

SWOT Analysis of West Anatolia in the Context of History and Culture Tourism Potential

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Abstract: The Anatolian peninsula is a unique geography which harbors almost all development stages of human history. As a piece of land that witnessed almost all the cultural, political, social and economic structures established by humanity including the first settlements built following the hunter-gatherer cultures, the start of agriculture, the foundation of the first central states following the principalities of the Bronze Age, the formation of empires following the Ancient Polis (city) States, Anatolia has a naturally rich archaeological heritage. In order to make use of this rich historical and cultural heritage in an efficient and sustainable way, especially in the tourism sector, one needs to determine the strengths and weaknesses of this potential. This study aims to make better use of the tourism potential of Western Anatolia by examining the strengths and weaknesses of the region with SWOT analysis method on Western Anatolia sample.

Key words: tourism potential, tourism marketing, history and culture tourism, West Anatolia, SWOT analysis

1. INTRODUCTION

Historical and cultural tourism (HCT) can be defined as "a tourism phenomenon that aims to witness, experience and acquire knowledge about the concrete and intangible values belonging to the contemporary and ancient cultures and that consists of direct and/or indirect activities based on the acquisition of products and services related to this" [1]. Tourism attractions which are subject to cultural tourism can be classified as natural and artificial attractions. Natural attractions are not human-made; they are formed spontaneously as a result of climatic or natural phenomena. Travertines, water sources such as sea, lake, waterfall, formations such as mountains, canyons, swallow holes and caves are examples of natural attractions. Artificial attractiveness is created by humans over time. Cities, bridges, tombs, places of worship, towers and parks are examples of artificial attractiveness [2]. Both natural and artificial attractions are the main reasons for tourism activity. The higher the number of tourist attractions in a region, the higher the expected demand for tourism in the region. According to data of the World Tourism Organization (WTO), approximately one third (37%) of the tourism movements take place for artistic, musical, historical and religious reasons [3].

Although Turkey is one of the world's leading HCT destinations, it does not make full use of the tourism potential provided by the geographical and historical richness it possesses. Unveiling Turkey's tourism potential and pursuing suitable policies for this is of importance in order to develop the sector in a more planned way [4]. Therefore, in order for a region to develop any sector and increase the market share it has in the sector at stake, it must first reveal its current situation, it should first assert its current situation, identify its strengths and weaknesses and determine the opportunities and threats related to the sector [5]. For this reason, within the context of laying the ground for tourism, conducting research and studies on certain issues such as creating a cultural inventory in particular, determination of potential, and SWOT analysis is of paramount importance in order to develop HCT in the areas with certain potential regarding cultural heritage in Western Anatolia (WA) which constitutes the backbone of the cultural tourism assets in Turkey [6].

The studies carried out to date have examined the potential of rural tourism [7], congress tourism potential [8], health tourism potential [9], yacht tourism potential [10], thermal tourism potential [11] in

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Anatolia with SWOT analysis. On the other hand, some studies addressed the Black Sea region [12] and Eastern Anatolia region [13] with SWOT analysis again. However, the studies on the historical and cultural potential of the West Anatolia are not sufficient. However, the West Anatolia hosts a great deal of historical and cultural heritage included in UNESCO's World Heritage List. In this regard, unveiling the historical and cultural potential of the region is of great importance in determining the relevant strategies. This study was prepared with the motivation to fill the gap in the literature regarding the historical and cultural tourism potential of West Anatolia.

This study is important because it contributes to filling this gap in literature. The following sections of the study offer detailed information about the history of the region and present the historical and cultural attractions in it. Then, the methodology of the study will be briefly explained and the results of the SWOT analysis will be presented. The study will conclude with discussion and recommendations sections.

2. LITERATURE REVIEW

Anatolia is located at the center of Europe and Asia with its geographical location at the intersection of these two continents. The Anatolian peninsula provides the connection between the West Anatolian world and the Eastern world. However, it would not be correct to think of Anatolia as just a bridge due to this situation. That's because bridges are generally means of transition. However, Anatolia is not only a piece of land that provides access from one place to another, but it is also a valuable living space which is affected by all cultures in the region and inhabited by them [14].

The above-mentioned geostrategic location of the Anatolian peninsula has attracted people starting from the Paleolithic times and led to the creation of a rich archaeological heritage. WA, which is the focal point of our subject, has also been home to the Ancient West Anatolian Civilization which constitutes the most exceptional period of world civilization history as a result of rich prehistoric accumulation. The foundations of the natural sciences and philosophy were laid in the city-states located at the Ionian region (the coastline that stretches from Çandarlı Bay İzmir to Mandalya Bay, Didim); these cities are called Polis.

Being among this group, WA has been a piece of land where human activities have been intense since the earliest periods of the Paleolithic Age. With the large rivers between the high mountains and the vast and fertile plains watered by them, WA provided a suitable living environment for its inhabitants starting from the earliest stages of human history [15]. As a matter of fact, WA exhibits an authenticity, cultural integrity and continuity that has been going on since the Neolithic Ages. This is collectively known as "Western Anatolian Civilization" and it is a mosaic of cultures with common features and similar development [16].

The most important step in the common heritage of humanity is, undoubtedly, the Neolithic Revolution which refers to the transition from the hunter-gatherer lifestyle to the settled life and to harvesting, i.e. the agricultural phase. The Neolithic of the WA hosts the important settlements of this early period. Aphrodisias, Miletus-Kiliktepe, Morali, Nemrut and Ulucak Mounds, which are also associated with Hacilar, Kuruçay, Höyücek, Bademağacı and Hacilar Büyük Höyük settlements in Inner WA, were home to the first inhabitants of WA [17].

Following the aforementioned Stone Ages, WA developed into the Chalcolithic Period with the start of copper mine use in some places. The most important Chalcolithic centers of WA are Hacilar and Beycesultan. Excavations were carried out at Hacilar, Höyük between 1957 and 1960. The chronology of the Neolithic and Early Chalcolithic Period, which was formed by J. Mellaart based on the Hacilar Höyük excavations, was re-discussed in consideration of the new data obtained from the excavations carried out by R. Duru in both Hacilar and Kuruçay, Bademağacı and Höyücek starting from the late 1970's [18]. S. Lloyd and J. Mellaart carried out the first studies in Beycesultan, Höyük, one of the other important settlements in WA, on behalf of the British Institute of British Archeology between 1954 and 1959. As a result of these excavations, 40 continuous cultural layers were identified starting from the Late Chalcolithic Age until the end of the Late Bronze Age [19]. In the coastal part of north WA, Gülpınar, Kumtepe, Beşik Tepe and Yeşilova, Liman Tepe, Çine-Tepecik and Beçin Castle settlements located in the Coastal Mid WA, which have the same ceramic forms as these settlements, play an important role in the cultural development of the region [20].

In the archaeological inventory of the region, Troia, Liman Tepe, Panaztepe, Çeşme Bağlararası, Kumtepe, Bakla Tepe, Küllüoba, Karaoğlan Vicinity, Kusura, Beycesultan, Demircihüyük, Keçiçayırı,

Aizanoi/Çavdarhisar, Bademağacı, Karataş-Semayük Mounds, stand out for Early Bronze and Middle Bronze Age periods in WA [21].

The prehistorical and archaeological riches have undoubtedly served as a fertile land in the emergence of rich civilizations in Anatolia and many important civilizations have arisen in this appropriate cultural climate. The most prominent ones among these civilizations formed in the WA are Phrygian, Lydian and Lycian Civilizations, Ancient West Anatolian Colonies (Aeolia, Ionia and Doria), Persian, Hellenistic, Roman, Byzantine, Seljuk and Ottoman civilizations [21].

WA is also home to many cultural assets such as Ancient City of Troy, Bergama Multi-Layered Cultural Landscape in Ephesus, Pamukkale/Hierapolis National Park, Ancient City of Aphrodisias and Ancient Cities of Xanthos-Letoon, which are included in UNESCO World Heritage List [22]. Some of these ancient cities do not only stand out with their archaeological value, but they have also played a role in the formation of the fundamental values of Western civilization. As a matter of fact, Anatolia has become a pillar to the institutionalization, development and expansion of Christianity which has an important place in Western Civilization. The apostles of Jesus Christ took refuge in Anatolia region. The teachings of Jesus Christ began spreading in Anatolia first and the first churches were built in Anatolia. The most important events in the history of Christianity took place in Anatolia. Besides, the seven churches mentioned in the part of the Gospel of John regarding the revelation are located at WA. In terms of religious tourism, it is seen that WA has a large share [23]. Included in UNESCO World Heritage List, The House of the Virgin Mary in the Ancient City of Ephesus, the Church of Goncalı in the Ancient City of Laodikeia and the Tomb of St. Philippos in the Ancient City of Hierapolis have, without doubt, a very special place in terms of religious tourism.

It is understood that the ancient cities rank first among the places where domestic and foreign tourists, who participate in historical and cultural tours organized in Turkey, want to visit [24]. Thus, WA is a quite prosperous region as it hosts an ancient city. The ancient city of Troy, the site of the famous Trojan War, which is mentioned in the Iliad Epic consisting of 16,000 verses, is located on the shore of the strait connecting the Aegean Sea to the Sea of Marmara [25]. When we go south from the Ancient City of Troy, we encounter the ancient cities of Aeolis and Ionia, famous for their schools of philosophy, medicine and sculpture. We can also mention the following cities: the ancient city of Assos, which was visited by Aristotle, the student of the famous philosopher Plato of Athens; the ancient city of Antandros, famous for its villa-type houses; the ancient city of Pergamon where parchment was invented as a writing tool, and where, the famous physician and pharmacist Galenos was born, Asclepeion, which can be considered the first modern hospital, is located; the ancient city of Smyrna; the ancient city of Klazomenai standing out with its olive oil workshops; the ancient city of Erythrai, the center of the Sibyl prophecies; Teos; the ancient city of Klaros with prophecy cult of Apollo; the ancient city of Ephesus, famous for its terrace houses and the Temple of Artemis, considered one of the seven wonders of the ancient world; the ancient city of Sardis where the famous synagogue of the Jews is located, once the capital of the State of Lydia; the ancient city of Magnesia which has a fertile agricultural land irrigated by Meander River; the ancient city of Priene, known as Pompeii of Asia Minor, overlooking the fertile agricultural lands of Söke plain; the ancient city of Miletus, the city of Thales, Anaximenes and Anaximander who laid the foundations of natural philosophy; Didyma, where one of the largest temples built in Anatolia, the Temple of Apollo, is located; the ancient cities of Tralleis, Nysa, Aphrodisias, Hierapolis, Alinda, Alabanda, Stratonikeia, Lagina, Labraunda, Mylasa, Euromos in Inner Karia region; and the ancient cities of Iasos, Halicarnassus, Knidos and Kaunos in Coastal Karia region [26]. Historical buildings (mosque, church, monastery, synagogue, inn, Turkish bath, tomb, aqueduct, registered structures such as street and monumental trees, fountain, caravanserais, clock tower, castle, city wall, theater, Turkish bath, necropolis, acropolis, temple, cistern, agora, bouleuterion, odeon, propylon, stoa, nymphaion, latrina, etc.) and natural assets in these Ancient cities have an undeniable importance for HCT which is a sub-branch of tourism [27].

Table 1. Museums and archaeological sites in Western Anatolia by provinces

City	Museums	Archaeological Sites
Afyonkarahi	Afyonkarahisar Museum	-
Aydın	Aydın Ethnography Museum	Nysa

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	Aydın Archeological Museum	Alinda
	Yörük Ali Efe Museum	Magnesia
	Aphrodisias Museum	Alabanda
	Karacasu Ethnography Museum	Aphrodisias
	Miletus Museum	Miletus
	-	Didyma
	-	Priene
Denizli	Hierapolis Archeological Museum	Hierapolis
	Atatürk House Ethnography Museum	Laodikeia
Çanakkale	Troia Museum	Alexandreia Troas
	-	Troia
İzmir	Archeological Museum	Agora
	Ethnography Museum	Teos
	Atatürk Museum	Metropolis
	History and Art Museum	Klazomenai
	Bergama Museum	Klaros
	Çeşme Museum	Bergama Acropolis
	Ephesus Museum	Asklepion
	Ödemiş Museum	Kızılavlu
	Birgi Çakırağa Mansion	Eritrai
	Tire Museum	Ephesus
	-	Ayasuluk
	-	St. Jean
Kütahya	Kütahya Museum	Aizonai
	Kossuth House Museum	-
	Çini Museum	-
Manisa	Manisa Museum	Sardes
	Akhisar Museum	Alaşehir
	-	Aigai
	-	Akhisar Cairns
Muğla	Muğla Museum	Sedir Island
	Bodrum Underwater Archeological Museum	Lagina
	Mausoleum Monument Museum	Stratonikeia
	Zeki Müren Art Museum	Bodrum Ancient
	Muğla Uzunyuva Monumental Tomb and Museum	Gümüşkesen Monument
	Iassos Fish market Museum	Iassos
	Fethiye Museum	Labranda
	Marmaris Museum	Beçin Castle
	-	Herakleia
	-	Euromos
	-	Damlıboğaz
	-	Gemile Island
	-	Letoon
	-	Pınara
	-	Tlos
	-	Amintas
-	Kaya Köy	
-	Kaunos	

	-	Kadyanda
	-	Knidos
Uşak	Uşak Museum	Blaumodus
	Atatürk and Ethnography Museum	Sebastiye
Totally	35	51

(Source: Adapted from Ministry of Culture and Tourism [28])

The historical and cultural assets, which are briefly discussed above, of Turkey constitute the potential for HCT, too. HCT describes tourism activities based on learning about new cultures and having a curiosity for ancient cultures. These activities are related to people's own history and cultures alongside the history and culture of different civilizations. HCT is a type of tourism related to the trips that people make in order to see the historically and culturally rich regions, to learn about disappearing lifestyles and to collect memories of historical and cultural values [29]. HCT is also a type of tourism in which the concrete and intangible cultural values of a region are the main elements of attraction. These values can be lifestyles of the people living in the area, historical places and objects in the region or museums where the artworks are exhibited. In this context, HCT includes the activities of seeing culturally diverse regions, observing lifestyles that are disappearing by day, and visiting historical monuments belonging to the ancient cultures [30].

Although the historical and cultural sites are the main elements of this tourism type, it is extremely important to create an inventory, identify the strengths and weaknesses, and identify opportunities and threats in determining the relevant strategies [31, 5, 6]. In this context, we will discuss SWOT analysis which will be used to unveil the historical and cultural tourism potential of WA region in the next section.

3. METHODOLOGY

SWOT analysis is the analysis of resources and capabilities by identifying strengths and weaknesses in order to develop a strategy for the future. It identifies the opportunities and threats presented by the current situation [32]. While the strengths and weaknesses mentioned in the definition refer to the internal factors, the opportunities and threats refer to the external factors [33]. SWOT analysis determines what can be helpful in achieving the goal and what obstacles must be overcome or minimized to achieve the desired results. In other words, SWOT analysis is one of the first and most important steps in determining the strategy to achieve the goal. Because of these features SWOT analysis is one of the mostly used technique in tourism researches [34-39]. Therefore, SWOT analysis was preferred in this study in order to present the current situation of HCT potential of WA, and to determine opportunities and constraints and to come up with appropriate strategies.

4. RESULTS

The strategic analysis of the WA region is presented in Table 2. In this context, it can be stated that the WA region has very important strengths. The most important of these is the rich historical and cultural destinations. As presented in the previous section, there are nearly 50 ancient cities and more than 30 museums in the region. Moreover, there are at least 1 ancient city and museum in each province. This means that there are enough destinations for tourists to take on interest.

Besides, the region's transportation network is adequate in terms of providing access to the destinations. There is a total of 6 airports in the region: 1 international and 5 national [40]. While there are direct international flights from the international airport in İzmir, domestic flights as well as connecting international flights are provided from the airports in Denizli, Kütahya, Muğla and Uşak. Moreover, the transportation network in the region is not limited to airway. The road network is particularly common for inter-city transfers. Many different companies offer dozens of expeditions throughout the day. Another alternative to inter-city transportation is railway. İzmir, in particular, is connected to almost all the cities in the region by railway. This makes it easier for tourists to reach their destinations in the region.

One of the major advantages of WA region is the appropriate climatic conditions. Although it is observed that there is a temperature decrease towards the Inner West Anatolia, the average temperature in the coastal regions--even in winter is around 10° C. However, the temperature is still lower in the Inner West Anatolia in summer compared to the Coastal Aegean region [41].

Table 2. SWOT Analysis on the History and Culture Tourism Potential of West Anatolia

Strengths	Weaknesses
<ul style="list-style-type: none"> • The number of destination • Rich transportation network • Favorable climate • Economic conditions • Accommodation facility • Alternative tourism options • Sufficient supplementary service • Developed infrastructure and pavement 	<ul style="list-style-type: none"> • Inadequate marketing activities • Entryfees (Especiallyfordomestic tourists) • Lack of qualified personnel • Foreign language problem
Opportunities	Threats
<ul style="list-style-type: none"> • Public policies towards tourism • Young population density • Continued archaeological excavations • Efforts visa-free travel toTurkey 	<ul style="list-style-type: none"> • Increasing migration in the recent period • Changing demographics and culture because of the migration • Competititon with other well-organized countries

(Source: Prepared by authors)

Due to the international problems especially in July and August 2018, TRY greatly depreciated against USD (\$) and EUR (€). Although this poses a problem for the country's economy, it can be considered an opportunity in terms of foreign tourists. The appreciation of EUR (€) can turn Turkey into a center of attraction for foreign tourists.

Considering the region's accommodation facilities, there is a rich variety of options. Hotels, hostels, apart hotels and apartments are available to meet the accommodation needs of tourists in the region. At this point, different alternatives are offered according to the preference of the tourist(s) planning to visit the area.

It would not be wrong to say that one of the strongest aspects of the region's tourism potential is the alternative tourism opportunities. The region is also rich in terms of nature tourism. For example, Denizli, one of the important cities in the region, has natural beauties such as Pamukkale travertines, caves, canyons and waterfalls. Afyonkarahisar, Denizli, Kütahya and Manisa also have rich resources in terms of health tourism. In addition, the area has its own cuisine and dishes. Besides, Muğla is an important center for sea-sand-sun tourism. Therefore, a tourist visiting the reason for HCT can also perform different touristic activities such as nature tourism, thermal tourism, sea-sand-sun tourism, gastronomic tourism and so on.

One of the strengths of the region is the presence of complementary service facilities that can meet the needs. In each province and district in the region, there are hospitals, police stations, etc. Furthermore, it is possible to find shopping areas, souvenir shops, restaurants, etc. are available to meet the daily needs of tourists in almost every town.

In addition to all this, it can be said that the infrastructure and superstructure services of the region are sufficient. Due to the fact that the region is a tourism region in general, it does not have any problem in getting state investments. This is another issue that strengthens the hand of the region in terms of tourism potential.

On the other hand, there are some issues that weaken the hand of WA in terms of tourism potential. One of the most important one among these is the insufficient marketing activities. Although there are internationally-recognized attractions in the region such as Aphrodisias, Miletus, Dydima, Hierapolis, Ephesus, it would not be wrong to say that there are almost completely unknown attractions like Colossae, Tabae and Tripolis.

The fact that the entrance fees to some archaeological sites, especially for local tourists, are high is another weakness of the region's tourism potential. As of 2019, for instance, the entrance fee to Pamukkale archaeological site in Denizli is TRY 50 and the entrance fee to Ephesus archaeological site is TRY 60 [42]. These fees are preventing especially the local tourists from visiting the historical and cultural destinations.

Another weakness of the region in terms of tourism potential is the lack of sufficient qualified personnel. Although the universities in Turkey have many departments providing tourism education such

as tourism, hotel management, animation, etc, it is not possible to say that there is enough qualified personnel. This weakens the region's popularity.

Another weakness of WA region regarding tourism potential is the problem of foreign language. This is especially true for local people. This is less of a problem for tourists visiting the region with a tour, but it is an important problem for tourists visiting the region individually.

Although the weaknesses, which is briefly described above, of the tourism potential of WA region, may seem pessimistic, there are also significant opportunities for the tourism potential of the region. Perhaps, the most important of these is the action plan regarding tourism in the government's "2023 strategy." The report titled "Tourism Strategy of Turkey 2023" discusses many issues such as planning, investment, organization, transportation, infrastructure, advertising and marketing in detail. It also analyzes problems and solutions in detail in accordance with the vision [43].

One of the opportunities for the region to make use of its tourism potential is the density of the young population. According to data from the Turkish Statistical Institute, the population aged between 15 and 24 years are approximately 13 million, which corresponds to 16% of the total population [44]. This rate is higher than that of 20 of the 28 European Union countries [45]. If the young population is properly guided, the tourism sector, like all the sectors, will also benefit.

Ongoing excavation works are another opportunity for HCT in the region. In this context, for example, unveiling new attractions in addition to the ongoing works in archaeological sites such as Tripolis in Denizli, Tabae, Beçin Castle in Muğla, Stratonikeia, etc. will have a positive impact on HCT in the region.

Turkey has also signed agreements with many countries of the world in order to exempt its citizens from visa requirement [46]. With a successful advertising, this is a good opportunity for making use of the tourism potential of the region as well as the whole country.

In addition to these opportunities, there are also some situations that threaten the tourism potential of the region. During the period starting with the Iraq War, and ongoing with Syrian civil war, the peoples of the Middle East had to leave their country. The first and perhaps the only alternative they have is Turkey. This situation changes the demography and culture of Turkey and it leads to public order problems. This poses a significant threat to the region as it does for the whole country.

The leading HCT countries in Europe is another threat to Turkey in this field by being rivals to it. Greece, which has a coast on WA, Italy with the history of the Roman Empire, and Spain, which hosts Andalusia, an important center of Islamic history, are just some of these competitors.

CONCLUSIONS

WA is one of the most important regions of the world that has hosted many civilizations during its history of thousands of years. The region has an important potential in terms of HCT with dozens of archaeological sites and museums. The strategies to be implemented are of primary importance for the local governments and the government to use this potential in the most effective way. This study implements a SWOT analysis to unveil the historical and cultural potential of the region and to determine the strategies to be carried out.

In this context, it has been revealed that the region has a significant potential in terms of historical and cultural tourism. In all 8 provinces in the region, there are archaeological sites and museums. In addition, 6 of these 51 sites in the region are included in the UNESCO World Heritage List. In addition to the archaeological sites in the region, there is at least one museum in each province, which adds up to 35 in total. Furthermore, the richness of inter-regional and intra-regional transportation networks, favorable climatic conditions, the suitability of economic conditions, particularly, for foreign tourists, rich accommodation facilities, alternative tourism facilities, the availability of adequate complementary services and the developed infrastructure/superstructure are the strengths of the region.

However, the lack of adequate marketing and advertising activities for the attractions of the region, the expensive entrance fees to the archaeological sites, especially, for local tourists, the lack of qualified personnel and the foreign language problem weaken the hand of the region in making use of its historical and cultural tourism potential.

Besides these, the support and policies on tourism provided by the government of the Republic of Turkey, the young population of the country, ongoing excavation works and visa exemptions provided for many countries stand out as important opportunities.

On the other hand, the intensive migration caused by the cyclical situation in the Middle East, the demographic and cultural structure changing as a result of the migration in question, and the competition with the countries that have historical and cultural tourism attractions in different geographies of the world pose a threat to the region.

Based on the SWOT analysis, more powerful and intensive marketing and advertising activities should be carried out by the historical and cultural tourism stakeholders of the region, which will help the

tourism potential of the region become more efficient. The intention here is more than just promoting the attractions. The region's transportation network, climate, accommodation facilities, alternative tourism opportunities, etc. should be included in these activities as a whole. Marketing activities will achieve their goal only then. Another suggestion for the managers is related to the entrance fees. At this point, the Republic of Turkey Ministry of Tourism and Culture should review the entrance fees to archaeological sites for domestic tourists. In addition, although it does not seem possible in the short term, we should focus on the solution to the problems of qualified personnel and foreign language and we should ensure that the necessary education on this subject is given priority in the curriculum.

On the other hand, especially the support provided by the state in accordance with the 2023 strategies should be considered and fully utilized by local investors. If the government of the Republic of Turkey gives due importance to the ongoing excavations and support them, it will also help to increase the region's potential and the number of visits. Similarly, if the government makes new initiatives on visa exemptions and increases the number of its partners that are exempted from visa, it will have a positive impact on the tourism sector in the region.

However, the political status of the region where Turkey is located also constitutes a significant threat to these initiatives. Although many immigrants at this point regard Turkey as a transit route and as a gateway to Europe, the migration in question affects Turkey the most. Migrations from Iraq, Syria, the Turkic Republics and even Pakistan and Afghanistan significantly influence the demography and culture of the country. On top of that, the public security problems arise both due to the immigrants and the local people's view on the immigrants. Therefore, the government should pursue a policy of migration focusing on an optimal solution to this threat, which will help the tourism potential of the region to unveil.

The study is limited because it only addresses WA. That's because every region of Anatolia has been home to different civilizations. It is an extremely rich geography in terms of its history and culture. For instance, the Eastern Anatolia region was home to the Urartians, the Central Anatolia region to the Hittites, and the South East Anatolia region to the Kingdom of Commagene. Therefore, future studies can contribute to the literature by unveiling the HCT potential of other regions of Turkey.

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