter1, Art1). Thus, the thought seems to assert that a Landscape does not exist, except through the eyes of those who benefit from it. In this form, we can speak of city-territory/city-landscape as we refer to an internet network, labyrinthine, widespread and without centers and outskirts (Zagari, 2013), but which is subject to a landscaping as "intelligent space, geographical certification of successful social practices" (Turco, 2017). It is extremely similar to the concept of "infinite city" (Bonomi, Abruzzese, 2004) which inevitably leads to the identification of the "Third Landscape" (Clément, 2014) finally recognized and valued in a context of reappropriation of places.

Keywords: Shaping, land art, landmarks, point of view.

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Ecophysiography as a Landscape Characteristics Tool

Saye Nihan Çabuk¹, Özay Yerlikaya², Alper Çabuk³

Although Adriatic and Aegean coasts have common features in terms of land forms, topographic characteristics and geological structures, varying climatic factors result in different vegetation types to occur, which has a significant influence on the tourism potential and types. From this point, Adriatic coasts have a better consistency with its landscape characteristics such as geomorphological structure, topography, climate, and vegetation. In this paper, tourism potential of Adriatic and Aegean coasts will be evaluated and compared in terms of their landscape characteristics by using Landscape Characteristics and Ecophysiography data of the USGS.

Keywords: Landscape characteristics, ecophysiography, tourism.

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Assesing the Environmental Impact of Tourism Development in Kaçkar Mountains National Park

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Kaçkar Mountains National Park (KMNP) is located among the cities Rize, Artvin and Erzurum, in the north-eastern part of Turkey. The KMNP was declared as a national park in 1994 on account of its high geological and geomorphologic characteristics, flora and wildlife. The aim of this research is to identify the problems arising from tourism developments in the KMNP and to contribute to natural resource management considering identified problems. Out of thirty-three highland settlements (yayla in Turkish) in the KMNP, Ayder, Kavrun and Elevit highland settlement were selected as the study areas which is the most used centers for tourism activities. For this purpose, a survey was conducted to local residents, tourists, and hotel owners in the selected highland settlements. Five-point Likert-type attitude scale was applied to 419 people to identify their perception and attitude on tourism and environment. The survey results were investigated with statistical analysis. The orthophoto map, satellite images and aerial photographs were used to determine the growth of three highland settlements. The results indicated that, the most prominent environmental problems are garbage collection, dense housing and urbanization, intensive vehicle traffic and degradation and loss of the forests. The road construction for tourism purposes play important role in degradation and loss of the forests in different parts of the KMNP. The total length of the roads within KMNP reached 161,8 km in 2016, compared to 124 km in 2001- an increase of 37 km, equivalent to 30.48% and the current road density is 3.14 m/ha. A total of 2181 tons of garbage is collected in the KMNP and its vicinity per year. The environmental problems arising from the tourism activities in the KMNP were discussed and various suggestions were presented to reduce the adverse effects of the tourism activities in the study areas.

Keywords: Protected areas, tourism, environmental impact, Kaçkar Mountains National Park (KMNP).

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A Geographical Information System Based Green Infrastructure Planning

Kürşat Aksoy¹, Ceren Buse Çetintaş², Alper Çabuk³

One of the most important agenda of the 21st century is the global climate change and the resulting disasters. Besides being one of the critical factors for creating healthy and duly planned cities, open and green areas are significant in terms of urban infrastructure, as they collect and recycle the rain and run-off water, and thus help minimise the mentioned disaster risks.

Nowadays, the concept of infrastructure is usually linked either with the grey infrastructure, such as roads, sewerage networks, or with the social infrastructure in other words the built infrastructure, such as hospitals, schools and penitentiaries. However, the other important infrastructure type for the sustainability and the healthy development of the societies is the green infrastructure systems.

Green infrastructure systems are based on two basic components, namely the core areas and the green corridors. Core areas refer to the historical and cultural areas, urban forests and open green fields in the city, while green corridor is a network system connecting the core areas.

Geographical Information System (GIS) capabilities are frequently utilised for the production, analyses and association of the data during the integration process of the core area and green corridor network systems into the city.

Within this context, the main goal of this study is to design an infrastructure system using GIS capabilities, where green corridors connect the natural and other open areas, and thus, help protect and manage the ecological systems in the city. To fulfil the needs of the study, DEM, infrastructure, road, soil data, as well as satellite images were gathered. Surface run-off analysis results and road networks were classified in accordance with the categories given in the literature. The weight assignments for the criteria was performed with Analytical Hierarchy Process (AHP), and then a green infrastructure system comprising corridor and core areas was determined.

Keywords: Green infrastructure, AHP, core area, corridor, green road.

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Degraded Landscapes and Recreation - Revealing Landscape Planning Strategies for the Megacity of Istanbul

Nimet Serena Karyot¹, Fatma Ayçim Türer Başkaya²

While Istanbul in Turkey is a dynamic, ever-changing city with a population over 15 million, it examines several urban macro form problems like urban sprawl and losing green hubs within the built-up areas as just two of them. Such a megacity requires a well-planned adaptive open-space network holding qualified recreational sites to both ensure socio-cultural necessities of the inhabitants and mitigate the impact of the limited public open spaces.

This paper aims to reveal strategies for the planning of degraded lands within the urban form according to their reuse potential for recreational activities with the scope of landscape architecture. Within the study, degraded lands are handled as post-operated mining areas, quarries, solid-waste landfills and industrial sites. These areas are disused for many years due to the lack of sustainable landscape strategies which create various open space problems in Istanbul.

In this context, following questions arises: What is the interplay between urbanization and degraded lands? What are the major types of degraded lands regarding their distribution within the city? What are the potentials of degraded lands for various types of recreational activities? What should be the parameters to take land use decisions for degraded lands concerning recreational use? What are the main sustainable recreational planning and design strategies for degraded lands of Istanbul megacity?

To answer these questions, this paper proposes a spatial based design matrix (SBDM) by utilizing geographic information systems via ArcGIS 10.3 with a projection system of UTM Zone 35N and merging analysis from scholar studies, aerial photos, plans and maps from several governmental bodies.

Nowadays, it is obvious that the landscape regeneration strategies for degraded lands in Istanbul are deficient. This research is not only a measure for the regeneration of degraded lands but also an incentive for the future studies about adaptive landscape strategies.

Keywords: Degraded lands, landscape planning, recreational planning, urbanization, Istanbul.

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Visitor Carrying Capacity for Recreation Trekking Routes in Protected Sites: Uludağ National Park Sample

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This paper suggests an approach for calculating the visitor carrying capacity in protected sites with the example of Uludağ National Park which is a major touristic and recreation destination in Turkey. First phase of the approach includes landscape character analysis and assessment work. Secondly, visitor carrying capacity calculation was carried on an ecological basis.

Bursa is the fourth biggest city of Turkey. This city was founded on the mountainside of Uludağ with a height of 2543m. Uludağ National Park was declared as a national park in 1961, and its first plan was developed by American experts with the first ever skiing destination in Turkey. There are numerous projects with the aim developing touristic activities in Uludağ implemented by local and central administration in recent years. These Project have been initiated with the idea of opening Uludağ National Park to use not only in winter, but throughout the year. There are different areas of use in the park such as; picnicking, daily accommodation and trekking routes. New cable car lines and wider roads have tripled the annual number of users in just one year.

There are three different protection categories in the national park such as absolute protection zone, limited development zone and controlled development zone; and trekking routes are within the limited development zone area. Although the usage is permitted as limited, these routes are used as if unlimited by the guests, sometimes bicycle races are held, and ATV vehicles are used without control. The present study examines the use of eight different trekking routes defined in long term development plan. Sustainable use suggestions are developed for the trekking sites. This paper suggest a certain visitor carrying capacity based on ecological limits and aims to prevent ecological harm in trekking routes used for recreation.

Keywords: Uludağ, protection, recreation, trekking, visitor carrying capacity.

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A Discussion on the Izmir Coal Gas Factory as a Place-Making Experience According to the EU Industrial Heritage Tourism Perspective

Mahshid Mikaeili¹, Kutay Aytug²

By developing new technology in modern life, old industrial areas inside the city lose their functions. These abandoned areas are known as brownfield inside the city that created many problems for residents. The regeneration and restoration of these areas will help to create new places in the urban fabric and to develop the tourism attraction. Recently, the place-making has long taken center stage in urban planning and design, where it is shaping and making of high-profile places in towns and cities. Place-making is the process of creating "quality places" where people want to live, work, play, and learn in. Place-making is the art and science of making authentic, vibrant and resilient places that are valued by their communities and admired by tourists.

Izmir Coal Gas Factory is situated in the north end of Alsancak district of Izmir and is built. This industrial complex is one of the industrial heritage with high attraction potential in industrial heritage tourism in Turkey. This left industrial area was known as brownfield in the city. Recently in 2008, this building has been restored by the Izmir municipality and opened with the ceremony as a cultural center and an open festival area.

In this study, the conceptual framework of the topic will be drawn by putting forth the concepts of industrial heritage tourism and place-making. Subsequently, EU tourism policy, its priorities and its industrial heritage tourism perspective will be summarised. Then, the importance of industrial heritage tourism in EU countries and the reasons for a support of it will be explained. After that historical background of Izmir Coal Gas Factory will be displayed as a place-making. Finally, there will be a discussion on the Izmir Coal Gas Factory as a place-making experience in the context of EU Industrial Heritage Tourism perspective.

Keywords: Place making, industrial heritage tourism, Izmir coal gas factory, Izmir.

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An Eclectic and Ecological Getaway: Dengeköy

Nedim Kemer¹

An ecological life style integrated with nature, soil and environmental resources: Dengeköy is an eclectic ecological settlement which is an ongoing project designed and developed to be a pioneer ecovillage project of Turkey thanks to its comprehensive size and unique features. The Dengeköy project collectively presents the best features of various types of ecovillages. It is located on a 700 ha partially wooded terrain within the Muğla province in the Mediterranean coast. The project boasts a rich and diverse agricultural production program while its well-being and recreation-oriented services constitute its more significant characteristic. From agriculture to well-being, from recreation to education, all these services are intertwined with sustainable use of resources and a broad ecological sensitivity in mind. The energy and resources cycle model of nature provides the main production and management principle of this project. The project site is hierarchically organized from private to public. All activities and services are not only planned with short or long-term programs but also organized around the season dependent agricultural programs. A special 'children village' with its educational and recreational facilities is also included in the Dengeköy. The agricultural program is essentially developed to revitalize and sustain the local traditional methods. The overall landscape character of the Dengeköy is to maintain and represent the Rural Mediterranean landscape characteristics and local cultural architectonic.

Dengekoy's mission: protecting natural environment, maintaining sustainability of natural resources and ultimately to prevent the threat caused by the tourism industry on the land and its environment; and accomplishing all these along with the activities and services that focus on improving well-being of humans.

The purpose of this work and study with its comprehensive scientific motive is to provide a comprehensive research and an opportunity for implementation of sustainability, tourism, health services and ecological recreation facilities.

Keywords: Sustainable tourism, eco-getaway, ecovillage, eco-tourism.

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Ecological Aspects of the Recreation Areas of Kayseri Kocasinan District in Urban Area Usage

Fadime Bağ¹, Muzaffer Yücel²

It is imperative that the sustainable use of natural resources in planning studies in landscape architecture discipline be carried out without regard to the ecological characteristics of the area. Ecological planning is the most important thing to do.

The study was conducted in Kocasinan District of Kayseri. The ecological compatibility of this potential recreational potential in the study was investigated. For this purpose, the natural structure of the area and the available area in the area are mapped using Geographic Information Systems and linear combination technique. The generated maps and the recreation areas of the area were identified as two different types of recreation and non-water recreation areas. Potential eligibility criteria for designated recreational areas; land skill classes, hydrology and current field uses. The order of suitability for each potential fitness criterion was made; the fitness value and fitness (sum to be 1) are given as very appropriate (3), appropriate (2), less suitable (1) and not suitable (0). With the information obtained from these data, a potential fitness map has been obtained for recreational areas. With this map, contradictions between available space usage and legal limiters have been determined and interpreted by creating optimal area usage map which can be suitable for recreation areas within the framework of the obtained results.

Keywords: Kocasinan district, recreation areas.

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**Special Session on Coastal Planning and Design for
Tourism Developments**

Coastal Megacity of Istanbul from the Eyes of the Children

Fatma Bekar¹, Fatma Ayçim Türer Başkaya²

With a history dating back to 6000 BC, Istanbul has always been a significant coastal city standing on two peninsulas belonging to different continents. Although it has always been a dynamic city, within the last three decades, it has examined a gigantic spatial transformation and growth which bring about a question mark about the robustness of its cultural landscape character. This study interrogates the spatial collective memory of the children towards the attributes of the Istanbul megacity as “coastal,” “historical” and “cultural.” Thus, it attempts to rediscover Istanbul from their eyes.

Within this study, three historical parks are selected for the field studies due to their remarkable connections with the Sea of Marmara, old and massive vegetative landscape structures they capture, their existence in the daily experiences of the inhabitants, and a huge number of children park users they welcome. Following to the literature studies and meetings with experts about children’s perception, this study settles on 100 questionnaires supported by interviews and picture drawings with children ranging from 6-10 years old at the historical coastal parks of Gulhane, Macka and Fenerbahce.

Perceptual differences among the children are discussed due to 11 parameters classified as accessibility, locality, spatial configuration, functions, characteristic hard and soft landscape elements, the frequency of the park and sea vessel usage, gender, school attendance, parents’ environmental awareness, and dominance of the vantage points.

This study proves the gap between the so far known coastal character of the megacity prior to the mega urban transformation projects and the ongoing collective memory of the children as the following owners of the coastal megacity. Thus, it attempts to reveal coastal landscape planning and design strategies for the new but characteristic Istanbul city of the children which is culturally robust but also responsive to the dynamics of the new era.

Keywords: Coastal megacity of Istanbul, children, collective memory, historical coastal parks.

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İzmit Waterfront Regeneration Project and it's Design Process

Orçun Ersan¹, Oktan Nalbantoğlu²

Urban waterfronts are unique landscape edges where the city and water meet, it is also defined as the zone of interection between urban development and the water where the needs of the city and its inhabitants blend together. The design study with the headline "İzmit Waterfront Regenartion Project" is a shorefront urban design project located in İzmit, which is an highly active industrial city in Turkey. The case was questioning how can the design contribute to overcome industrial disturbances and use these industrial activities and the population that created in the city as a potential, when regenerating a huge waterfront in İzmit. As seeking an answer, ACE Architecture and On Design collobratively designed the area with the purpose that aims to turn back the industrial city to the sea and transform the shore to an attractive zone with architectural functions such as expo center, hotel, mall etc. and with a sustainable landscape in aesthetic aspects. By this purpose, it is aimed to change the urban structure, the urban ecological environment and the quality for residents and visitors in the city. The presentation will expose not only the project details, but also how this huge scaled project was created, how BIM-Building Information Modeling adapted and helped in the design process.

Keywords: Waterfront, BIM, urban architecture, landscape architecture, regeneration.

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Gained by the Water or Gone with the Decay: Urban Culture – Coastal Design – Tourism

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The major intention of this special session and project presentation is to demonstrate interaction of urban culture and waterfront design via articulating different contextual, natural, historical, and contemporary criteria and design cases. We will present both competition, concept, and application projects of ON Design, focused on coastal urban environments. Designing interface of cities and water bodies is a crucial and very inevitable part of urban landscape and architecture.

Urban design is not merely a firm design exercise and being bound by the rules of a single discipline, rather it is a cumulative process of forms, functions and reflections of architectural, cultural, economic, ethical, historical, legal and technical aspects and connections. It is important to note that urban design and landscape architecture in an urban milieu needs to be handled as a “mediator”, i.e., an action of controlled adjustment of urban texture. This puts us forward to be more conscious and considerate about architectural and urban in-fills and new waterfront designs. Since any coastal project also represents the city behind or welcomes an urban environment in front, visa vis, we, landscape architects, urban designers, architects, and planners, need to pay necessary responsiveness to collective memory, dynamics and transformation of cities.

In any design activity we must consider certain critical issues such as urban identity, heritage, local culture, universality and sense of place. Contextual compatibility, cityscape and scale, use and modifications of existing environment must also be paid attention. Environmental concerns that give character and meaning to that urban context must also be paid attention that is districts, functions, architectural monuments, natural resources, native planting and microclimate.

Keywords: Waterfront, culture, tourism, heritage, nature.

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The Effects of Coastal Buildings to the Coastal Tourism: Coastal Facade Silhouette Studies of Architecture Students (Trabzon Beşirli Coastline)

Buket Özdemir Işık¹, Selda Al Şensoy²

In coastal cities, natural shorelines are decisive factors in spatial planning of the surrounding area. Naturel lines are changing over time, depending on population growth and intensity of use in recent years. The reshaping of these shorelines, which are undergoing a change of natural structure, causes the deterioration of the historic structure and the irregular construction of the coast.

In this study, an application was made under the course of Convergence in Coastal Areas with Trabzon Eurasia University Architecture Department 3rd Grade students. In the study Trabzon Beşirli coastal structures were grouped and the facade proposals was designed. Students are asked to use wood and stone, which are tradational materials and when the coating materials are applied on the building facades, they pay attention to the integrated modern appearance of the facades. A visual survey study has been prepared over 10 student groups which were selected as a different model and application technique from 20 groups. 80 architecture students were asked to indicate that these views were thought to be more effective in arranging the facade in the coastal areas. As a result of the survey studies, it has been concluded that the facade arrangements are visually influential in the use of the shore in terms of color, material and shape.

Keywords: Coastal, coastal planning, sustainable coasts, coastal areas, coastal tourism.

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Poster Session

Availability of Swimming Pools in the North Plain Region of Hungary

Ildikó Balatoni¹, Nikolett Kosztin², László Csernoch³

One of the most important aspects of a healthy lifestyle is the appropriate amount of physical activity. Swimming is among those sports that is not only popular with the youth but it can be pursued and enjoyed by the elderly, too.

In our study 34 swimming pools of the North Plain Region of Hungary available for community and school swimming were contacted using a live telephone survey with a pre-made questionnaire. The date of inauguration, the aim for which they were established, and the number and lengths of pools available for swimming were investigated. We also examined how different swimming classes as school and community swimming, physiotherapy, trainings, and competitions are distributed, and how the opening hours serve as wide-a-range of visitors as possible.

Based on their own self estimation the average utilization of the institutions is between 60-70% during the weekdays while it ranges from 45 to 100% during the weekends. Only 36.7% reported that local residents can use them during the day, although an additional 5 and 8% is open to the public at early mornings or late evenings, respectively. 38% of the pools accept school swimming in the morning while 26.4% provide swimming lessons in the afternoon. Physiotherapy and baby swimming are conducted in 29 and 8% of the swimming pools, respectively. On Saturdays 61.7% of the facilities are open to the public while 35% have competitions.

It is concluded that, based on the age distribution and health conditions of the population in the Region, the promotion of a healthy lifestyle and within that the increase of the availability of swimming would be important. On the other hand, despite of the efforts of the Hungarian Government, the available infrastructure is not enough, therefore, the continuation of the program of building new swimming pools is of utmost importance.

Keywords: Sport, region, swimming pools, school swimming, community swimming.

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Relationship Between Terrorism and Tourism: Does Terrorism Really Affects Destination Image?

Abalfaz Abdullayev¹, Elimdar Bayramov²

Increasing terror attacks negatively affects countries tourism income. In this paper the relationship between terrorism and tourism is analyzed. As a study is a comprehensive research, it is based on literature review. In this study, countries tourism income researched which has high tourism popularity and faced terror attacks, mainly focused on Turkey. As a result, there is a significant relationship between terrorism and tourism but in some countries facing terror attacks is identified, consequently had a very minimal effect on tourism income. Thus, the study findings show clear vision to the tourism destinations to influence positive destination image formation.

Keywords: Destination image, Terrorism, Tourism Income.

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Tourism Development Planning in Montenegro: Critical Review

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Tourism is the pillar of economic and social development of Montenegro. The planning of tourism development is of the greatest importance to the sustainability of a tourist destination such as Montenegro. The aim of this paper is to present the newest marketing strategy of Montenegro as tourist destination from 2018 to 2022, with special focus on its advantages and disadvantages. In this paper a theoretical framework is given, and then a brief review of the most important strategic documents related to the tourism development of Montenegro. The paper presents a critical review of the current planning in tourism in Montenegro. A special contribution of the paper is reflected in the identification and studious analysis of the critical points of the new marketing strategy. The paper also provides guidelines on how to improve the strategic planning and how to ensure that the realization is in line with the plan in a more efficient and more effective way. Scientific methods of analysis, synthesis, induction, deduction, abstractions and generalization are used in this empirical research. The results of the research indicate that the ignorance of the terrain / destination is a key barrier in strategic planning, and later in the realization. All levels must be included in the planning process, and strategic planning cannot be performed in isolation from the environment and current trends in tourism which has been diagnosed by our findings.

Keywords: Tourism, destination management, Montenegro, marketing plan, critical review.

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PART II

**INTERNATIONAL SYMPOSIUM ON
ADVANCEMENTS IN INFORMATION SCIENCES
AND TECHNOLOGIES**

Android Application for Gamification with Education

Pınar Kırıcı¹ Mehmet Oğuzhan Karaman²

Education period is an important part of our lives. Online education applications become widespread. In addition to the education period, games occupy great part in our daily life. Good designed games and game based applications entertain and motivate people. Utilizing the dynamics of games in daily life attract the attention of researchers. There are many studies performed on utilizing the dynamics of games in education.

Games and gamification principles are used in many applications of android and mobile devices. Also, there are many education applications in android platform.

In the paper, gamification concept is presented with gamification elements, user types, theoretical background, design period and many other key concepts. The aim of the project is providing a useful and gripping mobile education application for primary school students. For this reason, an interesting application is designed with utilizing gamification elements on android. In the application, the topics of the primary school lessons will be included and the topics will be reached easily with the help of the user friendly application interface. Besides, gamification elements will be used to provide motivation for students. Thus, the presented application will be a good example in e-education for primary school students.

The presented application is designed with android SDK, Eclipse ADT, java programming language and SQLite. Most important part of the application is composing question/answer heaps for each lesson topics and presenting them to the students according to their levels in the application. With the help of the application, a motivating lessons platform will be proposed for primary school students in online education.

Keywords: Education technologies, mobile learning, android, gamification, game.

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Blockchain Applications and its Future

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Blockchain technology is one of the most popular technologies in recent technology trends, but we can see that the answer to be asked about the definition of Blockchain is largely on the bitcoin rather than Blockchain. Although Bitcoin is an application that has been developed using Blockchain technology, it has gained more and more recognition from Blockchain technology, along with the elevation that most people are not expecting from the financial standpoint. Blockchain technology enables clients and providers to operate securely with each other directly without the need for a third party to approve. All transactions are stored in a distributed database using cryptography so that this exchange between client and provider can be done securely. In order to be able to modify this distributed structure, the relevant changes must be recorded on all computers in the system. In order to succeed in any chain of cyber attacks, it is necessary to verify over at least 50% of the computers, which makes the probability almost impossible. When we combine the reliability of Blockchain technology against cyber threats and the demands of clients and providers to make a secure purchase, Blockchain application areas are emerging. Many different field applications have been developed using Blockchain technology and are still being developed. Smart contracts, the Internet of Thing (IoT) are the most popular of these areas. Up to date a lot of application has already been developed and it is predicted that the number of applications will increase in the coming period. In this work, we will be reviewing the applications developed with the Blockchain technology and describing possible use scenarios in the future.

Keywords: Blockchain, Blockchain Applications, Blockchain Future.

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Evaluation of Advantages and Creative Aspects of Blockchain Architecture

Arif Furkan Mendi¹, Alper Çabuk²

Blockchain is a decentralized transactional database technology in which all transactions are encrypted on blocks, allowing the buyer and seller to make a secure exchange between themselves directly without requiring any third party to approve. In this transactional database technology, all transactions are recorded in a structure called “(Open)Distributed Ledger”, where transactions are held and open to all users. In the traditional approach(central database), when the database is controlled by a third party, the copy of the database in the Blockchain approach is available to all participants. This prevents the data from being corrupted and destroyed. In order to be able to modify this distributed structure, the relevant changes must be recorded on all computers in the system. The success of any kind of cyber attacks became it impossible because of the necessity of accepting changes in the majority of the network. Advantages such as security, no-intermediation, and transparency in data acquisition make Blockchain technology attractive. Faced with these eye-catching advantages of Blockchain technology, companies are willing to work in this direction and tend to transfer their systems to Blockchain. However, without condition assessment, passing the existing system to Blockchain technology has not produced positive results for companies. It is necessary to consider the necessity of fulfilling certain conditions before passing the existing system to Blockchain technology. In this study, the advantages of the Blockchain architecture and the opportunities created will be assessed.

Keywords: Blockchain, Blockchain System Architecture, Blockchain System Architecture Advantages, Distributed Ledger.

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Pro-Active and Sustainable Data Management in Supply Chains as a Strategic Advantage – A Descriptive Study

Wanja Wellbrock¹, Christoph Hein², Daniela Ludin³

Purpose: This paper examines how data management is implemented within German companies. The idea behind industry 4.0 is complete transparency along the value chain. Main requirement for achieving this is a holistic and sustainable data management process in and between companies of interlinked value chains. The main focus is on a proactive data management in supply chains.

Methodology: The paper addresses this topic by a large-scale empirical study focusing on potentials, advantages and the operative and strategic level of data management within and between single companies. In total, 228 German companies are integrated in the empirical sample. To ensure statistical significance, the single sample t-test is used for quasi-interval scaled indicators and the binomial test for dichotomous indicators. Finally, general recommendations for companies are derived based on the empirical data.

Findings: Companies are able to gain an added value from cross-company data management. The possibilities are manifold; the decisive factor is the creativity in dealing with the data. A high quality information supply chain forms the basis for reliable added value. Afterwards companies have to start with a pro-active and sustainable approach on data management and instead of working with the existing data; companies should look for new data sets within and especially outside of their own organization.

Research limitations: A limitation of the study is the examination of different industries to get a general understanding of the topic. Therefore, further research should focus on single industries to obtain deeper insights. Another shortcoming is the limitation on German companies. It should be analyzed whether there are national differences in a global context.

Practical implications: The empirical study provides benchmark data and derives recommendations for companies.

Originality: The paper follows a holistic understanding and combines company and cross-company data sources while most other papers concentrate only on one side of both.

Keywords: Data management, information supply chain, supply chain management, sustainability, cross-company.

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Awareness Training Through Distance Education in Law – AKADEMA - Friendly Solutions to Conflicts: Mediation

Bariş Toraman¹

Mediation is a sort of alternative dispute resolution(ADR), with the participation of a neutral and independent third party, bringing together parties who have a legal dispute, serving to settle the dispute between the parties in an amicable manner.

The Department of Mediation in the Ministry of Justice attaches special importance to raising the awareness of citizens. Also, citizens who may need mediation service but do not have a legal knowledge; has become a crucial aspect of the mediation processes.

The ability of new media to be independent from time and place has led to the reshaping of education and training, which has made it possible to democratize these processes. In this context, the AKADEMA system is a product of Anadolu University's 34-years of open education experience and is a Mass Open Online Course platform that offers free training opportunities for anyone who wants to. Since 2015, AKADEMA has offered free education opportunities for all ages and all segments of society within the Anatolian University Open Education System. When the participants fulfill the necessary courses and duties, they're entitled to a Certificate of Completion.

The basic aim of the AKADEMA Platform, is to educate the citizens of all age groups who do not have legal education, on the subject of the mediation, to which they may resort to resolve problems that they may encounter during their social and legal relations; and create a sense of awareness for this purpose.

The course has been going on since 2016. In this study, it was aimed to investigate the problems relevant to the of teaching a legal matter through distance education, the contents of the lessons and the manner in which the lessons were learned, the contributions of the participants and the basic outputs of the education.

Keywords: Distance education, law education, alternative dispute resolution, mediation.

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Information and Communication Technology-Based Distance Learning Model for Refugee Children

Verda Canbey Özgüler¹

Culture is transmitted across generations via education. Education has a very important place in the world also because it brings people together and moulds them into competent participants in labour markets. In both developed and developing countries, however, important problems confront all stages of education. Some of these problems are immigration and migration, which negatively affect schooling in various ways. This is especially true for formal education as this type of education comprises many areas characterised by multi-dimensional structures. In the process of immigration/migration, education is interrupted in different ways. For example, children who experience war and forced migration suffer from psychological problems and academic failure. Refugees and refugee children also generally face language-based communication problems, prejudice-based negative attitudes and discrimination as the most severe issues during their status as displaced populations. With consideration for these issues, the education of refugee children should be structured on the basis of two objectives: to prevent their exclusion from society and to shape them into citizens who will benefit their home countries if they can return. Education is a crucial tool for refugee children, who make up almost half of the world's refugee population, because it can prevent them from becoming a 'lost generation', unable to adapt to social life and the needs of labour markets. The current educational system for refugee children is fraught with challenges. In the context of Syrian refugees in Turkey, for instance, basic subjects are taught using Turkish as the medium of instruction. Such instruction can be carried out via remote teaching techniques. Correspondingly, this study developed an information and communication technology-based distance learning model that can be used as an educational tool for Syrian refugee children in Turkey.

Keywords: Refugee Children, Education, Technology.

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Industry 4.0 versus Tourism 4.0

Hilmi Rafet Yüncü¹, Erhan Babaç²

How will the future guide the life of mankind? How effective will people be in their working lives? What will be the most important thing that separates the present than the future? In thousands of questions and thousands of unknowns, one thing that is certainly the fact that the concept of 4.0 will exist in the future in every field. The concept of industry 1.0, which started with the industrial revolution, has undergone a major transformation today and emerges as an industry 4.0. With the concept of 4.0, which will deeply influence all existing processes in the future, a lot of understanding of productivity, sustainability and technological focus will be the forefront. The main objective of this work is to create a paradigm that addresses the concepts of industry 4.0 in the next decade and the concept of tourism 4.0 in the years ahead to changes of services, marketing, management and technological processes.

Keywords: Tourism 4.0

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Open and Distance Education Through Home-Based Womens Entrepreneurship Education in Turkey

Verda Canbey Özgüler¹, Fatma Kocabaş²

From the early writings of Joseph Schumpeter to the present day, much of the research on entrepreneurship has focused on answering two questions. First, who is an entrepreneur? Second, what does an entrepreneur need to do to start a successful business? Starting a business from home can provide opportunities for women to get on the first rung of the ladder towards successful self-employment. Working from home can offer flexible employment to those unable to access formal waged work due to childcare and family responsibilities. Given current socioeconomic norms, women dominate this group. The opportunity to balance work and family motivates many women to begin home-based enterprises. Marketing knowledge issues, advertizing opportunities and customer relationship management are generally the most significant problems home-based female entrepreneurs face. Based on information technology education in basic subjects, mainly of female entrepreneurship in Turkey, this study analysed the distance learning model using that information and communication technologies available to reach female entrepreneurs in Turkey.

Keywords: Women's entrepreneurship, home-based women entrepreneurs, self-employed women, distance education.

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Buy & Sell E-Commerce Web Application

Pınar Kırıcı¹, Fatih Sevuk²

Basically, the project aims to build a structure in which users can sell or buy new or used products in different categories. In addition to this, the project provides location based shopping, communication between users, adding product comments and scores for each product. The users should login to use the application. Then, they can manage their products, observe their order status, receive messages immediately about the products offered for sale and shop in the application. Also, users will be graded according to his/her purchase and sales rates. These rates will provide reliability for the users.

By the effect of improving technology, online shopping and e-commerce emerged and become very popular. The project's main aim is to present a web application for e-commerce to make life easier for people of all ages with its easy to use and user friendly interface. The project provides a communication platform for people to sell their various types of used/unused products.

MySQL was used as a data base and java programming language was utilized together with Angular2, HTML5, CSS ve Bootstrap technologies. MVC architecture was based on with Frontend ve Backend frameworks. Web service structure was used together with Angular2 instead of java web frameworks. Also, instead of JavaScript, TypeScript was utilized in frontend with object oriented approach.

There are similar applications in the world. Main difference of our application is its easy to use interface. The user friendly interface can be used easily by older people. Also, we utilized web service structure for developing the application. Instead of using Java Web Frameworks, Angular2 was preferred for the application.

Keywords: Online shopping, e-commerce, web application, java, buy&sell, buy&sell.

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Data Mining on Global Terrorism Attacks between the Years of 1970 and 2016

Pınar Kirci¹, Murat Doğan², Enes Ateş³

Globalizing, marketing and research methods reveal the importance of information when compared to data. With the development of the technology, the number of data increases and makes it more difficult to reach the correct information. In this case, data mining emerges as a vital solution.

Data mining is a collection of improved methods for making large data stack contents usable for the owner of these data stacks. All of the data is examined and valuable, useful and worthwhile of them are chosen to be utilized for different aims. Mostly, these huge amounts of gathered data are scrutinized for defining their unexpected / unknown relationships among them to provide understandable data. Today, data mining is one of the most popular research topics because it is based on mathematics. Data mining is utilized in space, marketing, computing and many different areas.

In the project, data analysis was implemented on the dataset of Global Terrorism DataBase (GTD) (<http://www.start.umd.edu/gtd/>) for data mining. R language was used for providing data mining and it is utilized to find rational and convenient data among enormous data stacks. With R language, gathered available data can be easily analyzed as statistically.

In the project, terrorism rates' distribution was determined according to the countries. Then, frequencies and types of the terrorism rates' according to the years were found. With utilizing linear regression, the relationship between the weapon type and death number was examined. With the help of the decision tree learning, according to the accomplished/ unaccomplished attacks and death/wounded number of people, a frequency table was presented for each year.

Between the years of 1970 and 2016, Global Terrorism attacks were examined in the project according to the countries, weapon types, frequency of attacks, and years to be able to attract attention to the increasing rates of Global Terrorism in world.

Keywords: Data mining, dataset, R language, linear regression, terrorism rates.

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Performance Observations on IP Traffic - Influence of Packetsize on Efficiency

Marius Istel¹

This paper gives insight on how efficiency and workload are influenced by different packet sizes. It explains why conventional observations on arrival rate fails to recognize the real behavior of modern applications and lists traffic attributes of such examined traffic patterns. By analyzing Wireshark captures of different real-time applications via mirror-ports, evidence on packet size distribution, composition of used protocols and corresponding arrival rate is gathered. As a result, various applications characteristics are known, which does not only open up the possibility to derive what software is in use by monitoring overlaid network traffic, but also enables optimization of network dimensioning.

Keywords: IP traffic; performance; packet size; arrival rate; workload.

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Appropriate Site Selection for Wastewater Treatment Plant to Preventing Surface Water Pollution: The Case of Akarçay Basin in Turkey

Pınar Naime Kırçın¹, İbrahim Taşcı², Duran Erkaya³

Environmental pollution is one of the important global problems that threaten our planet since industrialization accelerated. Nowadays, the pollution of water resources is accepted from the stakeholders of environmental pollution. Therefore, the management of water resources with strategic and economical remediation is an environmental issue that must be prioritized for our world. Therefore, the management of water resources have a strategic and economic important is an environmental issue that must be prioritized for our world. In this context, purification works for the management of water resources and the difficulties in implementation of similar methods and high cost factors increase the importance of precautions to be taken before water pollution occurs. The correct organization of the precautionary work to be planned against the formation of pollution requires the use of information technology. Geographical Information Systems (GIS) provide a suitable environment for the management of water resources, the collection of pollution data, the storage in the digital environment and the questioning of spatial analysis. In this study, GIS methods were used to appropriate site selection of the Wastewater Treatment Plant (WTP) for the prevention of surface water pollution in Akarçay Basin. The design guidelines of the Ministry of Environment and Urbanisation were used for the eligibility criteria to be taken into account when choosing the site. With the operation of the Weighted Overlay Method, within the boundaries of the Akarçay Basin, the need for WTP was identification and it was provided to be established at the appropriate place. As a result, it is targeted to reduce the pollution in the basin surface waters in the first stage and prevent possible pollution in the long term. In this context, it is believed that the study will be a case study to support decision makers for sustainable water management.

Keywords: Appropriate site selection, geographical information systems, wastewater treatment plant, water pollution, weighted overlay analysis.

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Climate Change Impact Assessments on the Water Resources by Using Geodetic Techniques

Balca Ağa sapan¹, Alper  abuk²

In addition to the inadequacy of limited natural resources, efforts to find solutions to the natural and social repercussions of climate change, which has become a much more important issue day by day. in order to sustain the current living prosperity, It is necessary to manage limited resources effectively to be affected negatively by climate change in the future, to anticipate the problems that may be encountered in the future and to ensure the sustainable use of limited resources. One of our limited natural resources is freshwater resources. Despite the fact that four quarters of the earth's surface is covered with water, the amount of fresh water suitable for human use is rather limited. The total amount of fresh water on Earth is about 35 million km³ / year, only 0.3% of freshwater resources suitable for ecosystem and human use. The hydrological cycle is a complex structure that is affected by multiple environmental systems. It is necessary first to understand the processes of natural systems such as atmosphere, soil, vegetation, hydrological cycle, and then understand the natural environment of these systems by grasping their interactions with each other. In this context, geodetic technologies, a multidisciplinary field covering all activities related to the collection, analysis and presentation of data referenced to a spatial coordinate system, are designed to simplify and model complex systems related to the earth such as the hydrological cycle, and to simplify the assumptions that are made possible by the combination of different systems provides an understanding of the system by taking the environmental cycles as a whole. The aim of this study is to examine with examples the contributions and the importance of geodetic technologies to the hydrological cycle modeling process.

Keywords: Climate Change, Water Resources Management, Geographical Information Science, Environmental Modelling.

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The Importance of Urban Information Systems in terms of Smart Cities

Evrin Koç¹

The information society and technological developments have enabled the use of urban information systems in many different authorities, local-national and public-private. Authorities offer services by producing and managing urban data in this way. Smart city practices, which are becoming increasingly important and applied in the world, are also the fields where urban information systems are used. Many concepts have been emerging in this developing field: informatic cities, digital cities, eco-city, e-government, e-municipality, mobile-municipality, ecologic technologies, mobility, energy, sustainability, information and communication technologies, smart technology, etc. This paper will evaluate the importance of urban information systems in terms of smart cities by considering the various concepts in the literature on smart-urban information systems in a theoretical way.

Keywords: Urban Information Systems, smart cities, e-municipality.

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Generalized Regression Neural Network for Coordinate Transformation

Berkant Konakoğlu¹, Leyla Çakır²

Coordinate transformation is very important in geodetic studies in order to be used together coordinated points in different datums. It is performed in the two-dimensional (2D) or the three-dimensional (3D). The two-dimensional coordinate transformation is widely used similarity, affine and projective methods. Today, artificial neural network (ANN) methods seem to have contributed significantly to the solution of engineering problems. One of the most advantages of ANN is that it can determine the relationship between two coordinate systems without a mathematical model. All geodetic networks, maps and measurements were generated at the European Datum 1950 (ED50) until 2001 and since then International Terrestrial Reference Frame 1996 (ITRF) started to be used in Turkey. Therefore, it is necessary to transform from one coordinate system to another. The aim of this study was to investigate the performance of generalized regression neural network for the two-dimensional coordinate transformation between ED50 and ITRF96. A generalized regression neural network (GRNN) and feed-forward back propagation (FFBP) models were applied in this study to transform two-dimensional coordinates between ED50 and ITRF96 coordinate systems. A study area with 94 points with known coordinates in both coordinate systems were employed for the study. Of these, 74 points used as reference, while remaining 20 points were used as control points. Transformation results are compared with the feed-forward back propagation results. The results indicated that GRNN can be a promising technique for the two-dimensional coordinate transformation.

Keywords: Generalized regression neural network, Coordinate Transformation.

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A Comprehensive Look on BIM-GIS Integration

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Efficient integration ability between Building Information Modeling (BIM) and Geographical Information System (GIS) has been a promising research subject in recent years. Whilst BIM is a frequently used technology by both architects and engineers during project and construction management, GIS has a multi-disciplinary user portfolio, with its database management, visualization, mapping, data integration and interoperability features. Interoperability and integration possibilities between BIM and GIS are revealed in previous studies on project and construction management. In this paper, a comprehensive literature review on interoperability and integration of BIM and GIS is conducted. Studies on integration are categorized in three main groups which are data, process and application level. Interoperability features of BIM and GIS technologies, effective software of both technology and application development possibilities in these environments are also discussed within the scope of the study. Research findings indicate that CityGML data structure of GIS and IFC data model of BIM are two featured models on integration between these two distinctive technologies.

Keywords: Building Information Modeling (BIM), Geographical Information System (GIS), integration, interoperability, project and construction management.

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ECO-SUPPLY: GIS Supported Supply Chain Management Model on Construction

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In this paper, a Geographical Information System (GIS) supported Construction Supply Chain Management (CSCM) model entitled ECO-SUPPLY was introduced. ECO-SUPPLY is a model as well as being web-based software suggesting economy and ecology optimization on CSCM. It enables two main analyses which are selection of building materials and supplier under multiple criteria. Cost as an economic criterion and global warming potential (GWP) category as an ecological criterion was taken into account. Due to the lack of findings on ecological impact values of building materials in Turkey, three wall materials are specified and a simplified Life Cycle Assessment (LCA) technique was proposed in order to obtain ecological impact factor values on materials selection phase. Criteria for supplier selection were obtained by expert panel and a questionnaire survey was implemented to determine the weightings of each criteria. Analysis functions of the software were implemented on the sample building which is a 10-storey reinforced concrete building in the city of Eskisehir. Results revealed that ECO-SUPPLY has ability to provide decision support to architects and designers in the design phase on materials selection and also to the project managers during construction phase on supplier selection. ECO-SUPPLY is regarded as a model which is able to bring construction projects the perspective of low carbon footprint, as well as the time, cost and quality objectives of the construction management.

Keywords: Construction Supply Chain Management (CSCM), ECO-SUPPLY, economy, ecology, Geographical Information System.

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Nature Restoration Techniques in Landscape Architecture

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The construction of large-scale projects such as motorways, pipeline projects, mining projects etc. are expected to cause an environmental and hence landscape disturbance. Nature restoration works are, therefore, of a critical importance and covers the protection of slopes against erosion by application of various engineering methods besides hydroseeding and planting. Besides the erosion control measures, within these works, as a long term objective, for restoring the ecological functionality of all areas affected by the project to the original state, there are significant steps, which are recontouring, water drainage, topsoil reposition, surface manipulation, soil improvement. As far as erosion is concerned, the techniques like hydroseeding or hydromulching are practices for the protection of slopes against surface erosion, which is preferably applied immediately after the final configuration. These techniques have benefits for restoration works like cost effectiveness, quality, coverage, erosion control, versatility and use, health, speed and water retention. Hydroseeding or other slope stabilization techniques are compliant with the general environment-friendly philosophy in approaching such issues, and are more effective in anti-erosion action when compared to conventional planting works. Undoubtedly, the establishment of vegetation after the configuration of the surfaces under restoration constitutes one of the most preferable landscaping solutions in the construction projects. At the same time, these techniques serve the need for aesthetic restoration.

Keywords: Nature restoration, hydroseeding, landscape architecture, slope stabilization, erosion control.

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**Special Session on Information Technologies for
Landscape Planning and Design**

Design and Operation of Low Energy Consumption Passive Human Comfort Solutions

Abdeen Omer¹

The rapid growth during the last decade has been accompanied by active construction, which in some instances neglected the impact on the environment and human activities. Policies to promote the rational use of electric energy and to preserve natural non-renewable resources are of paramount importance. Low energy design of urban environment and buildings in densely populated areas requires consideration of wide range of factors, including urban setting, transport planning, energy system design and architectural and engineering details. The focus of the world's attention on environmental issues in recent years has stimulated response in many countries, which have led to a closer examination of energy conservation strategies for conventional fossil fuels. One way of reducing building energy consumption is to design buildings, which are more economical in their use of energy for heating, lighting, cooling, ventilation and hot water supply. However, exploitation of renewable energy in buildings and agricultural greenhouses can, also, significantly contribute towards reducing dependency on fossil fuels. This will also contribute to the amelioration of environmental conditions by replacing conventional fuels with renewable energies that produce no air pollution or greenhouse gases. This study describes various designs of low energy buildings. It also, outlines the effect of dense urban building nature on energy consumption, and its contribution to climate change. Measures, which would help to save energy in buildings, are also presented.

Keywords: Renewable technologies, Built environment, Sustainable development, Mitigation measures.

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Application of Hydrology with GIS in İzmir Urla-Çeşme-Karaburun Peninsula

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Development of water resources and Sustainable water, economic development and social life are contributing directly. In this context, the continuation of economic and social activities depends on having adequate water supply and quality. Determination of the water collection basins which are the basis for the planning of water resources, comparison studies and determination of peak flow, The use of GIS is also of great importance in studies.

In this context, three studies on the Karaburun Peninsula Hydrological Applications were carried out in this study. These studies;

Creating Preliminary Data with Peak Flow: In the first study, the water collection area and the peak flow rate were calculated the preliminary data for the study such as flood area and flood analysis calculations, basin area studies, flow hydrograph modeling, HPP electrical potential calculations.

In Preliminary Data Generation with Peak Flow; land use status, soil and plant values were used for analysis and calculation studies.

Comparison of IDW and Thiessen Polygon Methods: The second study was a precipitation-based study and two methods were compared. The first method, IDW, creates a precipitation map with the circular spread of the point values. The second method, the Thiessen Polygon Method, creates a rainfall distribution map based.

Determination of whether or not precipitation observation stations (POS) represent height as a height by jeans-area graph: When we interpreted whether rainfall stations represented the basin with our third study, the Height-Area chart, we analyzed the rainfall observation stations and their altitudes according to the plot, and it was decided if new rainfall observation stations were needed in the area. As a result, our work area was reached to 1206 meters and there is no POS after 150 meters. Rainfall observation stations in the area do not represent 80% of the total area. New POS are recommended to build.

Keywords: Pik Debi, IDW, Thiessen Polygon, Observation Station, Precipitation.

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Visualization and Analysis of Historical Maps Using GIS: A Case Study from Ermenek Region, Turkey

Mevlüt Uyan¹, Ömür Esen²

Historical maps are a very important resource when historical heritage is identified and analyzed. They are very important in terms of showing people's perceptions, knowledge and perspectives beyond the historical information. Historical maps often hold information retained by no other written source, such as place-names, boundaries, and physical features that have been modified or erased by modern development. They can be a reliable source of information about the concepts of the past. The most practical method for evaluating historical maps is to compare them to existing maps. However, the low sensitivity of historical maps makes it difficult to compare. Until a short time ago, the overlapping of historical maps onto existing maps was basically manual. This has many disadvantages. Modern digital techniques have the potential to greatly simplify the analysis and visualization of geometric properties of historical maps.

The mapping process started very late in the Ottoman Empire. It was first established in 1834 in the Military Academy and in 1880 in the Ministry of War as Map and Science Department. Map General Command was established in 1895. Mapping of previous times from this date has been done by strangers. Anatolian maps of 1/400000 scale were published by the German Mapper and Geographer Richard Kiepert (1846-1915) and named as Kiepert maps. These maps were made by his father Heinrich Kiepert (1818-1899) in 1902. One of these mappings, known as Ermenek drawing title, provides historical information about the Mountainous Kikya Region where Ermenek city is located.

With this work, the map of Ermenek Kiepert of 1902 was transformed into the ITRF96 coordinate system with ArcGIS, a GIS software, and coordinate alignment was achieved. In this way, it can be related to the maps used today and necessary analyzes and inferences are made with GIS.

Keywords: Historical map, geographic information system, transformation, visualization, spatial analysis.

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Remote Sensing and GIS for Historical Landscape Character Assessment

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Remote sensing is a science technique to recording and obtaining information of cultural elements and biotic-abiotic resources from distance by aircraft and satellite images. Landscape planning has many study area types in various scale from global to local. Therefore, remote sensing is one of the well-known and effective technique for urban and rural landscapes in a different scale. According to European Landscape Convention, the natural and cultural landscape resources must be determined and classified by European countries. Historical landscape character (HLC) classification and landscape character assessment (LCA) are the most used methods for classifying natural and cultural landscape types. Nevertheless, these kind of studies are still beginning level for Turkey landscapes and also the historical depth of landscape planning research is not sufficient to determine HLC. In this context, the aim of this research is to assess the historical landscape character of protected watershed area in rural landscape and to investigate history of Meryemana Valley National Park and its watershed. To reach our aim, historical depth of landscape is classified to determine HLC types. GIS is used for classifying each historical landscape character types as a polygon with the information of historical depth. This results indicated that the historical depth of this study are based on silk way in B.C 750. It has still the traces from past land uses as trade, war and religious trails, traditional highland life, beekeeping, animal husbandry, mining and ancient forest use reflecting he first age, late antiquity, middle age, early modern age and modern era with 21 different HLC types. This method is focused on protected rural areas to determine historical land use changes. Therefore, the findings can be set an example for the HLC assessment of the other landscape planning projects to complete the lack of historical values of LCA in Turkey.

Keywords: Historical depth, historical landscape character classification, remote sensing; protected area; Macka/ Trabzon.

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Landscape Cognition towards the Urban Development Crisis Areas - Analyzing Multimedia Texts

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This research proposes a methodological approach to reveal spatial characteristics pertinent to urban landscape crisis. The paper aims to explore the benefit of multimedia texts analysis in understanding the landscapes of man-made derived events that are led to urban development crisis. The term “multimedia texts analysis” means using visual texts of movies, videos, photographs and all visual information with the support of sounds and other effects that may assist in the process of analyzing the landscapes and their layers. This approach will be used to search the spatial alterations of specific landscape portions in the Beyoglu district. Standing as the city center of Istanbul, this district is capable of representing the layers of landscape regarding the breaking points of its timeline. Various multimedia texts related to Beyoglu district analyzed depending on reading visual characters of landscapes by using their indicators. The research will sum up with the ability, strength, and weaknesses of multimedia texts analysis to understand the landscapes and their roles within the crisis of urban development.

Keywords: Contemporary research methodologies, Multimedia texts analysis, Landscapes cognition, urban development crisis.

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PART III

**INTERNATIONAL SYMPOSIUM ON BUSINESS AND
ECONOMICS**

Procurement Goes Digital: The Supplier Relationship Management Case

(Keynote Presentation)

Lisa Fröhlich¹, Kristina Steinbiss²

A considerable change in the perception of the procurement function can be recognized. The past focus on cost reduction is now detached by a more strategic understanding using the supplier as a major source for innovation. Building long-term partnerships enables companies to access supplier knowledge to optimize and sustain business. The increasing competitive level forces companies to set up an efficient supplier management. "Procurement 4.0" is one of the concepts, which come to the fore when we talk about digitalizing business processes. The article is based on a conceptual model of "Procurement 4.0", which serves as a theoretical starting point to exploit further potential to optimize supplier relationship management process. Digitalization is people driven – they are instigators for the so-called digital-push, which gathers big data, enabling CPS and IoT respectively. Kraljic's idea to transform transactional purchasing into a more strategic function has been employed to benchmark the digital-pull. As a starting point of "Procurement 4.0" routine articles and processes should be digitally efficient. At this point, a lower region of relationship and potential 4.0 cumulative value efficiency is achieved. To fully exploit the digital potential procurement has to be pulled through the alignment challenges to achieve the highest level of relationship intensity and 4.0 potential – finally ending up in the strategic/collaborative quadrant. To exploit the potential of "Procurement 4.0" as an enabler for setting up more efficient and effective buyer-supplier relationships is the major aim of this research. Concrete IT-solutions to increase the maturity of supplier relationship management will be depicted to enable practitioners to meet future requirements of supply markets. Two challenging concepts "Procurement 4.0" and Supplier Relationship Management will be merged to contribute to the fact that purchasing is perceived as an "interface" within a global supply chain essential to reap the benefits of digitalization.

Keywords: Digitalisation, Procurement 4.0, Supplier Relationship Management, Kraljic Matrix, IT-solutions for SRM.

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How Much Happiness Can We Find in the Fear Index?

David Yechiam Aharon¹

Many studies dealing with calendar market anomalies have ascribed positive or negative patterns detected in returns to investors' moods. However, in these studies, mood was not measured directly but rather speculated upon or inferred. This paper suggests capturing investors' moods by dividing the information contained in the VIX, popularly called the fear index, into two components: that which is correlated with volatility forecasts and information that is not. By doing so, we provide further evidence about the relationship between investor mood and risk aversion around joyful occasions (holidays) as well as for other occasions that may result in negative moods (the disruption of sleep resulting from the move to and from daylight savings time). We find that the actual values of the VIX and its cousin, the VXO, tend to be lower than their expected values in the case of joyful holidays, reflecting a more optimistic mood among investors, while during daylight savings time weekends, the actual values of the VIX and VXO tend to be higher than their theoretical values. Our results shed light on the information content of implied volatility beyond that captured in other volatility estimators.

Keywords: Financial markets; Mood; Behavioral finance; Holiday effect, Risk aversion, Stock returns.

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Investigation of Non-productive Behaviors in Organizations within the Context of Turkish Business Law and Turkish Criminal Law

Cansu Şengül¹, Ayça Güzel Özbek²

Organizational behavior aims to understand, evaluate, and manage the behavior of employees and employers, and as a result, create a more effective working environment. One of the works in this direction in the organizations is the behaviors which are called "non-productive behaviors" which decrease the productivity in the organizations. These behaviors can be classified in two groups: The first distinction was made in the form of non-productive behaviors directed against organization and non-productive behaviors directed towards individuals. The other distinction is non-productive behaviors that produce serious consequences and non-productive behaviors that produce mild consequences. These behaviors affect the organization or the members of the organization in a negative way. Non-productive behaviors cause many situations such as early exit from work, overtime break, sabotage, theft, rude behavior, harassment and abuse. These situations, which negatively affect the organization, are also covered by labor law and criminal law. There are situations such as termination or disciplinary punishment in the context of business law. Behaviors such as sabotage and theft are criminal sanctions in criminal law and will affect not only the organization but also the public order. In this study, non-productive behaviors will be explained primarily in the context of organizational behavior, while the responses and sanctions of these behaviors in Turkish law will be examined.

Keywords: Non-productive behaviors, turkish business law, turkish criminal law.

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Best-Worst Scaling Method: Application to Wine Tourism

Eli Cohen¹

Wine tourism has become an important element in the tourism industry since it stimulates economic development in the region and increases regional employment and tourism. The wine tourism experience is often part of an overall 'bundle-of-benefits', which includes not only a winery visit and/or wine tasting, but also other activities such as visiting the area, enjoying scenery and participating in other activities and local attractions. What are the important features for potential wine tourists? To answer this question, academics and professional marketers utilize rating scales to measure consumers' preferences of wine tourism features. There are several limitations of the rating scales. Respondents may limit their responses to certain part of the scale, especially respondents from different countries or cultures. As a result, insignificant differences might be observed among the analyzed attributes and therefore, segmentation might be difficult and marketing decisions based on the results might be complicated. The Best Worst Scaling (BWS) method helps to overcome some of the limitations of rating scales. The method models the cognitive process by which respondents identify the two items with, respectively, the 'most' (best) and the 'least' (worst) of an attribute, from designed sub-sets or choice sets of three or more attributes. The method force the subjects to make trade-offs among the attributes, and provides a better discrimination between the analyzed attributes. In addition, this method allows quantitative comparison between different segments, countries or cultures. Empirical examples of applying BWS and Likert-type scales methods in wine tourism, the advantage of BWS and its ability to classify subjects into clusters will be presented.

Keywords: Rating scale, Best Worst Scaling, choice sets, wine tourism.

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Measuring the Prospective for Career Development in the Tourism Sector in Macedonia

Blagica Rizoska Vanikj¹, Mislim Zendeli²

This research contains eclectic analyses of the theory of career development along with the founding's from the in-depth empirical research with the main goal to determine the prospective for career development in the tourism sector in Macedonia. The main goal of the study is to investigate the perception about the career development of the employees employed in the tourism sector. By using a sample of employees from different gender, age, education, income and job position, the differences in perception have been evaluated and analyzed. Based on the founding's, the researchers identified the training needs as well as the relation between the career status and job satisfaction.

By conducting the set of questionnaires the researchers conducted quantitative analyses on the different variables that have been analyzed by computing different statistical methods like descriptive analyses, t-test ANOVA, correlation analyses etc. Therefore, this paper compares the individual and group variables that influence the prospective of the career development as well as the output of the measured potential towards the job motivation, job satisfaction, training and education, ethics and professionalism, the seasonality and the attractiveness of the professions in the tourism sector in Macedonia.

The paper also explores the necessity for developing the Human Resources Departments into the tourism sector that will be educated and experienced in providing services for development of each employee based on the organizational needs and individual competences. This practical approach should increase the awareness of the leaders in the tourism sector in Macedonia to invest in the knowledge and development of the human resources as the main resource for the organizational success and development.

Keywords: Tourism sector, career development, human resources development.

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Finite Iterated Games Based on Prisoner's Dilemma

Dana Figurová¹, Allan Jose Sequeira Lopez²

The Game Theory is a science discipline dealing with mathematical models of conflict and cooperation between intelligent rational decision makers (players). When players interact by playing a similar stage game (such as the prisoner's dilemma) numerous times, the game is called an iterated (or repeated) game. Unlike a game played once, a repeated game allows for a strategy to be contingent on past moves, thus allowing for reputation effects and retribution. The subject of this article is to describe the finite iterated games based on the prisoner's dilemma principle. We will primarily deal with prisoner's dilemma, which is one of the most well-known and most used game in game theory. Finally, we present a numerical example of the finite iterated games solved by the Gambit software. This graphical interface provides an "integrated development environment" that helps visualize games and explore their core strategic features.

Keywords: Prisoner's dilemma, finite iterated games, Game Theory, Gambit.

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A New Perspective to the Role of Consumer: Co-Creation Practices from Turkey

Dilek Melike Uluçay¹

The acceleration of the information and communication technology, the Internet particular has changed the role of consumers. The changing role of consumers has forced companies to include consumers in process of designing products, developing products, creating marketing messages and controlling sales channels. In other words, companies have started to co-create value with consumers. The purpose of this paper is to examine the concept of co-creation by analyzing its types, motives, and platforms. Moreover, the paper aims to discuss co-creation practices from Turkey and compare them with best practices around the world through the framework that integrates consumers' motives for co-creation, types of co-creation, and the platforms used for co-creation. For the purposes of the study, case study approach is used. The results of the study illustrate that co-creation practices from Turkey are for reward-oriented customers. Moreover, "crowd of people" type and social network platforms are preferred for the co-creation practices. The results also reveal that co-creation practices in Turkey is open to new opportunities and need expanding its functions and structure.

Keywords: Co-creation, role of consumer, Turkey.

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The Creative Power of Crowds

Alper Çalapkulu¹

Nobody is smarter than everybody! Yet, we often neglect this and let only a few people's ideas flow into creative pots of our organizations.

Academic studies performed on collective intelligence since 1950's indicate most effective tools on finding new and creative ideas include: Maximum quantity of ideas, inclusion of unconventional groups and a proper collection and evaluation process. Though, an unbiased evaluation of large quantity of ideas has always been the bottleneck.

Today's computation power with improved NLP (natural language processing) and big data algorithms offer a solution to this. Videia –a start-up in İzmir/Turkey – has been developing a tool with the help of universities in the region. Aim is to encourage organizations to involve more people within their creative processes on developing projects, products and services. Ideas, collected via mobile applications on specific challenges go through algorithms and visualization to reveal main themes and outliers, enabling committees to explore such in a very short time.

With so much attention and progress on artificial intelligence nowadays, one needs to keep in mind that there is still progress to be made on getting the most out of creative minds. This will come handy as we seek the right blend between artificial intelligence and human touch in near future.

Keywords: Crowdsourcing, Ideation, Big data, NLP, Text mining.

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Intention of the Scientific Minds in Relation to the Essence of TNCs' Investment Behaviour

Shevchenko Yuliia¹

The aim of this paper is to find and substantiate the theoretical positions regarding the nature of transnational corporations, their investment activity and investment behaviour in the context of the formation of modern global trends in the world investment environment.

The research is carried out using both general scientific and special methods: scientific abstraction, analysis and synthesis, historical-logical method, system approach, the method of theoretical generalization.

The modern transformations of the investment behaviour of transnational corporations caused by the reorientation of the regime of national and international investment in sustainable development and elaboration of a new generation of international investment policy are described.

The characteristic of investment priorities of transnational corporations made it possible to identify certain sectoral scientific and technological guidelines (breakthrough energy technology, artificial intelligence, robotics, genetics and genetic engineering, nanotechnology, relevant education); new geoeconomic vectors that take into account the strategic investment interests of global business leaders is given. It is scientifically argued that the further sectoral and geographical priorities of international investment of TNCs will increase their scientific and technological dominance, the realization of a great creative and, at the same time, destructive potential, the focus on sustainable development as a new level of investment.

It is shown that the global transformation of the investment behaviour of TNCs correlates with their accelerated and deepening expansion on a global scale.

Keywords: Investments, investment behaviour, transnational corporations, formation of modern global trends, world investment environment, sustainable development.

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AREXU – Working Time Models for Optimized Energy Costs in Production Planing

Florian Wortmann¹, Svetlana Torgasin², Ralf Siebert³, Christian Ewering⁴,
Martin Otto⁵

Continuously increasing investment in renewable energy sources, causing fluctuation of energy production, will have considerable impact on energy markets of the future. Especially energy-intensive industries have to consider various future scenarios. The aim of the research project AREXU is to develop methodological approaches for strategic and operative decision support on aligning business processes with the changing energy market. One of the approaches is to adjust production processes to alternating energy prices on a daily basis. By specific examples of industrial processes, we show that by that means, energy cost savings can be accomplished without high investments.

To integrate these strategies into business processes, we analyze existing and create new socially responsible working time models to fit the optimization requirements. Production planing algorithms are developed, that involve volatile energy price oscillation, for the benefit of lower production costs, in conjunction with a changed energy purchasing process. Those energy-cost optimized production plans are integrated in suitable work time models to be applied in multi-shift operations. On the basis of the working time conditions of a particular company and other parameters, a genetic algorithm is developed to produce an alternative shift plan for optimal energy costs. Based on this plan, it is possible to calculate an optimized production plan with the input of specific order data of the company. Employees are assigned to each shift with linear programming. We show that companies can benefit from energy efficient planing, while maintaining a high satisfaction level of its employees.

Keywords: Renewable energy, working time models, industrial processes, genetic algorithm, socially responsible.

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Foreign Direct Investments Influence on Export Sophistication

Mirjana Čizmović¹, Milica Kovacevic²

Development of country and its prospects for achieving higher growth rates largely depend on the level of export sector sophistication and its relation to the level of gross domestic product (GDP) per capita. More precisely, existing and especially future comparative advantages of the country are subject to the development of modern sectors of economies' exports. The basic objective of this research is to analyze what is the role of foreign direct investments (FDI) in the process of export sector structural transformation toward more specialized and sophisticated production. The main hypothesis is that inflow of foreign direct investments has a statistically significant impact on export sector sophistication measured by EXPY index. Also, another hypothesis is that inflow of foreign direct investments has a different impact on export sophistication in different countries depending on many factors, such as quality of human resources, sectorial specialization, and level of market and institution development. The empirical analysis includes a panel dataset of European countries. In an attempt to address some econometric estimation problems, we employ the recent structural approach to VAR analysis in panels which accounts for heterogeneity of cross section members and deal with the problem of potential endogeneity and cross-sectional dependence. Also, using this approach, we are able to separately analyze idiosyncratic and common structural foreign direct investments shocks on the level of export sophistication.

Keywords: Foreign direct investments, export sophistication, EXPY index, VAR analysis.

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Models of Measurement of Quality of Banking Services

Milica Raičević¹, Jelena Žugić²

The quality of banking services has become an essential factor in communicating with all stakeholders. The importance of quality is irreplaceable when it comes to its contribution to the achievement of the goals of banks aimed at retaining clients, increasing market share and building loyalty. However, in practice, the manner and possibilities of measuring the quality of banking services are inconsistent and insufficiently defined. The application of different models in quality measurement is further complicated by the fact that neither the service nor the service process can be standardized in the area of banking services, which prevents the use of well-known traditional models of quality standardization. This paper will analyze the models of quality measurement tailored to the specific features of the banking service which are able to recognize the key dimensions of quality that users of banking services consider important. The models will include the dimension of comparison, so the categories of fulfillment of user requirements and previous expectations will be compared. The research part of the paper includes the application of the SERVQUAL model in measuring the quality of banking services, as one of the most frequently used methods for measuring the quality of services. The data collected by qualitative exploratory research were processed by a statistical method with the application of the SPSS programme package, and a potential existence of differences in expectations and perceptions of users of banking services was analyzed in terms of quality dimensions in relation to the sociodemographic characteristics of respondents.

Keywords: Quality, models of quality measurement, banking services, marketing.

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Analysis of the Activities of the Branch Offices of Foreign Transnational Companies in Montenegro and the Economies of the Countries Surrounding

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Side branches are gaining an increasingly significant role in the Western Balkan countries. In this paper, on the basis of the data of the national statistical institutions by applying the FATS statistics, provides a comparative analysis of the activity of foreign affiliates in Montenegro and three countries from its environment for the period 2013-2016. years of age. The aim of this work is to be monitored through the period assessed the role of the foreign subsidiary in Montenegro and to compare the results obtained with the achievements of foreign branch offices environments in some countries. The results indicate that side branches significantly affect economic activity in these countries. It is evident that they contribute to the most important areas of economic activity. On the branches that are under the majority control of a foreign owner, wastes a significant portion of total employment, turnover, value added. So, in Montenegro, as well as in other countries, the environment, transnational companies represent a very active Chamber of the participants, but their potential is far from their full utilization.

Keywords: Transnational companies, foreign direct investment, FATS statistic.

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A Comparative Analysis of the Corporate Identity of Banks in Montenegro

Milica Raičević¹, Dijana Medenica-Mitrović²

The focus of banking operations is placed on the client on whose loyalty the bank's operations depend. The aim is to point out that there is a direct link between the bank's corporate identity and the client's loyalty, which directly affects the bank's operations and its competitive advantage in the financial market. The theoretical part defines the concept of corporate identity, its elements and the factors affecting it, the relationship between corporate identity and the client, the significance of corporate identity and its impact on the bank's operations and creation of competitive advantage. The empirical part deals with the analysis of the corporate identity of banks in Montenegro. Based on the collected data, an analysis of the factual situation will be carried out, the conclusions will be drawn and recommendations will be given for improving the corporate identity. The corporate identity of banks represents a serious comparative advantage in the market, since the banks that apply it send out a clear message about them to their clients which provides the client with the security that there is a full service behind the corporate identity of a particular bank which meets the standard of the client. The contribution of the paper is reflected in the fact that a cross-section will be made through the analysis as to how the banks have created their corporate identity in Montenegro. Moreover, an overview of the advantages and disadvantages in the previous practice of creating corporate identity will be given, and how it affects customer loyalty and business operations, generation of higher profit and competitive advantage of banks in Montenegro. Recommendations will be given as to what can be improved, which would have an impact on the reputation, and consequently on the generation of higher profit and creation of competitive advantage within the banking sector.

Keywords: Corporate identity, client, banking sector, marketing, strategic management.

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Reintegrating Manufacturing into Corporate Strategy

Árpád Duczon¹

During the industrial revolution, mass production based on the Taylor manufacturing paradigm became dominant. Starting in the 1970s, dynamic production technologies based on Toyota's production system, such as just-in-time and lean manufacturing, became increasingly more popular. Their distinct advantage was that they increased operating efficiency and improved the utilization of resources.

Improving operating efficiency, however, proved to only be a temporary source of competitive advantage, a valuable resource with a short lifetime. Innovations in production are ultimately short-term, as competitors rapidly replicate it. This resulted in a competition between manufacturers that pushed production technology to the limit.

As production reached this limit, strategy necessarily evolved to depend less on the product. Strategic positioning, dynamic strategies and vertical integration became more important. Meanwhile, production was outsourced due to its diminishing added value.

The result of this outsourcing was that companies lost the very same core competencies that originally allowed them to develop manufacturing that could supply a product capable of competing on the world market and that fueled innovation.

Since strategy is a collection of interlocked activities that strengthen one another, removing one of these activities breaks the entire chain. Losing the manufacturing capability, then, endangers the entire corporate strategy. Despite the value having moved downstream, companies must keep manufacturing in-house and treat it as integral part of strategy.

The industrial commons are a critical mass of buyers, sellers and highly educated workforce concentrated in a geographical area. Due to outsourcing, these industrial commons collapsed. This means that reintroducing production and reacquiring lost skills will be a much more difficult task than the outsourcing itself originally was. Still, I will argue that this is necessary in order to reintegrate manufacturing into the formulation of a corporation's strategy.

Keywords: Business strategy,, manufacturing, corporate strategy, production system.

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Cross-Cultural Perspective of Sustainable Aviation Management

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Cultures have an important impact on management practices and cross-national cultural differences have been found to affect professional behavior in general. Cultural differences infer differences in management practices, including organizational design. Appropriate design of organization comprises a myriad of factors, but Hofstede has found that organizational systems work optimally when their design is consistent with the underlying values and culture of the society. Organizational culture and the formal organizational structure must be harmoniously interrelated and aligned with the national culture in order for managerial mechanism to operate effectively.

In aviation, higher accident rate in developing countries in comparison with Western (North American/Western European) countries has been found to relate with the mismatch between aviation system technology and the dominant national culture of the personal using that technology.

In this paper authors have attempted to identify the basic cultural values of the employees in several Serbian companies (including some aviation personal) using factor analysis method. Investigation was conducted by questionnaires and unstructured interviews to assess participant's views. Special emphasis is placed on development of the national cultural dimensions framework based on Hofstede's cultural dimensions 6-D model and its utility. Results support the usefulness of the categories Hofstede developed and their relevance in a variety of scientific fields and ordinary management practice.

Keywords: Cultural differences, cultural dimensions framework, factor analysis, sustainable management, aviation.

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Sustainable Aviation: GIS for Airport

Balca Ağaçsapan¹

Around 7.6 billion people and millions of lives share the same environment around the world. In order to ensure the prosperity of all living beings on the earth, we need to manage effectively the whole area of the environment we are in. The Brundtland Report on Environment and Development in 1987, the Rio Summit which took place in 1992, are the main activities that have gained momentum for sustainable environmental management movements. Within the context of sustainable development approach to managing human activities in harmony with nature, natural, economic and social elements for sustainable environmental management can be defined together as closely as possible in order to minimize the pressure of human activities on the environment and to prevent or mitigate potential future harmful effects should be addressed. Geographic information technologies (GIS) are an effective means of collecting, storing, analyzing and interpreting data of various kinds. In this study, it will be mentioned what GIS applications are used in the problem solving process of the airports and what are the contributions of these applications to the airports in the context of sustainable aviation management.

Keywords: Aviation Management, Sustainable Environmental Management, Geographical Information Systems.

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New Trends in Sustainable Aviation Technologies, Role of Management and SARES (Sustainable Aviation Research Society)

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As a result of depletion of energy resources sustainable energy consumption is the most prominent research area in the last decade. The aviation industry is known to be one of the major fields utilizing high quantity energy among all others. That leads us to develop strategies and technologies for a more sustainable energy utilization in aviation industry. In this framework ground operations and airports, aerial vehicles and their sub-systems should be discussed separately. To achieve more sustainable airports, it is essential to prefer environment products and applications e.g. waste water treatment, solid waste management, and power generation from waste. Energy management and energy efficient building design are also key points in this manner. From the view point of aerial vehicles green aircraft and green engine concepts are mostly associated and integrated solutions for a sustainable aviation in the future. Recent studies in this area indicate a hot prospect of the employment of biofuels and alternative fuels in the aircraft engines. On the other hand, development in material sciences show promise of composite and more environment friendly material applications in aviation industry, specifically commercial aircraft. Additionally electric propulsion system and overall electrified aerial vehicles such as more electric aircraft or all electric aircraft technologies are commonly discussed and studied topics by both scientists and industry. Progress in this field of science may lead us to power all aircraft systems using electric battery packs and similar technologies. The Sustainable Aviation Research Society (SARES) has been established to contribute sustainable development in aviation industry. Many projects and researches coordinated by SARES are realized and planned to be realized in the near future for this purpose. Beside these technological and innovative ways in the aviation management is also a key tool to achieve a more sustainable aviation. Fundamentally planning and route mapping are critical processes. for this reason it is essential to integrate particularly main processes such as air fleet planning, supply chain, ground operation management and flight planning in a sustainable way. Even if a technology is reached and can be in service it makes no sense when it is used logically. At this point management takes a vital role to employ these sustainable aviation technologies in a logic way. Thus a sustainable management methodology and approach should be developed to increase impact and effectiveness of the sustainability in aviation. In the current paper, the way to achieve sustainable development in aviation is explained in depth and presented in the framework of mentioned projects and researches for whom interested in management science to comprehend its necessity.

Keywords: SARES

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The Effect of Capital Structure Decisions on the Profitability Ratios of Companies: Panel Data Analysis

Fusun Küçükbay¹, Begüm Güler²

The financial sources that businesses choose to finance their assets have a huge impact on the risks and profitability of their businesses. Businesses should be able to choose the best option for capital structure decision in order to maximize the market price of their company.

Many studies about capital structure have been made in the literature and different results have been realized. Therefore, the effect of capital structure decisions is still a matter of debate in the literature.

In previous studies it has been realized that the decisions about capital structure decisions have an impact on company's profitability. However, this result is not the same in all studies. The starting point of this study is the different results revealed in the literature. The question "Can the differences in capital structure affect the profitability of the companies ?" forms the basis of this study.

In this study, it is examined how the capital structure decisions of the companies affect the profitability ratios of the business. Panel data analysis is chosen as the method of this study. Two dependent variables are selected ; Return on equity and return on assets. Short-term liabilities / total equity, long-term liabilities / total equity, total debt / total equity ratios are used as independent variables. The size of the company is selected as the control variable. In the application part of the study the financial ratios of publicly held companies operating in Turkey are used. The observation period is 2007-2016.

Keywords: Capital structure decisions, profitability, panel data analysis.

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Cash Flow Management, Capital Structure and the Effect of Product Market Competition

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Financial Economics Theory indicates company decisions for liquidity may include making balance between cash reserves and cost of accessing managers to cash assets. The goal of this research is studying the effect of Product Market Competition (PMC) on relationship between Cash Flow Management (CFM) and capital structure of 86 listed companies in Tehran Stock Exchange from 2005 to 2014. This is a descriptive-correlational research and multi-variable pooled data multi-variable regression was used to test the assumptions, and Extended Least Square Method (ELS) was used to estimate it. The results show that the relation between cash flow and capital structure management is affected by competition in product market. Therefore, companies with severe competition and low concentration utilize high cash flow. Meanwhile, these companies have lower debt ratio in their capital structure. Additionally, competition in product market decreases excess investment or removes ignoring benefits of stockholders by lowering flexibility of management towards accumulation of cash reserves.

Keywords: Product market competition, Cash flow management, Capital structure.

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The Classification of Economic Systems – New Approaches to New Realities

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The paper analyzes the necessity of introducing new classifications of economic systems. These classifications should incorporate changes that have occurred after the downfall of the centrally planned economies. The classical divide between socialist centrally planned, market socialism and free market capitalism have only basic instructional value at undergraduate levels. The varieties of capitalism approach with the division between Anglo-Saxon, continental European, Nordic socialism and Asian models of capitalism, although valuable seem not to give enough analytical depth. The older criteria for evaluation such as economic growth rates, efficiency, stability, income distribution and openness are useful, but limited. New classifications are needed, which although normative, should reflect broadly defined characteristics of a “good society” in order to derive comparisons. These, as proposed recently by Balcerowicz, should include dimensions of economic freedom, rule of law, civil liberties and human rights, quality of life, equality and others. We think that extra dimensions should be added such as the level of state regulation and innovation capacity. The paper will use this new approach to classify certain countries.

This new classification does not however explicitly deal with some new phenomena that have emerged after the 2008 financial crisis. These phenomena correspond to varieties of “political capitalism” as described by Max Weber. Basically, they consist of forms of capitalism described as crony capitalism and state capitalism. These types of capitalism are not a favorable environment for entrepreneurship. The paper attempts to delineate the two and provide quantifiable indicators. The paper will incorporate some of the findings of previous research of these phenomena into a new classification of economic systems. The goal of the paper is to provide a strong theoretical and empirically based classification that could serve as a methodological matrix for country comparisons.

Keywords: Comparative economic systems.

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Remittances to Eastern-Europe - Evidence from Hungary

Laszlo Kajdi¹

Migration from Eastern-European countries to the developed western member states of the European Union was significant during the last decades, and became more intense after the widening of the Union. An important driver of these population movements is the support of left-behind household-members in the migrants' countries of origin. However, besides macro-data from the Balance of Payments, the available information on the socio-economic background of remittance senders and receivers is limited. A recent Hungarian survey focusing specifically on this topic provides the opportunity to obtain a clearer picture in this field. After introducing major migration and remittance trends in the region, the results of this survey, including the socio-economic characteristics of the participants and the volume of remittances are presented. One of the main consequences is that the volume of remittances based on micro-level data is significantly lower than that of data in the Balance of Payments. Also important, that the survey provides solid evidence that the key explanatory variables for the sum of the money transfer are the income of the migrant and the receiving household, and significant differences can be discovered by the migrants' host countries. Since the research concerning remittances mainly focused on developing countries, these new results can provide important contribution to the study of this field in Eastern-Europe.

Keywords: Remittances, migration, Balance of Payments, labour-market.

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The Effect of Service Quality on Customer Loyalty in Mobile Shopping

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In recent years, with the development of Internet technologies and the increase in the number of smartphone ownerships, the use of mobile shopping applications, which enables consumers quick purchase of desired products at any place and any time, has become widespread.

In this study, it is mainly aimed to determine the effect of perceived service quality on customer loyalty while shopping on mobile application. As a sub-goal of the study, it was aimed to compare the perceived service quality and customer loyalty whether customers experienced problems in past mobile shopping experiences and determine the differences emerged.

Survey method was used in the collection of research data. The participants with mobile shopping experience was reached via online technology forums with the convenience sampling method and 189 participants who completed the survey consisted the sample of the research.

The effect of the sub-dimensions of e-service quality (e-s-qual) (efficiency, system availability, privacy and fulfillment) on customer loyalty was analyzed by multivariate regression analysis method in SPSS 24 program. According to the results of regression analysis, only privacy and efficiency dimensions were found to be a significant ($p < .01$) predictor of customer loyalty. According to the result of t-test, it was observed that mobile customers past problem experience form a significant difference between the variables; system availability, privacy and customer loyalty ($p < .01$). When taking their scores into consideration, the customers encountered problems gave lower points for this variables.

As a result of the research, it is found that the problems experienced in mobile shopping are mostly originating from system availability and privacy. The well designed mobile shopping privacy (shopping, credit card and personal information) with the efficient use of (quick, easy to navigate, easy use, well organized) mobile shopping applications will have direct effect on mobile customer loyalty.

Keywords: e-s-qual, service quality, customer loyalty, mobile shopping.

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The Role of Planned Behavioral Theory and Entrepreneurship Training with University Students 'Environmentality Tendency

Gülşen Sarı Gerşil¹, Pınar Hassülün²

In today's conditions, the development of technology, the facilitation of access to information has become one of the important factors determining the role of economic development by bringing the definition of entrepreneurship to the forefront. It has become a serious economic power in terms of social and individual well-being, raising the quality of life of individuals, and ensuring economic and social well-being. These developments in existence increase the value given to entrepreneurship, thereby increasing the interest in entrepreneurship education. Entrepreneurship education is one of the important factors in understanding young people and increasing their entrepreneurial attitudes. Within this information, in this article study, it was examined whether the behavior of perceived behavioral control, social norm, personal attitude and entrepreneurship education given to the students, which are the elements of the Theory of Planned Behavior, is the effect of the students on the entrepreneurial tendencies. For this purpose, a questionnaire study was applied to 176 people and reliability analysis, factor analysis and regression analysis were applied to this study. According to the result obtained in the study result; the most important factor influencing the entrepreneurship tendency of the students was "entrepreneurship education".

Keywords: Entrepreneurship tendency, Planned Behavior Theory.

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Psychosocial Risk Factors and Results that Women Laborforce Encounter in Working Environment

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In working life, women are faced with a number of problems both in the process of getting into and ending the work. For this reason, women from the past to the present day are having difficulties in entering and staying in the working life. Women are generally employed in low-status jobs and working at low wages. Due to the physiological differences between women and men, the health risks factors with they face in their working life are also changing from time to time. There are many risk factors in physical, chemical, biological, ergonomic and psychosocial aspects of working life. Women workers, like other employees, are negatively affected by these risks. Among these risk factors, psychosocial risks also affect negatively to the health, productivity and work peace of the women workers. For these reasons, the work peace and society are disturbed. In this study, firstly we discussed the psychosocial risk factors emerged within the specific structure of the working life. In the following stage, the questionnaire form was developed for finding out the results of these risk factors that will affect the women employees. According to the results of these questionnaire form new social policies based on psychosocial risk factors regarding in working life family and society will be developed.

Keywords: Occupational Health and Safety, Occupational Accident, Occupational Disease, Psychosocial Factors, Women Employers.

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A Study on Marketing and Cost Oriented Strategies During the Crisis in Accommodation Industry

Taner Sığındı¹, Halil Cem Sayın²

Evaluations of decision makers about what actions should be taken in marketing and cost reduction in crisis are examined in this study. Besides that, decision makers' assessments of how useful these actions are addressed. In this context, a two-phased exploratory research has been conducted in the large and medium-small sized enterprises operating in Mugla, Turkey.

In the first phase, interviews were held in April 2016 when the crisis has just started, and the second rounds were held in May 2018 when the effects of the crisis began to decline. In this process, founding partners and top managers of the 3 large and 4 medium-small sized enterprises were interviewed. The data obtained by in-depth interview method were analyzed using descriptive analysis.

Participants focus on the responsibilities of the government on what to do when the crisis was began to feel. They argue that the government should provide some actions such as tax reductions and debt restructuring in addition to allocating extra resources to the country promotion. Expected solutions include; decreasing the VAT rate in the food and beverage products, increasing the marketing communication budget of the country brand, providing credit subsidy for small-medium sized accommodation enterprises. Besides, respondents focus on strategies such as destaffing, reducing the employee wages, limiting the offered goods and services, reducing the marketing communication budget, and reducing the applied prices in the company. In the second phase of the study, the respondents think that government practices are not effective enough in producing solutions. Respondents also state that some situations such as the lack of improvement in the marketing communication strategies of the country, not reducing the VAT rate in the food and beverage sector weaken their enterprises during the crisis. The majority of managers claim that the limiting the activities of marketing communication affect the demand negatively.

Keywords: Crisis, accommodation, marketing, cost reduction.

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Credit Cycle in Bulgaria

Kamelia Assenova¹

The banks play a special role in the financial system. Some economic subjects have less access to other forms of funding than to banks. By the special bank's role for part of the borrowers, credit growth changes the investment and the consumption and stimulates economic growth in the country. During the crisis in 2008 in Bulgaria characterizes with: a gradual decline of the lending rate in 2008 from 24.38% in the first quarter to 2.27% in the fourth quarter for business and lower for household loan to 5.79% at the end of 2009. For the period 2010-2015, households' trends are also descending, but with lower fluctuations - from - 0.81% at the end of 2010 to - 1.79% at the end of June 2015.

Different factors related to the supply and demand of credit influence of their amount. Higher domestic consumption and investment depends on the lending and therefore it could be actively used as an instrument for stimulating of economic growth.

Keywords: Banking, credit, supply and demand of credit.

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Restrictions on Blockchain Technology

Arif Furkan Mendi¹

With Bitcoin's attack in finance, a new wind began to flow in the stock market, and with the emergence of many new crypto money, the crypto money market has become a new area of finance. Although Blockchain technology is the technological infrastructure of Bitcoin, awareness is not as high as Bitcoin. Despite it was found in 1992, its first use was in the shadow of Bitcoin, influenced by the fact that it was with Bitcoin in 2008. However, due to the features that it provides; Without Blockchain technology, the Bitcoin system would not work. As the dazzling offer of Bitcoin; through the decentralized structure, buyers and sellers can meet directly on a platform and make their purchases securely, without involvement of any third party. Verification in the system can only be done by approving by more than 50% of the participants. Thus, besides of no need for a central authority, it became almost impossible for any cyber attack to be successful. The continued success of Blockchain technology is vital for Bitcoin and other cryptographic currencies survival. Beside of all these advantages, there are some issues that need to be addressed for Blockchain technology. These can be listed as productivity, latency in processing, size and bandwidth, some security vulnerabilities, resource waste for adding a new block to chains, availability, and privacy. In this article, we will discuss these issues that need to be addressed for Blockchain technology.

Keywords: Bitcoin, Blockchain, Blockchain Restrictions, Blockchain problems.

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National Project of Iraq for Reform Administration and Monitoring Development

Hayder Alkhazraji¹

The national project includes a comprehensive development and development of oversight in Iraq to plan the management, control for achievement means

To define the technology systems in order to upgrade them to the highest level.

Starting with the development requirements and diagnosis of the reality of each sector and stand up when the causes of disability becomes proposed.

Mechanisms to promote the sector and then develop a plan of action to arrange these mechanisms and start the process of development.

This project consists of four questions. A summary of each subject will be presented as follows:

1. This section included an introduction to the evaluation of projects & previous mechanisms for evaluation of projects & reasons for failure

Its suitability with the current circumstance of our beloved country; where:

(Technical and economic feasibility studies and subsequent evaluation of development's projects)

Evaluation criteria in the past are not commensurate with current problems after the last war against Iraq in 2003

Projects are not compatible with the peace absence, the economic and social reality of the Iraqi people

In the case of isolation from the outside world imposed forcibly during the siege and more complicated during the occupation,

Especially those affected by wars.

2 - Project's evaluation "through UNIDO programs to examine projects

Standardization and quality control using COMFAR & PHAROS software,

3- offer the local innovations ahead foreign investment to support Economic development

4- Electronic follow-up for projects using Digital Cameras and GPS to make sure the location and achievement's stages for each project on map.

Notes :

1- COMFAR , PHAROS

These programs designed by UNIDO to evaluate and screen project

2- GPS : Geographic Position System to put the coordination for each place on World map according to universal system, this tool can define and lead any user to location of any project on map.

Keywords: COMFAR, PHAROS are UNIDO's software, GPS (Geographic position system).

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Ecological Dimensions of Supply Chain Management in Construction

A.Emre Cengiz¹, Osman Aytekin², Alper Çabuk³

Sustainability is an emerging issue for construction which is regarded as the most pollutant industry globally by causing huge greenhouse gas emissions and the greatest consumption of raw materials. Since materials is regarded as the main component of the construction projects, it is significant to reduce environmental impacts of materials-related activities during both design and construction phases. Supply chain management (SCM) is a sophisticated concept which contains all materials-related activities of construction projects. In the last decade, construction supply chain management (CSCM) has become a new challenge for both researchers and construction managers in order to reduce environmental impacts as well as the total project costs. Life cycle assessment (LCA) is being commonly utilized in order to evaluate the environmental impacts of a building material throughout its life cycle. In this chapter, ecological aspects of CSCM will be discussed. First of all, comprehensive information on the definition, general framework and scope of the LCA technique will be given. Then LCA tools that assess the environmental impacts of building materials will be introduced. A literature, focused on LCA studies of building materials and Green Supply Chain Management (GSCM) will be addressed. Finally the advantages that the ecological perspective will bring to the Architecture, Engineering and Construction (AEC) industry will be examined.

Keywords: Architecture, Engineering and Construction (AEC), Building materials, Construction Supply Chain Management (CSCM), Ecology, Life Cycle Assessment (LCA).

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Political for Turkey's Disabled Tourism (Case of Alanya District)

Adnan Söylemez¹

The definition of the disability that the World Health Organization (WHO) has done medically is as follows: "Health is not only the absence of illness and disability, but also a complete well-being of the physical, mental and social aspects. Disability is the absence of organs that cause a permanent loss of function and vision in a certain area of physical, mental and spiritual characteristics, and the resultant person is unable to meet the normal life requirements of the end-user. This person is also referred to as disabled"

Disability tourism is a new concept and field of study for Turkey as well as for the whole world. It is aimed to provide disabled people with respect and equal treatment and free access to the right to participate in social life, in line with the strategy of involving disabled people on the basis of uninhibited tourism. This goal will only be possible if the accessibility and accessibility studies are carried out correctly, which will enable domestic and foreign tourists to enjoy their vacation without problems.

In the urban residential area of Alanya District; marketing and financial cooperation to provide technical, institutional, national and international promotion, marketing and financial cooperation for the preparation and implementation of the projects to be made in order to provide accessibility for all and for the development of tourism without barriers, Alanya Antalya Tourism Development Project was established and the following protocol was signed by all parties participation has been signed.

The purpose of this study is to discuss the studies on disability tourism in Turkey and to evaluate the studies made for the tourism of the disabled in Alanya city.

Keywords: Disable tourism, tourism, Alanya district.

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Application of Porter's Five Force Model: The Vegetable Oil Industry in the Turkey

Yasemin Oraman¹, Gökhan Unakıtan², Harun Hurma³

Perfect competition, which is a theoretical economic model that is used for economic analysis, involves an extremely competitive business environment. A current study is the modern vegetable oil sector, which is a highly competitive environment. In perfect competition, no buyer or seller has the market power to influence prices. Using proper planning and strategies, zero approaching profit can be maximized and helps distinguishing one company from another. Profit cannot be zero because firstly there is no perfect competition in real business world and no company is a passive price taker. Secondly, companies try to create a competitive advantage to succeed in the competitive environment. Two important factors such as attractiveness and position, determine the profitability of a company in the industry. These factors and techniques are particularly important.

As a conclusion that the vegetable oil industry is one of the Turkey's most successful industrial sectors. Top 5 companies that have the largest seed crushing capacity in Turkey are respectively; Reka, Bunge, Ekinata, Trakya Birlik and Mes. This industry in the Turkey has important aspects. In this study is used The Five Forces Model for vegetable oil industry was devised by Professor Michael Porter. The model is a framework for analysing the nature of competition within an industry. It helps managers analyse the business environment for competition and understand these five basic competitive forces that have an impact on how successfully a business operates. In the light of this information going forward, we predict increasing competition in the industry but the form of competition will be different. It will be between large players (with economies of scale) and it may be possible that some kind of oligopoly or cartels come into play. This is owing to the fact that the industry will move towards consolidation. Larger players in the industry will survive with their proprietary products and strong franchisee.

Keywords: Porter's Five Force, Vegetable Oil Industry, competitive, business environment.

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To Establish the Extent of Strategic Planning and Implementation in Agricultural Cooperatives

Burçin Başaran¹, Yasemin Oraman²

Cooperatives are essentially self-help groups of people who get together to meet their needs. They come in several forms. Credit cooperatives provide savings and credit, while agricultural cooperatives help farmers to organize the inputs they need to grow crops and keep livestock, and then help them to market and process their products. Especially strategic planning is very important be able to live their lives against their opponents of the agricultural cooperatives.

The objective of this study will be to establish the extent of strategic planning and implementation in agricultural cooperatives in Turkey. Different approaches to strategic planning can be used. In this study used the STP model (Situation - Target – Path) for Strategic Planning. The STP, or Situation, Target, Path is a very simple overview of the strategic planning method. It divides the planning process into three part, starting with defining the Situation - evaluating and analysing the current situation and how it came about. The second component - Target - involves defining goals and objectives for the future. Sometimes this is referred to as defining the ideal or desired future state. The third component - Path - involved defining a map or path to achieve the goals or future state.

The study will advise the Agriculture Ministry and cooperative associations on the extent of strategic planning in Turkey which is a requirement by both bodies and they can use the findings to plan on educating the farm cooperatives on benefits of planning. To the scholars and researchers – This study will enrich the knowledge in agricultural cooperatives and strategic planning and they can refer to it and maybe do further studies as per the recommendations and findings of this study.

Keywords: The STP model, agricultural cooperatives, strategic planning.

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Comparison of Environmental Performance and Development Levels of EU Countries

Harun Hurma¹, Gökhan Unakıtan², Yasemin Oraman³

Although EU countries are mostly developed countries, there are also developing member and candidate countries in the region. In the past, the approach of providing economic growth at any cost has left its place to the concept of sustainable development by considering natural resources. A sustainable development approach representing a dynamic process represents a development tendency that will "open up the economic development process by preserving human health and natural equilibrium, providing rational orientation and balanced use of natural resources, leaving a worn and healthy environment for future generations".

The Environmental Performance Index (EPI) is an index that compares environmental health and ecosystem viability to 24 selected performance indicators from 180 countries. The result of economic growth and prosperity increases the relationship between rising environmental health and ecosystem viability threatened by industry and urbanization. The indicators used allow comparison within the context of the environmental policy that countries make.

In this study, comparison was made between the level of economic development of the EU countries (total 34 countries including member and candidate countries) according to their environmental performance, which is an important indicator of sustainability. In comparison, environmental performance index (EPI) and per capita GDP were used. France and Denmark are the two countries with the highest environmental performance. Also, Luxembourg and Ireland have the top GDP. While Greece, Portugal, Latvia, Hungary, Poland and other countries have close GDP, Greece stands out with its high environmental performance. A similar situation is seen between Belgium, Finland, England and France. France's environmental performance is significantly higher than others.

Keywords: Environmental Performance Index, GDP, EU, Level of Development.

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Effects of Product Placement in Internet Serials on Consumer Behaviour: An analysis on the serial Fi

Kadriye Uzun¹, Berna Yılmaz²

Product placement appeared as an alternative approach to increase the effects of advertising messages on masses. With the transition of traditional advertising concept to Internet environment, Internet serials impact has increased on audiences. One of the product placement techniques is integrating the brand with the characters and the plot. In this technique the brand becomes one part of the character and it complete the character and the plot. In Turkey, Internet serials have become popular as it happens in the world. Therefore, product placement in Internet serials also have become common for Turkish audience. The Inernet serial Fi is the first official Internet serial in Turkey, and it managed to be watched by 6.6 million viewers and gained 13,5 rating score. The aim of this study is to analyze the product placement items in terms of their relations with the product and the characters. The study also aims to understand the perception of the viewers about the products and the brands which are placed. For the purposes of the study, the researchers conducted content analysis by watching every episode of the serial. Afterwards, a questionnaire was conducted to the viewers to reveal their perceptions abou the brands placed in the serial Fi. The results of the study will be presented in the symposium.

Keywords: Product Placement, Internet serials, Fi.

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Comparison of Turkey's Human Development Index with EU Countries

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Economic growth is not enough to define that country as a developed country. It is seen that social problems can not be solved in many economically developed countries; it is necessary to establish a better relationship between economic growth and human development. The Human Development Index has emerged as an alternative to economic growth, a sign of development. This index makes a clear distinction between economic development and human development. It also shows that not only income but also health and education opportunities are important for the people of the country to increase people's well-being. Human development is all about people expanding their freedoms, enlarging their choices, enhancing their capabilities and improving their opportunities. It is a process as well as an outcome. Economic growth and income are means to human development but not ends in themselves because it is the richness of people's lives, not the richness of economies, that ultimately is valuable to people.

Turkey, in spite of substantial economic progress in recent years, the HDI score for 2015 is 0.767, ranks 71 in the world ranking.

The aim of the study comparison of Turkey's HDI index and the index's components with EU countries, the candidate and the potential candidate countries. Also in order to increase Turkey's HDI is to discuss what measures should be taken.

In the study, life expectancy at birth, expected years of schooling, mean years of schooling and gross national income (per capita) values of 35 countries were located by multidimensional scaling method and two dimensional distributions of similar countries were determinate. Analysis indicated that Turkey, Macedonia Albania and Bosnia Herzegovina was seen to gather under the same group. Other candidate countries, Serbia and Montenegro, were create the other group with current member countries Bulgaria, Romania and Croatia.

Keywords: Economic growth; education; life quality, multi dimensional scaling.

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Globalisation and Women's Employment

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The economic aspects of globalisation can bring new opportunities and resources for women. Equally important is the promotion of the diffusion of ideas and norms of equality for women through globalisation. Women's increasing role in society is an important factor for planning and implementing successful development projects and programmes. This idea reflects a shift in emphasis from integrating women into development activities to incorporating gender issues relating to men's and women's roles and responsibilities. The gender gap in employment and job quality means that women have limited access to employment-related social protection, where such schemes even exist. For this reason, all countries that have recognised the importance of this matter have initiated women employment policies. The basis of these policies rests in a series of interrelated policy applications, such as lifelong training-centred flexible training systems, internship and career consulting applications within the framework of institutional arrangements regarding legal arrangements. In this study, the place of women in the labour market and employment issues is examined within the context of globalisation, with examples from different countries given. Additionally, policies that need to be developed during this process are presented and supported with concrete practical examples to develop corresponding recommendations, and the topic is also explored from other perspectives.

Keywords: Women, Employment, Globalisation.

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Importance of Sports in Migration and Integration Policies

İsmet Özgüler¹, Verda Canbey Özgüler²

Sport can be an effective tool in the social integration of migrants. The concept of migration begins with the history of mankind. Migration movements continue to increase based on many factors, such as changing industrial production methods, increasing transportation and communication possibilities, globalization, wars and social crises. Migration can be a choice for salvation for people who prefer immigration so they can escape problems and difficulties. Nonetheless, immigration separates the person from his or her family, friends, relationships, social context, profession, language, clothes, and ultimately their social role. In this sense, as 'others', refugees affect not only the person who abandons his or her country but also the target country and its citizens. In other words, this problem is a problem for all people. The problem of refugees and migration affects international peace, stability and security. Therefore, policies should be developed to solve the problem. States accept immigrants for various reasons and apply different integration policies to them. Integration is a two-sided process in which refugees adapt to their host community without giving up their cultural identity, while the host community accept the refugees within their cultural institutions to meet their needs. In this study, the place of sport is analyzed based on the literature in order to show how immigrants can contribute to cultural and social structures without discrimination.

Keywords: Migration, Integration, Sport.

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Tourist Experience and Environment Perception in Recreational Places: Example of Sazova Park

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The different qualities and quantities of open green spaces in which recreational activities can be carried out are considered as the primary attractiveness of the various destinations and enhance the tourism potential. Therefore the aim of this research is to reveal the relationship of the visitor experience with the environment. In this context, environmental characteristics were emphasized in terms of visitor experience and planning and design criteria of recreational spaces. sample questionnaire applied to 416 people who visited Sazova Science and Culture. As a result of the survey; Social experience, Activity experience, Visual perception and Environmental aspect dimensions were established. In the findings obtained, it was found that the education situation showed a meaningful difference in the social experience dimension and also the duration of the visit showed a meaningful difference in terms of environmental perception. In addition, there is a positive correlation between environmental perception and visual perception, and a low correlation between social perception and environmental perception.

Keywords: Recreation, recreational space, planning and design, recreational experience.

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Can Entrepreneurial Women Be an Opportunity for Rural Development and Growth in Turkey?

Zümrüt Ergin¹, Halil Cem Sayın²

Entrepreneurship forms the basic dynamics of economic and social development. Entrepreneurship contributes to economic growth. Countries with an increasing number of entrepreneurs are also seeing significant decreases in unemployment rates. All these results have made it necessary to uncover the entrepreneurial potential of individuals.

Women are a very important part of social and economic life. They play a very important role in improving the living conditions of the family and society. Women have made great strides in reproducing life for themselves and for their families and their surroundings, especially in the rural arena. For this reason, there is a need for approaches and struggles that will facilitate the organization of women around their own priorities, especially in rural areas. Therefore, the achievements of female entrepreneurs in economic and social sense to the country should be evaluated more realistically and for the future.

In this study, in the axis of entrepreneurship - rural development and women, the current situation has been examined. The issues of women entrepreneurs, success stories, entrepreneurship of women in rural areas are discussed. In this context, proposals have been made to transform women entrepreneurs into opportunities for rural development and development.

Within this context, it is important to encourage women's entrepreneurship and also mobilization and effective use of local resources in the business areas based on agriculture and tourism in rural areas. In order to contribute to Turkey's social and economic development, and to achieve sustainable development it is necessary that increase the number of women entrepreneurs, strengthen existing women entrepreneurs and integrate them with the world. In this direction, applications such as incentive loan support to female entrepreneurs, reducing the bureaucracy related to set up a business, offering counseling and education support services, and increasing the possibilities of utilizing computer information technologies are needed.

Keywords: Entrepreneurship, Tourism, Rural Development, Women Entrepreneurs.

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The Relationship between Financial Failure and Cash Flow Profiles in Businesses: An Application on BIST Manufacturing Industry Enterprises

Halil Cem Sayın¹, Abdullah Orhan²

Financial failure involves an ongoing process ranging from the inability to pay short-term debts to the bankruptcy. Predicting financial failure is crucial for investors, lenders, business managers, business partners and other persons related businesses. Given this situation, it can be said that the cash flows of the businesses have important clues about financial failure. In this study, the relationship between cash flow profiles and financial failure status of businesses operating in the BIST manufacturing industry sector were examined. Businesses were classified by cash flows from operating activities, investment activities and financing activities. As a measure of financial failure, - Current year net loss, - The loss of half of the capital, - The loss of %10 of total assets - Negative net working capital were adopted. The relationship between cash flow profiles and the risk of financial failure was analyzed statistically by independent samples t-test, correlation and cross table analysis methods. The findings show that; there is a statistically significant relation between cash flow profiles and financial failure criteria which the loss of half of the capital, the loss of %10 of total assets and negative net working capital. Otherwise, no statistically significant relationship observed between current year net loss and cash flow profiles. As a result; It is determined that the cash flow profiles of businesses are related to the financial failure cases in the following periods.

Keywords: Financial failure, Cash flows, Cash flow profiles.

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Poster Session

Hedonic Model Specification for Rental Properties in Berlin

Anne Sanftenberg¹

This paper focuses on the specification and estimation of a multiple-regression model, a so-called hedonic model, for pricing apartment buildings in Berlin. This method assesses estates or properties according to their intrinsic (inner) values and derives the value or price from its attributes rather than from the estate itself. With the hedonic model, the price of a residential property can be segmented into its various properties in order to subsequently assign individual prices to these properties. In addition to selecting the target size, the specification of a hedonic model also requires ascertaining the price-determining independent variables, choosing the correct functional form and defining the sub-market to be examined.

However, hedonic model theory gives little indication of the model specification. Therefore, this paper provides various approaches to identify the relevant contributing factors for the target size purchase price per square meter for multiple-family dwellings, and analogously, finds the most optimal functional form (inter alia) via an iterative path of model estimation. On this basis, a hedonic model is estimated in accordance with the model assumptions and with a high explanatory value for the property market. For the Berlin submarket, actual transaction prices over a period of 20 years are examined.

The result is a classic hedonic price function with the profit and price-relevant characteristics, which can be used to explain the price development, for predicted values or for real estate valuations.

Keywords: Econometrics, Investment, Statistics, Real estate, Residential buildings.

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The New Frontiers of E-Commerce Through Digital Currencies and Online Transactions

Massimiliano Minaudo¹

Following the birth of the digital currency, it was possible to make transactions in a new and innovative way thanks to the introduction and release of digital coins that favored free trade and sale through the Internet, allowing anonymity (which is not always good in exchanges and commercial transactions in general) The cryptocurrency and therefore the BitCoin system has however some dark or obscure sides to the user, moreover, is technically related to non-trivial operations some of which are known as "forcing brute" to crack encrypted data along with "mining" operations on hardware resources and without consent.

The purpose of my research is to show how to avoid the probability that the central processing unit of a computer or any computer may be exposed to some sort of secret and unauthorized exploitation.

With specific tools, however, it is possible to monitor and record any executions or processing not required during the commercial activity.

BitCoin ([image link](#))

Keywords: e-commerce, criptocurrency, trend.

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The Impact of Clusterisation on Competitiveness of Small and Medium Hotel Enterprises

Zorica Krželj-Čolović¹, Ivona Milić Beran²

Business cooperation processes have become an inevitable and dominant global economic trend that includes small and medium hospitality enterprises in an extremely dynamic tourist market. It is precisely at these hotel enterprises that they can properly see the advantages of merging clusters into the function of raising their competitiveness and quality of business. The paper analyzes the increase in the competitiveness of small and medium hospitality enterprises in Croatia, driven by the process of clustering and joint cooperation as a prerequisite for creating a competitive hotel sub-product on the tourist market. In order to explore the importance of clustering for raising competitiveness and achieving other advantages, as well as impact on business quality, and analyzing the impact of business co-operation with agricultural producers on the competitiveness of hotel companies, a survey was conducted in 2016 on a sample of 107 small and medium hospitality enterprises in Croatia. Two hypotheses have been made in this paper that clustering is an important factor in increasing the competitiveness and quality of business of small and medium hospitality enterprises and that joining clusters with agricultural producers is a factor in increasing the competitiveness of small and medium hospitality enterprises. The research has shown that the clustering process significantly affects the competitiveness of small and medium hospitality enterprises in the tourist market as well as their quality of business. The analysis also concluded that the business cooperation of small and medium hospitality enterprises with agricultural producers has a significant impact on competitiveness.

Keywords: Small and medium hotel enterprises; clusterisation, competitiveness, farmers, hospitality.

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Economic and Environmental Effects of Recycling and Waste Management in Aviation Industry

Dzejn Paunkovic¹, Dragica Stojanović², Violeta Jovanović³

A huge increase in the amount of waste material is a major problem today. The most developed economies were the first to face the problem of large quantities of waste leading to increasing environmental pollution. The fact that waste contains a large quantity of potentially hazardous substances has led to the emergence of national recycling development initiatives. Recycling as a process of re-treatment of waste for use as a raw material in the production of the same or different product contributes to the reduction in the consumption of resources from primary reserves, reduction of waste and reduction of environmental pollution.

When it comes to aviation industry, civil air traffic has had a steady growth in the last decades and is one of the more developed sectors of world economy. In this regard, aircraft production is also increasing. On the other hand, it is estimated that in the next two decades, 12,000 aircraft will be permanently grounded due to obsolescence. The great environmental impact of the aviation industry, especially in terms of air quality, noise and handling of solid hazardous waste, requires the development of sustainable environmental practices in the field of waste management. Recycling and an efficient waste management program can contribute to economic, environmental and social benefits for all the stakeholders. The paper will highlight the importance of aircraft recycling and its contribution to increasing the economy of the aviation industry, preservation of natural resources and the environment.

Keywords: Recycling, waste, aviation industry, economy, ecology.

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