



# GeographieS t u d Planning Tourism S

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*All listed in alphabetical order.*

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## **Editorial**

We are thrilled to share with you the second issue of the fourth volume of the GPTStudioS journal, and we sincerely appreciate your continued interest as we enter our fifth year. GPTStudioS remains a vital platform for publishing interdisciplinary studies that bridge theory and practice across related fields. In this issue, we are pleased to present five research articles and one review article, and we believe you will find the following contributions particularly engaging:

The first article, titled "Analysis of Tourism-Oriented Spatial Networks Based on Google Maps Data: The Case of Edirne City Center" by Özkök, delves into the growing intersection of big data and network analysis within the tourism sector. It highlights the increasing reliance on platforms like Google Maps and other social media as significant sources of big data for tourism research. This study analyzes the spatial network formed by tourist attractions in Edirne city center using network analysis methods. By examining locations in the "Things to Do" category on Google Maps, alongside data from the Google Search Engine Results Page (SERP) and the "People Who Also Searched for These" (PASF) feature, the research uncovers a tourism search network. The study identifies key attractions with high centrality values, determines thematic neighborhoods, and suggests optimal tourist routes, offering fresh insights into tourism network analysis.

The second article, titled "Destination-Country Image of Foreign Tourists Visiting Turkey" by Mancı, explores the relationship between various dimensions of a country's image and their impact on tourists' behavioral intentions. The study uses data from 374 foreign tourists visiting Turkey, analyzed through Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings reveal that cognitive image plays a pivotal role in shaping emotional image, which in turn significantly affects both the overall country image and tourists' intentions to revisit. The study highlights the importance of both cognitive and emotional images in managing the tourism destination's reputation.

In the third article, "A Research to Determine the Environmental Literacy Levels of Tourism Students", Arslan-Ayazlar and Akbulut discuss the growing need for sustainability in tourism. The research, conducted with 206 tourism undergraduates, assesses their environmental literacy through a quantitative survey. The results show high awareness among students regarding environmental attitudes, while their knowledge, behavior, and perceptions reflect moderate awareness. The study underscores the importance of fostering environmental consciousness among tourism professionals to support sustainable tourism practices.

The fourth article, "The Importance of Art and Spatial Narrative in European Gothic Painting Towards the Renaissance", explores the evolution of Gothic painting art under the influence of Byzantine style and the innovative role of Giotto. Written by Çorbacı, this work investigates how Giotto's pioneering use of perspective and space laid the foundation for modern painting. Giotto's contributions to depicting human emotion and physicality were key in transitioning to the Renaissance period, revolutionizing European art and paving the way for later developments.

The fifth article, titled "Hesitism Faced by Travel Agencies on Tax Issues: A Research in the Light of Tax Rulings " by Çam & Kızılırmak, addresses the tax-related challenges faced by travel agencies. The authors examine how travel agencies request clarifications from the Revenue Administration (Gelir İdaresi Başkanlığı) through tax rulings (özelge). This study reviews 13 special rulings related to travel agencies' tax issues, simplifying legal language into a question-and-answer format to provide clearer guidance for agencies dealing with similar uncertainties.

The sixth article, titled "Do Airports in Rural Areas in Türkiye Support Rural Tourism? Or Does it Threaten Rural Tourism?" by Akın, investigates the effect of airports in rural areas on tourism. Focusing on Turkey, where 16 of 34 rural cities have airports, the study examines how airports influence rural tourism through interviews with local tourists. The research suggests that while

airports can boost tourism, they may also lead to environmental degradation, urbanization, and noise pollution. The paper offers valuable insights into balancing the benefits and drawbacks of airport development in rural areas.

Finally, a review paper titled "Navigating the Future: The Intersection of Tourist Guiding and Immersive Technologies" by Avcı, delves into how immersive technologies are reshaping the tourist guiding profession. This paper emphasizes the growing role of technologies such as virtual and augmented reality in enhancing tour management, the tourist experience, education, and exploration. It highlights the evolution of tour guides' roles, shifting from mere information providers to facilitators of interactive, immersive experiences that cater to modern travelers' diverse needs. Avcı underscores the importance of integrating these technologies into the profession while maintaining personal connections to ensure meaningful tourist experiences.

As international and national recognition of GPTStudioS continues to grow, we are committed to achieving our goal of international index recognition in the upcoming period. We would like to extend our heartfelt thanks to the authors and referees for their invaluable scientific contributions, which have made these published articles possible. Special thanks also go to the journal's Assistant Editors (Dr. Emre Karaduman and Halil İbrahim Karatekin) and the Copy-Editing Editor (Kadir Başak) for their continuous support. We hope this issue provides insightful and thought-provoking content, and we look forward to your participation in future editions.

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