



DEVELOPMENT AND EVALUATION OF HACIBEKTAŞ RUINS TOURIST GUIDES TRAINING PROGRAM



Project Leader

Asssoc. Prof. İlgar BAHARLU

Bu çalışma DKMP24-1 No'lu İhtisaslaşma Projesi kapsamında yürütülmektedir.



04.04.2024 - 03.04.2025

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THE AIM OF THE PROJECT

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The primary objective of the project is to prepare, implement, and evaluate an "Hacibektaş Ruins Program" for tourist guides. Additionally, identifying the training needs of tourist guides regarding the Hacibektaş Ruins, implementing the planned program, and testing its effectiveness constitute the secondary objectives of the project.



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THE SIGNIFICANCE OF THE PROJECT

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The Hacibektaş Ruins, one of the significant destinations in terms of faith and cultural tourism, holds an important position not only in faith tourism but also in cultural tourism. Therefore, it is essential to regularly conduct training needs analyses for tourist guides in the Cappadocia region, who bear significant responsibilities, and to update and enhance their knowledge by creating appropriate training content based on these analyses. Within the scope of the project, the planned training and certification for tourist guides will strengthen university-sector collaboration, increase contributions to tourism destinations and regional development, and promote the values of Hacı Bektaş Veli and the natural and cultural heritage of the Hacibektaş Ruins. By supporting the sustainability of cultural heritage tourism, it is anticipated that the dervish lodge will become a key destination for cultural heritage tourism in the Cappadocia region.

““ THE IMPACT OF THE PROJECT ON REGIONAL DEVELOPMENT ””

Within the framework of the planned collaboration with regional stakeholders, tourist guides operating in the region will be provided with relevant knowledge, contributing to cultural heritage and faith tourism. Through the information conveyed to tourist guides, the awareness levels of tourists visiting the archaeological site about Hacı Bektaş Veli, his philosophy, and the Hacibektaş Ruins will be enhanced. Additionally, collaborations with regional stakeholders in the field of specialization will be supported. Through the training program designed for the sector, the university's educational capacity will be strengthened, fostering stronger sectoral cooperation.



““ THE OUTCOMES OF THE PROJECT ””

- ▶ Development of the Hacibektaş Ruins Program
- ▶ Issuance of the "Hacibektaş Archaeological Site Certificate" to eligible tourist guides
- ▶ Creation of a revenue-generating training program with the support of NEVSEM
- ▶ Increased national and international recognition of the Hacibektaş Archaeological Site through academic studies
- ▶ Contribution to cultural heritage projects related to Hacı Bektaş Veli



““ PROJECT TEAM ””

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