TOURIST DESTINATIONS IN LITERARY WORKS: THE NOVEL "A MEMENTO FOR ISTANBUL"

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Abstract

Promotions of the destinations are seen in many written and visual platforms. Literature is one of them. Since the places where the events occur in many of the literary works are also tourist destinations, these works can make significant contributions to the promotion of the destinations. In the context of interdisciplinary studies, it is important to conduct studies on the interaction of tourism and literature. In the light of this information, it is aimed to examine the destination attraction elements mentioned in the literary works. In this context, the novel of Ahmet Ümit titled "A Memento for Istanbul" was examined. The novel was read simultaneously by the researchers who carried out the study. In the literary work examined, it was found that there are descriptions and information that promote Istanbul as a tourist destination. Afterwards, descriptions and information determined by different researchers were compared and the common ones were included in the research. According to the results of the study, it is observed that the historical events and artifacts, natural beauties, accessibility, food&beverage and accommodation in Istanbul are handled strongly in the context of destination attractiveness. This study shows that tourist destinations in literary works are processed in the context of destination attractiveness. In this aspect, it can be stated that the novels contribute to the promotion of tourist destinations.

Keywords: Tourism. Travel Literature. Touristic Destination. "A Memento for Istanbul".

DESTINOS TURÍSTICOS NOS TRABALHOS LITERÁRIOS: O NOVA "A MEMENTO FOR ISTANBUL"

Resumo

As formas de promoção dos destinos são vistas em muitas plataformas escritas e visuais. A literatura é uma delas. Como os locais onde os eventos ocorrem em muitas das obras literárias também são destinos turísticos, essas obras podem dar contribuições significativas para a promoção dos destinos. No contexto de estudos interdisciplinares, é importante realizar estudos sobre a interação do turismo e da literatura. À luz dessa informação, objetiva-se examinar os elementos de atração de destino mencionados nas obras literárias. Nesse contexto, o romance de Ahmet Ümit, intitulado "A Memento for Istanbul", foi examinado. O romance foi lido simultaneamente pelos pesquisadores que realizaram o estudo. Na obra literária examinada, verificou-se que existem descrições e informações que promovem Istambul como destino turístico. Posteriormente, as descrições e informações determinadas por diferentes pesquisadores foram comparadas e as comuns foram incluídas na pesquisa. De acordo com os resultados do estudo, observa-se que os eventos e artefatos históricos, belezas naturais, acessibilidade, alimentos e bebidas e acomodações em Istambul são tratados fortemente no contexto da atratividade do destino. Este estudo mostra que destinos turísticos em obras literárias são processados no contexto da atratividade de destinos. Nesse aspecto, pode-se afirmar que os romances contribuem para a promoção de destinos turísticos.

Palavras chave: Turismo. Literatura de Viagem. Destino Turístico. "A Memento for Istanbul".

DESTINOS TURÍSTICOS EN TRABAJOS LITERARIOS: LA NOVELA "A MEMENTO FOR ISTANBUL"

Resumen

Las promociones de los destinos se ven en muchas plataformas escritas y visuales. La literatura es una de ellas. Dado que los lugares donde ocurren los eventos en muchas de las obras literarias también son destinos turísticos, estas obras pueden hacer contribuciones significativas a la promoción de los destinos. En el contexto de los estudios interdisciplinarios, es importante realizar estudios sobre la interacción del turismo y la literatura. A la luz de esta información, este texto tiene como objetivo examinar los elementos de atracción de destino mencionados en las obras literarias. En este contexto, se examinó la novela de Ahmet Ümit titulada "A Memento for Istanbul". La novela fue leída simultáneamente por los investigadores que llevaron a cabo el estudio. En el trabajo literario examinado, se encontró que existen descripciones e información que promueven a Estambul como un destino turístico. Posteriormente, se compararon las descripciones e información determinadas por diferentes investigadores y se incluyeron las comunes en la investigación. Según los resultados del estudio, se observa que los eventos y artefactos históricos, bellezas naturales, accesibilidad, comida y bebida y alojamiento en Estambul se manejan con fuerza en el contexto del atractivo del destino. Este estudio muestra que los destinos turísticos en obras literarias se procesan en el contexto del atractivo del destino. En este aspecto, se puede afirmar que las novelas contribuyen a la promoción de destinos turísticos.

Palabras clave: Turismo. Literatura de Viaje. Destino Turístico. "A Memento for Istanbul".

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1 INTRODUCTION

The effects of globalization in the 21st century shows itself even more in every area of life. It is possible to see these effects of globalization especially in tourism which is highly dependent on international interaction and developments. In the modern sense, there has been a significant increase in tourism and tourist travel movements in recent years.

According to UNWTO (2018, p. 2-3), 1,326 billion people traveled around the world in 2017 with an increase of 7% compared to the previous year, with a total income of 1.340 trillion dollars from these travels. With this revenue volume, tourism accounts for approximately 7% of total world exports and 30% of services exports. In addition, this revenue volume makes tourism consist 10% of the world's GDP. In addition, one out of every 10 employees work in tourism related works. All these data clearly reveal the point that tourism arrived and its place in the world economy.

This increase experienced in tourism and travel movements and economic gains have led to the intense competition of countries and destinations rich in tourist resources in order to get a share from this market. In this competitive environment, there are some costs of being successful. Advertising and publicity expenditures in different media are the leading costs.

Most destinations carry out advertising and promotional activities that highlight their tourist resources to attract more tourists. Touristic resources can be any of the attractions of history, nature, culture, cuisine or other destination attractiveness elements, depending on the characteristics of the destinations.

All of these efforts are related to destination marketing (Fernandes, at, al., 2012; Çevik, 2018: 306; Labrada, et al., 2019). Rainisto (2003: 12) states that the introduction of destination attraction elements through such marketing efforts becomes more evident to the tourist potential of destinations with the aid of appropriate communication channels.

There are also some advertising and promotion channels that play a significant role in the promotion of destinations without any cost. Typically, these platforms are written and visual platforms. For visual platforms, cinema films and TV series are among the best examples (Taş, et al., 2017, p. 1135-1136) and literary works are one of the best examples for written platforms (Carson, et al., 2017, p. 382).

Travelogues written throughout history have kept literature alive and have also helped people to follow the change and transformation in travel movements. Sports activities and visual media display also serve this purpose (Jutbring, 2014, p. 29).

Novels with a certain event and fiction are the most important literary genres in the promotion of tourist destinations (Canavan, 2019). It can be said that the novels, especially with the plots with places that are rich in touristic resources, influence the reader more.

Because most of the destination attraction elements are the source of the descriptions in the novels. In this way, an interest and curiosity to travel these locations are seen in the reader who does not personally travel the locations mentioned in the work. From this perspective, it can be stated that the novels play a very important role in the promotion of destinations.

Based on given expressions above "a memento for Istanbul" is a unique sample of literal promotion for Istanbul. Such works create curiosity in the mind of readers and can be a motivation for traveling to the destination presented in the book. Çetişli (2008: 93) supports this statement. The author emphasizes that images and symbols of a destination can be highlighted depending on the author's ability to describe literary works.

Thus, readers travel to these destinations. In this sense, it can be said that literary works contribute to the destination image. Özdemir (2009: 33) states that the literary works in which historical or legendary places are narrated cause the reader to be interested in these places and make the readers make trips to these places. In the novel of "a memento for Istanbul", it is thought that the narration of historical and legendary places in Istanbul may increase trips to Istanbul.

2 LITERATURE REVIEW

2.1 Destination Concept and Destination Attraction Elements

While there are many definitions of the concept of destination, the subjects emphasized in most of these definitions are common. Destination can be defined as a place with all kinds of tourist resources that can meet the needs of tourists.

These resources include the elements of attraction that will guide the demand of the tourists, as well as the elements that will meet all the needs of tourists during the time they spend in the destination (Cho, 2000, p. 144; Atay, 2003, p.3; Fojtik and Somogyi, 2008, p. 2; Pike, 2008, p. 24; Jin, et al., 2012, p. 1430; Reitsamer, et al., 2016, p. 94-95). Based on this definition, it is understood that tourism is the first and most important condition for talking about a destination.

Another important condition of the destination is that it covers a certain geographical region. However, any geographical region is not a destination. In order to evaluate a region as a geographical destination, it is

essential to be related to tourism which is considered as the first condition above. Another condition to be considered regarding the destination is the size of the tourist attractions in the destination. It is not a must that all of the touristic attraction elements to be present in a destination. For example, while some destinations are prominent with nature, others can be prominent with history and culture. In his study, Buhalis (2000, p. 11), in a way to support these assessments, considers the destination as urban, coastal, mountain, rural, authentic and exotic destinations.

Hosany et al. (2006, p. 638) describe the destination in a broad definition with certain characteristics. They define destination which should be smaller than the country but larger than most small cities in the country, as geographical regions with an image in the minds of people, rich in tourist resources and infrastructure-superstructure.

All kinds of components that allow touristic activities can be expressed as destination attraction elements. Destination attraction elements are concrete elements that enable one destination to be preferred over the others (Akat, 2016, p. 174).

However, it can be said that these elements also have abstract aspects. These elements are expressed by different researchers under different categories. Başarangil and Ulaş (2018, p. 191-192) categorize these elements as natural, historical and cultural, economic, transportation, superstructure, hospitality, accommodation service and local transportation.

It can be said that this classification is broad because some of these categories include others. Bahar and Kozak (2005, p. 78) and Gomez et al. (2018: 273) give this classification by narrowing it a little more and considering it as attractions, accessibility, facilities, suitable packages, activities and auxiliary services. Similarly, Kozak and Rimmington (1998, p. 184) categorized destination elements as the attractiveness of natural and historical resources, including climate, food and culture, as well as facilities and services, infrastructure, hospitality and cost.

Bardakoglu (2011, p. 34) further shortens these categories and addresses destination attraction elements in four categories: natural attractions, historical and cultural attractions, entertainment and shopping opportunities, and health, treatment and sports facilities. Esteves and Fernandes (2016: 47) describe the attraction elements of tourist destinations as Reception and Quality of Services, Animation and Tourist Attractions, Travel Facilitators and Promoters, Rural Charms

The choice of a tourist destination depends on driving or attractive factors, as is the subject in marketing research. While driving factors are the needs of tourists, attractive factors are destination attraction

elements. According to their needs, tourists prefer the destinations with taking into account attraction elements of the destinations (Kim et al., 2003, p. 174; Vengesayi, 2003, p. 638; Beerli and Martin, 2004, p. 625; Çakici and Aksu, 2007, p. 184; Hsu et al., 2009, p. 291 Demir, 2010, p. 164; Hung and Petrick, 2011, p. 388-389; Özdemir 2014, p. 41). In the light of this information, destination attraction elements can be considered as natural attractions, historical and cultural attractions, event attractions, entertainment attractions and infrastructure-superstructure attractions.

In order to make sense of the tourist attraction of the destinations, tourists must come to these places as visitors. Because, depending on the nature of the destination to meet their needs, tourists make touristic trips to the relevant destinations. An important element here is curiosity (Limburg, 1998, p. 475). Destination marketing activities have an important role in the formation of this curiosity among tourists.

Therefore, many destinations make their own marketing as if they are a product (Paddison, 1993, p. 340). Carvalho (2015: 64-65) states in his study of Brazil that financial incentives policies and incentives can be attracted to touristic demand, especially in remarkable destinations in Rio de Janeiro and north eastern Brazil.

Tourist attractions are used very effectively as a destination-specific factor in the marketing of destinations. Destination marketing activities that include attractiveness include organizational movements covering a certain geography (Wang, 2008, p. 151). However, although there is not the idea of destination marketing in different fields such as literary works, unconscious destination promotion activities may be involved.

2.2 Interaction of Literature and Tourism

The relationship between reading and sightseeing or traveling is one of the most important points in the interaction between literature and tourism. Because often the actions of reading and traveling affect each other. This interaction is often an interaction that the reader or traveler is not aware of and does not show itself in a short time.

Sometimes a book that is read can mediate a journey if the reader's conditions mature. In addition to these possible effects of reading and literature on travel or tourism, it has positive effects on reading and literature in travel or tourism, such as reading in parallel with increasing interest after travel, reading during travel, reading books in pacific tourist activities or writing about the visited places.

This strong relationship between the two concepts brings together the necessity of discussing

concepts such as "tourist as reader" and "reader as tourist" (Özdemir, 2009, p. 33). MacLeod et al. (2018, p. 388-391) have a similar approach in their study of reader tours.

Literary works in which the interaction between literature and tourism are seen are most prominently travelogues. The phenomenon of traveling emerged and developed in the early days of history with different motivations arising from people's sense of curiosity. The experiences during these travel movements have been gathered by pilgrims or travelers in literary works known as travelogues.

In addition to the experiences of travelers, subjects such as social and economic structures, histories and physical characteristics of the traveled geographies have been covered in travelogues (Maden, 2008, p. 148). The origin of the author, which is generally known wrong in travelogues, is "geographies" rather than"experiences"(Asiltürk, 2009, p. 912). This means that travelogues have more impact on tourism than expected.

Demirer (2015, p. 18-19) uses the concept of "literary tourism" in relation to the interaction of literature and tourism and defines this concept as a travel to cities, towns, places (destinations) and hotels (touristic attraction-superstructure), which has some kind of relationship with literature. In this sense, it emphasizes that the characteristics of cities such as nature, history, social and cultural life are common points for both literature and tourism.

In addition, many historical and cultural cities such as Paris, Dublin, Damascus, Samarkand, London, St Petersburg, Jerusalem, Aleppo, Mecca, Cairo and Istanbul are frequently studied in the works of classical authors. The safe ones of these cities open their doors to traveling people as an important touristic destination nowadays.

Moreover, there are even some touristic routes and products created in a suitable manner with the works of ancient writers. Tourism authorities at different destinations tend to create products of such literary works attracting the readers. For example, thanks to Homerorus's Iliad and Odessa, the ancient city of Troy became a travel route and a tourism center (Demiralp, 2010; ESA, 2015; Gül, 2007).

Likewise, thanks to the comics of the Battle of Thermophalae, written by Frank Miller and Lynn Varley, the region where the war was taken has become a visited tourist destination. The adaptation of this comic book, which describes the war between the Greeks and Persians, to cinema has brought more visits to this region (Scriver, 2009).

In recent years, a different application that enhances the interaction between tourism and literature in Turkey have been implemented. Literature

library museum project has been put into practice since 2010 with the initiatives of the Turkish Republic Ministry of Culture and Tourism. The fact that the museum, which is one of the most important supply sources of tourism and the library, which is the source of literature, is united here is a good example of the similarities and relations between literature and tourism phenomena.

The most important literary works and writers are exhibited in these libraries and people visit these places (Atınç and Karadeniz, 2011, p. 523-524). Turkey's application in this system is new, however, particularly in developed countries, these applications are older and more advanced applications than Turkey. The International Committee of Literary Museums (ICLM) emphasizes that literary museums are related to literature, which is an element of cultural heritage, which is among the most important resources in tourism.

There are literary museums in countries such as England, Germany and Austria. However, the literary museums where only works with certain literary characteristics and life styles are reflected such as Namık Kemal museum houses (Turkey), Victor Hugo House Literary Museum (France), the Sherlock Holmes Museum (UK), Lin Yutang House (Taiwan), Lu Xun Native Place (China) serve tourism (Light, 2009, p. 240-244; Adıgüzel, 2017, p. 88; Wang and Zhang, 2017, p. 234). In particular, evaluations of cultural heritage, which is an important element of the interaction between tourism and literature, are similar in Richards' (1996, p. 267-269) study in Europe.

Different countries and studies on literary-tourism interaction are analyzed. MacKenzie (2017) addresses the problems in the literary works describing the tourist landscape of Scotland.

In his books, the author emphasizes the contribution of tourist representations to cultural construction and how postmodern fictions in the books complicate standard tourist representations. Jiang and Xu, (2017) contributed to the emergence of literature-tourism interaction by presenting a new case of literary space at tourist sites, presenting a new analytical framework, and at the same time facilitating understanding of cultural change in tourism destinations.

Also at Norway and the Scandinavian countries, (Marcouiller and Westeren, 2019) Antigua, which is a beautiful destination for sea-sand-sun tourism tourism (Baleiro and Qunteiro, 2019), Shiraz-Iran which as an important historical and cultural destination (Farsani, el). , 2018) and Brazil which is an important cultural and nature destination (Saldanha, 2018) can be considered as a few destinations that deal with the interaction of tourism literature.

Another type of interaction between literary works

and tourism is intense. In the novels where certain events are told, descriptions are made about the places where the events take place. These descriptions are elements that are more intriguing to the reader, such as nature, culture, history, artwork and other physical elements. Especially in literary works, nature depictions are both very old and quite common today. Pospelov (2005, p. 273) states that nature is personalized in ancient literary works.

After the establishment of the settled life after the antiquity and the formation of the phenomenon of society, the literary works began to be described in socio-cultural structure (Çimen, 2013, p. 80). Today, especially in historical novels, depictions of ancient cultures and historical works are frequently processed. What the description in the modern world is all about is where the event takes place. The places in the novels are often a tourism destination and the descriptions in the novels are related to the tourist attractions in the destination. These descriptions can arouse the curiosity of the readers to the relevant destinations and mediate their travel.

From this point of view, the interaction between tourism and literature is felt most clearly in the places where the artifacts attract the attention of the player as a tourist destination (Herbert, 1996, p. 77-78; Fawcett and Cormack, 2001, p. 686; Jia, 2009, p. 69-72; Reijnders, 2011, p. 231-232; Es and Reijnders, 2005, p. 113). Literary places can be defined in various ways. These places generally gain meaning in the minds of writers and fiction of their novels. Such places attract tourists and constitute a part of cultural heritage tourism (Herbert, 2001, p. 312).

3 METHODOLOGY

In this study, it is aimed to determine the types of destination attraction elements in literary works that may be the source of tourism movements. In order to realize this aim, Ahmet Ümit's novel "A Memento for Istanbul" was examined. Istanbul, Turkey is a very important city in the world besides being a city.

The most important features that give Istanbul this identity is its geographical location with its rich historical and cultural background. These two features make Istanbul an important world city and an important tourism destination. It is thought that the literary works depicting Istanbul may increase the sense of curiosity and travel towards people in Istanbul.

Travelogues contain very important clues about Anatolia, especially Istanbul. While some of these travel books use a sharp language for Anatolia, some give information about the travel barriers of the solid bureaucracy of the Ottoman period and some of the travel routes and accommodation structure during

travel. For example, in ancient travel books, caravansaries, which are the most important venues of Anatolia, are included (Çetin, 2013, p. 67-73).

Istanbul's literary works go back to ancient times. As a result of a dream, Evliya Çelebi wanted to visit attractive areas and write his experiences there, and his famous travel book was formed in this way. Evliya Çelebi traveled to Istanbul, the city where he lived before his first trip to Bursa and wrote his experiences. In these trips, coffee houses, taverns, art and entertainment centers are given priority (Mum, 2003, p. 191). Each of these places is a cultural reflection of Istanbul and the values that are the source of tourism.

The characteristics of Istanbul and the fact that the city is one of the most important tourist destinations in the world have enabled Istanbul to be included in the research scope. The work was conducted in the context of 'Istanbul Memories' due to the fact that it deals with sources such as history, nature and culture from the tourist sources in the author's works. In the literary work examined, it was found that there are descriptions and information that promote Istanbul as a tourist destination.

Autoethnographic method was used in the study. In this method, the objects examined are compared with known lines and their harmony is examined. In other words, they are re-tested with the objects examined with the information they have as a result of the researchers' experiences (Schwandt, 2007; Çevik, 2018). In this method, primary data are used and these data are the personal experiences of the researchers. These experiences are tested with the objects examined (Chang, 2013).

In light of this information; 4 researchers who carried out this research are tourism experts and lived in Istanbul at certain time periods. For this reason, they have both personal experience of destination attraction elements and tourist images in Istanbul. The touristic images in the novel examined were not compared with the experiences of the authors.

The novel was read twice at different time periods by 4 researchers who wrote the article. Each researcher reported descriptions of Istanbul as a tourist destination. Afterwards, descriptions and information determined by different researchers were compared and the common ones were included in the scope of the research and were reported in the findings section. In this sense; this study is a exploratory study, based on the discovery of representations of tourism attraction in literary works (Bennet, 2005; Canavan, 2019).

4 FINDINGS

Within the scope of this study, destination attraction elements were used while examining the

novel "A Memento for Istanbul". As a result of the literature review, five different categories of destination attractiveness, natural attractions, historical and cultural attractions, event attractions, entertainment attractions and infrastructure-superstructure were created. As given in the literature research, the number of destination attraction elements is high.

In this study, researchers planned to make as few categories as possible. Therefore, when the novel was read in the first round, these five categories were created by the authors with the support of literature. In the second round of reading, the touristic elements in the novel are classified according to these categories.

When the novel is evaluated in general, it is observed that historical and cultural attraction elements are processed much more than other attraction elements. In addition, the perception that Istanbul is a tourist destination has been widely used throughout the work.

In certain parts of the work, concepts such as tourism, tour guide, antiquity and art history which are directly related to tourism and the city's natural beauty and majestic history is emphasized through tourism. With this aspect, the novel, which investigates serial murders, suddenly turns into an important platform that promotes Istanbul as a tourist destination. Throughout the novel, the values associated with Istanbul such as Historical City Walls, Bosphorus, Seven Hills, Hagia Sophia, Suleymaniye and Topkapi Palace are handled with all its beauties.

Historical and touristic sources in the novel are among the most important tourist resources of both Istanbul and Turkey All of these elements mentioned in the work came to the forefront as the most important sources of motivation for tourists in Istanbul in 2016 in the research of tourist profile and behavior in Istanbul tourism. Especially Hagia Sophia, Topkapı Palace and Istanbul Strait are the top three motivations (Bekar and Çelik, 2016).

There are also different studies with these sources. For example, some of these places are also covered in Dan Brown novels. Deniz and Savaşkan (2018) consider Hagia Sophia as one of the most important tourism and immovable cultural assets of Istanbul. Ahunbay (2017) considers the Hagia Sophia as a world heritage.

Polat and Polat (2014) state that Topkapı Palace is one of the most important cultural assets of Istanbul in terms of cultural tourism. Sezer (2010) emphasizes that topkapı palace is one of the most important museums contributing to the tourism of İstabul. Şahin et al. (2018) state that the Bosphorus is one of the most important elements of domestic tourism demand.

The work also talks about important statesmen who ruled in Istanbul from the past to the present.

These statesmen are the ones who change the fate of Istanbul and are very important for the states to which Istanbul belongs. The first statesman in the work is King Byzas, the founder of the city. Later, Constantine, Justinian, Fatih Sultan Mehmet, Yavuz Sultan Selim, Suleiman the Magnificent and many other Ottoman sultans are discussed in different parts of the work. The founder of the Republic of Turkey, Mustafa Kemal Ataturk described in the novel is the last of important historical dignitaries.

It is also mentioned that Istanbul is the capital of three major empires such as Rome, Byzantium and Ottoman Empire and it is one of the most important cities of these empires. In this context, the names of Istanbul which were changed from the past to the present day are also included in the work. For example; Byzantion is the first name of Istanbul. Then the city is named as Byzantium, Constantinopolis, İslambul, Istanbul. Findings obtained from the novel "A Memento for Istanbul" in the context of destination attractions are as follows.

5.1 Historical and Cultural Attractions

Historical structures and regions are the most important historical and cultural attractions discussed in the work. Especially historical buildings and regions such as Sultan Ahmet Square, Beyazıt Square, Fatih Complex, Hagia Sophia, Topkapı Palace (museum), Archeology Museum, Basilica Cistern, Süleymaniye Mosque are explained throughout the work.

However, there are many structures and works showing the historical richness of the city which cannot be discussed in this study. These narratives lead to a great curiosity for the readers who never visited Istanbul. The readers who know Istanbul experience a mysterious journey through the history of the city.

Similarly, as a source of tourism, history and culture are considered in other studies (Baraw, 2017; Pumarola, at el., 2018; MacLeod, at el., 2018). Some of the chapters in which the historical structures and regions are explained are directly transferred to the study.

> "The tourists who gather in groups at the majestic hippodrome of Rome, the horse square of the Ottoman Empire, the current Sultan Ahmet square were curiously observing the Serpentine Column with Threaded Column, the bronze plates of which were removed during Latin invasion and which currently does not have any of the three heads and the Obelisk which was brought from Egypt by an emperor I don't know who". p. 43

> "I'm in the middle of a historical race track for thousands of people. Sultanahmet Square as

you know it was gone and instead of the tribe made of stone full of resentful people, horse racing was held, bloody gladiator fights staged Roman hippodrome had arrived. p. 115

Sultan Ahmet Square; "This square is a witness to the city's two thousand years of living. Dozens of kings, dozens of emperors, dozens of sultans... World-wide victories ... plunders, crazy entertainments, festive triumphs ... Revolts shaking the empire, epidemics, earthquakes, droughts, so this square has seen what happened to the city." p. 169

Çemberlitaş; "Constantine Millatan then erected this column in 330 in honor of making the city the capital of Rome. The story is also interesting. He brought the column from Rome, from the Temple of Apollo..... Original length was 57 meters. They smashed it up into pieces and carried it here in ships. After having erected the column, he placed his own statue in the appearance of Apollo." p. 98

"The emperor was looking at Hagia Sophia. To the most glorious shrine on earth. To the temple that protects Constantinople from evil as if it were a cloud hanging in the sky .... The largest, widest, highest, brightest temple ever built... To Hagia Sophia... Emperor Justinian was looking at Hagia Sophia." p. 319

Hagia Sophia; "It was the symbol of conquest. It represented the lifestyle of the new owners of the city." p. 385

Sultan (Fatih Sultan Mehmet) had opened his hands to Allah ...... The world could only exist at the behest of a ruler like him. ....There was victory in his eyes, pride on his forehead, joy in his heart. There was no doubt that he was the commander. There is no doubt that the honor always belonged to him. The words of the Prophet resounded in the dome of Hagia Sophia: "Constantine will certainly be conquered. The commander who conquers it is a beautiful commander, a soldier who conquers it is a beautiful soldier." p. 405-407

Mythological stories are the most striking subjects of historical attraction. Especially since the earliest history, some mythological stories about Istanbul are also included in the work. With these mythological stories told, the work becomes quite enjoyable. Spiggle (1994) states that the indications of myths, social life and cultural forms, which mediate tourism in support of this section, are processed in literary works. In addition, MacKenzie (2017) using a similar analysis method,

emphasizes legends that are valuable for tourism in the literary works

"One day Zeus saw Io, the daughter of the king of Argos, famous for her beauty. He fell in love as soon as he saw her. The new love of Zeus was not slow to be heard by the head goddess Hera........ Hera .... wanted to take revenge from Io. Zeus, who learned about this, turned Io into a white cow to protect her. But Hera...... abducted the cow and put Argos as a watchman to her. Would Zeus stop? He immediately sent the god Hermes and assassinated Argos. ... Hera ...... sent a horsefly to annoy her (Io). Io ran for miles to get rid of the fly. Whe she arrived to the bosphorus, she jumped into the water and crossed it with swimming. The meaning of the first name "Bosphorus" comes from this legend. Bosphorus means "Passing the Bosphorus" in Greek .... Io, who wanted to be saved fell into the Golden Horn at the end of the way. Poor Io gave birth to a girl named Keroessa between the hills of Golden Horn. Semestra, the water fairy, raised Keroessa. But when Keroessa grew up, another god, Poseidon, the God of the Seas, became a menace to her... Kerossa conceived from Poseidon. Byzas was that baby who Kerossa carried in her belly. So he became a great king, so he was able to establish that magnificent city called Byzantion." p. 48-49

"About two thousand and seven hundred years ago, immigrants from Megara built the first city, Byzantium, and built temples for their gods on the beach." One of those temples was built in the name of Poseidon, the god of the sea." p. 37
"Hekate, the moon goddess, identifies her with Artemis. It is said that Hecate always helped Byzantium. In fact, something like this is told. Alexander the Great's father, Philip II. seeks to capture Byzantium. He puts his army close to the city on a dark, nightless, starless night. But suddenly the lights explode in the sky, the stars burn, it's like daylight. At the same time the dogs begin to howl with Hekate's mark. The whole city wakes up and takes precautions. And with the help of Hecate, the goddess of the moon, Byzantium survived that night." p. 39

"......... The villain Kharon, the villain, would take money to pass the dead souls through the river. That's why money was left in the bodies of the dead. If the boatman Kharon cannot find money on the dead, he will not lead them through the Akheron River, so that their souls will be stuck in the swamp of the god of the underworld Hades." p. 41

"The Serpentine Column in Sultan Ahmet Square was brought from the Temple of Apollo

in the Delphi Ancient City. This column is believed to protect the city against snakes, scorpions and dews. .... when the snakes tore their heads off with their whips, the city was pestered. p. 43

Markianos Statue, Girl Stone; "The statue of Markianos whispered as girls passed by saying 'you are a virgin' or 'you are not a virgin'....... non-virgin girls couldn't get past this column. Until the sister-in-law of another emperor passed by. The statue, the Emperor's sister-in-law, "you are not a virgin," when the apocalypse broke. Unable to keep his wife's promise, the Emperor demolished the statue to protect his sister-in-law's honor. They're always rumors. The real reason why the Markinos column is called a girlstone is probably the two reliefs of Nike, the goddess of victory, on the lower base. The Ottoman people who saw these women's reliefs should have named the girl stone in the column." p. 310-311

.... Some say that Mimar Sinan fell in love with Mihrümah Sultana, who was lying inside with her father (Suleiman the Magnificent). .... Kanuni Sultan Süleyman marries his daughter to a statesman named Rüstem Pasha. After a while, Mihrümah Sultan asks Mimar Sinan to build a mosque. Thereupon the architect Sinan builds the mosque across the Uskudar pier. .... Upon this, Sinan built the second Mihrümah Sultan Mosque in Edirnekapı. But these two mosques had a characteristic referring to the name of Mihrümah Sultan. ....Sultan's name was sun and moon. Sinan made a mosque where the sun sets and a mosque where the moon is born, making his love for sulat meaningful. And once a year, the Mihrümah sultan watched the moon rising among the minarets of the mosque in Üsküdar as the sun sets behind the minaret of the mosque in Edirnekapı at sunset." p. 504

Religious images of cultural attractiveness are often used in the work. The city is to be described as the gift of God. However, the general evaluations regarding the places of worship of the heavenly religions in the city are important religious images processed in the work.

"God had offered them as a sacred gift to them this beautiful country that stretches out into the sea like an eagle's head." p. 3

"In fact, there were many monasteries and churches in the Byzantine era. Religion was effective in this region at that time. In the Ottoman era, tradition was unspoiled. Each side

is covered with masjid, madrasah goat and shrines." p. 138

.... The Patriarchate is just below Fener. You can meet Orthodox priests there. There are other churches and synagogues. Gregorian Armenians, Jews ... This region is a place where different religions live together." p. 138

"............ Sometimes he was found lighting candles to saints in Fener and sometimes praying to saints in Eyüp" p. 342

"In my opinion, Suleymaniye is the most beautiful mosque that is called the house of Allah." p. 501

5.2. Natural Attractions

Istanbul is located in one of the most beautiful spots in the world. This unique location paves the way for Istanbul's nature to come to the fore as a touristic value as much as its history and culture. Although not as much as historical and cultural values in the novel "A Memento for Istanbul", natural attractions are told too much and thanks to these narratives, people have the feeling that they are walking blindly in the unique nature of Istanbul. The first emphasis of natural attraction is the sea.

".... The sea was a generous garden and gave them the most delicious fish." p. 3

"The place smelled of sea." p. 3

"There was a fine breeze in Sarayburnu. Milk blue is a bright one. It smelled like fresh sea." p. 7

"Below are the murmur of lightning strikes over the Marmara Sea ..." p. 345

"Behind the glass, the Sea of Marmara shaking in the waves." p. 350

"We were looking at the city from the sea: .... Istanbul was in the mist. Fog in the sea. Our boat in the fogs. " p. 536

The other two important elements of Istanbul's natural attraction are steamboat and blue. Especially in some places of work, the art of personification has been used in the descriptions about the ferry. In the context of literature-tourism interaction, there are similar studies dealing with natural resources (Guo and Zhao, 2011; Jiang and Xu, 2017).

"The two strawberry city lines ferries, two heavy workers of the sea, passed me in front of them,

leaving softly strips of foam on the twinkling blue." p. 7

"The hoarse scream of the ferocious cry of a wild animal from ancient times quickly fades in the silence of the morning." p. 8

"I took the dark blue of Marmara and walked along the black asphalt. " p. 457

In addition to sea, steamboat and blue, there are also narratives about the sun and moon rising in the city. The work describes the region of Istanbul known today as the Suriçi or the Historic Peninsula. For this reason, Gülhane Park was used in the expressions that include natural beauties.

"We entered the Basketmakers' Pavilion through Gülhane Park." p. 33
"In Gülhane park, this season, the storks nest to the top of the huge plane trees under the trees under the beautiful road ...." p. 43-44

"Steer the wheel to Sarayburnu.... This is the first temple of the city where the sunrise in the magnificent place where you watch the love." p. 113

5.3 Other Attraction (Event, Entertainment, Infrastructure-Superstructure)

In this section, all kinds of assessments that may be related to the attractions such as activities tourism, entertainment or infrastructure-superstructure are made.

The work includes evaluations on transportation, accommodation, food and beverage, activities and entertainment. Both international food culture like fast food, and national food culture unique to Turkey are separately discussed. Sincerity and hospitality are emphasized, especially in the area of accommodation.

These evaluations are supported by the sections taken directly from the work. In particular, during the touristic activities such as cafeterias, hamburgers, restaurants, hotels and boutique hotels, emphasis is given to the superstructure services that can be used by tourists throughout the work.

"...... the narrow streets, small taverns in the narrow streets come to mind. Between the walls of a thousand and one hundred and a half years old commuter trains carrying thousands of Istanbul residents, who do not know boredom, come every day." p.16

"........ There was a largish shop selling souvenirs." p. 27

Before opening this artisan restaurant in Balat, Arif Usta was running a shabby tavern in Kumkapı. Then he took training in the kitchen of Imroz in Beyoğlu. p. 64-65

"One of the 24-hour restaurants in Sultanahmet......" p. 107

"I saw him to the south of the Cemberlitas column. Near the tram stop." p. 114
"After dulling my soul at Mengenli [1] Cavit copious scoop restaurant......" p. 277

"I opened my first shop in a covered market." p. 467

"The restaurant at the corner famous with its dried beans.... " p. 447
"This gigantic vehicle that stops at the beginning and waits for garbage to be loaded...... " p. 427
"..... Right next to the magazine of Turkish Airlines..." p. 520

In this section, the emphasis in the work and the fact that some problems have been addressed also very important for the future of Turkey and Istanbul tourism. Modern constructions that disrupt the historical fabric of the city are seriously damaging the city's tourism potential.

However, in the city, which is getting more and more immigration from home and abroad, life becomes more difficult and the sustainability of touristic resources is in danger. The literature discusses the existence of practices that could jeopardize the sustainability of destinations in support of this assessment (Saeteros, at al., (2017). Some of the works that can be evaluated in this context are given below.

"........ the subway bridge would stand like a shackle on the Golden Horn over the sea. All that beauty would be overshadowed by a lenduh of concrete and metal. " p. 59

"They stopped the construction of a hotel in the last report" p. 24

"What we do is history massacre, outright barbarism.......... Behind the mosque there is a large imperial palace called Palatium Magnum. Without any remorse, they built a five-star hotel." p. 170

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[1] Mengen: the province of Bolu in Turkey, a town famous for its food and chefs.

*"Despite the evening traffic, I was lucky, ..."* p. 176

"This place, called Altınkapı, was a ruin of earth, stone and marble that had already lost its grandeur today." p. 212

"The name is seen at a hotel case in a protected area in Topkapi." p. 266

"Responsible for all of this was the greedy businessman and the tourism professional who is the enemy of history." p. 397

Throughout the Roman, the touristic attraction of Istnabul is depicted. Especially the historical peninsula is emphasized in these descriptions. Figure 1 below shows the map of the region described in the novel.

Figure 1- Map of the Region Described in The Novel.
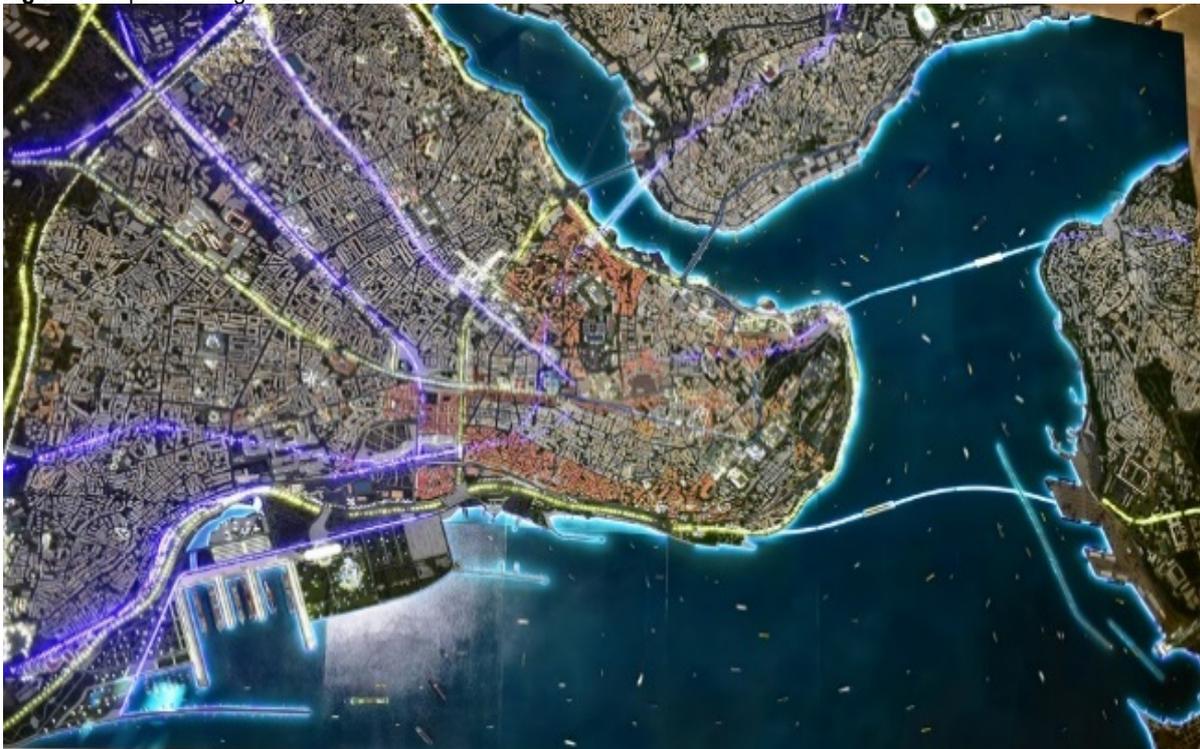
Source: http://www.fatih.bel.tr/Gallery.aspx?GalleryID=7256, 05.10.2019

5.4 Possible Route and Interpretatition Landmarks

In the novel, there are important and descriptive determinations from the social structure of Istanbul and Turkey, especially of faith. It is emphasized that different faiths and different ethnic backgrounds such as Turks, Kurds and Armenians people of live together and in peace in Istanbul as a reflection of a tradition coming from history.

Other aspects of social life such as marriage, family life and tribe[2] are also covered in the book. While sectors such as tourism, security and shopping are legitimized throughout the book, the possible effects of these elements on the economy are not mentioned much. In addition, those who use historical works with economic concerns are criticized.

In this work, a small area of Istanbul, which reveals the historical and mythical aspects, and which is considered important in tourism, is mentioned. The

ratio of the region processed in the work to the whole of Istanbul (15/5461) is approximately 0.028 km2 (Map, 2014). Therefore, while the work is an important source of image for a small region within the Istanbul destination, such a situation is not the case for the whole of Istanbul.

Although the novel contains important information about the history and mythology of the city, it can be said that there are incomplete evaluations in accordance with the realities of the city.

Especially in the cities where literary works take place in the first three quarters of the 18th, 19th and 20th centuries, the efforts of traditional society to adapt to modernism are studied.For example, the struggle of the cities against modernism is discussed In the works Victor Hugo's works in Paris, Charlers Dickens' works in London, Franz Kafka's works in Prague, Dostyevsky's works in St. Petersburg and Necip Mahfuz's works in Cairo (Acar, 2019: 44-51).

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2 The traditional social structure they acted in unison which families with blood ties between them in Turkey's eastern regions.

However, the developments experienced with the globalization process caused different points of the places subject to novels to come to the fore. The main problems of the age such as the crowded population in cities, traffic problems, terrorism and refugee problems have started to be discussed in the novels.

According to recent estimates, while the Istanbul population is officially over 15 million (Governership of Istanbul, 2019), it is estimated at 20 million to be unofficial. This is equivalent to 25% of the population in Turkey and quite high. When immigrants from the Middle East and Africa, especially Syrians, are added (Refugees Association, 2019), traffic comes to the forefront as an important problem in the city. Especially for Istanbul, these problems are observed very rarely in the work.

5 CONCLUSIONS

Turkey is one of the most important international tourist destinations. The cities in which the tourist resources are distributed throughout the country have contributed greatly to making Turkey such a destination. Istanbul is the first city that comes to mind when it comes to historical and cultural resources. Istanbul has become the most important city of the three great empires such as Roman, Byzantine and Ottoman. This situation made Istanbul one of the most important cultural and historical cities. Also approaching the 100 years history of Turkey, Istanbul has also developed more as a cultural mosaic. In addition, the geographical location and nature of the city make Istanbul one of the world's tourist destinations along with culture and history.

These historical, cultural and natural features of Istanbul are explained in many literary works. Not only Istanbul, but also many ancient cities with rich cultural life are the subject of literary works. Because there are very close relations between travel and tourism and literature. In this sense, in the modern world, the fiction of the novel genre is often mentioned in touristic destinations. In recent years, as a tourist destination, Istanbul has been frequently processed in many works such as Ahmet Ümit's Beyoğlu Rhapsody, When Pera Trees Whisper, Agatha's Key. A Memento for Istanbul is one of these works.

According to the results of this study, it can be said that many destination attraction elements such as history, culture, nature, infrastructure and superstructure are covered in this work. Among all the elements, historical monuments and cultural values are mostly used. Mythological stories of historical and cultural charms of the city are frequently emphasized. In addition, the source of many important historical structure of Istanbul in Turkey's international promotion

also referred to in the novel. This aspect of Istanbul, which is one of the few cities considered important among the three celestial religions, is given with a strong interaction in the work. However, the natural values of Istanbul, such as the sea, the blue, the ferry and the Gülhane park, are also given in a wonderful plot. Tourist services include accommodation and food and beverage services. Finally, the criticisms of the practices that disrupt the historical and natural texture of Istanbul which make it a tourist destination are covered in different parts of the work. The novel has done 15th edition. The book translated into English is a highly preferred work. Therefore, it has the power to make significant contributions to the promotion of Istanbul's tourist attractions.

It is reflected in the results of this study that literary works are one of the most important platforms contributing to the promotion of destinations without any cost. Because the historical, cultural, natural and complementary infrastructure-superstructure services are very important resources for both literary works and touristic destinations. In this sense, cities are important values that nourish literature and tourism together with all their resources. A positive touristic promotion is made in the study. However, this is aimed at only for a small part of Istanbul. Because not all of Istanbul is described in the work. In addition, it can be said that the determinations about the social and daily life of the city are lacking.

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