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DO TOURISM GUIDANCE STUDENTS HAVE THE BRAND AWARENESS OF GÖBEKLITEPE, WHICH IS THE ZERO POINT OF HISTORY?

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ABSTRACT

When the destinations are evaluated within the scope of cultural tourism, the archaeological sites in the destinations have an important place for people who are curious about the past. Göbeklitepe, one of these archaeological sites, is located near Örencik village of Şanlıurfa Province. As a result of the archaeological excavations made in Göbeklitepe, whose history dates back to 10,000 BC, it has been determined that the archaeological site is the oldest place of worship and settlement in Anatolia so far. Göbeklitepe, the most interesting and intriguing archaeological discovery of recent times, is a unique sacred place of the Neolithic Period in terms of the location, dimensions, dating and monumentality of architectural remains and sculptural pieces, and is the largest human-made cult center in the world to date. The purpose of the research carried out in this direction is to determine whether the students of the tourism guidance department have Göbeklitepe destination brand awareness. A questionnaire prepared for this purpose, was applied to 383 graduate and undergraduate students of Tourism Guidance in Turkey between November and January in 2021. It was concluded that the brand awareness of Göbeklitepe differed according to the class level of the students, and the sources of learning about Göbeklitepe differed as their education levels differed. Within the scope of the study, suggestions were made to the instructors and students of tourism guidance department.

Key Words: Göbeklitepe, Brand Awareness, Tourism Guidance, Turkey, Heritage

INTRODUCTION

The increase and differentiation of the demand for tourism around the world is of great importance for destinations. It is observed that the destinations differ in an intense competitive environment. The attractions of the destinations affect the positioning of the destinations in a different place in the minds of the tourists. Awareness about the destination is created particularly through these attractions (Şengül and Türkay, 2018).

The awareness of people towards destinations is among the most important factors affecting the purchasing behavior of tourists. Destination brand awareness, which is the adaptation of the concept of brand awareness to tourism, is defined as "Creating a positive perception and raising awareness in the eyes of tourists about a tourism destination has a very important place in terms of creating destination attraction" (Lewis and Chambers, 1989).

Ancient cities, which are one of the outstanding attractions for tourism destinations, are critical in terms of archeology and culture. It was revealed that archaeological sites were important brand determinants for many destinations all over the world and that tourists visited these cultural destinations (Boo et al., 2009).

The information that tourists obtain about the destination through their surroundings or media organs provides remarkable advantages in terms of destination brand awareness. The fact that many destinations in the world are known thanks to archaeological sites and cultural attractions, and even those who have never visited the destination have information about the destination is the most important indicator of this situation (Şengül and Türkay, 2018). The aim of this study is to learn whether tourism guidance students have a destination brand awareness of Göbeklitepe Archeological site. It is thought that the information obtained as a result of the research will contribute to both the literature and tourism guidance education.

1. LITERATURE REVIEW

Göbeklitepe, a cultural treasure of 12000 years left by the Neolithic period is located at the top of limestone mountain ridge approximately 15 km northeast of Şanlıurfa province in Southeastern Anatolia in Turkey.

German archaeologist Klaus Schmidt started excavations in 1995 with the cooperation of the Şanlıurfa Archeology Museum and the German Archeology Institute (Schmidt, 2010). As a result of researches and excavations in the scientific world, it was determined that the structures unearthed in Göbeklitepe were built at least 7000 years earlier than the Stonehenge in the south of England and 7500 years earlier than the Egyptian Pyramids (Collins, 2014).

Göbeklitepe, which was built to meet the religious needs of people in the transition from hunting and gathering to settled life, was declared as a First Degree Archaeological Site by the Ministry of Culture and Tourism in 2005 (Rızvanoğlu, 2014). Göbeklitepe, which was built with the creative genius of the people of the Neolithic Period, was included in the UNESCO World Heritage Temporary List in 2011 and was included in the UNESCO World Heritage Permanent List in 2018 (Yağmurlu, 2020). The year 2019 was declared as the Year Göbeklitepe in Turkey (Wolf, 2017). Thus, the popularity of Göbeklitepe as a brand and a destination gradually increased with its national and international recognition (Ünal, 2020).

Göbeklitepe, the most interesting and intriguing archaeological discovery of recent times, is a unique sacred place of the Neolithic Period in terms of the location, dimensions, dating and monumentality of architectural remains and sculptural pieces, and is the largest human-made cult center in the world to date. As a result of excavations, layered layers were found in the light of the transitional phases of the Neolithic Period. The first layer, which is natural stone soil, is the surface layer. The temple finds of the cult center were identified in the second and third layers. With geomagnetic and georadar measurements, 20 T-shaped obelisks in round and oval form with a diameter of 20-30m were encountered (Schmidt, 2012). In the middle of these round-shaped structures, there is a 5-meter long T-shaped pillar with two legs formed along limestone. Columns are often interconnected by walls defining the interior and exterior areas of the enclosed spaces. The walls were mostly constructed of cut stone, sometimes including spolia-pillar fragments and other shaped stones as masonry in secondary use. Smaller columns of the same form were placed on the inner walls of the structures and directed to the central columns. Animal motifs and various abstract symbols carved into columns are the remains of a kind of communication system, symbolic world, memory and message, dating back 12,000 years (Peters and Schmidt, 2004). The temple structures of Göbeklitepe were deliberately filled with soil by the early societies that built them.

Hunters, who experienced changes in their lifestyle during the Neolithic period, covered and left their former identities, important beliefs and symbolic worlds of hunter-gatherer lives. Therefore, the findings survived unharmed (whc.unesco.org, 2020). On the bodies of the obelisks, the reliefs of reptiles, cranes, storks, wild boars, snakes, foxes, lions, scorpions, spiders and people without a head were noted. At this point, it would not be wrong to say that the first examples of sculpting and plastic arts are the obelisks of Göbeklitepe.

These animals depicted on obelisks are symbols of spirit and strength. According to Schmidt, some of the animal motifs were threatening, ready to jump on those who entered the temple (Halis, 2019). On the other hand, while the snake motif means "death, resurrection", the fox is described as "guardian, warder". The crane motif is associated with the cult of death and is thought to symbolize the soul of the deceased (Peters & Schmidt, 2004).

We have stated that Göbeklitepe is a cult center with the temples excavated as a result of the excavations. Temple A is the first temple excavated in Göbeklitepe and is known as the Yılanlı Obelisk structure. The obelisks 1, 2, 3, 4, 5, 17 belong to Temple A. Temple B, which has a length of 9 m from west to east and 10-15 m from north to south, is called Tilki Obelisk structure. The obelisks 6, 7, 8, 9, 10, 14, 15 and 16 belong to Temple B. There are 9 obelisks around the center of Temple C, known as the boar house. The obelisks 11, 12, 13, 23, 24, 25, 26, 27, 28, 35, 36, 37, 39 belong to Temple C. Numerous animal figures are found on the obelisks numbered 18, 19, 20, 21, 22, 30, 31, 32, 33 and 38 in Temple D, which has an elliptical structure (Etili, 2016).

Göbeklitepe has brought to light important details that will break ground in the perspective of early societies. Contrary to what is known, the Neolithic people have proven their mathematical intelligence at the level of specialized manual skills, architecture and sculpting. Göbeklitepe has become an important tourist attraction with its increasing popularity with national and international academic and scientific studies (Mann, 2011; Curry, 2016; Schmidt, 2010; Nontanari, 2017; McCarthy, 2018; Collins, 2014; Peters & Schmidt, 2004). . Finds from Göbeklitepe excavations are exhibited in Şanlıurfa Archeology and Haleplibahçe Mosaic Museum.

Brand awareness is one of the dimensions in David Aaker's consumer-based brand equity approach (Aaker, 1991). Brand awareness is the ability of the consumer to recognize, remember and keep in mind a brand (Kim et al., 2008). Brand awareness is one of the main components of a brand in the tourism sector and it is also an important factor affecting the purchasing decision process of consumers (Boo et al., 2009). Many factors come into play when deciding on a tourist destination. Being aware of the destination brand is one of the most effective factors.

Destination brand awareness in the tourism sector has been investigated under the destination selection decision process of tourists. Researchers stated that destination awareness is an important factor in repurchases (Konecnik & Gartner, 2007). Likewise, according to Valkenburg & Buijzen (2005: 461), brand awareness refers to all good or bad information about a brand. Creating a positive perception and awareness in the minds of tourists about a tourism destination is a crucial issue in terms of creating destination attraction (Lewis & Yesawick, 1989). In order to travel to a destination, tourists must have knowledge about the region (Gartner & Ruzzier, 2010). Internet, social media, TV, magazine, family and friend advice can particularly be used to communicate with tourists and raise awareness.

2. METHODOLOGY

Throughout history, Anatolian geography has been a place that has hosted the natural life, beliefs and culture of human beings from the first man to the present day.

Areas that are an indication of the development process of human beings, from caves, open-air temples and settlements, which were started to be inhabited in prehistoric times, are located in Anatolian lands. One of

these areas is no doubt Göbeklitepe located in Şanlıurfa that attracts attention both in Turkey and in all over the world particularly in recent years.

Described as the ground zero of history, Göbeklitepe provides important information about the Neolithic period to today's people. For this reason, many national and international academic studies and documentaries have been made about Göbeklitepe, which has aroused curiosity throughout the world. It is important that a historical area, which is so important and whose fame has spread beyond the borders of the country, is known and known especially by tourism guidance students, because tourist guides are the people who play a leading role in promoting a country and all the values in that country. In this direction, the objective of this study is to identify the brand awareness of the Göbeklitepe among the students in the department of tourism guidance.

Undergraduate and graduate students studying at the department Tourism Guidance of the universities in Turkey compose the research universe. In order to determine the research universe, the number of students studying tourism guidance at the universities in Turkey was reached. In Turkey, 41 universities have tourism guidance department in undergraduate and graduate level. The total number of students studying at these universities is 6,825. Accordingly, the universe of the research consists of 6,825 students who receive tourism guidance training.

Table 1. Determination of Sample Size

Sample Size	
Universe Size	Confidence Level 95%
100	79
500	217
1000	278
2500	333
5000	357
10000	370
50000	381
100000	383
250000	384
1000000	384

Source: Cohen, Manion and Morrison, 2007.

The sample size was determined as 370 according to Table 1, which was created by considering the universe determination scales in the study by Cohen et al (2007).

Questionnaire was used as the data collection method in the study. Due to the pandemic period, face to face questionnaires could not be applied to the students. For this reason, between November 2020 and January 2021, students were contacted online and the questionnaires were filled out. The questionnaire used in the study was adapted from the study titled "A Research on the Measurement of the Brand Value of Antalya Province" prepared by Çetinsöz and Artuğer (2013). The questionnaire consists of two parts. In the first part, questions about the demographic characteristics of the students are included. In the second part, there are questions to measure students' brand awareness about Göbeklitepe.

After the questionnaires applied to determine the awareness of students studying tourism guidance about Göbeklitepe were examined, they were transferred to the program SPSS 20.0 for Windows. In Turkey, 500 students studying tourism guidance were sent questionnaires and 383 students returned. Therefore, 383 questionnaires were analyzed. First of all, normality test was applied to determine whether the data was normally distributed and it was concluded that the data were normally distributed.

Then, frequency analysis for demographic variables and reliability analysis for scale questions were performed. Finally, T test and ANOVA analyzes were carried out to test the hypotheses formed.

Four hypotheses were created within the scope of the research. Research hypotheses;

H₁: Brand awareness of Göbeklitepe varies according to gender.

H₂: Brand awareness of Göbeklitepe varies according to class level.

H₃: Brand awareness of Göbeklitepe varies according to education level.

H₄: As the education levels differ, the sources of learning about Göbeklitepe differ.

3. RESULTS

In this study, which was prepared to measure the awareness of students studying tourism guidance about Göbeklitepe, frequency analysis was performed to determine the demographic characteristics of the students participating in the study.

Table 2. Demographic Characteristics of the Students Participating in the Study

	Frequency (n)	Percentage (%)
Gender		
Male	237	61,9
Female	146	38,1
Age		
18-24	311	81,2
25-31	58	15,1
32-37	11	2,9
38-44	3	0,8
Education Level		
Undergraduate	310	80,9
Graduate	13	3,4
Associate degree	60	15,7
Class Level		
1 st year/ freshman	120	31,3
2 nd year/sophomore	139	36,3
3 rd year/junior	65	17,0
4 th year/ senior	47	12,3
Master Degree-PhD	12	3,1
Total	383	100

When Table 2, which includes demographic findings regarding the demographic characteristics of the participants, is examined, it is seen that 61.9% of the students who receive tourism guidance education are males and 81.2% of them are between the ages of 18-24. In addition, it was determined that 80.9% of the participants were at the undergraduate level and 36.3% are freshman.

Table 3. Universities Attended by the Students Participating in the Study

University	N	%
Adıyaman University	4	0,3
Adnan Menderes University	2	0,5
Anadolu University	5	1,3
Ankara University	2	0,5
Atatürk University	57	15,4
Balıkesir University	1	0,3
Batman University	2	0,5
Çanakkale 18 Mart University	25	6,8

Erciyes University	3	0,8
Erzincan Binali Yıldırım University	16	4,4
Erzurum Teknik University	4	1,1
Gümüşhane University	72	18,8
Hacettepe University	3	0,8
Hacı Bektaş Veli University	41	10
Harran University	43	11,2
Isparta Uygulamalı Bilimler University	8	2,2
İstanbul Atlas University	1	0,3
İzmir Katip Çelebi University	2	0,5
Karabük University	2	0,5
Konya Necmettin Erbakan University	7	1,9
Muğla Sıtkı Kocaman University/ Ortaca Vocational High School	4	1
Pamukkale University	1	0,3
Sakarya Uygulamalı Bilimler University	33	8,7
Selçuk University	42	11,1
Sinop University	2	0,5
Uludağ University	1	0,3
Total	383	100

When the Table. 3 containing the findings of the universities attended by the participants is examined, it is understood that students from seven regions of Turkey participated in the research. It was determined that the students of Tourism Guidance Department at Gümüşhane University participated in the study with the highest rate (18.8%). Gümüşhane University is followed by Atatürk University with 15.4%, Harran University with 11.2% and Selçuk University with 11.1%.

Frequency analysis was applied in order to determine whether the students participating in the study had been to the Göbeklitepe Archaeological Site before, and the findings are given in Table 4.

Table 4. The Findings Regarding the Presence of the Participants in Göbeklitepe Archaeological Site

Have you been to Göbeklitepe Archaeological Site before?		
	Frequency (n)	Percentage (%)
Yes	89	23,2
No	294	76,8
Total	383	100

When we look at Table 4, which includes the findings of the participants' presence in Göbeklitepe Archaeological Site, we understood that the majority of the students (76.8%) of the Tourism Guidance Department have not been to Göbeklitepe before.

Custom Tables were prepared in order to determine the sources that the participating students learned about Göbeklitepe Archaeological Site and the findings obtained are given in Table 5.

Table 5. Findings Regarding the Sources the Participants Learned About the Göbeklitepe Archaeological Site

Sources	Frequency (n)	Percentage (%)
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Family-Friend Advice	55	6,4
Tv-Radio	92	10,7
Guidebooks	83	9,6
Courses	165	19,1
Newspaper, Magazine	51	5,9
Internet	216	25,1
Social Media	200	23,2
Total	862	100,0

In order to determine the sources from which the participating students learned about the Göbeklitepe Archaeological Site, Custom Tables were prepared, which are used in multiple-answer questions.

Although the sample of the study was 383 students, it was determined that 862 answers were received in this table prepared. The reason for this is that there are more than one source from which students get information about Göbeklitepe. According to the findings obtained as a result of the Custom Tables prepared, 25.1% of the students learned about Göbeklitepe via the internet and 23.2% via social media. A very small portion of the students (5.9%) stated that they obtained information about Göbeklitepe from newspapers and magazines. In line with these findings, it can be concluded that internet resources and social media are more effective in promoting destinations and creating brand awareness than printed sources.

3.1. Findings Related to Normality Distribution of Data

Normal distribution of variables in research conducted in social sciences is important for the healthy results (Kabir, 2016). In this context, in order to determine which analysis methods would be used to test the hypotheses, the Skewness and Kurtosis coefficients, which are the skewness and kurtosis values of the data, were examined by testing whether the hypotheses were suitable for normal distribution.

Table 6. Findings Related to Normality Distribution of Data

Factor name	N (number of people)	Standard deviation	Mean	Skewness	Kurtosis
Brand awareness	383	1,06016	3,4063	-,180	-,672

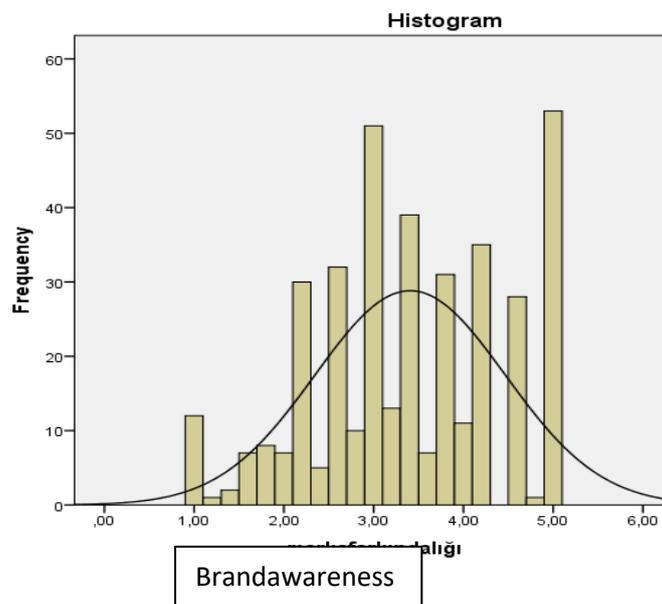


Chart 1: Normal Distribution Histogram Chart of Brand Awareness

As seen in Table 6 and Graphic 1, the skewness and kurtosis values of the data in the Brand Awareness scale (Skewness and Kurtosis) between +2 and -2 indicate that it is suitable for normal distribution (Schober & Boer, 2018).

3.2. Reliability Analysis of Scales

The reliability of the brand awareness scale used in the study was determined by calculating the Cronbach alpha (α) coefficient. The data regarding the reliability analysis of the scale are shown in Table 7. If the reliability of a scale prepared on a subject to be researched is $0.00 \leq \alpha < 0.40$, the scale is not reliable, if $0.40 \leq \alpha < 0.60$ the scale is low reliable, if $0.60 \leq \alpha < 0.80$ the scale is quite reliable, if $0.80 \leq \alpha < 1.00$ the scale is highly reliable (George & Mallery, 2010).

Table 7. Reliability Analysis of Brand Awareness Scale

Scale used	Cronbach Alpha Coefficient
Brand Awareness	0,742

Looking at α value in Table 7, α coefficient of the scale is 0.742. Therefore, it is possible to say that the scale used is very reliable within the scope of the research.

3.3. Testing Hypotheses

H₁: Brand awareness of Göbeklitepe varies according to gender.

The data obtained from the independent samples t-test results regarding the difference between the gender variable and brand awareness are shown in Table 8.

Table 8. Independent Sample t-Test Results Concerning the Difference between Gender Variable and Brand Awareness

	Gender	Frequency (n=383)	Mean	Sig. 2 tailed
Brand Awareness	Male	237	3,4354	0,493
	Female	146	3,3589	

When the data in the table is examined, it is seen that the average of male and female participants' participation in the statements about brand awareness are close to each other. However, when we look at the sig (2 tailed) result, no significant difference is found between gender and brand awareness, since a value less than $p = 0.05$ is not detected (Tabachnick & Fidell, 2015). In this direction, we can say that both male and female students have the brand awareness of Göbeklitepe. Therefore, the hypothesis that "Göbeklitepe's brand awareness differs according to gender" was rejected.

H₂: Brand awareness of Göbeklitepe varies according to the class level.

ANOVA test was conducted to test whether there was a significant difference between brand awareness and class level and the findings are given in Table 9.

Table 9. Results of One-Way Variance (ANOVA) Analysis Regarding the Difference between Brand Awareness and Class Level

Brand Awareness	Class level	Frequency (n=383)	Mean	Sig.
	1 st year	120	3,2733	0,010
	2 nd year	139	3,2964	
	3 rd year	65	3,5508	
	4 th year	47	3,6936	
	Graduate	12	4,1000	

When Table 9 is examined, it is seen that there is a significant difference between brand awareness and class level (Sig. = 0.010). Post Hoc test was conducted to see which classes the difference was between and the findings are shown in Table 10.

Table 10. Post Hoc TUKEY Test between Brand Awareness and Class Level (Difference Level)

Size	Class level	Mean	Sig.
Brand awareness 1 st year (3,2733)	4 th year	3,6936	0,020
	Graduate	4,1000	0,009
Brand awareness 2 nd year (3,2964)	4 th year	3,6936	0,025
	Graduate	4,1000	0,011

When the data in the table where the Post Hoc test results are given, it is seen that the brand awareness differs between 1st year, 4th year (Sig. = 0.020) and graduate (0.009). Considering mean values, it can be said that 4th year and graduate students studying in the tourism guidance department have more brand awareness of Göbeklitepe than 1st year students. In addition, there are significant differences between 2nd and 4th year (Sig. = 0.025) and graduate (0.011) in brand awareness class level differentiation. Looking at Mean values, it is possible to say that 4th year and graduate students studying in the tourism guidance department are more aware of brand value of Göbeklitepe compared to the 2nd year students. At this point, the hypothesis that "Göbeklitepe's brand awareness differs according to the class level" was accepted.

H₃: Brand awareness of Göbeklitepe varies according to the level of education.

ANOVA test was conducted to test whether there is a significant difference between brand awareness and class level and the findings are given in Table 11.

Table 11. One-Way Variance (ANOVA) Analysis Results Regarding the Difference between Brand Awareness and Education Level

Brand Awareness	Education level	Frequency (n=383)	Mean	Sig.
	Associate Degree	310	3,4245	0,050
	Undergraduate	13	3,9538	
	Graduate	60	3,1933	

According to the data obtained, it was concluded that the brand value perceptions of Göbeklitepe of tourism guidance students do not show a statistically significant difference according to the educational level variable (Sig. = Less than 0.05 gives significant results). In this case, although the education levels of tourism guidance students change, Göbeklitepe's brand awareness perceptions do not change. Therefore, the hypothesis that "Brand awareness of Göbeklitepe differs according to the level of education" was rejected.

H₄: As the education levels differ, the sources of learning about Göbeklitepe differ.

ANOVA test was conducted to test whether there is a significant difference between the students' learning sources for Göbeklitepe and their education level and the findings are given in Table 12.

Table 12. Results of One-Way Variance (ANOVA) Analysis Regarding the Difference between Learning Sources of Göbeklitepe and Education Level

Learning sources	Education level	Frequency (n=383)	Mean	Sig.
Family- friends advice	Undergraduate	310	0,15	0,325
	Graduate	13	0,00	
	Associate Degree	60	0,15	
TV-Radio	Undergraduate	310	0,25	0,230
	Graduate	13	0,08	
	Associate Degree	60	0,33	
Guide books	Undergraduate	310	0,23	0,395
	Graduate	13	0,23	
	Associate Degree	60	0,15	
Courses	Undergraduate	310	0,46	0,020
	Graduate	13	0,46	
	Associate Degree	60	0,27	
Newspaper, Magazine	Undergraduate	310	0,15	0,119
	Graduate	13	0,15	
	Associate Degree	60	0,05	
Internet	Undergraduate	310	0,61	0,002
	Graduate	13	0,46	
	Associate Degree	60	0,37	
Social media	Undergraduate	310	0,55	0,025
	Graduate	13	0,46	
	Associate Degree	60	0,37	

When Table 12, in which ANOVA test results are given, is examined, it is seen that the Sig values of courses, internet and social media, which are sources of learning about Göbeklitepe, are less than 0.05. Therefore, the courses, internet and social media show a significant difference according to the education level of the students. The values found to see the level of difference are given in the Post Hoc table.

Table 13. Gobeklitepe Learning Resources Post Hoc Test TUKEY

Learning source	Education Level	Mean	Sig.
Courses Associate Degree*	Undergraduate	-0,195*	0,015*
Internet Associate degree *	Undergraduate	-0,240*	0,002*
Social Media Associate degree*	Undergraduate	-0,188*	0,021*

When Table 13, which contains the Post Hoc test results, is examined, it is seen that the courses (Sig. = 0.015), internet (0.002) and social media (0.021) differ between associate degree and undergraduate. Considering the Mean values of all three sources, it can be said that the students of the Tourism Guidance Department at the undergraduate level acquired more information about Göbeklitepe from the courses, internet and social media compared to the associate degree students. At this point, the hypothesis that "As the education levels differ, the sources of learning Göbeklitepe differ" was accepted.

4. CONCLUSION

Göbeklitepe has a remarkable potential in the context of tourism with its deep-rooted past and its historical and cultural texture. This research seeks an answer to the question of whether the students of the guidance department have the brand awareness of Göbeklitepe. As a result of the analysis, it was determined that the opinions of Tourism Guidance students in the sample group on the brand awareness of Göbeklitepe are positive. In line with this result, it was determined that the students of the tourism guidance department were aware of the Göbeklitepe destination brand, but most of them have not been there yet. When the analysis results were evaluated, it was determined that the brand awareness of the students changed according to the grade level. This reveals that as the class levels of the students go up, their awareness of historical and cultural elements increases in the upper classes. It is possible to explain this situation with the content of the courses they took during their education. Tourism Guidance students receive education in basic subjects related to tourism and guidance in the first years of the university. They reinforce the knowledge required by the profession with courses such as art history, mythology, and the history of religions. Traveling, educational content, video, etc. activities in such courses will be an effective way to create destination brand awareness.

In the study, it was determined that as the education levels of the students changed, their sources of learning about Göbeklitepe differ. In other words, it was concluded that the students of the Tourism Guidance Department at the undergraduate level acquired the information about Göbeklitepe from the courses, internet and social media compared to the associate degree students.

As a result, it was observed as a problem that the students of the tourism guidance department recognized Göbeklitepe, the ground zero of history, but that many students still have not seen this ancient city, which is an important destination while performing guidance profession. In this context, as a suggestion, besides the theoretical training, the educational tours planned during the students' education will increase the knowledge they have about archaeological sites and destinations and raise their awareness of these areas. Thus, practice tours made particularly for the purpose of learning archaeological sites and ancient cities may affect students' strengthening and positive increase of destination brand awareness.

5. LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

The study was limited to the students of the tourism guidance department and the ancient city of Göbeklitepe. In future studies, the perceptions of tourism guidance students or tourists towards the destination brand value can be investigated. In addition, considering both Göbeklitepe and different destinations, it can be associated with various variables (brand loyalty, brand image and perceived quality, etc.) and comparisons can be made.

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