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Cestovní potenciál Egejského regionu v Turecku
Bakalářská práce

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Cíl, metody, literatura, předpoklady:

Cílem této bakalářské práce je zmapovat turistickou situaci v egejské oblasti Turecka, vyhledat zde známé i neznámé historické a přírodní atraktivity a vytvořit dva cestovní itineráře pro odlišnou cílovou skupinu. Práce bude obsahovat stručný popis geografické a socio-ekonomické stránky celého Turecka. Následná kapitola se zaměří na egejský region, zejména na konkrétní památky, turistická letoviska i méně známé oblasti regionu. Dále budou zpracovány dva turistické itineráře/zájezdy. Jeden jako kompletní cestovní balíček od cestovní kanceláře a druhý volnější s výběrem individuálního ubytování, dopravy a programu. Práce bude vycházet z odborné literatury týkající se turecké historie, geografie, demografie, ekonomiky a kultury. Použity budou také vlastní zkušenosti a zážitky ze čtyř měsíčního studijního pobytu v egejském regionu. Práce bude doplněna o přílohy tvořené vlastními fotografiemi historických památek, přírodních atraktivit a jiných poznatků z pobytu v Turecku.

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Anotace:

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Prohlašuji, že jsem tuto bakalářskou práci zpracovala samostatně (pod vedením Mgr. Jana Suka) a uvedla jsem všechny použité prameny a literaturu.

V Hradci Králové dne 27.4.2016

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Klíčová slova: Turismus, Turecko, Egejský region Památky, Atraktivity, Muğla, Izmir, Denizli

Annotation

NOVOTNÁ, Anežka. *The touristic potential of the Aegean region in Turkey*. Hradec Králové, 2015, 73 pp. Bachelor Degree Thesis. University of HradecKrálové, Faculty of Education. Leader of the Bachelor Degree Thesis: Mgr. Jan Suk

The thesis will contain a brief description of geographical and socio-economic side of the whole country. Next will be a chapter concentrating on an Aegean region, its specific monuments, tourist destination and undiscovered parts of the region. Finally two touristic itineraries/tours will be devised one will be made as a complete touristic package from travel agency and the second will be made for individual travellers, backpackers with tips where to accommodate, how to travel around etc.

Key words: Tourism, Turkey, Aegean region, Monuments, Attractions, Muğla, Izmir, Denizli

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1 Introduction

In the first place it is important to mention that the theme of this bachelor degree thesis was chosen before the political and security issues that have occurred in Turkey these past months. Therefore these issues are not further discussed in the thesis; however, the potential consequences are taken in account when discussing the touristic potential in the Aegean region. The main reasons for writing this thesis were to draw attention to the positive aspects of the country's character and portray it as an appealing destination to the people who may have a distorted image about it. Turkey is a country with a long history and its geographical position gives it a unique fusion in between cultures and religions. The major goals of the thesis are to present general information about Turkey, to show its strength and importance in the tourism sector and to give examples of the possible visit of the country.

The thesis is divided into a theoretical and a practical part. The theoretical part consists of two main chapters. The first one presents Turkey as a whole. It discusses its geographical and climate conditions as well as a brief introduction of its biggest cities. The second subchapter includes a description about the nation and the history, which is divided into four major historical periods. The next two subchapters deal with the position of Turkey in today's world and its economic situation, which mainly focuses on the importance of tourism. The last part slightly observes the traditional culture and cuisine. All of these aspects form a stable projection of the touristic potential of Turkey. The second and larger theoretical part gives more profound look on various tourist destinations in the Aegean region. Some of them are then used in the practical part of the thesis.

Equally important is the practical part, which includes two types of separate tours. The tours differ in the targeted group and the way of traveling in general. The first one focuses on a family with an underage child, who prefers an all-inclusive package tour. During this type of holiday there is no planned programme therefore optional trips are provided in the approximate area of the holiday resort. The second tour is designed for individual travellers who are not dependent on the fixed services of the resort. Both groups share the same location and touristic attractions. The subject matter of the

package tour is inspired by the real services provided by the Czech travel bureau Exim Tours. The second itinerary is based on personal experiences. The entire practical part is written with the use of second-person plural so the tours are more appealing and realistic. The itineraries are accompanied by comments and calculations. The prices within the package tour are listed in Czech currency hence they were taken from Czech electronic site. The prices within the backpackers tour are mainly in Turkish currency as the prices were based on either own experiences or taken from the *Lonely Planet* guide. The final calculation shows the tours side by side with all prices in Czech currency and discusses the advantages and inconveniences of both tours. This part also suggests a possible golden mean between the two tours.

For the compilation of the theoretical part were used competent printed and electronic sources connected to Turkey and its characteristic features. These are further listed in the alphabetic order in the Bibliography chapter. Paraphrases and citations in the text are shortened and in brackets. The appendices feature two maps of Turkey and various sights from each province. The sources of the maps are noted below the maps and the pictures of the sights were taken by the author herself.

2 General Information and Geography

The country is mainly located in Western Asia with the portion of Eastern Thrace in South-eastern Europe. With its position and shape Turkey constitutes as a natural passageway between Asia and Europe, acting as a physical and cultural ‘bridge’ between East and West. According to that, Turkey is a transcontinental Eurasian country. Asian Turkey, which includes 97 per cent of the country, is separated from European Turkey by the Bosphorus, the Sea of Marmara, and the Dardanelles. European Turkey comprises 3 per cent of the country. The country is surrounded by seas on three sides: the Aegean Sea to the west, the Black Sea to the north and the Mediterranean to the south. The neighbour states are Greece and Bulgaria on the northwest, Armenia and Georgia on the northeast, Iran and Iraq on the southeast and Syria on the south. From all of them, the Turkish-Syrian border is the longest.

Turkey is a generally high and quite mountainous country. Its mountains are of all types and ages of geological formations. There are two mountain regions that are the highest elevated ones – the North Anatolian Mountains, located in the north of the country, and the Taurus Mountains right on the opposite site. The highest peak is the Mount Ararat, which is reaching 5 137 metres of altitude. It is formed by two major volcano cones. The second highest is an inactive volcano, Süphan Mountain with its 4 058 metres (Doğan, 2010). One of the most remarkable land formations can be found in the Central Anatolia, it is a former historical region called Cappadocia. This region consists of about six small villages and a national park. Its creation is described in the *Lonely Planet* guide by Bainbridge et al.:

Cappadocia is a geological oddity of honeycombed hills and towering phallic boulders of otherworldly beauty. Fashioned through lashing of volcanic ash, moulded by millennia of rain and river flow, this fantastical topography is equally matched by the human history here (2014, pp. 444).

Those hills are assembled into numerous valleys as for example the Love Valley, where the hills look like a man sex organ, the Rose Valley, whose hills are in various shades of pink colour or the Imaginary Valley, where one hill has a shape of a camel. In the

national park, which is called Ala Dağlar, there are rocky limestone mountains full of waterfalls.

In spite of having such high mountains and rock formations, the country also features a good portion of plains, highlands, plateaus and water areas. In fact, Turkey is one of the richest countries when it comes to streams and lakes. As everywhere in the world, the lakes appear in different sizes and depths. The biggest lake is the Lake Van in Eastern Anatolia. However one of the most beautiful lakes in Turkey is the Lake Tuz, in English Salt Lake. It occupies 634 square miles of a land in Central Anatolia but it is only 2 feet deep. During the rainy season it becomes the second biggest lake (Demokan, 1978). What is the most interesting about it, is its colour and consistency, it is pink and extremely salty. When walking in it, the sharpness and saltiness can be felt. As for rivers, there are two that deserve to be mentioned because of their historical importance. The rivers Euphrates and Tigris, in Turkish Firat and Dicle, originate in Turkey and have a longer course outside of the country until they both flow into the Persian Gulf (Doğan, 2010). In the past, they were the rivers that defined the area of Mesopotamia.

Although that Turkey can be seen as a year-round warm country, it is not necessarily the truth in every area. There are many geographical features that affect the climate. We can divide the country into several climate zones.

For the western coastal zone are characteristic very hot summers and mild winters. In winter there is a very small chance of snow though the past year was an exception as it was the coldest winter in about twenty years with heavy snowstorms in Istanbul and ice cold weather in some parts of the Aegean region. Normally, heavy rainfall occurs in the winter month. The cold and low season starts in October and ends proximately in the middle of March and the hot and high season starts in May and ends in October. The temperatures can easily exceed 35 degrees in the hottest month, which is August. However, the coastal breeze occurs and partially cools down the temperature. From all the months the nicest ones for visiting Turkey are May and September. The climate of the country's inland is described as follows by Demokan:

In the interior plateau there is a wide range of temperature. Winters are cold: January temperatures average -1°C and frost may occur more than 100 days during the year. Summers are warm, with high daytime temperatures and cool nights. The mean for July, the hottest month, lies between 20 and 25 $^{\circ}\text{C}$. Between 25 and 43 cm of rainfall are

received annually on the plateau, the precise amount depending on altitude. May is generally the wettest month, and July and August are the driest (1987, pp. 10).

The last climate zone is in the region of Eastern Turkey, where the climate is very severe. Summers are hot and dry and winters are bitterly cold. According to Demokan (2010), in both spring and autumn sudden hot and cold streaks can occur. That proves that Turkey is a land of an extreme diversity and this also applies to other features of the country.

2.1 Big Cities

Even though it is not the capital, Istanbul is the most populous city and has the biggest importance in terms of business and culture. In the past it served as the Capital of Empires. The number of inhabitants is around 15 million people. The city is established on two different continents. It is simply divided into two parts – European and Asian. The European part consists of the majority of the historical and cultural attractions. Geographically it is divided by the Golden horn but united by the bridge of Galata. On the left side of the Golden horn is situated the historical centre of Istanbul, Sultanahmet. The centre is placed on the list of cultural heritage of UNESCO and monuments like Hagia Sophia, the Blue Mosque and the Topkapi palace can be found there. On the other side dominates the famous Galata tower and the Taksim square with the busiest avenue in Istanbul, the Istiklal Caddesi. Three million people daily go through this avenue. The Asian part is significantly different from the European one. It is a residential area for the inhabitants of Istanbul. There is a frequented ferry, which goes from one part to the other.

The capital Ankara is the second largest city with almost 3 times less inhabitants than Istanbul. Ankara can seem as a newly made city, because it is missing ottoman palaces and royal facades, but appearances are deceptive. Being planned in a modern style and built in a short period of time, it has already been founded by the Celts. Its potential was seen by the founder of the republic, Atatürk. He decided that Ankara will be the capital after the fall of the Ottoman Empire. As an imaginary reward for picking this city, Ankara accommodates the resting place of Atatürk, his mausoleum called Anıtkabir. Other monuments comprise the Victory Monument, the Republic Monument or the Hatti Monument.

The third biggest city and the last one to be mentioned is the Pearl of the Aegean, Izmir. In the past Izmir and the whole province has once belonged to the Greeks. In the ancient times the city was called Smyrna and already in that time, it was one of the most metropolitan cities on the land. Not only it is a birthplace of the epic poet Homer, it is also a momentous tourism, cultural and industrial centre (Doğan, 2010). In Turkey, Izmir is considered as the most European and therefore the most liberal. The prove of it is that even though Turkey is seemed as highly Islamic country, on Izmir's famous Kordon (seafront) is plenty of pubs and bars, one beside each other, offering all kind of alcohol at any time, which is not common in more central and eastern parts of Turkey.

2.2 Demography

Historically the increase of population has always been superior to the rates of other countries. However, the number was not precise until the first population census of the Republic of Turkey in 1927. According to the Turkish Statistical Institutes (2015, [online]), the Turkish population grows each year proximately by 1 million inhabitants. The latest result that was counted in December 2014 says that Turkey has 77 million 695 thousand 904 people from which 49, 8 % are women and 50, 2 % is of male population. When it comes to the age differences between the male and female population, the percentage is more or less similar. The average age for both, women and men, is ca. 30 years. Generally Turkey has more of a younger population. The so-called economically active group aged between 15 and 64 years forms 67 % of the population.

Despite all the migrations, the country is mainly homogenous. Still Turkey has accommodated the biggest number of refugees in the whole world. As reported by the news agency Reuters (2015, [online]), the country is now home to 2.2 million Syrians and it has already been spent 7.6 billion dollars on them. There are also a number of people in the East of Turkey that do not identify themselves as Turks but as Kurds. The relationship between Kurds and Turks is very tense. Kurds want the separation from the Turkish republic with the aim of establishing their own state called Kurdistan. Even though the younger generation seem to not pay attention to the conflict, there are still some prejudices towards Kurds and vice versa.

The Turkish language has been changed throughout the history several times. Before the foundation of Turkish republic, they were using several alphabets including the Arabic one. The change was made under the reign of Atatürk. The Alphabet reform was introduced in 1928 and the main principle was the change of the vowel structure of Turkish and acceptance of Latin alphabet with addition of some specific Turkish letters as for example ğ, ı or ş. The Turkish language belongs to the Altaic language family. It is mainly influenced by the French and Arabic language. English is the second language that is taught in schools nowadays. German language is quite spread too as many of citizens were or are working and living in Germany. Recently, the Russian is on the rise because of the augmenting number of Russian tourists mainly in the Mediterranean Region of the country. However the level of English is rather below the average. The only exceptions may be the tourist destinations as a lot of people works in the service sector.

Turkey is a secular state, which means that all the religious activity is under the administration of the government. Turkish citizens are free to worship the religion they want but to persuade someone to convert is not permitted. In general, the west is more open and free but in the eastern parts the rules are stricter. The composition of practiced religion is according to Doğan following, “almost 99% of the population of Turkey is Muslim, while the remainder is composed of the Jewish faith and the various Christian communities” (2010, pp. 379). However the percentage can be slightly exaggerated, nevertheless the fact is that the majority of the population practise Islam.

The character of the Turks can be described as generous, hospitable, family-oriented and patriotic (Demokan, 1978). The last one can be supported by the fact that as a country, they have never been colonized or governed. Most of the time they were the ones who governed others. It is hard to place them in one category. Being half way in Europe and half way in Asia, they are nor Europeans nor Arabs. Impressive is their fond love and loyalty to the founder of Turkey. The role and importance of Atatürk in the country can be compared to the one of the first Czech president Masaryk.

Closely associated with the nature of the nation are also typical gestures. Turkish people have their distinctive features of speech and body language as shows this abstract from Demokan:

The gesture, an upward movement of the head, with half-closed eyes, and sometimes also the faintest click of the tongue, is the one which accompanies the famous Turkish negative ‘YOK’. Often the word itself is not pronounced, and the gesture alone suffices to convey the meaning (1978, pp. 124-5).

This gesture is widely common and it does not matter from which region of Turkey the people come from. Interesting fact about this gesture is that in Europe, the gesture can be seen as offensive. Another distinctive feature is the way they greet respected people. The one that wants to display his or hers respect towards the other person kisses their hand and draws it to his or hers forehead. This gesture is mostly done to close relatives especially the elder ones such as grandparents, parents, uncles and aunts.

In displaying politeness and affection it is a bit different in Turkey. In European countries are women the ones who are embracing or kissing each other on cheeks when greeting. However in Turkey, the male population is most likely to be doing this. The whole process is described by Demokan as follows “*when couples meet, it is usually the men who embrace (they kiss) and fall into conversation, while the women stand rather lamely side. The essential bond is between the men*” (1978, pp. 128). That is also why men have their own tea houses, where women are not allowed. It is an old tradition and even though some cities are loosened, this stays the same. The men gather in this tea house during the hot days, they sit around small tables and drink Turkish tea. Often you can hear loud noises coming from the teahouse that is because the men are playing backgammon. And in typical Turkish way, the stone has to make a loud sound when it hits the playing desk.

2.3 Brief History

Before the country became a reality, the area that is now known as Turkey was called Anatolia. In its early years, around 7th century BC, the land was occupied by some several tribes and ancient people as for example the Hitties, who built there their empire. After them, few more civilizations came but none of them was enormously important. Since then we can divide the historical evolvement into four major periods.

During the first period, south-western Anatolia was under the Greek civilization. In that time the origins of now big Turkish cities were made. The civilization has mainly influenced the arts and culture of later settlers. Known as a Greco-Anatolian

civilization, they were ruling one of the richest areas of the ancient world. Two of the Seven Wonders of the Ancient World have been situated on the Anatolian territory. Nowadays we can only find the ruins of the Mausoleum of Halicarnassus and The Temple of Artemis. Unfortunately, the civilization was defeated by Persians and they were shortly defeated by Alexander the Great (Demokan, 1978). This period plays a big role in today's touristic potential of Turkey. Plenty of historical monuments from the ancient Greek times have been preserved and are in a solid state. These monuments are one of the main attractions in the Aegean region.

Next period that lasted over 1000 years was the Byzantine Empire. The start is dated after the division of Roman Empire into two parts. The eastern part became Byzantine Empire, which has been governed from Constantinople. Firstly named Nova Roma, the ancient city was chosen by the Emperor Constantine himself and it has become the second capital of the Empire. In the 3rd century AD, Constantine has released an edit of tolerance of the religion and later his successor Theodosius I have established Christianity as the official state religion. As a consequence the first ever Seven Churches of Asia have been constructed in the Anatolian area. Under the reign of the next emperor Justinian, the Empire reached its peak. The Empire has experienced the largest territorial point and overall prosperity in fields like culture and trade. The end of Byzantine era was marked by the fall of Constantinople in 1453 after the invasion of ottoman Turks (Demokan, 1978; Doğan, 2010). As Demokan (1978) writes, this Empire reached its peak not only territorial but also cultural. The remains from this period have become the most visited monuments in the whole country as well as in the whole world. As it is said above Istanbul was one of the capital cities and as a result all the monumental constructions from Byzantine era can be found there. Among the monuments are the Blue Mosque, Hagia Sophia and the Yerebatan cistern.

Another significant period for Turkey was the Ottoman Empire. Although it has not lasted longer than the Byzantine Empire, it was a turning point for today's character of the country. The Ottomans have become a dreaded enemy as they slowly conquered more and more territories as demonstrated by Demokan:

The whole Greece too was conquered, and both the Aegean and the Black Sea became Ottoman lakes. Under Yavuz Sultan Selim the area of the Empire trebled. Its frontiers were extended to Ethiopia, central Africa and the Indian Ocean. After his conquest of

Egypt, Yavuz was recognised as the strongest Islamic sovereign, the unrivalled representative of Islam (1987, pp. 19).

Also the state's religion has changed extremely. Under the reign of Justinian the country was mainly Christian. After the invasion, Ottomans have established their religion, Islam. They either ruined or covered up all the Christian signs and features.

Nonetheless the climax for the Empire arose under the reign of the Suleiman the Magnificent in the 16th century. He was in control of the military, political and economic power. He introduced major legislative changes, which has affected education, taxation and criminal law. Not only he was a strong ruler, he was also very keen on culture as he became the patron of it. Under his name the Empire reached the golden age again. The Ottomans created the greatest and most powerful state in Turkish history. After all the conquests the Empire extended over a breath-taking area of some 20 million square kilometres and has occupied areas on three continents (Demokan, 1978). As the area was stretching more and more during almost three centuries, the Empire came to an end in the second half of 19th century. They started to lose once conquered areas. The Constitution was proclaimed in 1876 but the country has yet remained an Empire. Until 1908, the country was promptly ruled. The Ottoman Empire joined the First World War on the side of Germany and Austria-Hungary. After signing a peace treaty in 1923, Turkey has gained independence and the frontiers were established. Later in the same year the Turkish Assembly has proclaimed a Republic and chose the president (Demokan, 1978). That was a huge change for the country and also for their position between the other world countries. Surprisingly, Turkey has quickly become one of the top leading countries in several areas.

The beginning of the 20th century marks the birth of modern day Turkey. The most important aim was to modernize the country and to introduce the western system and lifestyle, which was adopted as a model. The republic was proclaimed on October 29th in 1923. Mustafa Kemal Atatürk was elected as the first president. Soon after, the secularization has been declared. There were also reforms in the women's rights. The polygamy was prohibited, divorce issues were given under the jurisdiction and women were granted suffrage. There were also laws such as the Hat Law or the Surname Law

(Doğan, 2010). These and many more reforms and changes made the good reputation of Atatürk.

2.4 Foreign Policy and International Affairs

With the beginning of the Republic, the attitude towards the policy has changed too. The Turkish foreign policy has been developing under the principle ‘*Peace at home and Peace abroad*’, set out by Atatürk. The ultimate goals of the foreign policy have always been a stable peaceful settlement, amicable and compatible relations with the adjoining and other countries and welfare. It is also trying to adapt to the ever-changing conditions and have a general visionary approach (Doğan, 2010). Turkey is a member of many important international organizations like for example the North Atlantic Treaty Organization, the Organization for Economic Cooperation and Development or the World Trade Organization. Its international position is described below by Doğan:

Turkey contributes to stability and security with support provided for peacekeeping missions at multilateral levels, the UN, NATO and EU being in the first place [...] It resolutely heads towards full EU membership, plays a key role in global governance in the context of the UN Security Council and G-20 membership and assumed leadership responsibilities in many geographical/regional organizations including the OIC and the Council of Europe. It also significantly contributes to the prevention of global cultural tensions and polarization by forums such as the Alliance of Civilizations (2010, pp. 167).

Taking into account the current situation, the EU membership will most likely not happen in the near future. Nevertheless, Doğan’s opinion shows that Turkey has been really improving and moving forward to reach the same status as other world renowned countries.

2.4.1 Relation with Greece

The relations between Turkey and Greece have always been bitter especially in the past. In the beginning of the 20th century there were actual wars and hostility between the two states. The wars ended in 1930 by an agreement between Atatürk and Greek leader of that time Venizelos. However, the on-going

conflict has been re-opened in the 1960 when both countries had a strong interest in the island of Cyprus. In that time, 80% of the population was Greek and the rest was Turkish. The Turks invaded 40% of the island and expelled all the Greeks from their territory. Surprisingly, Turkey and Greece never went to a war over the island. Throughout the time the conflict acquires new dimensions and now it is a complex of numerous disputes. Besides the Cyprian debacle, there is an issue with the domination over the Aegean water and airways and administration over the adjoining small islands in the Aegean Sea (Halliday, 2005). The more recent dispute was fuelled by the accession of Greece into the European Union while Turkey remained waiting. According to Hradečný (1999), Greece had obtained an important advantage over its concurrent. This fact has frozen the relation between Turkey and the EU and the Turkish accession has been very unsure since then.

The current issues are influenced by the infamous wave of migration towards the Europe. Turkey is serving as both the destination and transit point for the immigrants from the Middle East. The reports of people crossing the Aegean Sea on small boats to get to the Europe have occurred since 2001. Unfortunately, not every time the passage through the seven kilometre strait had ended successfully. This fact can discourage tourists from coming into both countries. For Turkey, as well as for Greece, tourism is a huge part of their incomes and it is believed that it can affect their economies in a huge way.

2.5 Economy

As stated above, the Turkish economy is heavily dependent on tourism. Although that is true, there are still several industrial departments that widely contribute to the overall incomes. With new agreements and reforms the economy started to grow as stated by Doğan, “*global integration of Turkish industry started to develop with the acceptance of the production for exports concept in 1980 and with the Custom Union Agreement in 1960 and also restricted after 2001 crisis, and got stronger*” (2010, pp. 272). In 2009, the highest percentage of export was made by the manufacturing industry and from that time it became one of the country’s strongest industries. The automobile industry is placed right behind. It has a long history as the production dates back to 1958. In that time Turkey has produced military jeeps and pickup trucks with and

expansion to buses and commercial trucks. Global car companies with production in Turkey include Renault, Toyota, Hyundai and Honda. As a country with a long coastal area, Turkey is also one of the main producers of shipbuilding components and ships and yachts in general. The strong Turkish economy is also influenced by the production of the textile and electronics. Turkey is known as one of the major cotton producer in the world. International brands like H&M, Adidas, Nike or Zara are using the country as a source of their clothing. Turkish brands for example Beko and Vestel are successful producers of the electronics and its components (Doğan, 2010). Turkey is also quite self-sufficient in the food and agriculture production. Thanks to their varied relief and moderate climate, they can grow and plant plenty of fruits and vegetables. The production of animal source foods is similarly successful.

2.5.1 Importance of Tourism

As stated many times before, tourism is a main interest of the country and that is why this chapter will discuss its position in more detailed way. In the last thirty years, Turkey has quickly developed its place among the top ten leading countries in the tourism sector. While in 1980 only 1.3 million tourists visited the country, the number of international arrivals in 2014 rose to 39.8 million. In 2009 the revenues from tourism were 21.2 billion USD, making it the most important income for the country (Doğan, 2010). According to the World Tourism Organization (2015, [online]), for the past six years Turkey has been and still is the 6th most visited country in the world. At the same time, the growth of tourism did not bring only the financial stability but also thousands of job opportunities for the citizens of the country.

Tourism has also changed the image of the country. Most of the current highly coveted destinations in Turkey were before only small agricultural and fishing villages. These socio-economic and environmental changes can be seen in the towns of Muğla, Izmir or Antalya provinces (Kozak, 2011). Not only the towns but also the state airline has experienced a notable growth. Turkish Airlines was established in 1923 under a state administration. In 2006 the company was being privatized. The airline has become one of the most successful airlines by achieving a stable growth in both domestic and international flights (Curran; Fisher, 2012). Nowadays it is placed in between the best air travel companies in the world with high-level of comfort and professionalism

provided on board. Turkey is trying to put enough money into the preservations and restorations of the most viewed attractions as well as into the newly explored ones. The state knows the main tourist's interests and they are rightfully enhancing them. Those interests important for Turkish tourism are noted by Jauhari:

Tourism in Turkey is based on archaeological and historical attractions as well as beautiful beaches in the Aegean and Mediterranean sides. In addition, in recent years, religious tourism and health tourism are considered as important factors in attracting tourists to Turkey. The highest number of tourist arrivals to Turkey is allocated to Germany, United Kingdom and Russia (2014, pp. 470).

Prognosis made in 2010 insisted that by the year 2023 Turkey would become international brand tourism and one of the top five tourist destinations receiving the highest number of tourists and revenues (Jauhari, 2014). However, the current situation of migrations and terrorist attacks has to be acknowledged and it will most definitely slow down the growth of the touristic income of Turkey. Although, there were many crises that have been an obstacle to the progress, Turkey has always managed to pass all of them.

2.6 Culture

As displayed in the Brief History chapter, Turkey has been run by several nations for more than hundred years. All the nations had their distinctive features, traditions, characteristic, religion and that is why the today's culture is so wide and unique in its own way. However, not all of the features of Turkish culture are fundamental for the touristic potential of the country. That is why this chapter will focus on the traditional arts and cuisine, which both are for the Turks equally important but furthermore they both draw an attention to the country.

2.6.1 Turkish Decorative Arts

Marbling

Marbling might not be known among a wide number of people but it is significant for the Turkish painting arts. Marbling, so called Ebru, is a traditional style

of painting, which was brought to Anatolia from Central Asia. This style has gained its importance during the Ottoman era. The creative process of marbling is displayed on the electronic site of the *Turkish Culture Portal* by Yazan as follows “*marbling is the art of creating colourful patterns by sprinkling and brushing colour pigments on a pan of oily water and then transforming this pattern to paper*”(2016, [online]). For the creation of a painting, special tools and colours are used. In the history marbling paintings decorated books, official documents and correspondence. (Yazan, 2016, [online]) Turkey has become the main centre of this art and it still can be found in some districts of Istanbul. Nowadays, it is called the Turkish marble paper and the actual process of the painting can be seen in open galleries. The most popular themes of the paintings are flowers, leaves, trees and other natural patterns.

Calligraphy

It is a traditional artistic creation, known as handwriting of Arabic letters. The development of this art took a long time because of the creation of Arabic letters have lasted almost four centuries. Turkey has not been using calligraphy until the Ottoman era when the full Islamization was made. As the greatest calligrapher is considered Yakut-I Mustasîmi, whose influence lasted almost 200 years. In the next centuries the Arabic script has undergone several changes but it has kept its vitality until the early years of 20th century. However, with the acceptance of Latin script its position shifted and it became essentially a traditional art (Doğan, 2010). The examples of calligraphy pictures can be found in museums and are also featured in the main attractions of Istanbul such as Hagia Sophia and the Topkapi Palace.

Ceramic Art

One of the most popular souvenirs, which are sold in typical Turkish bazaars, are ceramic dishes as for instance bowls, cups and plates. The popular Turkish Tiles can be seen in many monuments around the Turkey such as the Blue Mosque. The origin of the ceramic production extends far in the history. It is said that the ceramics grew with the victory of Seljuk and came with him to the Anatolian area (Turkish Culture Portal, 2016, [online]).The biggest boom, especially for the tiles, is dated in the 13th century when a big number of mosques, tombs and palaces were heavily decorated with them.

The patterns and colours of the ceramic products vary. However, the shades of blue such as turquoise or cobalt blue are seen as the most typical and traditional ones. There are also several techniques in which these ceramics are made in. The technique or pattern that is the most frequent is the mosaic. The mosaic was mainly used in mosques as a decoration of the interior of the cupola, niches, vaults etc. The mosaic effect is made of number of small pieces that together make a whole illustration. The ceramic dishes slightly differ from the tiles. They are usually made in warm and vivid colours such as red or orange but the pattern of tiles is also common. The ornaments vary from flowers to calligraphy. This part of Turkish culture is essential in the touristic potential of the country.

2.6.2 Turkish Cuisine

It is believed that there are three major kinds of cuisine in the world and the Turkish cuisine is one of them. Turkish Cuisine is mostly a surprise for the visitor as it is believed that it features a lot of hot and spicy ingredients. The Turkish Cuisine has a very pure quality as a lot of the ingredients are grown or planted in the country (Sansal, 1996–2016, [online]). Despite the fact that Turkish cuisine is one of the major ones in the world, it is necessary to mention that it is a mixture of various other types of cuisine. The main reason for that is the country's history. As mentioned before, Turkey was once the biggest country having its territory placed on majority of the European and Asian continents. When extending the area, they also took over several already established nations. These historical facts make the Turkish cuisine a mix of Greek, Albanian, Bulgarian as well as Persian cuisine.

The Turkish cuisine is mainly based on bread, vegetables, yogurt and different types of meat. The most used meat is lamb or mutton, however there are plenty of dishes made from chicken and beef. Understandably there is no use of pork. The national dish is called döner kebab. A dish made of meat, which is prepared on a vertical rotating spit, served in a piece of bread with other additional ingredients such as French fries, hot finger peppers, lettuce or tomato. It is usually consummate with typical Turkish drink, Ayran. It is a yogurt drink with a little salty taste. It balances the spicy or

hot taste of food. The major type of vegetable in Turkish cuisine is eggplant also called aubergine. It is the main ingredient of number of mezes¹. Aubergines can be served as a yogurt/aubergine spread, grilled aubergines, smoked aubergine mash, stuffed aubergine and many more. The significant part of cuisine is also taken by a variety of soup dishes. The most popular one is the red lentil soup. The consistence is thick and creamy, colour is orange (depends on the recipe, which can vary in regions) and mostly it is served with a drop of sour cream and with lemon aside. Other internationally known dishes consist of köfte – lamb meat balls, gözleme – flatbread stuffed with village cheese and spinach, or lahmacun – also called Turkish pizza made with lamb meat. With the expansion of Turks into the Europe, all those listed dishes can be found easily in big cities. From the sweet dishes the most known are helva and baklava (Sansal, 1996–2016, [online]).

Turks are known for their typical Turkish coffee, but the form of the coffee is very far from the image that it has in the Czech Republic. The coffee is prepared in special pot called ‘cezve’ and it is served in very small cup with addition of sugar. More popular in Turkey is black tea, which is called simply ‘çay’. Again it is prepared in a special tea pot, which consists of two parts. The national alcoholic beverage is Raki. It is an anise based drink and it is served with water (Sansal, 1996–2016, [online]). After the addition of water, the drink turns white. Even though that Turkey is an Islamic country, where the alcohol is abandoned, it can easily be found in special alcohol store or in restaurants, where it is served mainly with fish and seafood dishes.

¹ Meze – starter, hors d'oeuvres

3 Aegean Region

This part of the thesis focuses on the general characteristic of the Aegean region as a whole and it introduces the most touristic provinces of the region and on their historical or natural attractions.

The Aegean region is located in the western part of the Anatolian peninsula. It is surrounded by the Aegean Sea, which gave the region its name. It has interior borders with the Marmara region, Central Anatolian region and the Mediterranean region. The population of the region consists of almost 10 million people, from which more than half live in big cities. It is the second most industrialized region in the Turkey. In tour guides the region is often divided into two parts – the North Aegean and the South Aegean. That is mainly because of the area of the region, as it has 8 provinces in total. Some of the small islands in the Aegean Sea also belong to the region. It offers both historical and natural attractions for the incoming visitors. The atmosphere and the image of the region are very well described in the tourist guide by Bainbridge et al.:

This relatively short stretch of coast is first and foremost a magnet for holidaymakers [...]. At the same time, this region is a colossus for history buffs. The hilltop ruins of Pergamum and Assos are breath-taking sites of antiquity, while others lie hidden along peninsulas inhabited by descendants of the Turkmen nomads [...] No matter where you go in this region, the Greek influence is inescapable. Many towns experienced the great population exchange of the early twentieth century and today, in places like Ayvalık and on the island of Bozcaada, the architecture, music and food seem like bitter-sweet echoes from across the sea (2014, pp. 167).

The climate of this region is more or less pleasant during the whole year. Still millions of tourists come in summer's hottest months, June, July and August. The most popular destinations from this region are Bodrum and Marmaris. However, there are still some remote areas for instance Bozburun and Datça, which offers more calm and relaxed environment (Bainbridge et al., 2014). Generally speaking, it is understandable that most of the tourists come during the high season when children but also parents have some days off. On the other hand, it is believed that more enjoyable experience can be

made either in the late spring or summer, when the number of temperature and tourists is not so high.

The region's interior provinces are mainly industrial although some of them have also some attractions to offer. As stated before the Aegean region has 8 provinces, however this thesis presents only 4 of them, which are the most visited and at the same time they have the highest touristic potential. The level of touristic potential is mainly based on the presence of historical, natural or cultural sights in the province and it is also based according to the quality of services.

3.1 Denizli Province

The province of Denizli is located in the middle of the Aegean region, which means it has frontiers with all of the other provinces. Its capital is the city of Denizli and it is the second largest city in the region after Izmir. There are 40 thousand looms in and around this city (Doğan, 2010), which has helped accomplish great progress in the textile industry. In fact, Denizli is the leading centre for the textile industry, making it prominently an industrial city. However, it is not the textile production that gives this province and its capital such touristic importance. It is the practical position towards one of the most visited attractions in Turkey, Pamukkale. Besides Pamukkale there are many ancient cities as the Denizli province used to be a centre to many cultures, including the Romans. Nowadays the city of Denizli serves as the best place for accommodation for numerous incoming tourists, who want to visit Pamukkale.

3.1.1 Pamukkale

Pamukkale is not just the famous attraction but it is mainly the village which accommodates the touristic site. Even though the village itself is not very developed in the terms of tourism, it can offer cheap accommodation, few resorts with thermal pools and simple night life. The main attraction, as already mentioned, is the "Cotton castle". In reality, it is not a real castle but the size of the calcite travertine is immense and can remind the construction of a castle. The castle consists of the main gate which leads to a steep path through the artificial pools. The visitors are obliged to take off their shoes before stepping on the path. There are some 6 artificial pools. The first ones are shallow and with cold water. As the path culminates the water gets warmer and deeper. On the left side of the path, there is a narrow river bed through which hot spring flows down

the hill. It is deep so it is possible to sit in it and relax. In the past it was possible to swim in the real travertine pools but because of the damage made in 1960s it is nowadays abandoned and impossible. In the late 20th century lot of resorts and hotels were constructed on the top of the hill and they used the thermal water as a reservoir for their pools and showers (Bainbridge et al., 2014). That and the unsustainable amount of visitors caused a dramatic decrease of the water in the travertine pools. In 1988 Pamukkale obtained a status of World Heritage Site from UNESCO. This action has saved the site and more strict rules were established. When going around on the top, the actual pools can be seen. However, they are mostly in crucial state, which has been caused by the actions listed above. The same reasons were for the construction of the artificial pools. It is recommended to visit the travertine in the morning in order to escape the hot weather and crowds of tourists as well as local citizens. At the top of the hill, the ruins of an ancient city of Hierapolis extend. Even though the real pools are damaged, the amount of tourists in Pamukkale is not affected at all. Everyday several coaches from different hotels and agencies bring tourists to one of the most iconic attractions in Turkey. Most of the local and foreign travel agencies offer the trip to Pamukkale as an additional trip for the package tours.

3.1.2 Hierapolis

Even though that Hierapolis is being overshadowed by the Cotton castle, it has more to offer. It is far more than just ruins. The area is very well-preserved and the main sites are easily accessible. It is recommended to enter the complex from the other side of the hill as the complex is kept in the same order as it was in the old times (Bainbridge et al., 2014). So it starts with the necropolis and ends with the ancient theatre. However, the excursion is enjoyable either way. The highlights of the complex of Hierapolis consist of Byzantine gate, foundation of the Temple of Apollo, Roman Theatre, Martyrium of St Philip the Apostle, Thermal Baths, Necropolis and the Museum of Hierapolis.

The vast Roman Theatre which is in well-preserved state could seat over 12,000 spectators. Unlike other ancient theatres, this one has also kept decorative panels on the stage as well as the box seats on both sides. It is the most visited site from Hierapolis as it sits above the Cotton castle. The Martyrium of St Philip is not so visited as it lies up the hill above the Roman theatre but it is definitely an interesting site. It is an octagonal

construction where the apostle was supposedly tortured (Bainbridge et al., 2014). The Thermal Baths are composed of once sacred ancient pool and it is the only place where it is possible to really swim. The Necropolis stretches several kilometres down on the other side of the hill. It serves as the second exit way. Throughout the path, there are many ruins of tombs, relics of marble coffins and chapels.

3.1.3 Laodicea

Close to Pamukkale and Denizli the ruins of ancient city Laodicea can be found. In the history it played a role of a crossroad between two major trading routes. These routes were known for a trade with black wool and the city became a commercial spot with extended banking service and medicine. It is also believed that the famous Cicero, former Consul of the Roman Republic, has lived here before being killed. The city was also mentioned in the Book of Revelation as one of the three biblical cities with one of the Seven Churches of Asia (Bainbridge et al., 2014). That fact shows the importance of the city despite its current situation. In the same manner as Hierapolis, the city is overshadowed by the province's main touristic attraction, the Cotton castle. However that does not mean that it is not supported by the state. The whole complex is organized and filled with informative plaques. Plus the excavations are in progress which means that in the future there will be more reconstructed edifices.

The first construction that is definitely the most interesting is the Temple 'A'. In front of the temple is a small square where are exposed some relics and pieces of columns. The entrance to the temple is made by marble staircase, the gate is half-devastated and behind the gate is glass platform under which is the basement of the temple. Through the glass can be seen relics, statues and columns. The next main sites are small and big ancient theatre, line of re-elevated columns, relics of baths and an aqueduct (Bainbridge et al., 2014). There are several ways how to go around the whole city. The paths are similar to the ones in Ephesus; they are put together from relics, which resemble marble bricks.

As mentioned before the state surely supports this complex however they should definitely work on the advertisement of this and all the other possible touristic sites in the Denizli province. It is undeniable that Pamukkale serves as the magnet for incoming visitors however it would be more efficient to make them stay longer than just one day.

3.2 Izmir Province

The province has its name after its capital Izmir. Most of the main touristic attractions in the province were made in the Greco-Roman period. As for the economy, Izmir's main incomes come from the industry, trade and service sectors. As a whole, the province ranks as the second largest exporter after Istanbul. Its position as a port also plays a big part in the economy as more than 85% of region's and country's exports are made through the port in Izmir the city (Doğan, 2010). The history of Izmir dates back to approximately 3 000 years B. C. During the antiquity, the city was called Smyrna and it was led by several nations such as Lydians, Greeks or Romans. Smyrna, alongside with Pergamon and Ephesus, became one of the most important establishments in the Roman province in Asia. The Byzantine period was not so successful for the city because the main interest was put in Constantinople. Before the fall of Constantinople, Smyrna was taken over by the Ottomans and became the fastest developing city of the whole country. The most important event of the modern day Turkey took place in this city. On the 9th September 1922 Atatürk conquered Smyrna and it is celebrated today as the victory day and the liberation of Izmir from the Greeks (Bainbridge et al., 2014). From that day the city has started to develop as the most liberal city in Turkey. This is proven by the fact that the city itself rather offers nightlife tourism.

The social life is surrounded between Alsancak and the famous riverbank called Kordon. Even during Ramadan, the pubs and bars situated in Kordon are opened as usual, which is not practised for instance in Istanbul. At first sight, Izmir can be seen as a concrete jungle; however the inland centre is covered by a vast Kültürpark. Inside of the park, the main attractions are a parachute tower, a Ferris wheel and exhibition halls for events. Other attractions of the city are for example the Ethnography museum and Konak Meydanı, which is a very popular and overcrowded square. In the middle of the square there is the Ottoman Konak Clock Tower, however the tower is not as monumental as for instance the Prague astronomical clock. Worth visiting is the Kemeraltı Market. The market (bazaar in Turkish) is a very important place of any Turkish city. As known Turks are great merchants. They love to bargain about the prices. It is said that this market is even better than the Grand Bazaar in Istanbul. However, the merchandise is very similar. What may be special about the Kemeraltı market is that there are small stands where they make a fresh juice from any fruit one

can imagine for a very little price (Bainbridge et al., 2014). Other than that all the main attractions, for which the province is known, are situated in nearby cities meaning that Izmir, the city, is an accommodation area as is the already mentioned Denizli but it is not taken as a typical holiday destination.

3.2.1 Çeşme

This small seaside village is situated on the very western side of the peninsula. It takes an hour and a half drive from Izmir to get there. In comparison with Izmir, the village is not explored by foreign tourists. It rather serves as a weekend or holiday destination for the residents of Izmir (Bainbridge et al., 2014). Although, there are some German travel agencies which already offer various package tours to this village. The village is divided into three parts: the residential area, the hotel area and the centre. The residential area is the furthest from the centre and public beaches as there are located summer residences, something like cottages in the Czech Republic but fancier, of the Turkish inhabitants. The hotel area is for other foreign or Turkish visitors. The accommodation varies from hostels through boutique hotels to internationally known five-star hotels. Some of them have their own private beaches. The centre is filled with narrow streets full of restaurants and souvenir shops (Insight Guides, 2015). The whole centre has very Mediterranean atmosphere similar to the one in Nice, France. As everywhere, the prices are augmented during the high season. Recently opened new yacht marina attracts wealthy Turkish businessmen so it is expected that the prices will rise anyway.

One of the biggest attractions of Çeşme is Alaçatı beach. This beach has perfect weather conditions for windsurfing and kite-surfing. Even the professional sportsmen are training here on this beach. Again the services from borrowing the equipment or learning to surf to food and beverages are extremely overpriced. Other than that there are not many things to do or see in Alaçatı or Çeşme (Insight Guides, 2015). The potential of the village, which soon will be discovered by wider audience, lies exactly in the natural surroundings. Its beaches with white sand and azure sea are the main attraction for people who seek relaxation.

3.2.2 Selçuk

This town is mainly used as an accommodation area thanks to its close position to the Ephesus. There is also a railway which connects Selçuk with big cities as Izmir, Denizli or even Istanbul so it is very easy to reach this destination. However this town, unlike the others, offers more than just cheap accommodation and good transport. Situated ten minutes from the famous ancient city, Selçuk itself has a long history and hosts plenty of historical attractions.

First and foremost one of the Seven Wonders of the Ancient World, the Temple of Artemis, is located here. Obviously nowadays it is only what has left from it which is literally one reconstructed pillar in the middle of a field. The temple was an important sacred place, which originally had 127 columns. The Ephesians admired their goddess Artemis mainly for the big wealth that her cult has brought to the city. The statue of Artemis can be found in the nearby Ephesus Museum, where there are also some artefacts from Ephesus' Terraced Houses. The next ancient ruins situated in the hill are the ruins of Basilica of St John. For all the restoration, the once enormous basilica is still just a complex of a number of re-erected columns and arches. It is still well-preserved and clean meaning that the restoration work is visible and valuable. There are a few miniatures and sketches of the real basilica, which makes it easy to imagine how it looked many years ago. It is said that on this hill Saint John wrote his gospel hence it is now an important pilgrim's spot. From the basilica, there is a beautiful view on the Temple of Artemis and on the İsa Bey Mosque. The mosque is another attraction which is worth visiting. The areal of the mosque is different from the classic ones. The most impressive is the entrance of the courtyard and the courtyard itself. There is a little park inside with various flowers and palm trees. The minaret is missing the typical roof nevertheless there is stork's nest instead. On the top of the hill sits the dominant of the town, Ayasuluk Fortress. The recently opened fortress is still in the process of excavations but it is reachable through the complex of the basilica. The exterior is monumental; the interior is more or less plain however the fortress offers all round view on the whole town and a nearby village Şirince (Bainbridge et al., 2014). All these attractions prove that there are interesting places to explore and that it is worth to spend more than one day in this picturesque yet simple town. Not far from the town of Selçuk, there is a former Greek mountain village Şirince. The village is mostly known for its

tradition of winemaking from various types of fruit. The centre of the village is composed of a market with different goods. Obviously the most common are stands with local alcoholic products. Usually they have around ten types of wine, which are available for tasting. Other than alcohol there are jewellery shops, shops with natural cosmetic products or souvenirs. The market is often overcrowded as it is a popular optional trip for vacationers. It is possible to go watch a traditional dance performance of the whirling dervishes in the Artemis Restaurant (Bainbridge et al., 2014). This village is an example of how tourism works in Turkey. A mountainous village turned into a high priced touristic spot only for its local beverage, which feeds almost the whole village. It shows that the Turks are aware of how big is the role of tourism in their country and they are more than welcoming towards visitors.

3.2.3 Ephesus

Ephesus is one of the most famous ancient Greek cities in the world. It is said that the ruins of Ephesus are the best preserved metropolis of the Ancient world in the Europe. Supposedly constructed in the 10th century BC, the city has reached its golden age during the Roman period when it became the capital of the Asia province. The main dominant of the city was the already mentioned Temple of Artemis. This shows how vast was the original area of the city. The ruins are being excavated for almost 150 years now and the archaeologists claim that 82 % of the city still lies under the land. Every year there are mainly Austrian, German and Czech archaeologist who are in charge of the excavations. Most of the excavated ruins and artefacts come from the Roman period. Some of the relics can be found for instance in the British Museum in London (Bainbridge et al., 2014). In comparison with the other ancient cities in Turkey, this one really stands out. The complex is not just re-erected columns but it seems like the whole city is being rebuilt. Surely a lot of money has been spent on excavations; however it is clearly visible that the money was spent right.

The ruins have two separate entrance gates – one is the upper Ephesus and the other one is lower. It is recommended to start the tour from the lower part. The ruins start with the Harbour Street, which used to be the most prominent street of Ephesus and under which the water from the Harbour Baths drained out. It was supposedly a colonnaded street with more than 50 lamps, which was common only in Rome. Another

vast area is the Grand Theatre, which could accommodate up to 24 thousand people (Insight Guides, 2015). Nowadays it is used for various annual events. At the end of the Harbour Street is located the famous Library of Celsius, which can be viewed as the main attraction of the whole complex. Its front façade is perfectly preserved even with the statues in the lower niches. The road goes from the library up and it becomes the Curetes Street. On this street the most interesting spots are the Terrace Houses and the Temple of Hadrian. The Terrace Houses are a recent addition to the complex. A separate entrance fee is charged for this particular place. Inside can be found seven well-kept roman houses. All of the houses have the typical mosaics, murals and former heating systems. On the opposite side of the street is located the Temple of Hadrian. Its entrance arch is in good state and today it is possible to actually enter the temple and walk around it (Insight Guides, 2015). What is impressive on the arch is that in between the marble stones there is no building material that would hold it together. It is a second most popular site in Ephesus. The rest of the upper Ephesus consists of the Varius Bath, the Palace Council, the State Agora or the Fountain of Trajan.

On the top of the hill is located another pilgrim's spot Meryemana. This place is also called Mama's house and it should be the place where Mary spent the last years of her life. It is believed that she came to Ephesus with Saint John. In the actual place, there are foundation stones of her house and a bit far is situated her statue. The centre of the place consists of an altar and several pews for Christian masses and a small chapel sacred in her name. The last spot is the wall of wishes, where anyone can put their wish mostly written on a tissue (Insight Guides, 2015). As the faith tourism is more and more popular, the House of Virgin Mary and the Basilica of St John are the examples of places that are sought when practicing the faith tourism. Plus, they both serve as evidence that Christianity and Islam can peacefully occupy the same country and share the same nation.

3.3 Aydin Province

Geographically most important in this province is the Menderes valley. Through this valley the longest river in Aegean region, Meander, takes its source. The river was historically important for many civilizations and has appeared in Homer's work (Insight Guides, 2015). The plains of this province are very fertile which means that vegetables

and fruits are grown widely. The leading products are figs, olives, strawberries and cotton. In fact, Aydin is Turkey's biggest exporter of figs. Besides the agriculture and industry, tourism is also the main income of money for the province. The touristic sights vary from the historical ruins through beautiful beaches to mineral springs and spas. Aydin, the province's capital, is a fast-growing city. It has a strong production in both industry and agriculture. However, in the history the city was mostly known as a city of sculpture. This fact is supported by the presence of an influential sculpture school. A variety of exhibits from the relicts of ancient civilizations to artefacts from Seljuk times can be found in local museums.

3.3.1 Kuşadası

The main tourist spot in this province is a coastal city called Kuşadası. The city's name means 'Bird Island' in English. The major attraction of the port lies on the Pigeon/Dove Island, which is connected to the land by a bank. The 'island' itself is in fact a fortress from 19th century, now decorated with gardens and tea houses. The trees are filled with tissues with wishes written on them (Lafferty, 2012). However the city is not as much commercial as Bodrum or Marmaris. This is caused by the late exploration of the area as explained by Bainbridge et al. (2014). Until the late years of 20th century, the city was empty and consisted of several resident houses and a hillside. Since that time Kuşadası has undergone a huge change. Now it has a role of a harbour for big cruise ships, which bring plenty of tourists to local businesses with souvenirs, clothes, carpets etc. The city is full of shops, hotels, resorts and bars but it also has nice and calm beaches. Unfortunately the city's lack of historical sites cannot be compensated by anything of that. Besides that the city mainly serves as a first stop on the way to Ephesus.

3.3.2 Priene

Hellenistic ancient city and once an important port, Priene is nowadays not as visited as the more famous nearby ruins of Ephesus. Even though its geographical position on the top of the Mount Mykale gives it a majestic feel which Ephesus does not have (Insight Guides, 2015). Even in the past the city was overshadowed by another nearby city, Miletus. On one side it was a good thing because when Romans came they preferred Miletus so the Hellenistic buildings of Priene were not modified, which means

the city has maintained its Greek image. The excavation of the city has only started in late-19th century and was mostly made by British and German archaeologists (Bainbridge et al., 2014). Several objects that have been found were placed in museums or exchanged by sultans for something more useful. Interesting fact about the path up the hill is that the streets meet at the right angles. That is something that was not usual in the old times. The system is called ‘grid system’ and has been created by a famous city planner and architect Hippodamos (Bainbridge et al., 2014). His work can be seen in other ancient cities for instance in already mentioned Miletus, Rhodes or Piraeus. Among the most preserved sights of the ruins are three-sided Council Hall and Theatre, which is in typical Greek way in horse-shoe shape (Insight Guides, 2015). Overlooking the mountain is once the biggest structure of Priene, the Temple of Athena. The building was created by the Priene’s own architect Pytheos, who also designed Mausoleum of Halicarnassus in Bodrum. Originally a Classical Ionian temple is now represented by 30 re-elevated columns. This shows that Turkey is supporting the restorations of all the monuments and not just the most important ones. As stated before, Priene was and still is overshadowed mostly by the existence of Ephesus and Miletus. So it is positive that Turkey is still trying to preserve, no matter what the visit rate is.

3.3.3 Aphrodisias

It is another ancient city and this one has been set up in the honour of Aphrodite. As many of other ancient cities, it has been destroyed by earthquakes but before it was a centre of culture and arts, most specifically of sculpture. The Aphrodisias School of Sculpture had a high repute throughout Greek and Roman times. However the existence and importance of the city was ignored until the second half of 20th century. The excavation which revealed a numerous marble statues and layers of settlements under the hill was founded by the *National Geographic* magazine (Bainbridge et al., 2014). Nowadays the ruins are in well-preserved state. The highlights from the city are as follows: the theatre, the baths of Hadrian, the Tetra pylon (a gate) and the stadium, which has a capacity of 30,000 seats.

3.4 Muğla Province

The main importance in this province has tourism. The province accommodates the biggest number of holiday destinations. It is completely bordered by the Aegean Sea and its coastline is more than one thousand kilometres long. In the past it formed one of the ancient cities in the Caria region. However most of the historical attractions in this province are located there thanks to the ancient Greek civilization. The first Greek island is just an hour away from the Turkish peninsula and once in the history the whole area of this province belonged to the Greeks. On the other hand not everything has left after the Greeks. Throughout the years the smaller seaside villages have constructed their own rather Turkish image. Especially in those small villages the hostels and pensions are designed in Ottoman style. The relief of the province offers not just beautiful beaches and clear sea but also rocky hills and Mediterranean forests and woodlands. The population is less than a million however during the summer when foreign but also Turkish vacationers come the number is almost tripled. The last but not least attraction about this province is its tradition in Camel Wrestling. The festival takes place in various villages mostly during the winter months (Sansal, 1996 – 2016, [online]). Obviously the province has also other important industrial sectors such as agriculture and marble production however the tourism sector employs most of the population.

The capital of the Muğla province is also called Muğla. It is often overlooked by the visitors mainly because of its inland position. The town is during the school year more or less alive as it is an university city thus there are lots of students from all parts of Turkey and plus some international students from adjoining countries. The Muğla Sıtkı Koçman University have brought a positive change to the former farming town. The heart of the town is definitely the market place, which lies near the old town. The dominant of the old town is the Republic square (Cumhuriyet Meydanı) with its statue of the father of Turks, Atatürk (Ayliffe et al., 2003). This place is the main meeting point in the town. Besides that, there are a few museums, a clock tower, typical Turkish restaurants and tea houses. In general the town has its own pace and atmosphere. If compared to one of the towns from the Czech Republic, it would definitely be Hradec Králové.

The first stop on the way from Muğla towards the coastline is a small village called Akyaka. This village is not that popular among the foreign tourists. However it is popular among the Turks who come here in coach buses for weekend trips. In the village there are mainly pensions, boutique hotels or apartments as an accommodation for incoming visitors. The village's main touristic potential lies in the river that flows through the village. The Azmak stream is surprisingly deep and long. The most impressive is its clarity and its fast flow. It is said that its temperature is the same throughout the whole year. Daily boat trips on the river are organized by the locals. On the left side of the stream there is a kite-surfing beach, which is often overcrowded from the spring months of the year. Later on the stream joins the sea, which makes the sea colder during the summer months. Akyaka has rocky relief and on the top of the hill there is a pine forest with several restaurants and a camp side (Ayliffe et al., 2003). There is a possibility of a boat trip around the Gulf of Gökova, which has several stops with the main one being the Cleopatra's Island. It is believed that the sand was brought from Egypt on the order of Marcus Antonius especially for Cleopatra. On the island there are some ruins of ancient theatre and other constructions. The natural attractions are definitely the strongest advantage of the village. Akyaka still manages to keep its original image and pace however it is not sure how long it will take until the village will be discovered by international travel agencies and the crowds of tourists will fill the streets of the small village.

3.4.1 Bodrum

Nowadays the town is known as one of the most luxurious destination in Turkey not only for the tourists but also for the Turkish celebrity elite. The town has been compared to destinations such as Nice or Saint-Tropez in France. The district of Bodrum comprises of a smaller villages that are now all turned into a tourist destinations. Some of them has failed to keep their character and now are mostly small British or Dutch villages with plenty of bars and clubs with loud music and neon lights. However not many people may know that Bodrum has a long history and was a very important town back in time. In the ancient times its name was Halicarnassus and it was the capital of the Caria province. The town was also a member of the so called Dorian Hexapolis along with five other cities (Ayliffe et al., 2003). This shows how big the

importance of the city was and that the Greeks had superiority over the now Turkish peninsula. The golden age of Halicarnassus is depicted in Herodotus work *Histories*. The other famous person from the ancient times of Bodrum is its leader Mausolus, who led the city to even bigger fortune and growth. His tomb became one of the Seven Wonders in the Ancient World and at the same time it created the word 'mausoleum'. Since the death of Mausolus the city was only deteriorating. Only in the beginning of the 15th century the Knights of Saint John has constructed the biggest landmark and touristic attraction, the Bodrum castle (Ayliffe et al., 2003). It has been only a few decades since Bodrum has changed its image from a small fishing village into the most searched holiday resort that it is now. It is thanks to a writer called Cevat Sakir, who was sent there into exile, that Bodrum has regained its repute. The author wrote poems about the city's beauty and charm and by doing so he influenced a lot of his contemporaries. There is an order which prohibits a construction of buildings up to a certain height to preserve the city's character (Bainbridge et al., 2014). All these historical events has supported the todays Bodrum even though someone can argue that the city's only attraction is the nightlife, sandy beaches and luxurious restaurants. Partially it is true; still there is a fair number of historical attractions that are worth visiting. Plus the city's close position gives the visitors an opportunity to visit two main Greek islands by ferry. Lot of local travel agencies are offering one/two-day trips to Kos or Rhodes.

The already mentioned castle of Saint Peter, which was built by the Knights of Saint John, is located in the marina and is bordered by the Aegean Sea. It was constructed from marble and stones from the then already ruined Halicarnassus Mausoleum. Its position is crucial as it was built as a fortification and throughout the years it gained new defensive elements. The complex of the castle is divided into several parts. There are two expositions of glass which was derived from a wreck. In one hall there is an actual ship wreck, which sunk in the 11th century. The other, smaller exposition shows beads, bottles and other vessels. The castle includes in total four towers. Each one focuses on a different topic. For instance the English tower guards the castle from the south-eastern side and it is decorated in an English style with a long dining table in the middle and various flags and armours hanging on the walls. The complex also accommodates the Museum of Underwater Archaeology, which is an

impressive addition. It is very well organised and also has some multimedia displays (Bainbridge et al., 2014). Again it proves that the Turkish tourism organizations are trying to keep up with the new technologies and also that they want to entertain the visitors as much as possible. Comparing this castle to the one in the nearby Kos Island, the Bodrum castle is on another level, as already mentioned, it is organized and well-kept however the castle in the Greek island is full of ruined columns, which lie wherever they fell and plus there are no informative plaques or staff.

The former wonder of the Ancient World, the Mausoleum at Halicarnassus, is located in the interior of the Bodrum town. Originally a 60 metres high construction was designed by the architect Pytheos. That is the same architect that designed the Athena temple at Priene. The Mausoleum was slowly destroyed by several earthquakes between the 12th and the 15th century (Ayliffe et al., 2003). As mentioned in the paragraph above, the stones were used for the construction of the Bodrum castle. Nowadays on the place of the Mausoleum is situated a park, which includes several relics and columns. To one's surprise statues of the Mausolus and his sister-wife Artemis were preserved and are now in the British museum. These two attractions are the main attractions in Bodrum, obviously there is much more. Although Bodrum does not need more advertisement as it is already very popular and touristically acclaimed. Nevertheless it is important to acknowledge not just its quality of services and nightlife but also its historical status and a great geographical position towards its neighbouring country in the touristic terms.

3.4.2 Marmaris and Adjacent Villages

Marmaris is a port town, which lies on an imaginary crossroad of the Aegean and the Mediterranean Sea. The Datça peninsula extends to its west side. The harbour is surrounded by the pine forests hills and mountains. The city has one of the largest natural harbours and the biggest yacht marina in Turkey. As well as in Bodrum, there are daily boat trips to the Greek island, Rhodes. This holiday destination is mainly popular among the British, Scandinavian and Russian tourists. They come here in a large number during the high season in a search for a wild nightlife. Although Marmaris has a fortified castle, it is the only historical sight in the town (Sansal, 1996 – 2016, [online]). Sadly the nightlife is the main attraction for the mostly foreign tourists. The

town combines features of Bodrum and Kuşadası however it is not as sophisticated as them. The lack of the historical and cultural sights is replaced by bar streets full of loud banging music. Plus the presence of the yacht marina influences the prices of local services and goods. This is the example of a bad impact on a former fishing village. The tourism there has become unsustainable and it is not based on the important features of the touristic potential. On the other hand the town is trying to adapt its services to the target group, which are in this case young Europeans.

At the very end of the Datça peninsula is located an ancient city Knidos. It is recommended to rent a car or take a taxi in order to reach this place because there are no buses going there. In the past the city was one of the most prosperous cities of the ancient world. It was the member of the former Dorian Hexapolis as Bodrum. During its golden age it has prominent medical school which was a big rival to the Hippocratic School in Kos. The city was known for its statue of the goddess Aphrodite and its cult (Ayliffe et al., 2003). Unfortunately none of that is possible to see nowadays. The complex is under excavations so there are lots of ruined columns lying on the ground. The main attraction is a big ancient theatre which is in relatively preserved state. The historical side of the complex is not so developed however the nature which surrounds the place is worth visiting. As it lies at the end of the peninsula it is bordered by azure water and rocky hills full of wildflowers and poppies. It may be a bit hard to get there but it really is a beautiful natural sight.

To the east side of Marmaris there is another small town called Köyceğiz. This village is mainly important because of its lake, which is the biggest in Muğla province and the whole Aegean region. Köyceğiz is not a holiday destination because of its strong neighbouring competitors that have the access to the sea. Nevertheless the village has a steady economy thanks to its rich agricultural sector. The main products are olives, cotton and citruses (Ayliffe et al., 2003). A minimum part of the village's income creates the expenses of the touristic groups. This village serves as the meeting point for the boat trips. On the other side of the lake is a complex of thermal baths called Sultanyie Kaplıcarı. The baths can be reached via boat through the lake or by car. There are several thermal pools. Some of them are open-air pools filled with mud or with hot thermal springs. The main thermal baths are located in a white small construction with a dome right on the border of the lake (Ayliffe et al., 2003). The

springs supposed to increase and prevent from various health issues. Not far from Köycegiz is another interesting touristic place Dalyan. These two towns are connected through the river that flows from the lake to the sea. In Dalyan there are mainly natural attractions. The most important one is the İztuzu beach. This beach can be easily reached on a boat through the Dalyan River. The boat goes around 15 minutes and it has several stops. During the boat trip the visitors have an amazing view on several rock tombs, which are set in the cliff. İztuzu beach is important natural environment for the *Caretta caretta* turtles. Many developers have tried to build hotels around the beach but the activist won the dispute and from then on the beach is a protected area. The beach is closed in specific time from May to October when the turtles are supposed to lay their eggs. On the right side of the beach there is a turtle stationary. There is also a hill and from its top is a spectacular view on the Dalyan River and beach (Ayliffe et al., 2003). All these small villages that have been mentioned are predominantly targets of one day optional trips. Usually the travel agencies sell it all together meaning that there is included a boat trip on the Köycegiz Lake, a visit of the baths, a lunch and a boat trip on the Dalyan river and some free time on the beach. However these trips are not the main income for any of these villages.

3.4.3 Fethiye

Fethiye forms a part of a region known as Turquoise coast or the Turkish Riviera. It lies on a former site of the ancient city of Telmessos. As well as other neighbouring villages, Fethiye is a seaside town which is surrounded by rocky hills. Its calm and relatively cheap lifestyle is an attraction to many backpackers and other individual travellers. In the centre of the town is traditionally located a market. This market is by far the biggest food market among the other mentioned markets. It is mainly specialized on vegetables, fruits and animal products. The town is also known for its rock tombs, which are carved into a steep cliff overlooking the town. From the ancient times there is also a Hellenistic theatre and some ancient relics are stored in the Museum of Fethiye. The museum displays a several successions of civilizations starting with the oldest and most important one, the Lycians. The remains of a medieval fortress are again the work of the Knights of St John. Near Fethiye in the south-western hill is located the desolated settlement of Kaya Köyü. It is a ghost town in Asia Minor. The

explanation of the term ‘ghost town’ is explained by Ayliffe et al. (2003). In the eighteenth century the town was settled by Greek Orthodox Christians. The town had a population of around 6 thousand inhabitants until 1923 when the process of the population exchange began. The place has been abandoned ever since the Christians were completely exiled. That explains why it is a ghost town because since the establishment of the republic the place has never been settled ever again. It is a complex of hundreds of ruined houses located in the cliff. From the village through pine woods runs a designated coastal trail, which leads to Fethiye’s most beautiful village Ölüdeniz. The trail ends slightly above the blue lagoon which is easily reachable from there. Ölüdeniz is also known as the paragliding heaven so on the beach there is a lot of local travel agencies that offer the paragliding experience. The bus takes the paragliders near the summit of Baba Dağı which is the jumping point. The mountain has almost 2 thousand metres. On this beach is also possible to buy a ticket on a boat that goes straight to the famous Butterfly valley. However the valley can be also hiked down. There is a local bus that goes to the starting point of the hiking trail. The hiking trail is kept in a good state and in dangerous parts is supported by ropes and chains. On the opposite side of the gorge of the valley flows waterfall which can be reached also by foot. On the beach of the Butterfly valley is a small restaurant and a camp side. The name of the valley is derived from the fact that it is a natural environment for a Jersey tiger butterfly (Bainbridge et al., 2014). Thanks to its natural sights is Ölüdeniz on a good way to become one of the most searched holiday destination. Right now it is still possible to enjoy the lagoon, the valley and all the hiking trails in a relatively calm and free spirit.

4 Traveling throughout the Aegean region

This part of the thesis contains two potential tours. The tours are located in the same holiday destination in the Aegean region so the travellers can visit the same tourist attractions. The tours are suggested to be realized towards the end of the high season which in this particular case means in August. The weather is relatively warm and the temperature is still high enough for all the holiday activities such as swimming or sightseeing. The suggested tourist attractions are chosen by their location towards the holiday resort and also by their characteristics. The tours are written with the use of second-person plural so they appear more appealing and realistic.

The first is a package tour which is based on the real services provided by the biggest Czech travel bureau Exim Tours. The whole package tour is chosen from their actual brochure for the upcoming summer season of 2016. There is a description of the all-inclusive content of the package tour for the targeted group which is a young family meaning two adults and one underage child. Together with the description of the content, there are five optional trips which are offered in the particular tourist location. All trips are adequately described. The prices of the optional trips as well as the price for the package tour are retrieved from the electronic site of Exim Tours.

The second tour is destined for individual travellers specifically for people who prefer backpacking travel. That is reflected on the suggested type of accommodation, catering and transport. All of the mentioned services are chosen according to the author's personal experiences. The location of the accommodation for this tour is not in the same city as the holiday resort however it is less than 25 minutes from it. There is also the description of possible trips and attractions taking into account the features of the backpacking travel. The prices of flight tickets and of the accommodation are taken from booking portals such as *booking.com* and *letuska.cz*. Other expenses are either from the *Lonely Planet* guide (Bainbridge et al., 2015) or again based on personal experiences.

The final conclusion of the both trips includes a comparison of advantages and inconveniences and a financial evaluation. The prices are either in Czech or Turkish currency. In the final calculation the prices are converted to the Czech currency.

4.1 Package Tour

Country:	Turkey
Destination:	Kuşadası
Airport:	Prague - Izmir - Prague
Departure:	25 August 2016
Arrival:	1 September 2016
Resort:	Euphoria Aegean Resort *****
Nights:	7 nights
Board basis:	All-Inclusive
No. of passengers:	2 adults (1 x 13 390 CZK + 1 child < 14 y. x 6 990 CZK)
Accommodation:	One double room with one extra bed
Total price:	33 770 CZK

Description of the resort

The hotel is a part of the popular hotel chain Euphoria Hotels and it is situated next to a private beach in a calm environment full of beautiful natural scenery. The luxurious equipment of the hotel besides comfortable rooms include also themed restaurants, bars, a spa centre, mini club, a wide variety of sporting facilities and many more. It is recommended to any type of guests including families with children (Exim Tours, [2015, online]).

All-inclusive programme

The programme is provided every day from 10 a.m. until 12 pm. It includes breakfast, brunch, lunch and dinner, which are prepared as a buffet in the main dining room. It also applies on daytime snacks, ice-cream, afternoon coffee or tea, pastries, night snacks and an unlimited amount of soft drinks and alcoholic drinks of local production. All of that is available in places and time specified by the hotel management. (Exim Tours, [2015, online])

Optional trips

1) Ephesus

8:00 - departure from the hotel

9:20 - start of the tour in Ephesus

11:20 - end of the tour in Ephesus, transfer to Meryemana

12:00 - transfer to Şirince, time for lunch

02:30 - departure from Şirince

04:10 (+ 20 min.) - arrival to hotel

The trip begins at 8 a.m. when the coach picks you up from your hotel. Do not forget to ask for a lunch package the day before in the reception. When entering the bus, please, give the receipt to the bus driver. After the coach picks up all the passengers, it will head to the ruins of Ephesus. The journey takes up to one and a half hour. After the arrival to Ephesus, you will obtain the tickets from the local guide which will go with you inside. The tour is in English, if you do not want to follow the guide, please let him know and set a meeting point.

The whole tour will approximately take one and a half hour. You will enter the ruins from the lower Ephesus, please note that the toilets are only on this side of the ruins. The first stop of your tour will be the ancient theatre. The theatre is in preserved state and during the climax of the Empire it could seat up to 25 thousand spectators. From there you will continue on the Marble Street passing by the lower agora, a former market place. This street, which was one of the biggest streets in Ephesus, will take you to the symbol of these ruins – The library of Celsus. On the right side of the library are located Terrace Houses, this part of the complex is optional as it is charged separately. If there will be enough people from the group interested in going in, the guide will go with you otherwise he will just give you a brief information what is inside and the tour will continue. The whole street then extends from the library up to the upper entrance. The street is called Curetes and it includes constructions such as the Hadrian's Temple, which every year is more and more excavated, the Trajan's fountain and the Hercules' Gate. The last part of the ruins is the upper Ephesus and it features Odeon and the Baths of Various. Near the entrance is situated a miniature of the actual Ephesus and a souvenir shop. Here the bus will be waiting for you and it will take you to the top of the

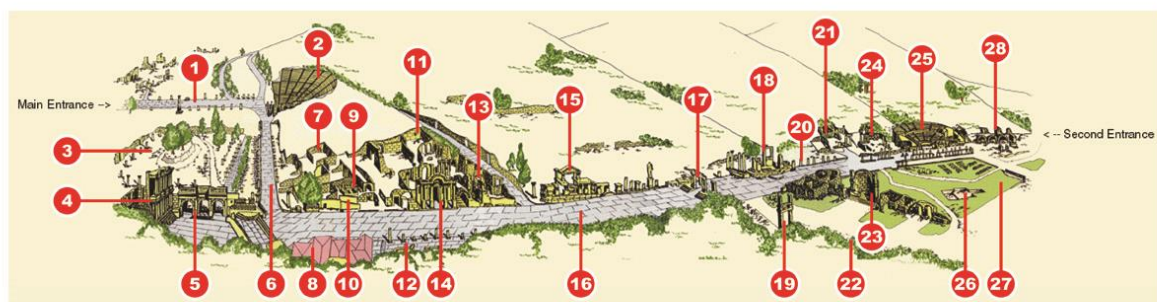
hill to the Meryemana also known as the House of Virgin Mary. It is a small pilgrim's spot so the excursion can take about 30 minutes. The last stop of the whole trip is a small wine village Şirince. The transfer to the village lasts also about 30 minutes. During this time it is recommended to eat your lunch however there will be a free time in the village so it depends on you. After the arrival to the village, the guide will take you to the market place where as mentioned you have an hour and half of a downtime. Then you will meet again with the guide in front of the Artemis restaurant. The approximate departure from the village is at 2:30 p.m. The journey back to the hotel takes one hour and forty minutes depending on the traffic.

Do not forget to wear comfortable shoes, sunglasses, headwear and other sun protections.

The trip is organised everyday however it is necessary to have more than six people. The price includes the basic entrance fees, bottled water, professional licensed local guide and transport by air-conditioned coach bus. The price for one adult person is 1430 CZK, children from 0 to 3 years of age are free of charge and children from 3 to 12 years of age have 30% off of the basic price.

Ephesus Today

Image taken from the interactive map at <http://www.ephesus.us/ephesusmap.htm>, adaptation and legend by Cultural Travel Guide.



- | | | | |
|------------------------------------|----------------------------------|--------------------------|-----------------------------|
| 1. Harbor Street. | 8. Hillside houses. | 15. Trajan's Fountain. | 22. Freshwater pipes. |
| 2. Theater. | 9. Public toilets. | 16. Curetes Street. | 23. The Fountain of Pollio. |
| 3. Commercial Agora. | 10. Latrina. | 17. Hercules Gate. | 24. Prytaneon. |
| 4. Library of Celsus. | 11. Scholastica Baths. | 18. Memmius Monument. | 25. Odeon. |
| 5. Gate of Mazeus and Mithridates. | 12. The Mosaic - Paved sidewalk. | 19. Temple of Domitian. | 26. Isis Temple. |
| 6. Marble Street. | 13. Entrance Scholastica Baths. | 20. An altar. | 27. Stage Agora. |
| 7. Brothel. | 14. Hadrian's Temple. | 21. The list of Curetes. | 28. Baths of Varius. |

Picture 1 – Map of Ephesus (Cultural Travel Guide, 2016)

2) Pamukkale

7 am – departure from Kuşadası

10:45 – arrival to Pamukkale

13:15 - departure from Pamukkale, transfer to onyx workshop

13:30 - 14:15 - workshop

18:00 - arrival to the hotel

In the early morning the coach picks you up in front of the hotel. Do not forget to ask for an early entrance for breakfast and for the lunch package in the reception the day before your trip. When entering the bus, please, give the receipt to the bus driver. After the bus picks up all the passengers, it will go to Pamukkale. There is no guide within the trip however there will be a competent person in the bus, who tells you the history of Pamukkale and Hierapolis during the journey. The journey lasts up to three hours and forty-five minutes that is why the pick-up is so early because it is better to reach Pamukkale before the noon.

After the arrival to the sight, the competent person gives you the tickets and from then on you have two and a half hours to explore the whole place. There are two entrances to the sight. The bus will drop you off in front of the main one, which means you will climb the castle first. Before stepping onto the travertine relief, please, take off your shoes. On the steep path there are around six artificial pools as the original ones are not available to enter anymore. The lower ones contain shallow and cold water. With the gradual ascent the water gets warmer and pools deeper. There is a river bed where it is possible to immerse the whole body. Be careful during the climb, the surface may be wet and slippery. If you are scared, you can wear socks. On the top of the hill extend the ruins of Hierapolis. At first you will see a cafeteria place where you can order some refreshments. Past the cafeteria, there is an archaeological museum with preserved sarcophagi and past the museum is situated an ancient sacred pool with fragments of the original marble columns. This part of the complex charges an extra fee of 25 TL. The ruins of Hierapolis extend beyond the ancient pool and continue down the hill. The highlight of the ruins is the ancient theatre with an impressively preserved stage that features niches and columns. Follow the path down the hill on which you can see the ruins of a byzantine church or the fundamental stones of the Apollon's Temple. The

largest part of the Hierapolis is covered by the necropolis. At the end of the necropolis there is the second entrance where the bus will wait for you.

On the way back from Pamukkale, you will stop and visit a workshop where is processed onyx. It is possible to buy jewellery made from this gemstone. Then the bus will take you straight to your hotel.

Do not forget to wear comfortable shoes and sun protection. If you are planning to swim, please, take with you appropriate swimwear. The trip to Pamukkale is organised every Tuesday and Thursday however it is necessary to have more than six people.

The price includes basic entrance fees, bottled water and transport by air-conditioned coach. The basic price for an adult is 1700 CZK, children aged from 0 to 3 years are free of charge and children from 3 to 12 years of age have a 30 % off of the basic price. Please note that the prices may vary according to the season.

3) Izmir

8:00 – departure from Kuşadası

9:00 – 10:00 Asansör

10:15 - 11:45 Ancient Agora

12:00 – Konak Meydanı, downtime

14:00 – transfer to Kemeraltı bazaar

16:30 – departure from Izmir

17:30 – arrival to the hotel

In the morning the coach picks you up from the hotel and it takes you to Izmir. You will use the coach to travel around the city. The journey to the city lasts around 50 minutes. The trip has four major stops, where you will be accompanied by the local guide. The first stop of this trip is called the Asansör. It is a historical building within the elevator. Originally it carried goods and people in order to skip climbing the steep path which connects two neighbouring quarters. On the top is a small café where you can either taste traditional Turkish coffee or have an espresso. From here you will continue to the ancient agora of Izmir. It was Smyrna's biggest market place built under the reign of Alexander the Great. Later on under the Ottoman reign the place was reconstructed into a Muslim cemetery that is why there are visible tombstones in some areas of the complex. Nowadays the reconstructed columns and arches provide a fair vision of how

it once looked. Next stop is the famous Konak Meydanı with a clock tower in the middle. The clock tower is built in the Ottoman style. Its oriental decorations should make Smyrna less European. After the exploration of the square, you will have a downtime so you can go for lunch or for a walk on the famous seafront Kordon. Meeting point will be set by the guide although most probably it will be by the clock tower. Then you will walk to the Kemaraltı Bazaar. Please be careful as it is very easy to get lost in it. Wait until the guide gives you the instructions how to walk around and where to meet again. In the bazaar, there is a wide variety of goods and merchandise. Note that the prices are exaggerated so you need to bargain about the price with the merchant. The so-called designer clothes and accessories are most definitely fakes but the Turks are very good at the imitation so it is possible to find a good-looking piece. After the shopping you will find the coach and go back to the hotel.

The trip is organised every Saturday as it is the only possible day to visit the ancient agora. The price of the trip includes entrance fees, bottled water, professional licensed local guide and transport by the air-conditioned coach bus. The price for adult is 1710 CZK, children aged from 0 to 3 are free of charge and children from 3 to 12 years of age get 30 % of the price.

4) Samos

7:30 am – pick up from the hotel

8:30 am – departure from the Kuşadası port

5:00 pm – departure from the Samos port

6:00 – 6:30 pm – arrival to the hotel

From the Kuşadası harbour goes a ferry to the nearby Greek island Samos. The ferry goes to the island every day from April until September. Please note that in Greece you have to pay by Euro. Do not count on the credit card; it is better to have at least some cash.

The shuttle bus will pick you up at 7:30 am and take you to the port. The ferry leaves the port at 8:30 am. Remember you have to go through customs as you are going to another country so do not carry any inappropriate objects within your bags. The journey from Kuşadası to Samos takes approximately 50 minutes. After arriving to the Vathy

port, you are on your own. There is no guide provided for this trip so you can explore the island as you like. At the port, there are information stands where you can ask for a map of the island. Among the most popular sights on the island belong the Archaeological museum, the Ecclesiastical – Byzantine museum, the beach and the old town centre. Definitely go visit the Archaeological museum as it accommodates five metre tall temple statue. The Ecclesiastical – Byzantine museum is situated in a former cathedral building. The exhibition comprises lot of icons, sacred utensils and interesting manuscripts. The main meeting point of the Samos city is the Pythagoras square with a lion statue in the middle. Around this square there are lots of cafés, restaurants and Greek taverns, where you can taste the traditional Greek cuisine. The city has one main beach which is pebbly however the sea is crystal clear and turquoise.

The ferry returns back to the Kuşadası port at 5 pm, please, be present at the customs at least 30 minutes earlier. In the Kuşadası port the shuttle bus will be waiting for you to take you back to your hotel. The port has a duty free shop where you can buy alcoholic or tobacco products for cheaper prices than in Turkey but be aware of the permitted amount you can take with you. Do not forget your passport and the trip receipt you obtain from your delegate.

The price includes the port pickup and drop off and the return tickets. The price is 1260 CZK for an adult, children aged 0 to 3 years are free of charge and children from 3 to 12 years of age get 30% off of the basic price.

5) Hammam

Hammam also known as Turkish baths is a popular time of relaxing in the Orient. There are special places for Hammam. Usually it is a spa centre with a customised room for the traditional bath. The hot room is decorated with typical Turkish tiles, in the middle is a marble platform and around the walls are small fountains placed in niches. The baths usually have a dome which is also decorated by tiles or by small glass window pieces.

At first you have to warm up your body therefore you will be send into a dry sauna for about 20 minutes in order to start to sweat so your pores will open. Then you will continue to the hot room where you lie on the marble stone in the middle of the room. The masseur pours warm water on your body and then he starts the cleansing process.

He scrubs your body with a peeling glove to remove all the dirt and dead skin. He rinses it off and he starts the soap massage. To do the soap massage he needs a bucket of warm water with a traditional soap and a cotton fabric looking like a pillowcase. He dips the fabric into the bucket and with a special method he draws the foam on your body so the whole side is covered and then he just massages it to you. This is made from both sides of the body. Then he rinses the remaining soap off you mostly with colder water then before and he sends you to the cold room to relax. He also brings you a cup of tea. Later on he gives you a classical massage.

It is recommended to have this massage before you start to tan as the procedure includes scrubbing. The masseurs are usually men but if you want to have a same sex masseur you can ask for it. Do not forget to bring your swimwear. This package includes the transfer from/to the hotel, the traditional soap procedure and a classical massage of the whole body. It is provided every day in the local Turkish bath centre. The pickup depends on the occupancy of the particular day. Your delegate will call to the centre to arrange it for you when you buy the package.

The price for an adult is 790 CZK, children aged 0 to 3 are free of charge and children from 3 to 12 years of age get 30 % off of the basic price.

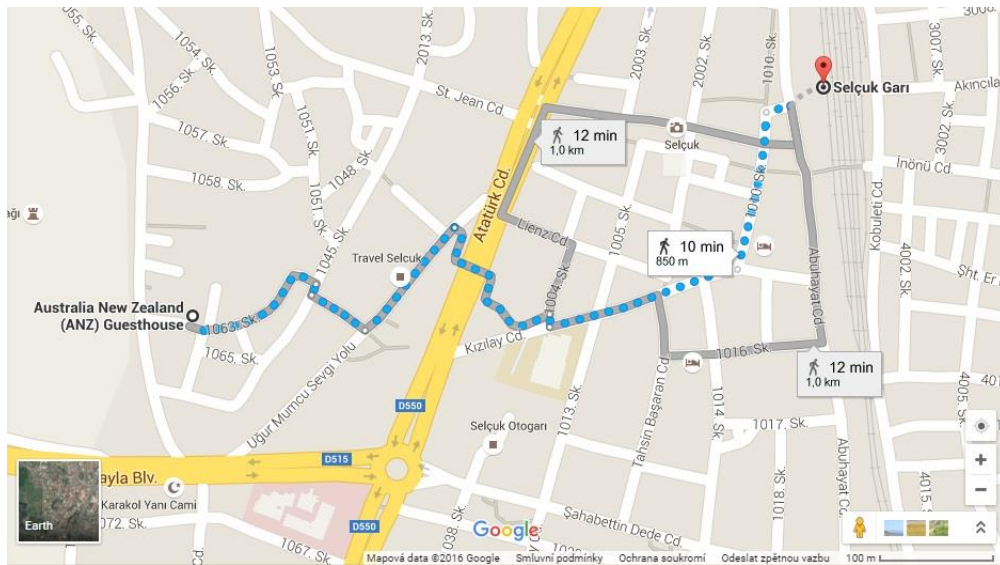
Please note that the prices are only indicative and therefore they may vary according to the season of the year. The optional trips are not organised by Exim Tours. The Czech travel bureau offers already made trips from the local providers. Because of that it is necessary to handle potential problems immediately on the spot.

4.2 Individual Travel - Backpackers

Country:	Turkey
Final destination:	Selçuk
Departure:	25 August 2016
Arrival:	1 September 2016
Airport:	Prague - Izmir – Prague (1 x 6 717 CZK)
Transport:	Izmir Airport – Selçuk – Izmir (1 x 5, 75 TL)
Resort:	ANZ Guest House
Nights:	7 nights
Board basis:	Breakfast
No. of passengers:	2 adults
Accommodation:	One double room with separated beds (6 467 CZK)
Average food expenses per day:	up to 35 TL a day
Total price:	17 183 CZK

Transport

We have selected for you the best possible flight tickets in the requested period. The flight is organised by the Turkish Airlines and you are allowed to have one baggage of maximum 20 kilos. Both flights have a short layover in Istanbul. After landing in Izmir at 16:15, you will take train at 17:10, which goes straight from the airport to Selçuk, your final destination. You need to buy the one-way tickets, which cost 5, 75 TL each. The journey takes approximately one hour and ten minutes. After arriving to the village, go straight to the ANZ Guesthouse below is placed a map, which you can follow, but the pension is known in the village so you can ask locals. From the train station it is around 10 minutes of walking. When you arrive, please, register in the reception with the owner of the pension.



Picture 2 – Route from Selçuk Garı to ANZ Guesthouse (Google Maps, 2016)

Description of the accommodation

Australian and New Zealand Guesthouse is a credible and well-established complex mainly popular among the backpackers from around the world. The pension offers individual double rooms but also a hostel. The breakfast is provided as a buffet and is served on the terrace from which is an incredible view on the ruins of Ephesus. The owner of the accommodation is very polite and generous you can ask him whatever you need. The front courtyard is arranged as a community room and you can find there lot of brochures about the historical attractions in the region as well as the contacts on various local travel agencies.

The room which we have booked for you is a double room with two separate beds, individual bathroom, air-condition and nice view. Towels, linen and toiletries are included (Booking.com, [2016, online]).

Possible trips around Selçuk

1) Ephesus

Visiting Ephesus is an obvious trip when staying in Selçuk. Thanks to the close position of ANZ Guesthouse you can even walk to the ruins. The walk to Ephesus is approximately three kilometres long and you will just follow the main road from Selçuk in the Kuşadası direction and then after one and a half kilometre you will turn left. That road will lead you straight to the lower gate of Ephesus. There is a bus that goes to Kuşadası and it passes the turn to the ruins, you can go by this bus and ask the driver to

stop there. It should be not more than 2 TL for the ride. You can also try to hitchhike from Selçuk. Hitchhiking is a popular way of traveling in Turkey; however, you never know what may happen so if you choose this way of traveling, please be careful. The entrance fee to the ruins is 25 TL. If you fancy a guide there are always some guides around so you can try to ask around. If you prefer printed guides it is possible to buy one in any language in the shops around the ticket office.

The exploration of the complex takes approximately one and a half hour. The first monument of the ruins is the ancient theatre. The theatre is in preserved state and during the climax of the Empire it could seat up to 25 thousand spectators. On the right side of the Marble Street is located a lower agora, a former market place. The Marble Street, which was one of the biggest streets in Ephesus, will take you to the symbol of these ruins – The library of Celsus. Next up are the Terrace Houses, this part of the complex is optional as it is charged separately. The entrance fee is 15 TL. In the Terrace Houses are seven excavated roman houses. The whole street then extends from the library up to the upper entrance. The street is called Curetes and it includes constructions such as the Hadrian's Temple, the Trajan's fountain and the Hercules' Gate. The last part of the ruins is the upper Ephesus and it features Odeon and the Baths of Various. Near the entrance is situated a miniature of the actual Ephesus and a souvenir shop. On the top of the hill is located the House of Virgin Mary. It is quite difficult to reach it without a car or an organised tour. So the only way is to hitchhike or walk. There are no local busses which go up there. It is a nice and simple pilgrim's spot. There is a statue of the Virgin Mary, a chapel and a wall of wishes. The entrance fee is 5 TL.

The complex is open every day from 8 am to 6:30 pm. It is recommended to visit it either in the morning or in the late afternoon to skip the crowds of people.

2) Şirince

Şirince is a small mountainous village which is mostly known for its production of fruit wine. The local bus goes from the Selçuk bus station every 30 minutes. The tickets are sold by the bus driver and it should not cost more than 5 TL. In the village you can explore the local market where you can also taste the famous wine. The wine is made from various types of fruit such as strawberries, watermelon or apricot. Beside the wine, it is possible to buy natural cosmetics, handmade jewellery and clothes. In the Artemis

restaurant building is possible to watch a traditional performance of the whirling dervishes. Again if you want to avoid the touristic groups it is advised to come in the morning or late afternoon.

3) Kuşadasi + Samos

The bus to the nearby famous tourist destination goes every 20 minutes or so and the bus ticket costs 6 TL. The bus stops quite near the seafront. The main attraction is the Pigeon Island, which is a former fortress. Inside is a nice park with dovecotes but mainly it is a nice place for a walk. Because Selçuk is located in the inland, it is favourable to stop on a famous public beach called Ladies beach. In the port you can buy various boat tours and a ticket for the ferry to the Greek island Samos. The boat tours usually go around coastline of Kuşadasi with three or four stops for snorkelling or diving and include a lunch on the boat. More interesting is the trip to Samos which is individual, you just buy the return ticket and you have around six and a half hours to explore the city. The return ticket costs 40 €. The highlights on the Samos Island are the Archaeological museum, the Ecclesiastical – Byzantine museum, the pebbly beach and the old town centre. On the Pythagoras square is easy to find cafés, restaurants and typical Greek taverns. If you decide to go on this trip, please, do not forget your passport and some cash in Euros.

If you want to enjoy the nightlife in Turkey, it is better to go from Selçuk to Kuşadasi. Kuşadasi is a typical holiday resort prepared for tourist so there are plenty of bars and pubs. Note that Turkey is an Islamic country therefore if the alcohol is served it is also noticeably more expensive than in other countries.

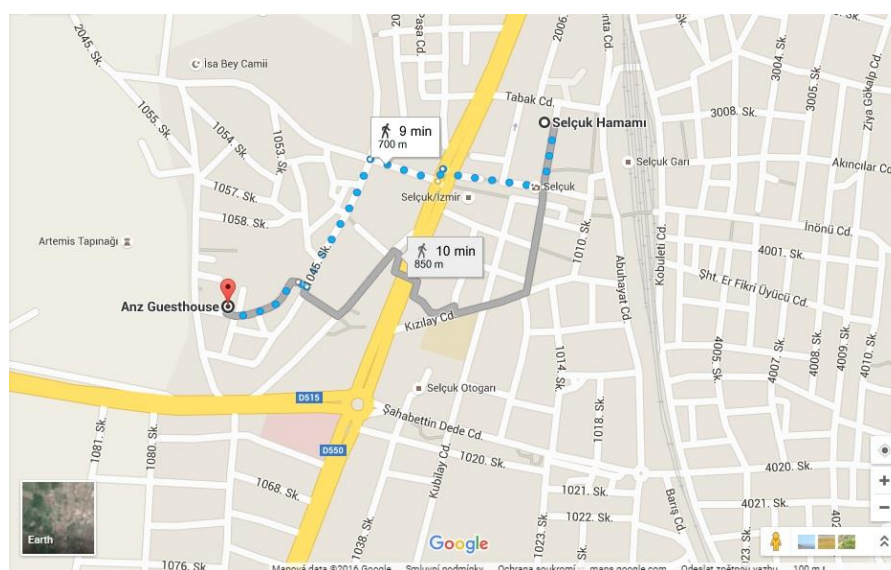
4) Hammam

If you want to try a traditional Turkish baths also known as Hammam there is a centre called Selçuk Hamami, which has amazing reviews from tourists from all over the world. The centre is located 10 minutes from the ANZ Guesthouse, below this description there is a map how to get there. We do not have the price list available so you have to ask personally there. You can try to bargain about the price as well.

The procedure has three stages. At first you have to warm up your body therefore you will be send into a dry sauna (also called a warm room) for about 20 minutes in order to

start to sweat so your pores will be open. Then you will continue to the hot room where you lie on the marble stone in the middle of the room. The hot room is decorated with typical Turkish tiles, in the middle is a marble platform and around the walls are small fountains placed in niches. Here the masseur pours warm water on your body and then starts the cleansing process. He scrubs your body with a peeling glove to remove all the dirt and dead skin. He rinses it off and he starts the soap massage. To do the soap he needs a bucket of warm water with a traditional soap and a cotton fabric looking like a pillowcase. He dips the fabric into the bucket and with a special method he draws the foam on your body so the whole side is covered and then he just massages it to you. This is made from both sides of the body. Then he rinses the remaining soap off you mostly with colder water then before and he sends you to the cold room to relax. He also brings you a cup of tea. Later on he gives you a classical massage.

The prices of the procedure range between 25 - 45 TL. It depends on whether you will bargain or not.



Picture 3 – Route from ANZ Guesthouse to Selçuk Hamamı (Google Maps, 2016)

Other possible trips in the Aegean region

5) Izmir

We would recommend you to explore Izmir on your date of departure from Turkey. Firstly, you have to take the same train you use for coming to Selçuk so in order to save some money and also time it is better to do it in one day. Besides that in Izmir there are

not such overwhelming attractions. It is a very modern and liberal city with a lot of skyscrapers and people. Good thing is that it has an underground, which allows you to explore it quickly. Half a day is enough to explore the historical and cultural attractions. So instead of getting off the train on Izmir airport you will continue to the last station which is Basmane Garı. Basmane is one of the centre parts of Izmir and you can easily walk towards the main attractions. If you do not have a map of Izmir, ask in any hotel or tourist information for one. The closest one from the railway station is the K lt rpark. In the park you can observe a parachute tower, a Ferris wheel or exhibition halls. Then you can continue to the Cumhuriyet Meydanı, which is square that features a statue of Atat rk and it is located on the seafront. From there you can walk to the Konak Meydanı where is the famous clock tower and then to the nearby Kemeraltı bazaar. The metro line which goes straight to the Izmir airport is around 30 minutes of walk from the bazaar. You can buy a metro token or a metro card. The token is for 1,55 TL and its validity is for 90 minutes. If you will use the underground for traveling around the Izmir it is better to buy the card for 5 TL which can be used for three 90-minute rides. If you decide to follow this program, please note that the first train from Sel uk to Izmir goes at 6:52 am so you should definitely take this one in order to catch the flight to Prague.

6) Pamukkale

Pamukkale is a complex of calcite travertines and an ancient Greek city Hierapolis. In the past it was possible to swim in all of the original pools but because of a vast damage made by local businessmen there are now only six artificial pools available for swimming.

There are various ways how to reach Pamukkale. First, you can buy an organized trip/tour from a local travel agency in Sel uk. This is a good way because there are no useless stops on the way so you can reach Pamukkale in about three and a half hours also the price includes the entrance fee and maybe a lunch. The prices depend on the local agency. The second way is to go by a coach bus which goes 3 times a day from Sel uk bus station to either Denizli or Pamukkale and the other way round. This bus should be provided in the high season, however it is better to inform on this personally in the bus station or in the reception of ANZ Guesthouse. The one-way ticket should be between 20 and 30 TL. The third possible way is to go by train from Sel uk to Denizli

and then by a local bus from Denizli to Pamukkale. The train goes several times a day and the journey takes about three hours and twenty minutes. The round-way train ticket is around 30 TL and the local bus ticket is 5 TL. This way is the cheapest. The entrance fee to Pamukkale and Hierapolis is 25 TL.

All buses, both coach and local, stop near the main entrance to Pamukkale. It is recommended to start on that side if you come with an organized trip because the coach will wait for you in front of the second gate. When going on your own, you start also climbing the castle then you go around and down the Hierapolis but then you have to go back the same way, which means go through Hierapolis again and then go down the castle. It is forbidden to step on the travertines with shoes, so please take your shoes off before climbing the castle. The surface may be in places wet and slippery so be careful. In Pamukkale there are some restaurants but the meals are overpriced because of the tourists so if you want to have lunch or dinner, try some restaurants or fast foods in Denizli where the prices are standard. The last train from Denizli goes at 5:30 pm. If you plan on swimming, do not forget appropriate swimwear.

4.3 Final Calculation

The featured table sums up the prices for both tours. It is important to say that the package tour was designed for two adults and one underage child and the backpackers tour includes only two adults. Keeping that in mind the prices of the transport, accommodation and meal are not so different. However the prices for the optional trips around the Aegean region are very divergent. Obviously it is caused by the fact that the organized optional trips include an air-conditioned coach bus, local guides and commissions for the organizers. All prices listed in Turkish lira have been converted to Czech currency at the exchange rate - 1 TL equals 8,5 CZK.

Service / Tour	Package Tour	Backpackers
Transport	33 770 CZK	24 066 CZK (including extra food expenses)
Accommodation		
Board		
Ephesus trip	3 861 CZK	544 CZK
Pamukkale trip	4 590 CZK	1 105 CZK
Izmir	4 617 CZK	185 CZK
Samos	3 402 CZK	2 163 CZK
Hammam	2 133 CZK	215 CZK – 385 CZK

Table 1 – Calculation of the tours

From the table it seems that the backpackers tour is more favourable than the package tour. When it comes to the financial side it is because of the use of local transport but also because of the possibility to bargain about prices of the certain services. On the other hand, it is less comfortable especially in the terms of the board. Sometimes it can be really annoying or exhausting to look for a place where to eat every day mainly for the first time visitors who do not know Turkish cuisine. So in that case it is better to book the package tour with all inclusive board where the hotels serve mainly European types of food with some typical Turkish dishes. Plus if the clients prefer rather relaxing type of holidays it is also better to choose the package tour as the resort offers plenty of

leisure activities and its own private beach within the complex. For more adventurous and active holidays it is preferable to choose the backpackers tour hence there is no scheduled meal or activities so the clients can decide on the spot and do not have to follow the schedule. It may be more difficult to organize everything alone but it surely is an amazing experience.

The perfect combination may be to book the package tour but go on the trips alone or try to buy it from local agencies on the street where it is possible to bargain about the price and the service is the same. That would provide the clients with both relax and adventure.

To conclude, these suggested tours were created for different types of clients. They both offer a seven days stay in the Aegean region specifically in the area of a holiday resort Kuşadasi and a nearby village Selçuk. The most important part of the tour is the proposal of various optional trips, which are adequately described and some of them are as well accompanied by a map. The final part provides the information on the separate calculation for both trips and discusses some advantages and inconveniences and a possible combination of the two tours.

5 Conclusion

The potential of Turkey lies in its rich history and its unique geographical position between Europe and Asia. Both, the history and the position, serve as the foundation for all other characteristic features of this captivating country. They mainly influence its colourful culture and diverse landscape. The welcoming nature of its residents is the imaginary glue that holds it all together and makes the country one of the most impressive places one can ever visit. In order to fulfil all of these qualities of Turkey, various goals have been set out in the beginning of this thesis.

There were in total three goals, one for a different chapter. The goal for the first chapter of the theoretical part was to provide general information about Turkey. This information includes geographical and climate conditions, highlights and the topography of the country. In addition the information about the population was provided. The next chapter focused on four major historical periods that were important in the creation of the today's image of the country and are an important factor in the touristic potential of the country. The following chapter discussed the status of Turkey in the international waters and the relation with its biggest rival Greece. Some of the traditional arts and the Turkish cuisine are described in the last paragraphs.

The largest section of this thesis was focused on the Aegean region and its provinces, which are the most crucial tourist destinations in Turkey. The goal for this part was to show the strength and importance of tourism. The subchapters presented each province in general with the addition of its most searched holiday resorts. Each resort was chosen based on the historical, natural and cultural attractions, which were also presented in the thesis. This chapter proved that Turkey is endowed with a big number of not only beaches and opulent nightlife but also of ancient and natural wonders, which cannot be found elsewhere.

The last goal was related to the practical part of this thesis and it was to plan two imaginary tours for different group of travellers, in other words to connect the theoretical part with the practical. This was provided by designing two different tours

for two different target groups in the same geographical area. To make it as realistic as possible, the second-person plural was used in the description of particular trips. The package tour was created for a young family with an underage child, who was sent into a five-star hotel resort with a supply of five various optional trips. The optional trips were adequately described including the timetable and prices. The backpackers tour was only for two adults and it slightly differed in the location of the accommodation, however, the optional trips stayed the same.

The final calculation put the two tours together and showed its pros and cons. All in all, the tours were created in the most realizable and appealing way, although small differences can occur during the realization. In the appendices were placed photos of historical and natural attractions that can be seen during the tours.

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Appendices

Appendix 1: Maps of Turkey

Appendix 2: Sights in Denizli province

Appendix 3: Sights in Izmir province

Appendix 4: Sights in Aydin province

Appendix 5: Sights in Muğla province

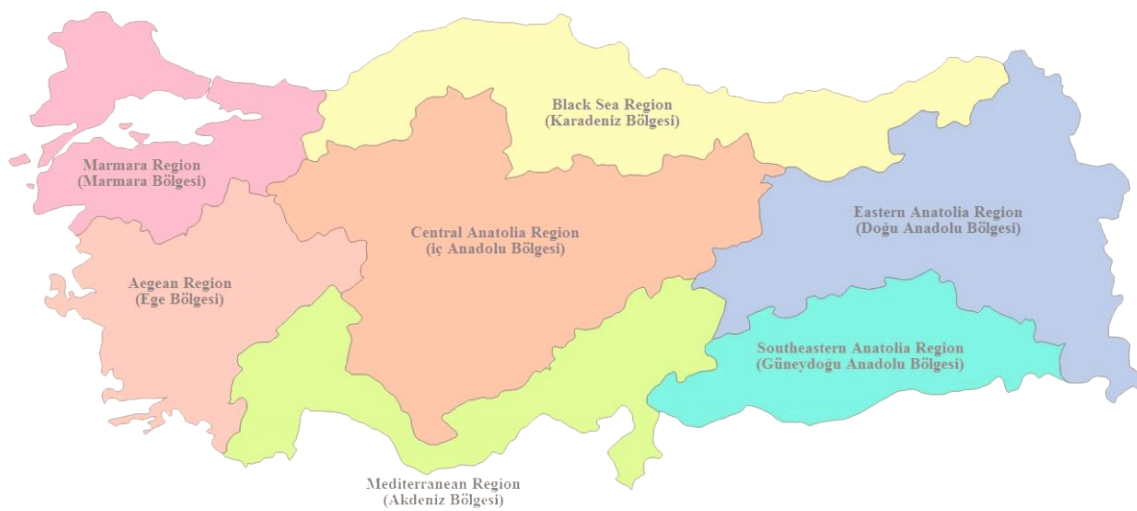
Appendix 1: Maps of Turkey

Map of Turkey



SOURCE: URL: <http://www.mapsofworld.com/turkey/maps/turkey-map.gif>

Political map of Turkey



SOURCE: URL: <http://dmc.crystalconcepts.com.tr/assets/img/c/about-turkey/map3.png>

Appendix 2: Sights in Denizli province

Cotton castle in Pamukkale



Ancient theatre of Hierapolis



Appendix 3: Sights in Izmir province

The fortress and ruins of St John's basilica in Selçuk



The library of Celsus in Ephesus



Appendix 4: Sights in Aydin province

The view on the Pigeon Island from the port of Kuşadası



The Pigeon Statue on the Kuşadası seafront



Appendix 5: Sights in Muğla province

A view from the castle of St Peter on the port of Bodrum



Rock Tombs in Dalyan



Ghost town Kaya Köyü in Fethiye



A view on the Butterfly Valley in Ölüdeniz

