



## RELIGIOUS TOURISM ROUTE DESIGN IN THE CONTEXT OF CULTURAL HERITAGE



### Project Leader

**Assoc. Prof. Zeynep ÇOKAL**

This study is conducted within the scope of the DGP24-1  
Specialization Project.



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### “ “ THE AIM OF THE PROJECT

The lack of a specific route planning for religious sites shows the gaps in the related field. The studies carried out so far within the scope of “cultural routes” have partially prevented the development of this field. In order to fill this gap in the research field and to guide the managers in the destinations, the general aim of this research is to reveal the factors that enable the emergence of religious routes.

Considering this general objective, the sub-objectives of the study were identified as follows:

- Determining the factors that are effective in the creation of routes for religious tourism
- Comprehensive presentation of the elements of faith
- Visualization of the road map in the creation of faith routes
- To reveal an example of a religious route for the Cappadocia region based on the elements put forward
- Testing the example of a religious route for the Cappadocia region
- Measuring the perceptions of individuals participating in the religious route determined for the Cappadocia region



### “ “ THE SIGNIFICANCE OF THE PROJECT

Within the scope of this project, it is aimed to bring heritage values of cultural and historical importance to tourism through religious routes. Thus, it is expected to contribute to the promotion, tourism and economy of the region along the route or the country. It also aims to boost local development and employment. It is expected that the establishment of religious routes will contribute to religious tourism. All these reveal the unique value of the study and it is believed that it will make a significant contribution to the related field.

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

A new religious route will contribute to the local economy and increase job opportunities in tourism-related sectors. Local communities involved in the project will increase their social welfare through their efforts to preserve their cultural heritage. Tourism activities can increase cultural tolerance among communities and promote cultural diversity. The most important widespread impact is that the religious tourism routes created based on the project will provide a diversity of touristic products for the Cappadocia region.



## “ THE OUTCOMES OF THE PROJECT ”

- ▶ As a cultural heritage tool, the creation of a route for religious tourism will contribute to the development of this area.
- ▶ Socially, people will interact with others by participating in these tours. In addition, they will gain cultural experiences related to the faith items offered on the routes.
- ▶ With the effective and efficient implementation of this route guide, mobility will be ensured at the destination. As a result, people will spend money in the regions they visit, contributing to the regional economy in terms of job creation, income generation, and economic vitality.
- ▶ All elements of the routes to be created will be digitized, contributing to both researchers and planners.
- ▶ It will also pioneer future studies on route design and religious routes with the publications and scientific results obtained.



## “ PROJECT TEAM ”

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- ▶ Researcher: Asst. Prof. Ömer UZUNEL
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