A Qualitative Study on Situation Analysis of Faith Tourism: The Case of Tarsus

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Abstract

This study aims to assess the Faith Tourism Potential of Tarsus in four questions: strengths, weaknesses, opportunities and threats. The study is conducted by case approach which is one of the qualitative research patterns. The sample of the study consists of local administrators, tradesmen, archaeologists and religious representatives. The data obtained from face-to-face, semi structured interviews from shareholders was analysed by the “Content Analysis Method” through the Nvivo 8 qualitative data editing program. Four categories and 37 codes were used to examine the Faith Tourism Potential of Tarsus which was included in 1993 among the sacred sites of Christians as recommended by the Ministry of Tourism and Vatican.

Key Words: Tarsus, Christian, Faith Tourism, Religious.

Jel Code: JEL: L83