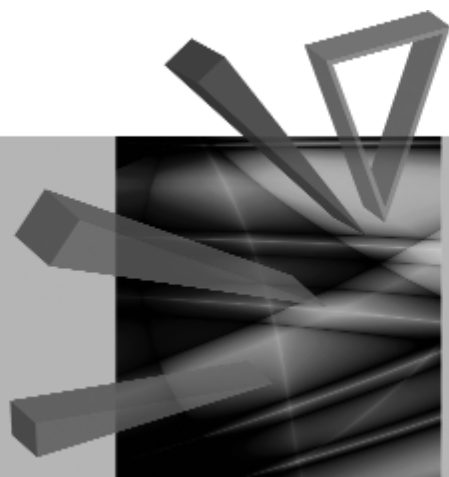


Kształtowanie się nowej przestrzeni w gospodarce globalnej



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Wydawnictwo Uniwersytetu Ekonomicznego we Wrocławiu
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Spis treści

Wstęp	9
Krystyna Brzozowska , Partnerstwo publiczno-prywatne w Polsce	11
Jacek Chądryński , Łódź, Łódzkie, Polska – czynniki rozwoju sektora MSP w ocenie studentów kierunku gospodarka przestrzenna UŁ	24
Niki Derlukiewicz , Wybrane przedsięwzięcia wspierające innowacyjność re- alizowane w Unii Europejskiej w kontekście budowania gospodarki opar- tej na wiedzy	33
Dariusz Głuszczuk , Krajowy Fundusz Kapitałowy jako źródło finansowania regionalnych procesów innowacyjnych w dobie gospodarki globalnej ...	42
Piotr Hajduga , Międzynarodowe uwarunkowania prawne udzielania pomo- cy publicznej w Polsce – przypadek specjalnych stref ekonomicznych ...	51
Krzysztof Kolany , Bogusław Półtorak , Ewolucja roli bazylejskich norm nadzorczych w architekturze systemu finansowego	64
Dorota Korenik , Rola banku w kształtowaniu ładu społeczno-gospodarczego regionu	74
Stanisław Korenik , Kontrakt regionalny w Polsce jako źródło finansowania polityki regionalnej – ujęcie retrospektywne	88
Andrzej Łuczyszyn , Integracja europejska w warunkach niestabilności finan- sowej – elementy wybrane	98
Anna Mempel-Śnieżyk , Problematyka rozwoju lokalnego – kwestie interpre- tacyjne	110
Katarzyna Miszczak , Procesy globalizacji i internacjonalizacji we współ- czesnej gospodarce ze szczególnym uwzględnieniem sektora przedsię- biorstw	118
Oğuz Özbek , Rethinking of regional development strategies in Turkey for pre-disaster planning	126
Małgorzata Rogowska , Procesy wzajemnego uczenia się jako istotny czyn- nik rozwoju regionów w globalizującej się gospodarce	133
Dorota Rynio , Kształtowanie się nowej przestrzeni pod wpływem procesów migracyjnych na przykładzie Polski	139
Miloslav Sasek , Rozwój migracji ludności w Czechach po 1989 roku	149
Ümmügülsüm Ter , Relationship between cultural heritage tourism and sus- tainability: case of Konya, Turkey	160
Kadriye (Deniz) Topçu , Mehmet Topçu , The effects of new consumption spaces to their environs in the process of constituting urban value	171

Mehmet Topçu, Kadriye (Deniz) Topçu , An evaluation on changing shop values by the effects of pedestrianisation	179
Kinga Wasilewska , Polska przestrzeń bezpieczeństwa wobec narastających zagrożeń	187
Malwina Wrotniak , Obecność banków w projektach realizowanych w formule partnerstwa publiczno-prywatnego	198
Alicja Zakrzewska-Półtorak , Przeobrażenia struktury gospodarczo-przestrzennej województwa dolnośląskiego w latach 2007-2009	205

Summaries

Krystyna Brzozowska , Public-Private Partnership in Poland	23
Jacek Chądzyński , Łódź, Łódź voivodeship, Poland – factors of SME sector development as a result of evaluation by students of Spatial Economy subject at University of Łódź	32
Niki Derlukiewicz , Selected actions supporting innovation taken in the European Union in the context of building knowledge based economy	41
Dariusz Głuszczuk , The National Capital Fund as a source of financing of regional innovation processes in an era of global economy	50
Piotr Hajduga , International law criteria of allocation of state aid in Poland – the case of special economic zones	63
Krzysztof Kolany, Bogusław Półtorak , Evolution of role of the Basel's regulations in the architecture of financial system	73
Dorota Korenik , The role of bank in shaping the socio-economic order of a region	87
Stanisław Korenik , Regional contract in Poland as a source of regional policy financing – retrospective perspective	97
Andrzej Łuczyszyn , European integration in the conditions of financial instability – selected items	109
Anna Mempel-Śnieżyk , Problems of local development – issues of interpretation	117
Katarzyna Miszczak , Processes of globalization and internationalization in modern economy with special attention paid to enterprises sector	125
Oğuz Özbek , Strategie rozwoju regionalnego w Turcji w aspekcie planowania systemu ostrzegania przed katastrofami	132
Małgorzata Rogowska , The processes of interactive learning as a important factor of regions development in globalizing economy	138
Dorota Rynio , Shaping new space under influence of migration processes on the example of Poland	148
Miloslav Sasek , Development of population migration in the Czech Republic after 1989	159

Ümmügülsüm Ter , Związek pomiędzy turystyką kulturalną a stabilnością rozwoju: przypadek miasta Konya, Turcja	170
Kadriye (Deniz) Topçu, Mehmet Topçu , Efekty nowych przestrzeni konsumpcji w procesie tworzenia wartości miejskiej	178
Mehmet Topçu, Kadriye (Deniz) Topçu , Ocena zmieniających się wartości sklepu w wyniku efektów przepływów pieszych	186
Kinga Wasilewska , Polish security space in the face of increasing danger . . .	197
Malwina Wrotniak , Participation of banks in public-private partnership projects	204
Alicja Zakrzewska-Póltorak , Transformation of economic and spatial structure of Lower Silesian voivodeship in years 2007-2009	214

Ümmügülsüm Ter

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RELATIONSHIP BETWEEN CULTURAL HERITAGE TOURISM AND SUSTAINABILITY: CASE OF KONYA, TURKEY

Summary: Sustainability of historical and cultural resources plays nowadays an important role in creating urban development strategies. Turkey has been inhabited by several civilizations which generated a remarkable historical and cultural richness throughout the history. This study, within the scope of sustainable urban development and dynamics, aims at evaluating the cultural heritage potential of Konya, one of the richest settlements in Turkey in terms of historical and cultural resources. As it is noticed Konya lacks an effective and productive use and conservation of its cultural heritage values. The research concludes with some strategies towards the efficient using of the cultural tourism potentials for a sustainable development of the city.

Key words: cultural heritage tourism, development of cities, case of Konya.

1. Introduction

Tourism in general entails consumers' travel and temporary accommodation activity in order to fulfil such needs as vacation, rest, and leisure in a place other than the permanent residence. One of the main reasons behind tourism is the desire to see the ruins and traces of different cultures and civilizations, which is referred as cultural tourism. Cultural tourism is defined as the movement of persons to a place other than their residence in order to visit historical, artistic, scientific values or lifestyle/cultural heritage of a society, region or a group [Silberberg 2001, p. 361].

It could be said that in the current millennium, with the awareness that especially local identities and cultural heritage constitute a common world heritage, cities seek for planning approaches based on development strategies called "value marketing" in conserving, sustaining and developing cultural heritage values by means of cultural tourism policies [Ashworth, Tunbridge 1990; Orbaşlı 2000; Nasser 2003].

There is a natural relationship between sustainable development and cultural tourism. Sustainable cultural tourism is rooted in sustainable development, in the sense that if tourism is to contribute to sustainable development, it must be economically viable, environmentally sensitive, and culturally appropriate [Nasser 2003].

Cultural tourism should bring economic benefits to host communities and provide an important means for them to manage their heritage and continue traditions. In addition, co-operation between stakeholders is necessary to achieve a sustainable cultural tourism industry and enhance the protection of cultural heritage for future generations [ICOMOS 1999]. In terms of the sustainability of heritage places, managing cultural tourism can have substantial inherent potential to underpin sustainable development and conservation. First, cultural tourism can yield economic development at the local, regional, and national levels, creating jobs and bringing in much-needed foreign income. Second, tourism has also the potential to create more demand for conserving cultural assets including less valued monuments and overlooked traditional environments [Orbasli 2000].

Historical artefacts and ancient ruins that convey the cultural and historical aspects of a certain period and place constitute the most important elements of cultural tourism. With the deep-rooted characteristics of its history, Turkey has a rich cultural and natural heritage displaying the overlap of different cultures and the effect of this variation on space. As one of the most important Turkish cities in terms of historical and natural resources, Konya has potentials that allow the development of cultural tourism and industry and the creation of consequent development strategies. This study considered spatial and social dimensions of the cultural potentials of the city and conducted a SWOT analysis to evaluate the city in terms of the cultural potentials it entails. The results of the analysis were used to generate some development strategies towards the sustainability of the historical and cultural values, and development and conservation of the cultural heritage.

2. The case of Konya

Situated in Central Anatolia Region, the province of Konya is surrounded by Ankara to the north, by Isparta, Afyonkarahisar and Eskişehir to the west, by Karaman, İçel and Antalya to the south and by Aksaray and Niğde to the east. Konya is the largest city of Turkey with a total surface area of 38.257 km² (excluding lakes), with plains and plateaus constituting the majority of the topographic features. The average altitude is 1024 m. The city and its environs have continental climate, characterized by cold and rainy winters, and hot and dry summers.

Being one of the most important cultural centres of Central Anatolia Region, Konya is also on vital transportation crossroads. It links Marmara-Northern Mediterranean and South Eastern Anatolia, Aegean-North Mediterranean and South Eastern Anatolia, and Antalya touristic area and Eastern and Northern Anatolia Regions. It has a simple and effective road network. Moreover, there is a civic airport to the north of the city.

Konya was known in the classical antiquity as “Ikonion”, which is related to “ikon” indication description. The name “Konya” was derived from “Ikonium” during the late Byzantine period [Atçeken 1998]. The archaeological excavations in Çatalhöyük, located 35 km south to the city, showed that the first settlement dates back to 8000-7000 BC.

Having been an important settlement during the Roman and Byzantine periods, Konya witnessed an increase in cultural richness during the period in which it was the capital of Anatolian Seljuk Sultanate (1096 – 1277). In this period, libraries, *medreses*, mosques, shrines, fountains, castles, palaces, khans, hamams were built in the city, and the Ottoman period as well had similar contributions to Konya and its environs. Thus, the presence of many archaeological values and historical heritage representing several historical periods contributed to the development of tourism in Konya [Atçeken 1998; Tanyeli 1987; Önder 1999; Anonym 2004].

Home to many civilizations and their cultures, arts, folk customs and traditions, Konya and its environs are not only one of the oldest settlements in Anatolia but at the same time one of few centres of accumulation of important documents for human history. Having great richness of historical resource in Turkey, Konya's cultural values reflecting several different civilizations, such as tumulus, ancient settlements and monumental structures, churches, palaces, mosques, khans, medreses and shrines altogether constitute a significant potential for cultural tourism. Some of the historical and cultural assets of the city are presented in Table 1.

Table 1. The historical and cultural heritage of Konya

Cultural asset	Character	Location	Period
1	2	3	4
Çatalhöyük	ancient settlement	35 km on the south of the city	The excavations that started in 1961 found out layers. The most ancient settlement layer dates back to approximately 7000 BC
Karahöyük	ancient settlement	city centre	The excavations started in 1953 and found out 27 layers dating back to 3000 – 2000 BC
Kilistra (Gökyurt)	ancient settlement	45 km on the southwest of the city	The first settlement dates back to 2000 BC. Between AD 50 and 60, Saint Paul conducted missionary activities in the region
Isaura (Zengibar Castell)	ancient settlement	Bozkır	The cleaning and sounding activities took place in 1993. The first settlement dates back to 5 th century BC
Alaaddin Hill	tumulus	city centre	During the sounding activities in 1944, a Phrygian settlement was found. The first settlement dates back to the 7 th century BC
İvriz Rock Monument	monument	Ereğli-Halkapınar	The establishment date is estimated as 3rd century BC. It depicts Warpalawas giving offerings to the fertility god, Santaj
Eflatunpınar	monument	Beyşehir	Late Hittite remains dating back to 1300 BC
Fasillar monument	monument	Beyşehir	Built by Hittite king Muvattali
Aya Eleni Church	church-monastery	8 km on the northwest of the city centre (Sille)	Byzantine period (327 AD)

1	2	3	4
Sille mağara kiliseleri (Banaya)	engraved church	8 km on the northwest of city centre (Sille)	Dating back to early Christianity
Ak Manastır (Haglos Kharitan-St.Choritan)	engraved church-monastery	8 km on the northwest of city centre (Sille)	Built in AD 274 for St. Horion
Ermeni Church	church	Akşehir	Built in the 19 th century BC
Aziz Yahya Monastery	monastery	Ereğli	A Byzantine building dating back to 4 th century AD
The Seljukian Povillon	palace remains	Alaaddin Hill (city centre)	Built during the reign of Kılıc Arslan (1156-1192)
Kubad-Abad Palace	palace remains	Beyşehir Lake shore	Built by I. Alaeddin Kayqubad I (1220-1236) and is the only Seljukian palace that survived to our day
Alaaddin Mosque	mosque	city centre	The oldest one built by the Seljuks (1156-1221)
Şerafeddin Mosque	mosque	city centre	Built in the 13 th century and restored in 1444
İplikçi Mosque	mosque	city centre	Built in 1204 by the Seljuks
Selimiye Mosque	mosque	city centre	Built between 1558 and 1567 by the Ottoman
Kapı Mosque	mosque	city centre	Built in 1658 by the Ottoman
Aziziye Mosque	mosque	city centre	Built in 1676 by the Ottoman. Burnt down in a fire and rebuilt in 1867
Eşrefoğlu Mosque	mosque	Beyşehir	Built between 1296 and 1299
Mevlana Museum	complex	city centre	A tomb was built in 1273 and opened as a museum in 1927
Ince Minare Museum	medrese	city centre	Built in 1254 as a <i>medrese</i> and opened as a museum in 1956
Karatay Museum	medrese	city centre	Built in 1252 as a <i>medrese</i> and opened as a museum in 1955
Sırçalı Museum (Museum of Tombstones)	medrese	city centre	Built in 1242 as a <i>medrese</i> and opened as a museum in 1960
Archeological Museum	museum	city centre	Opened in 1962. Works of art belonging to the Neolithic, Early Bronze, Early Hittite and Phrygian, Roman, Greek and Byzantine periods
Ethnographic Museum	museum	city centre	Built in 1975, exhibits the local handicrafts and traditional wear, coins and a collection of weapons
Atatürk Museum	museum	city centre	Built in 1912
Koyunoğlu Municipal Museum	traditional house	city centre	Established by İzzet Koyunoğlu

Home to many civilizations and with great potential of cultural tourism, Konya has recently witnessed an increase in the tourism investments in parallel with the development in education, transportation and industry. One of the factors of the development of cultural and religious tourism in Konya is due to its reputation as home to the great Sufi mystic and theologian, Jalal ad-Din Muhammad Rumi (Mevlana) and also to his tomb. In addition, the international *Mevlana Commemoration Ceremony* annually held on 10 – 17 December attracts thousands of local and foreign tourists. The proclamation of 2007 Mevlana Year by UNESCO caused an increase in the number of tourists visiting the city.

There are 2 five-star, 5 four-star, 7 three-star, 3 two-star, 2 one-star and 1 special certified hotels, in total 20 tourist hotels, registered in the Provincial Directorate of Tourism.

Table 2. Number of tourists that stayed in hotels in the city and visited the museums between 1999 and 2008

Years	Number of tourists visited the museums		Number of tourists that accommodated in the hotels	
	local	foreign	local	foreign
1999	896.149	150.283	199.130	37.498
2000	793.958	265.050	199.381	37.502
2001	918.604	320.153	145.845	60.828
2002	228.097	125.472	59.732	22.863
2003	975.436	156.164	165.020	49.020
2004	1.198.601	190.901	165.223	48.002
2005	1.181.719	346.891	177.532	52.965
2006	1.100.206	291.157	191.817	76.347
2007	1.373.915	279.374	183.379	108.527
2008	1.377.755	340.187	177.911	110.463

Source: [*Konya İl Kültür...* 2008].

Two reasons for foreign tourists not staying overnight in Konya and limiting their visit to typical destinations such as Mevlana Museum, as seen in Table 2, are: arriving mostly with travel agencies and the perception of the city as a stopover between Antalya and Cappadocia regions. Thus, tourists cannot gather information about many historical, natural and cultural values in the city and its environs. This result indicates that the city cannot benefit sufficiently from the tourism revenue (Table 2).

3. Development strategies of Konya under the scope of cultural tourism

SWOT (Strengths, Weaknesses Opportunities, Threats) analysis was conducted as guidance to produce the strategies which intend to evaluate the historical and cultural assets of Konya city under the scope of cultural tourism (Table 3).

The results obtained from SWOT analysis showed the diversities of the strengths and opportunities of Konya. However, resources of cultural potential in the strengths are not introduced enough and used effectively. These negative situations are caused from the weaknesses of the city. Increasing the effects of the strengths of the settlement and reducing the weaknesses of the settlement are taken as a base for determining the improvement strategies of Konya.

Table 3. SWOT analysis used in the evaluation of cultural tourism potential of Konya

Strengths	Weaknesses
The developmental cultural tourism potential of archaeological, historical and natural values	Not enough budget for saving – conservation – restoration works
Home to diverse religions and cultures throughout history	No conservation of civic historical urban pattern and architecture
Historical urban patterns that represent different civilizations	Insufficient protection and inefficient use of cultural values
Unique architecture thanks to climate characteristics and cultural structure	No allowance for any intervention because of legal statues in archeological site
The capital of Anatolian Seljuk Period	Incorrect application of archaeological, historical and natural values
Mevlana's stay in Konya and his tomb	No awareness of the importance of current historical and cultural potentials
International recognition of its historical values	No promotion of the cultural values
Presence of important and internationally acknowledged ancient ruins and excavation sites	The cities' conception as a stopover between Antalya and Cappadocia and general preference of other cities to stay overnight
Budget from the Ministry of Culture for the restoration of historical buildings and conservation of the historical heritage	No development of the consciousness of public regarding to cultural tourism
Location on the Antalya – Cappadocia route	No integration of cultural values to economic development
Good road and air transportation links	Insufficient budget spared for culture tourism and marketing (presentation).
Existence of Selcuk University	No comprehensive cultural inventory
Unique local handicrafts	Insufficient promotion and marketing funding for cultural tourism
Local cuisine	No accommodation facilities
Current festivals and celebrations	Insufficient financial resource and investment encouragement for tourism

Table 4. SWOT analysis used in the evaluation of cultural tourism potential of Konya (continuation of Table 3)

Opportunities	Threats
The developmental cultural tourism potential of archaeological, historical and natural values	Not enough budget for saving – conservation – restoration works
Home to diverse religions and cultures throughout history	No national and international promotion of the area
The increasing importance of local and cultural values for urban development	Climate conditions negatively affecting the archaeological values
The existence of efficient preservation policies towards preserving historical and cultural values	The cities' conception as a stopover between Antalya and Cappadocia and general preference of other cities to stay overnight
Konya Directorate of Museum undertaking recovery, excavation, cleaning and repair works	Inability to preserve and use efficiently cultural values
Mevlana's stay in Konya and his tomb	Rapid demolition of cultural values
International recognition of its historical values	No studies to maintain and develop handicrafts
The rich archaeological and historical artefacts exhibited in the museums	No tourism centre and tourism area in the city
The international recognition of handicrafts (carpets, rugs, etc.)	No promotion of the cultural values
Ease of promotion of the area and global access to the city thanks to the development of transportation and communication technologies	The cities' conception as a stopover between Antalya and Cappadocia and general preference of other cities to stay overnight
The increasing importance of cultural tourism on a global scale	No accommodation facilities
Location on the Antalya – Cappadocia route	Insufficient promotion and marketing funding for cultural tourism
Increasing significance of religious tourism worldwide	Insufficient budget spared for culture tourism and marketing (presentation)
Rich local cuisine and folkloric values	

The development strategies towards the sustainable preservation and development of the values that constitute the cultural heritage of the city focusing on cultural tourism are as follows:

- preparation of tourism master plan and management plans that are intended to the sustainability of the cultural assets of the city by conservation and transferring them to the future urgently,
- re-defining cultural heritage values both on the national and international scales as cultural a focus to become attraction centres,
- supporting international investments for cultural tourism by investment discounts, investment credit with low interest rates and convenience in taxes,
- cooperation between local management, civil society organizations and university is required for introducing and presenting cultural heritage in the region to cultural tourism,

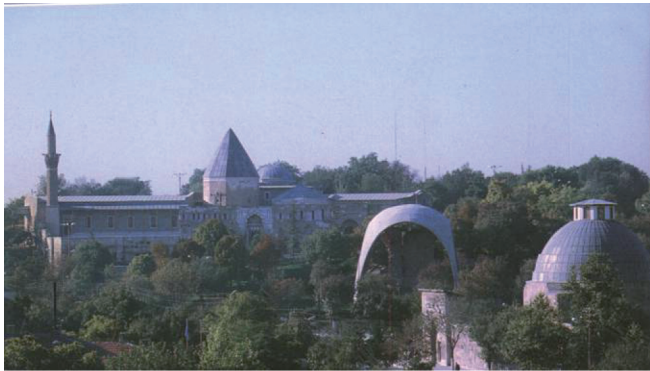


Fig. 1. Alaaddin Mosque located on Alaaddin Hill

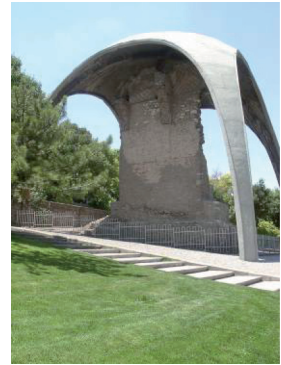


Fig. 2. Seljukian Povillon



Fig. 3. Mevlana Museum (Mevlana's Tomb)



Fig. 4. Museum of Tombstones



Fig. 5. Karatay Museum



Fig. 6. İnce Minare Museum



Fig. 7. Kilistra (Gökyurt) ancient settlement



Fig. 8. Eflatunpınar – Beyşehir



Fig. 9. İvriz Rock Monument



Fig. 10. Aya Eleni Church (Sille)



Fig. 11. Çatalhöyük ancient settlement

- improving the belief tourism, opening and presenting the region to the cultural tourism on a global scale,
- saving, clearance, repair and restoration works of archaeological heritages and cultural assets,
- forming new incomes for conservation and sustainability of the settlement,
- supporting the public of the precincts both technically and economically during the maintenance and repair works that are intended for the sustainability of the architecture of the precincts,
- increasing the accommodation possibilities in the city and meeting the visitors' accommodation requirements in cheap and comfortable hotels,
- making public of the precincts participate in taking decisions for the conservation of the settlement and providing the sustainability of the culture.
- increasing national and international publicity facilities.

4. Conclusion

Cultural tourism is promising for the preservation and development of cultural heritage within sustainability principles. The main goal of cultural tourism planning should be to develop strategies that would reduce the negative impact on cultural values and enable maximum economic input by means of value marketing. The strategies presented above, as resulting from the SWOT analysis, are significant for defining a planning model that would trigger the cultural tourism potentials of Konya on a sustainable basis, developing urban economy and increasing national and international competitiveness.

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ZWIĄZEK POMIĘDZY TURYSTYKĄ KULTURALNĄ A STABILNOŚCIĄ ROZWOJU: PRZYPADEK MIASTA KONYA, TURCJA

Streszczenie: Zrównoważony rozwój historycznego i kulturowego dziedzictwa odgrywa obecnie ważną rolę w kreowaniu miejskich strategii rozwoju. Turcję zamieszkiwało kilka cywilizacji, które wygenerowały nadzwyczajne historyczne i kulturowe bogactwo. Badanie w zakresie podtrzymania miejskiego rozwoju i dynamiki zmierza do oceny kulturowego potencjału dziedzictwa Konyi, jednej z najbogatszych osad w Turcji pod względem historycznym i kulturowym. Ponieważ odnotowano, że Konya cierpi na brak efektywnego i wydajnego zastosowania i ochrony wartości jego kulturowego dziedzictwa, badanie konkluduje, jakie strategie skutecznego wykorzystania kulturowych potencjałów turystyki zapewnią podtrzymanie zrównoważonego rozwoju miasta.