

TÜBİTAK 3005



Innovative Solutions in Social and Human Sciences Research Projects Support Program

Project Title:	The Effect of Gamification on Tourist Satisfaction and Knowledge Level in Personalized Tourist Route Design: The Case of Antalya Kaleiçi	Project No: 222K364
Project Team:	Asst. Prof. Eda Evla Mutlu (Coordinator) Prof. Dr. Cafer Çalışkan Prof. Dr. Tahsin Oğuz Başokçu Assoc. Prof. Dr. Gözdegül Başer	 Antalya Bilim University

Project Objective

The aim of this research is to determine the impact of a personalized (adapted to visitor preferences) and gamified mobile route application that can be used for a specific tourism destination on visitor satisfaction and knowledge level. For this purpose, in a selected pilot area, a personalized route design supported by artificial intelligence will be presented to visitors. A gamified design will be constructed along the designated route, and the implementation will be carried out through a mobile application. The same route will also be tested without gamification, and by comparing the differences in satisfaction and knowledge between the two experiences, the effect of gamification will be revealed.

The main stages of the research include:

- Identifying the visiting points in the region,
- Collecting data on these locations (through interviews, review of secondary sources, field visits, and photography),
- Compiling information about the visiting points,
- Preparing a Gamification Guide,
- Developing a beta version of the AI-based application according to visitor preferences,
- Conducting a pilot test of the application,
- Improving the application based on pilot test results,
- Producing the final version, and
- Examining the effects on tourist satisfaction and knowledge levels.

Project Team



Assoc. Prof. Gözdegül BAŞER



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Prof. Dr. Cafer ÇALIŞKAN



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Project Outputs

- Identification and Documentation of Locations

Historical, cultural, entertainment, artistic, and gastronomic sites in Kaleiçi were identified, and information related to these locations was compiled. Within the prepared Gamification Guide, an information pool was created for each location. Below are some examples from the guide:

İskele Mosque (İskele Camii / Mescidi)

Located on the northern edge of Kaleiçi's harbor (today known as the marina), İskele Mosque was built by Hüseyin Kenzan Pasha and Ahmet Şakir Efendi. Access to the mosque is via a staircase on its northern side. It was restored in 1952. On its western wall, there is a Turkish inscription consisting of three lines. According to Hüseyin Çimrin (pp. 71–72), the mosque, also known as İskele Mescidi, was built on September 5, 1903 and does not have a pulpit, with a Gothic-style mihrab. The inscription, as translated by Yılmaz and Tuzcu, reads: “Thanks to His Majesty Sultan Abdulhamid II, the ornament of religion, by the personal efforts of Hüseyin Kenan Pasha, son of Bedirhan Pasha and Governor of Teke, and the honorable Ahmet Şakir Efendi, deputy judge of the district, and with the devoted support of the people, Almighty God made its construction possible with ease. H. 11 Cemaziye'l Evvel 1321 / A.D. 1903–1904.” (p. 252)

Kaynakça:

- Turfan, K. (1997). 1955 Antalya City Center Old Artifact Records. Suna-İnan Kiraç Mediterranean Civilizations Research Institute.
- Çimrin, H. (2017). Historic Mosques, Madrasas, Tombs, Cemeteries, and Churches in Antalya. Antalya Chamber of Commerce and Industry Publication.
- Yılmaz, L. & Tuzcu, K. (2010). Inscriptions from the Turkish Period in Antalya.

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Mevlevihane Bath (Yivli Minaret Bath / Seljuk Palace Bath)

Süleyman Fikri Erten, who played a significant role in the preservation of Antalya’s historical buildings, did not mention the Mevlevihane Bath, as its interior was filled with soil until 1971. Excavation and cleaning were carried out in those years, and the building was restored in 1982 as part of a conservation project. Leyla Yılmaz and Cemil Cahit Sönmez note that this bath was attached to the harem and belonged to the Seljuk Palace.

According to Hüseyin Çimrin, the inscription later placed on the eastern wall reads:

“This building was ordered by the Great Sultan, the Exalted of the World and Religion,
the conqueror, son of Keyhüsrev, Keykubat.
It was built by the humble servant Tuğrul.
Year H. 622 (A.D. 1225).”

Kaynakça:

- Sönmez, C. C. (2009). Seljuk and Beylik Period Monuments of Antalya Kaleiçi. Chamber of Architects, Antalya Branch.
- Yılmaz, L. (2002). Antalya (Until the End of the 16th Century). Turkish Historical Society Press, Ankara.
- Çimrin, H. (2017). Historic Mosques, Madrasas, Tombs, Cemeteries, and Churches in Antalya. Antalya Chamber of Commerce and Industry Publication.

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Towers: The Tower Near the Clock Tower and Its Inscription

The inscription on the tower reads:

“This blessed structure was restored during the time of the exalted Sultan,
the shadow of God on Earth, Sultan of Arab and Persian rulers,
conqueror Ghiyaseddin Keyhusrev, son of Keykubad,
partner of the Caliph.

Year H.636 / A.D. 1238–1239.”

The inscription is located on the western side of the tower, which was later converted into the Clock Tower. Behind this tower stood the Seljuk Palace, now known as the İmaret Madrasa, making this tower an important defensive structure for the palace.

Kaynakça:

- Yılmaz, L., & Tuzcu, K. (2010). Inscriptions from the Turkish Period in Antalya.

Project Outputs

- Photographs of historical and cultural sites in Kaleiçi were taken as part of this project. Examples from the photo series are presented in the gallery below.



Hadrian' Gate



Yivli Minare



Zincirkıran Türbe

Project Outputs

- Kaleiçi'ndeki tarihi ve kültürel yerlerin fotoğrafları bu proje kapsamında çekilmiştir. Aşağıdaki fotoğraf galerisinde, bu fotoğraf serisinden örnekler bulunmaktadır.



Harbour 1



Harbour 2

Project Outputs

- Based on the collected information, a mobile application designed for gamification purposes was developed for Kaleiçi. The application functions on both iOS and Android operating systems, features a user-friendly interface, and is fully functional for pilot implementation. An intellectual property rights application has been submitted by the project's academic team. Once the process is finalized, the application will be made available for download on our official website.

