İrfan Yazıcıoğlu / Özgür Yayla /
Alper Işın / Turhan Çetin (eds.)

Tourism and Hospitality Studies

There is a continued need for overarching and profound approaches to tourism and hospitality. The concept of tourism and hospitality needs to be thoroughly considered so that issues with an ever-increasing complexity and interconnectivity can be understood and dealt with. This book has been prepared, by pursuing a scientific goal in the field of tourism and hotel management, in order to create a resource for the academicians and sector representatives who conduct researches on the subject. The current issues in the book have been determined by taking into consideration the lack of resources in the field of tourism and hotel management and the latest research areas in the international literature.

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PETER LANG

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Preface

This book has been prepared, by pursuing a scientific goal in the field of tourism and hotel management, in order to create a resource for the academicians and sector representatives who conduct researches on the subject. The book consists of 28 chapters written by 38 different authors. The current issues in the book have been determined by taking into consideration the lack of resources in the field of tourism and hotel management and the latest research areas in the international literature.

Within this context, the book **'Tourism and Hospitality Studies'**, considering the tourism and hotel management terminology, is expected to be a source book for the theoretical and practical scientific studies in the fields with which tourism is in close relationship such as gastronomy, recreation and marketing.

The book is an outcome of teamwork. We'd like to express our endless gratitude primarily to our valuable colleagues, who are the authors of the chapters, for their contribution and dedication to the chapters and to all our lecturers, whose names we couldn't include in here, for their strenuous efforts.

September, 2020
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Prof. Dr. İrfan YAZICIOĞLU
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Ali KELEŞ & Hüseyin KELEŞ

25 Current Marketing Approaches in Terms of Tourism Destinations: The Sample of Side

1 Introduction

The emergence of globalization enables innovations to reach larger masses by increasing the use of information and technology. All the dynamics in the world are undergoing an inevitable change along with the changing and developing technology. The economic environment, which is considered as one of these dynamics, has started to turn to differences due to the rapid spread of information and technology. In the new economic environment, new markets have emerged where there is intense rivalry, businesses constantly seek for differences and marketing activities differ. The formation of different markets has brought along different marketing concepts, as well. Marketing has existed so far since the day humanity existed and has become an indispensable element of life. Marketing, which has now become a concept that concerns consumers as much as producers, undoubtedly takes place at every stage of life by developing and differentiating. (Özgül, 2008: 27).

The economic, cultural, social and political effects of tourism are quite effective in increasing the importance given to this industry, particularly the economic impacts it has created accelerate the efforts of countries to develop tourism and generate an intense competition environment. Countries have been trying to keep up with the ever-changing and renewed marketing activities in order to get more shares from tourism revenues in this increasingly competitive environment. The primary reasons of the changes encountered in marketing understanding are the developments in information techniques, the prominence of some touristic destinations, changes in the behaviors consumers and changes in terms of demand (Hacıoğlu, 2005: 12–13). As for tourism marketing, this change is observed in the formation of marketing approaches for more specific destinations rather than general or national marketing activities.

According to Philip Kotler (2006: 13), marketing is defined as "the science and art of seeking, creating and delivering value to meet the needs of a target market by getting a certain profit". It is very difficult for businesses to survive without marketing which has an indispensable position for businesses. For this reason, businesses allocate a significant part of their budgets to marketing

resources. (Arslan, 2009: 1). However, traditional marketing approaches are no longer sufficient for businesses, and some innovations are also needed. And this leads to the rise of new insights in marketing. While the mass market is targeted in the traditional marketing approaches, businesses are turning to new activities where they can win each customer through new marketing approaches (Arslan and Kendir, 2019). Thanks to the developing technology, customers can access the information they request whenever they want. Customers are no longer satisfied with the product or price offered, but can easily reach the best product at the most affordable price by doing research immediately. The customers' having so many options makes it necessary for businesses to turn to new marketing activities in order to win new customers (Uslu, Ergün and Karabulut, 2020). The changing consumption perceptions of consumers, the emergence of a competitive environment as a result of an increase in rivals, the reactions of the state and social organizations to businesses and the globalization of communication have a great impact on the emergence of new marketing approaches. In addition to these, the new models that have been put forward aim to eliminate the shortcomings of the previous models (Urgancı, 2015: 9). Due to the change of roles in marketing, many factors such as target markets, market positioning, customer demands and needs, and the competitive environment have also been changing (Güneren & Karakuş, 2015; Yayla, 2019).

Destinations have been becoming more and more important in terms of increasing the share of countries in tourism. In general, the countries that want to generate much more income from tourism activities and plan to spread development throughout the country focus on the destinations. In this context, the destinations that want to increase their shares related to increasing tourism movements have been enhancing their marketing activities in order to get ahead of their rivals and become famous in the sector, and putting these thoughts into action via appropriate strategies and policies. (Günaydın, et al., 2015). According to Sarı and Yıldırım (2015); "It has now become necessary to head toward new markets in order to attract more tourists and increase tourism revenues.

In the study, a comprehensive literature review was used as a method. The main objective of this study is; The current marketing approaches of tourism destinations are to increase the awareness and application of the method of new marketing methods, which is an alternative method that will increase the sales of tourism businesses and also enable them to reach their target audiences easily and quickly.

The main objective of the study is to increase the awareness and application of new marketing methods within the academic field and the sector, which have become alternative methods that will increase the sales of tourism businesses, as

well as providing easy and fast access to target masses. Besides, it has been aimed to set forth the applicability of these methods in tourism sector. In this context, by giving descriptive information about the specified marketing strategies, their different aspects from traditional marketing strategies have been presented, as well.

2 The Concept of Destination

Destination whose meaning was transferred from English to our language is defined as the place arrived (final target); and it is a word of French origin (https://sozluk.gov.tr/). It is very difficult to define and determine the exact boundaries of the destination. In terms of geographical terms, destination is a piece of land where the perceived variables are similar. It is also defined as a piece of land with similar geological structure, soil, climate, animals and vegetation and some of it was shaped by people (Friedmann and Weaver, 1980, p. 31). Destination is primarily considered as a system that includes inputs and outputs, society, services and business areas (Kocaman, 2012, p. 10).

Cooper and Hall (2008: 112) combined the destination definitions and stated that there are three different destination approaches as settlement or location, sense of place and local place. Destination is defined in these approaches as follows: in the settlement approach, with a geographical view, the territory with definite borders on Earth; in the local place approach a physical environment in which people have their daily life and social relations including their landscape experiences and services; in the sense of place approach, the characteristics that appeal to the visitors' emotions and reveal the difference of the destination.

According to Gunn (1994: 27), destination is defined as the place where an important community with the purpose of travel meet their needs. Although the concept of destination is often understood as a certain area with its physical boundaries, it is not always a piece of land with very precise boundaries due to the values it creates in the minds of the visitors. It is defined as a part of a country or world by communities that are close to each other in terms of language, culture, lifestyle, religion, history. Depending on the changes in tourism market trends, the borders and forms of the destinations may change and the maps showing the destination boundaries are valid only for a certain period of time (Usta, 2008b: 225).

2.1 Tourism Destination

In the tourism literature, the concept of destination is used as a tourist station, tourism destination, touristic destination, tourism region, but all of these

concepts describe the place where the holiday experience is realized. It is seen that the definition of touristic destination is frequently used in the literature, but it seems very difficult to make a clear definition that stands out (Martini, Franch and Tomassini, 2003). There are many definitions made for tourism destination. Among these definitions tourism destination is defined as by Coltman (1989) "an area with various natural beauties, features and attractions for the benefit of non-local tourists or excursionists", by Hu and Ritchie (1993), "A package with tourism activities and services, consisting of multidimensional features, and other products that consumers desire", by Buhalis (2000), "Combination of locally offered goods, services and holiday experiences", by Shaw and Morris (2000), "Geographical areas and regions offering versatile tourism products to tourism travelers" and by Tekin and Ardahan (2006), "the place to go or to be sent in real or form perceived in minds". The place expressed as a tourism destination can be a country, as well as a city, a town, an island, etc. (Hall, 1994; 49). In other words, the places as a whole where the tourist leaves his/her place of residence and will go for holiday or business trips can be defined as destination (Kozak, 2005: 77).

According to Atay (2003, 144–145), "a tourism destination is defined as a geographical area which has various touristic values and characteristics and offer all or part of the touristic products that tourists may need during their travels". Tourism destination has a complex structure consisting of tourism attractions, tourism businesses, local people and local administration (Özdemir, 2007, 6).

Tourism destinations are places that attract visitors to stay for a short time and include holiday areas built for a specific purpose, from continents to countries, states, cities, and villages. (Pike, 2004, 3–30). The concept of tourism destination is defined by Usta (2008b: 223) as a mixture of certain elements that must be present together in order to obtain a satisfying holiday experience and which are connected to each other at different levels. Tourism destination is a part of the place that creates a demand on its own with the attractions it creates and meets the secondary requirements of this demand that arise during the main purpose of the visit. For that place, being a destination is related to factors such as having features of which will satisfy one or more of the basic needs of tourism demand such as natural, historical and cultural values; having elements that will meet the needs such as accommodation, nutrition, entertainment and other services; and in addition to these needs, the approach of the local people to tourism, and distance from the tourism market (Usta, 2008b: 224). In addition, in order to define a place as a tourism destination with an economic approach, the economic structure and life of that place must bear the effects of tourism (Olalı, 1990: 85).

3 The Concept of Marketing

Marketing is the management of a process which starts when a good or service is still in the form of an idea and design and including the production of the good and service, determination of prices, delivery to the target audience of which is intended to be marketed, informing the target audience through different channels for purchasing, and requires evaluation after marketing and sales of that good or service realized by collecting feedback (Sadedil, 2016: 5).

Marketing, which is concerned with identifying and meeting human and social needs, provides needs (Kotler and Keller, 2006: 5). Many people consider marketing as just selling and advertising. Contrary to popular belief, sales and advertising are only the visible side of the marketing concept. Kotler and Armstrong say that (2006: 5), "The goods or services you want to sell will be easily sold if you use the concepts of price, distribution and promotion effectively by catching the feelings of understanding the customers' needs, developing products, providing what is desired".

Although there are similar concepts in the definitions related to marketing, the concepts of "value creation", "benefit", "business partners" and "customer relations" have recently come to the fore. Here, the concept of "value" is an important concept for marketing. The value is being able to meet customer needs, which are the focus of marketing, with the lowest costs by analyzing the quality, service and wage policies accurately for the target audience (Mucuk, 2014: 5).

3.1 Tourism Marketing

Tourism marketing, is also defined by the World Tourism Organization (UNWTO) as "it is a management philosophy which aims to conduct research, estimation and make a decision about touristic product, in line with the highest earning goal of a touristic destination or tourism business, with the aim of gaining a good place in the market for the tourism product by taking into account the characteristics of tourism demand, and it is related to this decisions" (İçöz, 2001: 1).

The main factor underlying tourism marketing efforts is to increase sales and increase income. Reaching the most customers at the right time and gaining a place in the market is one of the main goals of businesses operating in the tourism industry. Customer satisfaction comes to the fore in modern marketing.

Tourism marketing is a social and managerial process that involves the creation of products and values and their exchange with others in order to meet the needs and desires of individuals and groups (Kotler, Bowen and Makens, 2014).

İslamoğlu (2010) defines tourism marketing as "the production and pricing, distribution, promotion and positioning of a country and its touristic products in accordance with the needs, wishes, desires and expectations of tourists, in a systematic integrity".

When we look at the figures around the world, according to the data of the United Nations World Tourism Organization (UNWTO, 2019), while the number of tourists traveling in the 1980s was 285 million, the total income was 92 billion dollars, the number of tourists has increased to 698 million in 2000 and the total income has been 475 billion dollars. Especially in the last two decades, the tourism industry data has reached 1.5 million travelers and 1.2 trillion dollars. While Turkey's place in these figures is the 6th on the list of "most tourist visited countries", and 13th on the list of "countries with most tourism income". In the tourism industry where numbers and statistics are growing rapidly, the competition of countries and tourism enterprises serving in these countries has become inevitable.

In line with all these developments, tourism businesses compete with other businesses in the sector in order to gain a solid place in the market and create new markets. Different presentation and sales efforts are required for tourism businesses to take part in the market and in order to meet tourists' needs. This is point where "tourism marketing" activities come into play. Due to the unique characteristics of tourism services, the marketing concepts and techniques of businesses operating in the industry differ from other enterprises in other industries (Akyol 2015: 146).

3.2 Current Marketing Approaches in Tourism

With the worldwide acceptance of the concept of globalization, many innovations in trade, society, politics and culture have been experienced and continue to be experienced. In line with these developments, new marketing strategies are added to the literature. These new marketing strategies and approaches have brought different perspectives to changing and developing marketing activities. Some developments are also taking place in the tourism industry, which has its share of the changing world conjuncture with globalization, and this has led to the need to examine the concept of tourism marketing from different perspectives. In this direction, current marketing approaches, which are closely related to the concepts of tourism and marketing, have been being used frequently in the literature especially in recent years. These approaches are mainly.

Destination Marketing

Destination marketing aims to make a destination identity created in accordance with the characteristics of a place more attractive with effective communication activities for selected target audiences. In the management of destination marketing, since there are real and/or legal entities who live in that destination, know the destination well and have some dreams and expectations about the future of the destination, this type of marketing is a strategy which is able to offer more flexible, fast and creative solutions to differentiate the destination from its competitors and to minimize possible risks. Additionally, since the destination marketing is done on a micro level and on a single location basis, it informs the consumer more about the essence of the product, its basic functions and auxiliary functions and can be more effective on the purchasing decision. With this type of marketing strategy, effects of a negative situation which arises in one region of the country can be prevented for other regions (Yavuz, 2007: 40–41). At the same time, the unique characteristics of the destination can be revealed and used as a competitive advantage. Apart from this, destination marketing is also important in terms of attractions of which are important for the destination.

Post-Modern Marketing

Post-modern marketing is a commodity subject to tourism consumption in society. Tourism is the relationship that arises between this touristic sight and what is looked at, and its object is the target of the tourist's sight. In this respect, visuality is always important in tourism. The tourist consumes images or representational values, and all reality is hidden by these multi-layered symbols. Therefore, the tourist has to consume the symbol, sign or image of the touristic object while not being able to penetrate the underlying reality. Consumption is related to consumption process of signs rather than the satisfaction process of needs. Post-modern tourists are fond of their comfort and taste, in other words they are hedonists. They use consumption to express themselves, to create an identity for themselves. They aim to develop belonging through consumption. While consumption responding to their search for satisfaction, it is important in terms of improving the creativity of the individual and emphasizing his/her abilities (Güneren and Karakuş 2015: 473).

Guerrilla Marketing

The main purpose of this marketing approach is being able to be in big markets with small movements. In this marketing strategy, in which different

applications are realized to gain a place in the brain of the customer, product or brand positioning studies are applied in line with this purpose. Effective promotion and marketing practices can be realized by carrying out marketing activities aimed at smaller masses with guerrilla practices. Both free or low-cost guerrilla implementations are important tools especially for small-scale enterprises, and they are powerful tools to convey the message of the business to potential consumers and attract the attention of the consumer (Güripek and Öz 2015: 522).

Niche Marketing

Niche tourism, which has emerged as an alternative to mass tourism in recent years, has its roots in niche marketing. Niche tourism markets are groups of individuals with similar needs, wishes, and interests. For destination managers and planners who see tourism as a dynamic in economic development, the application of niche marketing in tourism is seen as a more profitable, less harmful and most importantly a tool that attracts long-stay tourists. In general, it is an understanding that does not have power in the market, cannot compete in another field and requires expertise. Niche marketing practices provide tourism professionals with many advantages such as lack of competition, facilitated marketing activities, creating a basis for clustering, developing more effective marketing strategies as a result of concentration in a specific industry or geographic area, and putting more profit on cost by means of increased value over against special services (Kılıç, Ön and Yozukmaz, 2015: 307).

Internal Marketing

In order to survive, gain a competitive advantage and grow even more, tourism enterprises of which face with fierce competition in national and international markets, they must meet the needs of both external and internal customers. One of the ways to achieve this is through internal marketing (Aksu and Atay, 2015: 163). According to this marketing strategy, more attention will be paid to customers in a tourism business where employees are satisfied. This will increase customer satisfaction and make the service quality perceived even better. In a tourism business where the problems are minimal, the loyalty of the employees to the business will increase after a while and they will be able to see themselves as a part of the business. Internal marketing is an activity related to the internal structure of the business. All departments of the business must work in a coordinated manner. Marketing of one department by another department is an example of internal marketing.

Social Media Marketing

Developments in information and communication technologies deeply affect the tourism industry. Especially the development of social media-oriented applications and the increase in the number of users of these channels reshape the relationship and communication efforts between consumers and producers, as well as between consumers and consumers in the tourism sector. The main variables that need to be monitored closely are the increasing internet use and the concept of social media with the widespread use of mobile devices. With the opportunities offered by the internet, the development of social media and the diversification of social networks, the increase in the use of mobile devices in direct relation to the internet and social media has created a new generation consumer profile. For this reason, the concept of social media and correspondingly marketing activities carried out on social media are important for businesses operating in the tourism industry as in many other industries (Bayram and Bertan, 2015: 549).

Experiential Marketing

Tourism event is a process based on experiences. During his/her stay in a destination, a tourist constantly experiences different experiences from the place he/she lives in and his/her daily life. These experiences of the tourist in the destination have a direct impact on the tourist's satisfaction. For this reason, rival destinations or tourism businesses must provide tourists with differentiated, unique and unforgettable experiences. This situation makes experiential marketing practices indispensable in tourism (Harman, 2015: 493). The point that can be criticized in this regard is trying to provide services adapted to the country of their origin for foreign country tourists. However, the tourist is curious about the local organizations in the country they visit and acts with the desire to see them.

E-Marketing

The Internet is the largest computer network in the world. E-marketing is an approach which has started to develop in many industries with the widespread use of the Internet, it is also frequently used in the tourism industry. In this industry, the internet enables 7/24 trading. This situation also prompted all tourism businesses, especially hotels and airlines, to open up to foreign countries as well as the domestic market in order to find customers. (Metin, 2015: 94). Within the tourism industry, accommodation businesses, travel businesses, tour

operators, food and beverage businesses and entertainment businesses carry out e-marketing activities, but the use of e-marketing is more used in travel businesses and accommodation businesses. Transactions such as purchasing airplane, bus and train tickets in travel businesses and making hotel reservations in accommodation businesses bring the use of e-marketing to the fore.

Interruption Marketing

Consumers can encounter thousands of advertising and marketing tools every day on television, radio, billboards, elevators, public transportation vehicles, postal boxes and e-mail addresses. While these messages about products and services are directed to the consumer, permission and opinion are not received from the consumer. This type of marketing, made in the form of advertising pollution, is called interruption marketing (Dağdaş, 2013: 21).

Side Destination

The destination of Side is located 80 kilometers east of Antalya, 7 kilometers southwest of Manavgat, on a peninsula with a width of 350–400 meters.

Side is the most important maritime tourism destination of Manavgat, which has gained the position of a world-renowned brand of Antalya, with a very high tourism potential. Side and its surroundings make Manavgat a tourism district and attract thousands of tourists every year. Side is an indispensable pearl of tourism of our Mediterranean coast with its unique historical riches, unique nature, blue flag beaches and endless sun. With its ever-increasing tourism potential, destination of Side hosts millions of local and foreign guests every year.

The most important richness that makes the Side immortal is its historical texture and richness. Historical and touristic places have a great importance for the tourism sector. The ancient city of Side is a tourism center rich in these values. Historical artifacts and natural beauties attract the attention of tourists (www.kulturportali.gov.tr).

According to the Ministry of Culture and Tourism, as of 2019, including hotels certified by ministry and municipalities in Turkey has reached a total of 1 million 828 thousand bed capacity. 1 million 200 thousand of this capacity are certified by the Ministry of Culture and Tourism and 628 thousand are certified by the municipalities. 42 % of the bed capacity which has certified by the Ministry is located in Antalya and the surrounding districts. With 2799 accommodation facilities and 628 thousand 660 beds in and around Antalya is the city with the highest bed capacity in Turkey. The destination of Side which has the

highest bed capacity of Turkey, shares 30 % of the total bed capacity of Antalya with 529 facilities and 183 thousand 706 beds (https://www.ktb.gov.tr/).

In this study we have conducted, in the light of the information we have obtained from many sector representatives and marketing operators of Side destination, it has been observed that Destination Marketing, Guerrilla Marketing, Experiential Marketing, Interruption Marketing approaches come to the fore. In recent years, it has been determined that Interruption Marketing has come to the fore especially in tourism fairs held in different countries every year. In general, other current marketing approaches are thought to be more oriented toward businesses.

4 Conclusion and Suggestions

The tourism and travel industry has grown rapidly after the 1950s. In general, considering the current situation of tourism, it is possible to say that it is one of the fastest growing sectors. This growth directly or indirectly affects many businesses. Considerable economic development has been achieved by creating employment in all business lines serving in the sector. The place in which the touristic product is presented and consumed and named as tourist station, touristic area, tourism place in the literature has been named as touristic destination in recent years. In the new framework of the emerging competition, traditional marketing methods have fallen behind. Because the consumer can access a lot of different products and information quite fast. For this reason, what the consumers care about and what they consider while making a decision should be examined in depth. In order to be the tourism destination preferred by the consumers in the tourism sector where there is intense competition, it has become a necessity to use different marketing approaches and practices.

Businesses have been trying to determine the most beneficial method by spending great effort and budget so that the marketing strategies they use can be effective to persuade consumers. Technology has also taken its place in the field of marketing as in every field. Consumers while making decisions and purchasing, and manufacturers while marketing their products use technology. In social media, which is the most used tool, content is produced regardless of the subject and type. Creating difference has turned into an obligation and need for tourism businesses rather than a choice. While tourism enterprises can make differences in the products they offer, they should also make innovations in the marketing of these products. With different and new marketing approaches, they can enter different markets, reach potential customers in the existing market and also create customer loyalty among existing customers.

Tourism sector is one of the sectors that is closely affected by the developing technology and it also has to follow the innovations. Traditional marketing methods have become insufficient in the new competition framework. Tourism destinations should turn to strategic, creative, and different marketing methods that can appeal to the emotions of the consumers to attract attention. Otherwise, destinations that do not turn to these methods and avoid innovation will fall behind other destinations in a competitive environment. New marketing approaches will provide economically new inputs for tourism destinations. For example, guerrilla marketing technique is recommended especially for tourism destinations with a limited budget and that want to reach a specific group of target customers. Because, through guerrilla marketing, which has a low cost, a tourism destination is able to attract the attention of consumers and arouse a desire to purchase. The tourism destination managers' sufficient knowledge of different marketing strategies will provide significant benefits while creating their marketing plans. As a result, the widespread use of current marketing approaches in destination marketing is closely related to the benefits of the approaches to the region and knowing how to use them. However, it should not be forgotten that these marketing strategies will differ in every country, every culture, even between destinations, they should be customized to the target, and the marketing approaches should be developed accordingly. This research has been prepared by using secondary data with the aim of evaluating modern marketing approaches that can be used in tourism destinations. The limitation of the study is that the evaluation has been made only for Side destination. In future studies, it is thought that it will be useful to consider the application of current marketing methods specific to different destinations. As a matter of fact, each destination has a number of unique and different features. It is thought that through these studies, the share of our country that will be obtained from tourism sector can be increased.

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DLO Resource Institution
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DSE Feldating
DSWO Press
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Economica
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Ministry of Labour and Social Affairs
MO Samenlevingsopbouw
Moluccan Information and Documentation Centre
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INTERNATIONALER VERLAG DER WISSENSCHAFTEN

Publishing Agreement

and

Prof. Dr. İrfan YAZICIOĞLU
Ankara Hacı Bayram Veli Üniversitesi
Turizm Fakültesi
Ankara/Turkey
and
Dr. Öğretim Üyesi Özgür YAYLA
Akdeniz Üniversitesi
Manavgat Turizm Fakültesi
Antalya/Turkey
and
Dr. Alper IŞIN
Ankara Hacı Bayram Veli Üniversitesi
Turizm Fakültesi
Ankara/Turkey
and
Prof. Dr. Turhan ÇETİN
Gazi Üniversitesi
Gazi Eğitim Fakültesi
Ankara/Turkey

hereinafter referred to as the "editors"
and

Peter Lang GmbH – Internationaler Verlag der Wissenschaften
Fehlerstr. 8
12161 Berlin, Germany

hereinafter referred to as the "publisher"

§ 1 Subject of the contract

The subject of this contract is the work submitted by the editors under the working title:

*"*Tourism and Hospitality Studies*" (title)*

Probable size of the printed version: approx. 400 pages (900.000 characters including blank spaces)

Format:	14,8 x 21,0 cm (A5)
Cover:	Paperback
Binding:	Perfect Binding

§ 2 Rights to the work

1. The editors warrant that they are entitled to exploit the copyrights to this work. By signing this contract, they grant and assign exclusively to the publisher for the duration of the statutory copyright protection period and any extensions thereof any and all exclusive rights of unlimited use and utilisation of their work in perpetuity throughout the universe in all media now known or hereafter devised. The scope of this assignment of rights includes the use of the utilisation rights both within the publishing company itself and the assignment of rights (in part or in whole) to third parties against payment or free of charge, and extends to all editions and issues, and all languages, and in particular:

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c. any and all other rights exercised by copyright associations (e.g. VG Wort) pursuant to their articles of association, contract of assignment and distribution plan to the extent that a transfer of these rights is legally permissible and compliant with the appropriate provisions. Moreover, the editors shall assign their legal claims to remuneration pursuant to Sections 44a et seqq German Copyright Law (UrhG) to the publisher if and to the extent that the publisher asserts such claims through a copyright association that represents the rights of both publishers and authors (Section 63a sentence 2 UrhG). The publisher hereby accepts the assignments. The aforementioned is without prejudice to the editors' own rights to remuneration from VG Wort pursuant to the articles of association, contract of assignment and distribution plan.

2. The publisher may transfer the rights assigned under this agreement either in part or in whole to third parties without the prior consent of the editors or authors. The publisher is at liberty to decide whether or not to grant licences (and to determine the type and scope, terms and conditions, etc., of the same) to third parties, including affiliates of the publisher.

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1. The editors warrant that the copyrights of third parties are not infringed by the work nor by any third-party images or copy, that they are solely entitled to utilise the rights that form the subject of this agreement, without restriction, and that they have not and will not utilise the rights in any form that would constitute a breach of this agreement.

2. The editors undertake to notify the publisher in writing of any content in the work that may potentially infringe the personal or other rights of any third parties.

3. In respect of §§ 3.1 and 3.2, the editors shall exempt the publisher in full from any and all claims asserted by third parties, including any and all costs of legal defence and/or legal action. This shall apply equally if and to the extent that the editors shall be liable for any defects in the work.

§ 4 Correspondence

The editors designate Prof. Dr. Turhan ÇETİN to undertake any steps needed in performance of the purpose of the contract and, if appropriate, to receive payment.

§ 5 Data and manuscript

1. The editors shall provide the publisher with finalised, spell verified, correct data of the work as agreed (cf. § 7). The following submission date is agreed:

approx. 30.09.2020

2. If necessary, submission may be postponed up to two times with the consent of the publisher. The release date must be rescheduled in the event of failure to adhere to the original submission date.

3. Manuscripts may be submitted

- by uploading them to the Peter Lang website following registration in the author's account, or
- on data medium (CD, DVD, USB flash drive)

Files must be submitted in PDF format, together with a Word document. Submitting any other data formats may necessitate additional processing of the data by the publisher, which may incur delays and additional costs. The use of LaTeX, InDesign, etc., must be agreed upon with the publisher.

4. The editors shall retain a digital back-up copy of the manuscript. Given the existence of such a back-up copy, any claims for compensation in the event of manuscript loss shall be excluded.

5. Unless otherwise agreed, the manuscript (including all other print templates) shall become the property of the publisher upon submission.

§ 6 Publication subsidy / Royalties / Additional quota

1. The work shall be produced for the account of the publisher. The offer dated **27.04.2020** and any amendments or additions agreed in writing between the editors and the publisher shall form an integral part of this agreement.

The publication subsidy shall be subject to change if the work's number of pages when submitted for printing differ by more than 40 pages from the assumed number of pages pursuant to the offer or if the publication contains more or fewer colour pages than assumed in the offer.

2. The publication subsidy shall be invoiced and is payable as follows: 50% of the amount indicated in the offer upon submission of the data to, and acceptance by the publisher, the rest upon completion of the printed version;

3. Refunding publication subsidies /Royalties

a. The editors shall pay to the publisher a non-refundable publication subsidy in accordance with the publisher's publication offer.

4. Subject to provision of the proof of sales tax liability by the editors, the publisher shall pay sales tax at the legally valid rate, in addition to the royalties.

5. Once the initial print run that is designated for sale as defined in § 8.1 has sold out, the editors shall receive a share of the proceeds from each copy of any reprints or future editions that are sold, paid for and not returned. This share shall be calculated on the basis of the net proceeds to the publisher (= income earned by the publisher directly from the sale of the work after deduction of sales tax) and shall amount to 10% of such net proceeds to the publisher from the 150st onwards of all copies of the work that are sold, paid for and not returned.

6. The editors shall receive a share of the proceeds from the sale of digital versions of the work (in part or whole) amounting to 5% of the net proceeds to the publisher (= income earned by the publisher directly from the sale of digital versions of the work after deduction of sales tax).

7. Any royalties accruing for utilisation of the assigned rights other than by the publisher (excerpts published in other books or journals, licenses, broadcasting rights, etc.) shall be divided equally between the editors and the publisher.

8. The publisher shall pay royalties on an annual basis, starting one year after publication of the work. The publisher undertakes to effect payment within two months from the billing date. Royalties shall be paid by bank transfer or by crossed cheque in the absence of a German bank account. Payment shall, however, only be effected if the due amount is more than 10 €. Lesser amounts shall be carried forward.

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9. Payment of a publication subsidy shall not constitute any right of title to the printed edition.

10. The editors shall not be required to pay any further publication subsidies for additional print copies or reprints.

11. Of the printed copies, the editors undertakes to purchase 14 copies at the price indicated in the offer plus postage and packing (incl. 7% VAT). The total amount shall become payable once the work has been delivered and the appropriate invoice issued. The editors shall not be entitled to receive any royalties on this additional quota.

§ 7 Production

1. The editors shall upload the files with the final, orthographically correct content to the author's account on the publisher's website or provide the data on a data medium (cf. § 5.3); any subsequent corrections by authors shall, as a rule, incur delays and additional costs.

2. The publisher undertakes to submit the cover that besides Peter Lang's standards will include up to two additional logos (one of which will be the logo of xx), the preliminaries and the content by e-mail to the editors for approval. Unless otherwise agreed, the editors shall indicate any corrections within ten working days from receipt, and shall confirm that the work is "ready for printing". In doing so, any deviations from the submitted files shall be deemed to be approved. Data shall be deemed to be "ready for printing" if the editors fail to submit any comments on them within the aforementioned period following receipt.

3. The parties agree that approval shall be performed in one step.

4. In the event that the scope of work to be performed by the publisher is extended during the course of producing the work, such additional work shall be charged as agreed, or billed at cost based on an hourly rate of 35 € (incl. 19% VAT).

§ 8 Number of copies

1. The publisher undertakes to print a total of "150" copies for sale. Once these copies for sale have been sold, the publisher shall be entitled to commission subsequent print runs to ensure the continued availability of the work.

2. The publisher is entitled to issue review and specimen copies, and copies for promotional purposes, without furnishing individual proof of the same to the editors.

3. The editors shall be entitled to 5 copies of any revised edition free of charge.

4. Subject to commercial feasibility, the editors and publisher may agree to publish a revised, corrected, enhanced or expanded subsequent edition once the copies for sale have been sold out.

§ 9 Free copies

1. The editors shall be entitled to «19» free copies of the printed work. The editors may purchase from the publisher further copies of the publication and any other books published by the publisher at a discount of 55 % on the retail price. The publisher expressly reserves the right to limit the number of such purchases.

2. The editors undertake not to sell their free copies nor to provide them free of charge to institutions unless expressly obligated to do so in return for services received (e.g. use of archives, etc.). Nor may the editors resell any other titles acquired from the publisher. In the event of non-compliance with this provision, they shall be liable for the damage suffered by the publisher.

3. The editors may order further copies of the printed version of the work at the special price indicated in the offer up until the manuscript is approved for printing. They order further 14 copies of their printed work at this special price.

§ 10 Marketing and promotion

1. The editors are aware that marketing and promotion are executed by Peter Lang AG, Berne, Switzerland.

2. The publisher determines and schedules the necessary promotional measures. The publisher shall ensure global promotion and registration in the key bibliographic databases and other databases, and shall attempt to secure discussions in scientific journals.

3. The editors shall support the promotional efforts of the publisher by providing a synopsis for promotional purposes, a brief description of the content and an abbreviated academic curriculum vitae

in open file format (and in PDF format if using non-Latin script). The publisher shall furnish the editors with additional information in this respect once the publishing agreement has been finalised.

§ 11 Distribution

1. The publisher shall use its best judgement to determine the retail price and the sales channels to be used. The editors are aware that distribution is performed by Peter Lang AG, Berne, Switzerland. The publisher reserves the right to amend retail prices.

2. For projects published in editor supervised series, the series editor is entitled to obtain information about sales and turnover of the publication.

§ 12 Special and bargain sales

If, according to the publisher's best judgement, no further sales of any mentionable quantities of the current print run are likely (generally after five years), he shall be entitled to lower the retail price in an attempt to sell off the remaining copies.

§ 13 Data protection

The editors shall inform all relevant contributors about the transfer of personal data to the publisher as well as about the appendix *Information for Authors, Contributors and Editors in Accordance with GDPR Art. 13* and hand them over a copy of the appendix immediately.

§ 14 Final provisions

1. Any additions or amendments to this agreement shall only be valid if confirmed in writing. This clause shall apply equally to any waiver of the written form.

2. No subsidiary agreement has been made.

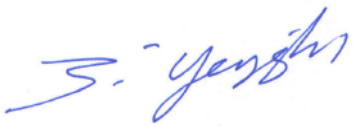
3. In the event that individual provisions of this agreement shall be or become ineffective, this shall not affect the validity of the remaining clauses. The parties shall replace the invalid provision with an effective clause that most closely resembles the actual, commercial and legal purpose of the invalid provision. The same procedure shall apply in the event that the agreement shall prove to contain omissions.

4. The parties agree that the registered office of the publisher (Frankfurt am Main) shall be the place of performance and – to the extent legally permitted – the court of jurisdiction for any and all disputes arising from or in connection with this agreement.

5. This contract is subject to the laws of the Federal Republic of Germany.

6. The editors shall ensure that they can be reached by the publisher at any time. They warrant, in particular, that the publisher is in possession of their correct address. The editors expressly release the publisher from any obligation to research their current address at VG Wort.

7. In case of doubt the German version shall be binding.



Ankara, 04 September 2020

Place, Date — Editor's Signature (Prof. Dr. İrfan YAZICIOĞLU)



Antalya, 04 September 2020

Place, Date — Editor's Signature (Assist. Prof. Dr. Özgür YAYLA)



Ankara, 04. September 2020

Place, Date — Editor's Signature (Dr. Alper IŞIN)



Ankara, 04. September 2020

Place, Date — Editor's Signature (Prof. Dr. Turhan ÇETİN)



Berlin, 4 September 2020

Publisher's Signature

Appendix

Information for Authors, Contributors and Editors in Accordance with GDPR Art. 13