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Review Article

EVALUATION OF HISTORICAL AND CULTURAL AREAS AS A TOOL FOR CITY MARKETING: CASE OF ESKİŞEHİR PROVINCE

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ABSTRACT

In the modern world, with rapidly developing technologies and increasing competition, it is very important to apply current approaches for cities and the development of cities not only among enterprises but also regions. While trying to be at the top of the ranking of cities in the region, country or world, most cities do not always use the available resources and competitive advantages. In recent years, inadequacy of traditional techniques for urban development has emerged. City marketing is recognized as one of the modern tools to create and strengthen a city brand worldwide.

The aim of this study is to evaluate the cultural areas in Eskişehir destination as a means of city marketing. In order to construct the conceptual framework, secondary data sources compiled from Eskişehir Provincial Directorate of Culture and Tourism were used and the study was carried out with literature search. According to the findings of the study, Eskişehir has a positive cultural contribution with its rich cultural areas. At the same time, the cultural values of the region will increase the interaction of tourism actors and will contribute to the region in economic, socio-cultural and environmental terms.

Keywords: City Marketing, Cultural Sphere, Destination, Eskişehir.

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