



Research Article

**DIGITALIZATION AND EVALUATION OF ACCESSIBILITY IN THE TOURISM USE OF  
HANDICRAFTS: TARAKLI EXAMPLE**

**İsmail BİLGİÇLİ<sup>1\*</sup>** (orcid.org/ 0000-0003-1697-032X)

Sakarya Uygulamalı Bilimler Üniversitesi, Karasu Meslek Yüksekokulu, Turizm ve Otel İşletmeciliği, Sakarya, Türkiye

**Abstract**

In the study, the aim was to determine the opinions of individuals working in institutions effective on local governments, working as executives in non-governmental organizations and tourism establishments in Taraklı district on the importance of digitalization and accessibility. Taraklı district was selected as the study area due to the subsistence, variety, and richness of its cultural heritage. Moreover, the fact that there are many studies on Taraklı district, primarily on its Cittaslow title, has been effective in its selection as the research area. In the study, within the scope of qualitative analysis, a question and answer meeting consisting of seven questions was held between April 10 and June 10 with face-to-face interview technique with fifteen people. In conclusion, it was found that no digitalization and accessibility practices are carried out in terms of handicrafts. While Taraklı administrators have positive opinions about the utilization of the accessibility of their intangible cultural heritage elements via digital applications for tourism purposes, they support the development of tourism in Taraklı and exhibit very keen behavior in participating in tourism. The results of the analysis led to the proposal of suggestions for ensuring the accessibility of intangible cultural heritages of Taraklı via digital applications and how this can be utilized in tourism.

**Keywords:** Intangible Cultural Heritage, Tourism, Taraklı, Handicrafts

\* Sorumlu yazar: [bilgicli@subu.edu.tr](mailto:bilgicli@subu.edu.tr)  
DOI: 10.33083/joghat.2021.94