

Chapter 11

The Importance of Organizational Collaborative Strategic Actions of Independent Actors in Enhancing the Potential of Tourism Destination Management


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ABSTRACT

On the UNESCO World Heritage List, Safranbolu is an essential tourist city in Turkey and internationally. Visited by thousands of tourists from Europe, the Far East, and other regions every year, Safranbolu is an attractive cultural tourism destination with its historic mansions, fountains, inns, baths, mosques, remarkable nature, traditional handicrafts, and local cuisine. Developing a city's tourism potential depends on the cooperation and coordination of stakeholders. Strategic

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cooperation increases efficiency and performance. The primary purpose of this study is to understand and reveal the importance of collaborative action styles of independent actors in expanding the potential of Safranbolu tourism destinations. In the study, data was collected through the qualitative interview method. According to the data obtained, it has been observed that stakeholders' collaborative action styles and techniques in Safranbolu tourism could be more effective at the expected level. For this reason, stakeholders need to act in coordination with an ordinary mind and develop effective strategies.

1. INTRODUCTION

In the 19th and 20th centuries, Safranbolu managed to preserve its historical texture and was included in the UNESCO World Heritage List in 1994 (Sevim et al., 2013). Safranbolu has become an important cultural tourism destination with its cultural heritage and its success in protecting this heritage. The known history of Safranbolu in antiquity dates back to 3000 BC (Kara, 2017). Traces of Hittite, Phrygian, Lydian, Persian, Hellenistic, Roman, Byzantine, and Ottoman civilizations can be seen in the region (Bozkurt, 2013). The Paflagonian region mentioned in Homer's Iliad epic is where Safranbolu is located (Bogenç & Sabaz, 2019). The city, a trade center during the Byzantine period, was known as “Dadybra,” and Safranbolu, which joined the Ottoman lands in the 14th century, became an important trade center (Canbulat, 2020). Safranbolu, which produces and sells saffron and takes its name from this spice, has provided itself with an essential source of income (Khan, 2020). Today, the district continues producing saffron, the world's highest quality saffron.

In addition, Safranbolu's location on the transit route to the port of Bartın made it one of the resting routes for merchants (Özdemir, 2011a). Many mansions, mosques, madrasahs, baths, and fountains were built in the 17th and 18th centuries. Many existing mansions, which reflect the best examples of wooden architecture, were also built in this period.

Safranbolu's world fame is the preservation of Safranbolu Houses from the 18th and 19th centuries. Thus, the destination allows tourists to travel back in time with the preserved Ottoman Empire architecture and experience Turkish society's city life and culture. Today, the district, an “open-air museum,” attracts many tourists, especially from the Far East. According to 2023 data, 1.2 million domestic and foreign tourists visited the district (Anadolu Agency, 2024). In addition to its historical values, Safranbolu has the potential to appeal to different tourism areas with its canyons, caves, ruins, and springs.

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