ABSTRACT
Cultural tourism is directly related to all tangible and intangible wealth and heritage values of the field. According to the World Tourism Organization, culture tourism; education, art, culture, festival tours, monuments, protected area and visits to natural beauties, pilgrimage trips, and especially the area of activity, cultural activity variety trips it is expressed. Today, cultural tourism is a kind of tourism which is becoming increasingly important, as well as creating economic, social and cultural mobility in the region, it also contributes to the sustainable protection and use of natural resource values. In this context, local identity and image are of great importance for the transfer of cultural heritage to future generations and to associate with local. Because cultural tourism values are actually elements of identity. Perceptual level, meaning and interpretation of relevant stakeholders are important in defining and identifying local identity.
Today, a holistic and systematic method approach has not been observed in establishing the local identity. In this context, Local Identity Creation Method (YKOY) approach is provided and argue which for the use of local identity for cultural tourism purposes perceptual level of local self-identity values, considering the relationship between image and branding Integral, participatory, sustainable, having a cyclic process.
Key Words: Local Identity, Image, Cultural Tourism, YKOY
KÜLTÜREL TÜRGZM