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## THE CENTRAL GOVERNMENT EFFORTS TO PROMOTE TOURISM IN THE OTTOMAN EMPIRE

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## THE CENTRAL GOVERNMENT EFFORTS TO PROMOTE TOURISM IN THE OTTOMAN EMPIRE

### *Osmanlı Döneminde Turizmin Gelişiminde Merkezî Yönetimin Çabaları*

CÜNEYT MENGÜ, SEZGİ GEDİK, SUNA MUĞAN ERTUĞRAL

**Abstract:** This study represents a research emphasizing the central government efforts of the Ottoman Empire to promote tourism. Most of the Ottoman Sultans had great interest to the cultural and artistic values. In time, these values were interested by the westerners. The Ottoman land always attracted travelers. Although there were no proper roads, public transportation and guidance facilities in 17th centuries, foreigners traveled with their own wish individually for several reasons. They were officials, scientists, clergymen and archaeologists visited the Ottoman Empire, especially İstanbul and Asia Minor (Anatolia) for political, religion and other reasons. In the 19th century the Ottoman administration became aware of the touristic values and began to promote country for tourism. The biggest development in Ottoman Tourism is the opening of the railway lines. The world's most classical train Orient Express, had great contribution to the development of the Ottoman Tourism. In this study, the Ottoman central government efforts to promote tourism in different periods were examined.

**Keywords:** The Ottoman Central Government, Cultural Values, Tourism and Travel

**Öz:** Bu çalışma, turizmi teşvik etme konusundaki Osmanlı Devleti merkezî hükümetinin çabalarını içermektedir. Osmanlı sultanlarının çoğu kültürel ve sanatsal değerlere büyük ilgi duydular. Zamanla bu değerler batılılar tarafından da ilgi gördü. Osmanlı toprakları her zaman gezginleri cezbedi. 17. yüzyılda uygun yollar, toplu taşıma ve rehberlik olanakları olmamasına rağmen, yabancılar çeşitli nedenlerle bireysel olarak kendi arzularıyla seyahat ettiler. Memurlar, bilim adamları, din adamları ve arkeologlar gerek siyasi, dini ve gerekse diğer nedenlerle özellikle İstanbul ve Küçük Asya (Anadolu) başta olmak üzere Osmanlı topraklarını ziyaret ettiler. 19. yüzyılda Osmanlı idaresi turistik değerlerin farkına varmış ve ülkeyi turizm için tanıtmaya başlamıştır. Osmanlı turizminde en büyük gelişme demiryolu hatlarının faaliyete geçmesidir. Dünyanın en klasik treni Orient Express, Osmanlı turizminin gelişimine büyük katkı yaptı. Bu çalışmada, Osmanlı merkez hükümetinin farklı dönemlerde turizmi teşvik etme çabaları incelenmiştir.

**Anahtar Kelimeler:** Osmanlı Merkezî Hükümeti, Kültürel değerler, Turizm ve Seyahat

### Introduction

The statesmen and the central government officials of the Ottoman Empire during their visits to foreign countries especially to France, England and Austria were extremely influenced by their civilizations and cultural values. In this context, the presentation of the Ottoman cultural values to the foreigners gained momentum from the beginning of the 19th century. On the other hand, the appointed Ottoman ambassadors during formal and informal gatherings in foreign countries continuously emphasized the cultural values of the Empire.

Ottoman lands had always attracted western travelers politically, culturally and economically and they were fascinated by the civilization. In the 16th and 17th centuries foreigners traveled not in groups but came to Ottoman lands individually without any assistance of a guide. Not only the free travelers but also officials, scientists, clergymen and archaeologists visited the Ottoman Empire, especially İstanbul and Asia Minor (Anatolia) for political, religions and other different reasons.

In this study, the Ottoman Empire central government effort to promote tourism from the 18th century till 1922 has been examined.

### Central Government efforts in 17th and 18th Centuries

In 16th Century and onwards Britain had the biggest commercial naval fleet in the world. The Levant Company was given the privilege by the Sultans to establish and provide free trade between the Ottoman ports, such as Smyrna (İzmir), Salonika (Thessaloniki), Constantinople (Istanbul) and Beirut. The Ottoman Empire, due to the capitulations gave freight and passenger transportation rights to Western states. The major part of the sea transportation and the operation of important ports were in the hands of foreigners and mainly operated by British ships. Therefore, the Turks were unable to trade in their own seas. (Note: With the Treaty of Lausanne, the right to ship operation in Turkish seas (cabotage right) was left to the Turks. The full implementation of the right to cabotage took place on 1 July 1926 by the Cabotage Law.)

According to the Ottoman archives, from the beginning of Sultan Sulaiman the Magnificent reign in 1534 till 1918, almost 2000 Turkmen bureaucrats and statesmen speaking fluent foreign languages were sent to several posts in the Empire. Those people helped to promote the regions where they were in charge.<sup>1</sup>

On such naval ships not only the commodity was carried but some travelers also had chance to visit the Ottoman cities. So, gradually in the Ottoman society, from the beginning of the 1700s, the need for accommodation was increased. In cities, hans (kind of inns) were built to meet travelers accomodation and other needs. The hans were a kind of Ottoman building that had a sleeping bed, stable, storage depot and wholesale selling points. There is hardly any difference between a han and a caravanserai except for the first being urban and the latter being situated on rural roads between urban settlements. The caravanserais and the Hans were usually built of stone and were made up of warehouses where a variety of goods could be placed around a large courtyard at the entrance, and the rooms on the upper floors were modestly furnished with arched passageways.<sup>2</sup>

As early as 1663 the English ambassador, Lord Winchilsea, wrote from Constantinople (Istanbul), 'This city I hold much better worth seeing than all Italy'. And I'm beginning with this painting, anonymous, probably by Vanmour, of Constantinople about 1700, and you see Istanbul itself, Galata, which is the area where Europeans lived and along here were and still are the European embassies, now Consulates General, and this is the Bosphorus and the Golden Horn. This is Europe, this is Asia. Turkey was very much part of European diplomacy. Topkapi Palace, Saint Sofia, Sultan Ahmed Mosque, Galata Tower, and old Turkish houses were so attractive for seyyahs. (travelers) and indeed, the alliance with France from the 1530s.<sup>3</sup>

Thanks to the French Embassy in Constantinople there were travellers writing books, exploring every aspect of the Ottoman Empire, including its manuscripts, and a scholar there made the first translation of 'The Thousand and One Nights', Antoine Galland, around 1700. So there was a French translation of 'The Thousand and One Nights' many years before there was a French translation of Shakespeare. And trade also led to the establishment of diplomatic relations between England and the Ottoman Empire in 1579 and already diplomacy was privatised.<sup>4</sup>

As a result of increasing demand for trade in port cities such as Istanbul, Alexandria, Izmir, Thessaloniki and Beirut, the hans were modified and first hotel-like structures had appeared.

<sup>1</sup> Cüneyt Mengü, *Osmanlı Arşivi Genel Belgelerinde Kültür Merkezi Kerkük*, Yalın Yay., 2012, p. 97.

<sup>2</sup> Cüneyt Mengü, *Seyahat İşletmelerinde Yönetim ve Operasyon Stratejileri*, Yalın Yay., 2018, p. 52.

<sup>3</sup> Philip Mansel, *Levant: Splendour and Catastrophe on the Mediterranean*, FT, Published in Great Britain by John Murray, 2010, p. 27.

<sup>4</sup> P. Mansel, *ibid*, p. 2.

Other important travelers were Christian pilgrims who were visiting sacred places in Asia Minor. Most travelers used horse drawn carriages or simply traveled on horse back or by foot. They especially visited the city of Tarsus where the Apostle Paul was born, St. Nicholas' Birthplace, Patara, Antalya, The Seven Churches of the Revelation (Ephesus, Pergamon, Smyrna, Laodicea, Sardis, Philadelphia, Thyatira), Orthodox Patriarchate and Cathedral, Istanbul.

Archaeologists visited ancient cities in the western part of Asia Minor like, Troia, Ephesos, Pergamon, Smyrna, Sardes, Miletos, Ksanthos. These travelers wrote travelbooks (seyahatname) and these are regarded as historical documents which illuminated the history of the region. Their work helped establish and the development in Ottoman museology and Osman Hamdi Bey (1842-1910) later established the Imperial Museum (Müze-i Hümayun.).<sup>5</sup>

Trade was another way of foreigners visiting the Ottoman Empire. As a result of opening British, French, Dutch, Italian, Russian embassies and consulates opened in the 17th century in Istanbul and merchant and leisure travelers increased. Travel from one place to another was not easy for foreigners at all. The consulates issued advice and credit letters to protect their citizens. The commodities such as sugar, coffee, pepper, tobacco and silk were carried by camels. For this, the merchants utilized caravanserais (kervansaray), which were small inns that stood on the outskirts of a town, or along the roads of their trade routes, where merchants could congregate relatively safe from any danger.<sup>6</sup>

### Central Government efforts from 18th Century

The 18th century is a period different from the previous periods for the Ottoman society and economy. From the 1820s onwards, the Ottoman Empire was confronted with the military, political and economic powers of the West. In the age of globalization after the Industrial Revolution, the economy began to open up. Early 18th century, starting from the Sultan Mahmut II. period, (1785-1839) a series of initiatives and reform movements began.<sup>7</sup>

It has always been the greatest passion of mankind since existence, to discover what is beyond the places where they live and to move and cross frontiers and to explore new environments. By the 19th century, the Ottoman Empire had a wide range of cultural, historical attractions and drew attention of the Westerners. Many western travellers had their journeys even to the far regions of the Empire. Not only leisure travellers but also officials and scientists traveled in the Empire.<sup>8</sup>

On Ottoman land both Ottoman citizens and foreigners who want to travel had to carry a permit to travel. This permission document in 16<sup>th</sup> century was called road provision (yol hükmü) and then in 19<sup>th</sup> century the name changed as "Mürur Tezkiresi.) In 19th century for Ottoman citizens for domestic travel the permission for travel was given by the city administrators or court officials.<sup>9</sup>

The regulations of the Men-i Mürur issued on February 10, 1841 and secured travel rules.<sup>10</sup> Foreigners were showing this permission to the authorities during their journeys. This was similar to a passport today and was started by the order of Sultan Mahmut II. After the

<sup>5</sup> Ece Yüksel, *17. yy Sonu, 18 yy Ortası ve 19 yy Başında Yabancı Seyyahların Gözünden Batı Anadolu Antik Kentleri*, Master's Thesis, Adnan Menderes University, Institute of Social Sciences, Aydın 2012, p. i-ii.

<sup>6</sup> Philip Mansel, *Constantinople, City of the World's Desire, 1453-1924*, Published in Great Britain by John Murray 1995, p. 52.

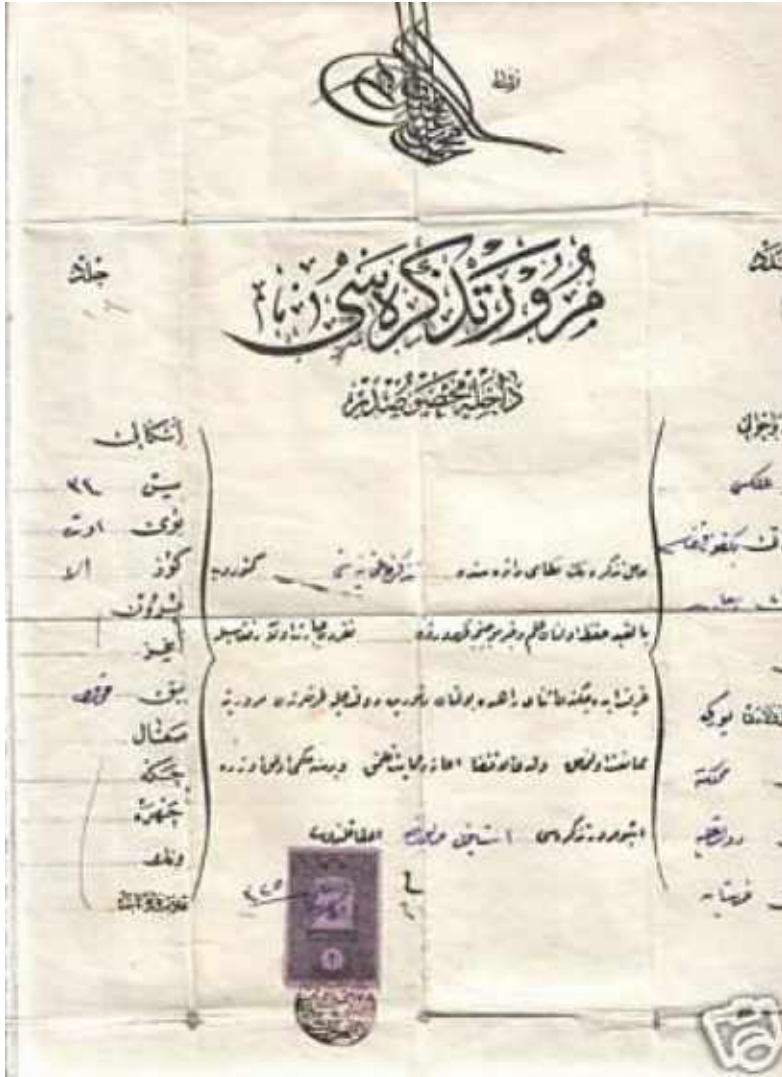
<sup>7</sup> Şevket Pamuk, *Osmanlıdan Cumhuriyete Küreselleşme, İktisat Politikaları ve Büyüme*, Seçme Eserler-II, Türkiye İş Bankası Kültür Yay., 4th Edition, Sena Yay., Istanbul, 2017, p. 25-28.

<sup>8</sup> Hamiyet Sezer, "Osmanlı Devleti'nde Seyahat İzinleri (18.-19. Yüzyıl)", Ankara University, Faculty of Languages, History and Geography History Department, *Journal of History Studies*, volume 21, Number 33, 2003, p. 107.

<sup>9</sup> Mübahat S. Kütükoğlu, "Mürur Tezkiresi", *Türkiye Diyanet Vakfı İslam Ansiklopedisi*, volume 32, 2016, p. 60-61.

<sup>10</sup> <https://www.trthaber.com/haber/kultur-sanat/zengin-osmanli-topraklarini-ziyaret-icin-verilen-seyahat-izinleri-383042.html>, date accessed 22.02.2019.

proclamation of the II. constitutional monarchy (1908) Mürur Tezkeresi was abolished due to putting restrictions on personal freedom.



Sample of Mürur Tezkeresi (travel permission documents)

Source: <https://www.ensonhaber.com/osmanli-pasaportu-murur-tezkeresi.html>, date accessed 22.02.2019

During the 18th and 19th centuries the Ottoman Empire was an ally to Britain and respectable travelers such as poet Lord Byron, the politician Benjamin Disraeli, as well as the Prince of Wales had a tour in 1862. The Ottoman Empire was very much part of Europe and indeed part of the Grand Tour as well. The Grand Tour was generally for education for wealthy young men in their twenties and normally it's considered to focus on Italy, but in fact many travelers always sailed on from Venice to Constantinople (Istanbul) and beyond, as the Prince of Wales did in 1862.<sup>11</sup>

So diplomatically and commercially the Ottoman Empire was always part of Europe and travellers would purchase through their embassies in Constantinople or in consulates around the

<sup>11</sup> Philip Mansel, *Royal Collection Trust, Proscursors to the Prince: The Grand Tour in the Ottoman Empire*, The Queen's Gallery, Buckingham Palace, 2014, p. 9.

Empire, firmans (fermans) , which were in fact travel permissions enabling them to go around the Empire in safety. One of the first firman given to two English officers in 1800.

Because in 1862, the Prince of Wales visited different parts of the Ottoman Empire, in 1867 Sultan Abdulaziz paid a return visit to London and Paris, he was received by Queen Victoria at Windsor, massed choirs in the Crystal Palace sung hymns specially composed in honour of the Ottoman Empire, he visited Napoleon III and the Empress Eugénie and the Universal Exhibition in Paris.<sup>12</sup>

Apart from Istanbul, the capital of the Ottoman Empire, Adrianapolis (Edirne) also offered traditional tourism alternatives with its historical background, cultural and natural aspects and Selimiye Mosque. Foreigners who came to Istanbul stopped in Edirne on their way back. The first hotel was opened in Edirne in 1860 with the name of “Auberge de l’Étoile”.<sup>13</sup>

In the meantime, not only Europeans but also Muslims from different countries visited the magnificent mosques in Istanbul and Edirne.

In the Ottoman history, the first known tourism activity started during the reign of Mahmut II. (1808-1839) In the middle of August 1827, a British steamer entered the Ottoman waters and came to Izmir. This ferry, Swift, was operated by the Britishmen under the command of Captain Kelly. It was a paddle steamer (Yandan çarklı). Swift sailed to Istanbul and anchored in the Golden Horn, a few days after she was bought for 320.000 kurus by the firman of Sultan Mahmut II, she became the property of Imperial Shipyard (Tersane-i Amire.) on May 13, 1828. The name of the steam boat Swift was later named as ‘Buğ’.<sup>14</sup>

When the ferry was allocated to the sultan, the cabin was rebuilt. There were two beds, a sofa, an alaturka-style toilet, etc. covered with the most beautiful silk and satin. The sultan's cabin was described by the people as small but wonderful.

Sultan Mahmut II participated in occasional trips in the Marmara Sea with the prominent figures of the Ottoman Empire and ambassadors of various countries.

After “Buğ” started to sail in the Ottoman seas, then, in 1829, the sea journeys started to develop with the purchase of two commercial steamships Kebir and Sagir by Tersane-I Amire. Kebir and Sagir are meaning big & small used by Ottoman-Turkish and originally Arabic words. In the same years, the construction of Eser-i Hayır was started in Aynalıkavak Shipyard and two more ships, Mesir-i Bahri and Tair-i Bahri, started to operate from the same shipyard, and from Istanbul, Bandırma and Tekirdağ steam boat operations started. After these ships the steam boat with paddle named Peyk-i Şevket was built in 1838 and started to operate to France.<sup>15</sup>

The Ottoman Empire established the Reform Industry Commission in order to organize its efforts on industrialization in 1864.<sup>16</sup> One of the measures the commission attempted was to encourage the private sector the idea of opening an exhibition in the country. As a result of the increase in production and trade in Europe in the 19th century, nationally-held exhibitions were organized internationally from the second half of the 19th century. The Ottoman Empire took care to participate in the international exhibitions organized in Europe with the thought that it

<sup>12</sup> P. Mansel, *ibid*, p. 14-15.

<sup>13</sup> Cüneyt Mengü, *Seyahat İşletmelerinde Yönetim ve Operasyon Stratejileri*, Yalın Yay., İstanbul 2018, p. 52.

<sup>14</sup> Ahmet Gülerüz, *Türk Devlet Yatları ve Savarona*, Denizler Kitapevi, İstanbul, 2007, p. 13.

<sup>15</sup> <https://www.tursab.org.tr>. date accessed 20.04.2018.

<sup>16</sup> Fatih Damlıbağ, “Osmanlı Devleti’nde Sanayi Finansman Metodu Olarak Fabrika İmtiyaz Sistemi”, *Istanbul Journal of Economics*, Volume 62 Number 2, 2017, p. 203.

would be important for the promotion of the country and participated in many of the international exhibitions organized in Europe.<sup>17</sup>

In the middle of the nineteenth century, organizing exhibitions and fairs, especially in European countries and America, became a current occurrence. The Ottoman Empire, with the effect of the 1838 Ottoman-British Trade Agreement, participated in the first world fair held in London in 1851. The Ottoman Empire also participated to 1867 Paris, 1873 Vienna, 1878 Paris, 1893 Chicago, 1900 Paris World Fairs.<sup>18</sup> The Ottoman Empire participated to 1851 London, 1867 Paris, 1873 Vienna, 1878 Paris, 1893 Chicago World Fairs.<sup>19</sup> Almost all the actors of Ottoman modernization participated in these exhibitions.<sup>20</sup>

Ottoman Empire also organized the first commercial fair on February 28, 1863 in (At Meydani) today called Sultanahmet Square, Istanbul.<sup>21</sup> The name of the exhibition was “Sergi-i Umumi-i Osmani - Ottoman General Exhibition” and lasted 5 months. This exhibition named “Sergi-i Umumi-i Osmani” was opened by Sultan Abdülaziz in 27 February 1863.<sup>22</sup> The aim of this exhibition was to introduce the country's industrial and agricultural products locally and to foreigners. The purpose of the exhibition was different from the previous exhibitions Önsöy 206-207. Both domestic and foreign visitors showed great interest in the exhibition. In terms of tourism, the importance of the Ottoman General Exhibition was that many European citizens, including journalists, businessmen and industrialists, came to Istanbul to visit the exhibition. They were also the first tourist groups to come to the empire in bulk. The group of 142 people, who came to Istanbul in early April 1863, was followed by another group of 450 people. On the same dates, a group of Viennese people from Trieste had a Bosphorus boat tour after visiting the exhibition. After this an Austrian group and 25 British businessmen came to Istanbul as well. The French and British business and capital circles paid close attention to the exhibition. In the middle of April, a group of 10 to 15 French factory owners and businessmen came to Istanbul to visit the exhibition. They saw the Ottoman goods and ordered some products for their local market. The French, British and Austrian newspapers published articles about the exhibition. English newspaper The Times had a permanent reporter in Istanbul who stayed in the city till the end of the exhibition.<sup>23</sup>

<sup>17</sup> Kenan Demir, “Sergi-i Umumi-i Osmani'nin (1863) Açılışı ve Sergi'nin Duyurulmasında Gazetelerin Rolü”, *The Journal of International Social Sciences*, Volume 28, Number 1, 2018, p. 155.

<sup>18</sup> Yeşim Ergüney, Nuran Kara Pilehvarian, “Ondokuzuncu Yüzyıl Dünya Fuarlarında Osmanlı Temsiliyeti”, *Megaron*, Volume 10, Number 2, 2015, p. 224.

<sup>19</sup> Zeynep Çelik, *Şarkın Sergilenişi: 19. Yüzyıl Dünya Fuarlarında İslam Mimarisi*, Translated by Nurettin el-Hüseyni, History Foundation, Yurt Yay., 2005, İstanbul, p. 1-5.

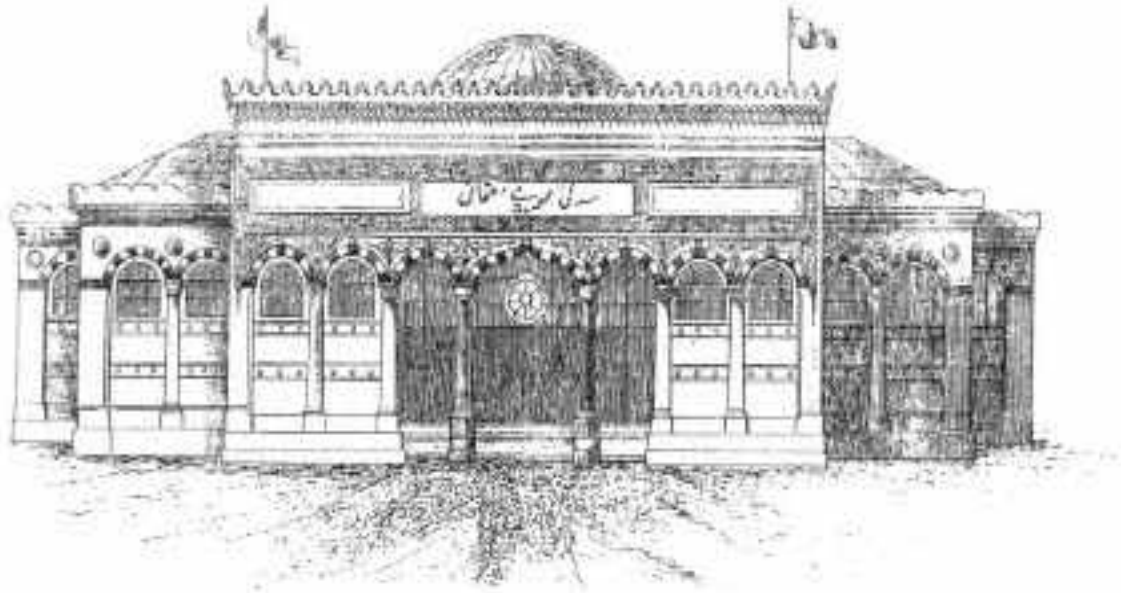
<sup>20</sup> İbrahim Şirin, “Dünya Fuarları ve Osmanlı Modernleşmesi”, *History Studies International Journal of History*, Volume 9, Number 2, 2017, p. 190.

<sup>21</sup> Haluk Kanca, “XIX.Yüzyılın İkinci Yarısında Uluslararası Osmanlı Fuarı: 1863- Sergi-i Umumi-i Osmani”, *Journal of the History of Accounting and Finance Studies*, 2013, p. 176.

<sup>22</sup> H. Kanca, *ibid*, p. 166.

<sup>23</sup> İ. Şirin, *ibid*, p. 2; Rıfat Önsöy, “Osmanlı İmparatorluğu'nun Katıldığı İlk Uluslararası Sergi ve Sergi-i Umumi-i Osmani (1863 İstanbul Sergisi)”, *Belleten*, Volume XLVII, 1983, p. 185-188; Haluk Kanca, *ibid*, p. 176.





Source: Zeynep Çelik, *19. Yüzyılda Osmanlı Başkenti Değişen İstanbul*, Translated by Selim Deringil, Türkiye İş Bankası Kültür Yay., 2015.

Another important event in the development of tourism in the Ottoman Empire is the opening of the first museum.

There is a direct relationship between the modernization of the Ottoman Empire and planning to create a museum. The first museum was established for the modernization of the Ottoman Empire in 1846.<sup>24</sup>

Since the conquest of Istanbul, (Aya İrini) was not converted into a mosque. In 1846 The first Museum of the Ottoman Empire was established in the Hagia Irene Church as “Müze-i Hümayûn”. The museum had two main sections, Mecma-i Asar-ı Atika (Collection of Antiquities) and Mecma-i Ešliha-i Atika (Old Weapon Collection). The well organized museum attracted many tourists who visited Istanbul at those days.<sup>25</sup>

In particular, the Topkapi Palace, with its imperial treasures is most attractive tourist point. In addition, the first natural history museum of the Ottoman Empire was established as a part of the school (Mektebi-i Mülkiye). The Ešliha-i Military Museum opened in 1910.<sup>26</sup> In the past, many Europeans from different nations and many different professions came to the Ottoman Empire.<sup>27</sup>

Every development in transportation had been a milestone for the tourism industry. Steam power really took off with improvements made by James Watt in 1778 and paved the way to Industrial Revolution. Before the steam engines the factories and mills were powered by water, wind, horse or man. By the early 1800s, James Watt steam engines were used in factories

<sup>24</sup> İbrahim Serbestoğlu, Turan Açık, “Osmanlı Devleti’nde Modern Bir Okul Projesi: Müze-i Hümayûn Mektebi”, *Journal Of Gazi Academic View*, Volume 6, Number 12, 2013, p. 158.

<sup>25</sup> Bilge Ar, *Osmanlı Döneminde Aya İrini ve Çevresi*, Ph. D. Thesis, Istanbul Technical University, Institute of Science and Technology, Istanbul 2013, p. 25.

<sup>26</sup> Wendy M.K. Shaw, *Osmanlı Müzeciliği Müzeler, Arkeoloji ve Tarihin Görselleştirilmesi*, Translated by Esin Soğancılar, 2004, p. 265.

<sup>27</sup> Gürsoy Şahin, “Avrupalıların Osmanlı Ülkesindeki Eski Eserlerle İlgili İzlenimleri ve Osmanlı Müzeciliği”, *Ankara University Faculty of Language and History Geography Journal of History Research*, Volume 26, Number 42, Ankara 2007, p. 104.

throughout England and then spreaded to other countries. Indeed, tourism can not be mentioned without transportation. Before these developments, the transportation in tourism was provided by usually horse driven vehicles. By the invention of steam engines the mode of transport completely changed. Speed and time factors became important. The use of steam power spreaded rapidly and steam ships replaced sailing vessels on the seas. Immediately after that, steam power began to be used on railways <sup>28</sup>

The use of steam power in railways is the beginning of mass tourism. Since the first train in 1825 till the mass production of automobil in 1895, train had undisputed advantage in travel and tourism industry.

As it is known, any development in transportation supported tourism. For this purpose, in the Ottoman Empire, the railway was first constructed by an English company as 130 km between İzmir and Aydın in 1856 during the reign of Sultan Abdülmecit. (1839-1861).<sup>29</sup> In 1871, the construction of the Haydarpaşa-İzmit line was started with the permission of Sultan Abdulaziz.(1861-1876) and a 91 kilometer line was completed in 1873.<sup>30</sup>

Transportation is one of the most important factors of the economic development of a country. These studies are important in terms of gaining economic and political power. The transportation systems are always important for economic strategies of countries. Thus, *Transportation* plays an *important strategic* role for the *economic* development.

During this time some trains became world classics. The Orient Express was a long distance train, first run in 1883 and connected London to Istanbul. The complete route was London, Paris, Munich, Vienna, Budapest, Zagreb, Belgrade, Sofia and finally Istanbul. It was an epic journey and several movie films were made about it. Orient Express was Europe's most famous luxury train. Recalled with its magnificent furniture and mysterious whistle, the train was making expeditions to exotic locations for adventure. The first Paris-Istanbul train set out on 4. October. In 1883, with approximately 40 passengers.<sup>31</sup> The development of rail transport system was not intended for the development in tourism. The Eastern Railway was effective in the formation of tourism demand. In the late 19<sup>th</sup> century, Orient Express was the most luxurious long distance rail journey in travel history. Consequently, the developments in railway journeys were emerged the demand for accommodation.

<sup>28</sup> <https://www.history.com/topics/industrial-revolution/industrial-revolution>, date accessed 22.02.2019

<sup>29</sup> Suavi Ahipaşaoğlu, İrfan Arıkan, *Seyahat İşletmeleri Yönetimi ve Ulaştırma Sistemleri*, Detay Yay., 2003, p. 63.

<sup>30</sup> İlber Ortaylı, *Osmanlı İmparatorluğun'da Alman Nüfuzu*, Timaş Yay., 2017, p. 46

<sup>31</sup> S. Ahipaşaoğlu ve İ. Arıkan, *ibid*, p. 63.



Sources: The Orient Express Route poster,  
<https://blog.eurail.com/travel-the-original-orient-express-route/>, date accessed 22.02.2019

The modernization period in the 19th century caused major changes in both travel and accommodation needs. These changes inevitably affected the architecture of hotels and other buildings offering accommodation<sup>32</sup> The hotel investments started with the efforts of the entrepreneurs, the lands and financial aids were granted by the state.

However, the capital city of the Ottoman Empire was not equipped with adequate accommodations to host European visitors. The first hotel in Western standards, Hotel d'Angleterre (UK Hotel) was opened in 1841. Then, Hotel Royal 1876, Hotel Londres, 1891, Bristol Hotel, 1893, Tokathyan Hotel, 1894. Pera Palace Hotel was built in 1895 by architect Alexandre Valleury. When the world-famous Orient Express started its service between Paris and Istanbul in 1883, there was a great need of a hotel with many rooms. This gap was filled with the Pera Palace Hotel which was opened in 1885. What is noteworthy is that all these first built hotels are located in Pera (Beyoğlu) District (TÜRSAB).

<sup>32</sup> Elif Çelebi Yakartepe, Can Binan, "İstanbul'un Modernleşme Dönemi Otelleri (1840-1914)", *Megaron*, Volume 6, Number 2, 2011, p. 79.

In 1894, due to the financial difficulties during the construction of Pera Palas Hotel was almost stopped. However, according to the archive of the Ottoman Bank, The hotel's administrator Mr.Nagelmackers, received a 30 thousand liras credit and completed the construction<sup>33</sup>

The alliance between Ottoman and Germany during the I. World War also affected the development of tourism. The first German group came to Istanbul in 1916. After returning to Germany one of the tourists in the group named Ernest Erman, sent a letter to the Sublime Porte (Bab-ı Ali) saying that the Ottoman geography was fascinating with its natural beauties, historical monuments were unique, people were friendly and he highly recommended that the Ottoman Government should promote tourism. Upon this letter, Talat Pasha (1874-1921) negotiated with some ministries and the Şehir Emini (kind of mayor) to take some measurement for promoting tourism.<sup>34</sup>

Sublime Porte (Bab-ı Ali) and Şehir Emini (Kind of mayor) worked together, and some of the decisions taken were about hotels and entertainment places being established in the old part of Istanbul, the roads and the Turkish Hammams should be improved, in order to attract European tourists. In fact, there was a regulation called "Ebniya Nizamnamesi" which was issued in 1848 for improvement of Istanbul's roads and protect historical monuments.

A tourist delegation was formed under the chairmanship of the deputy governor and the work of the delegation was requested to be notified to the Ministry of Interior. In the report prepared by the delegation, the center of tourism was limited to Istanbul. There was no planned tourism policy for other cities and this report was prepared by considering only European tourists. Committee of Union and Progress (İttihat ve Terakki) desire to develop tourism was related to the policy they followed. Istanbul is a 1500-year-old city, the capital of the Byzantine and the Ottoman Empires, the center of Khilafat (Halifelik makamı) The weather was generally beautiful, and the Bosphorus which could only be found here in Istanbul. Such view was not available anywhere in the world, the Bosphorus was literally a Bridge between East and West. Turkish writers living in Germany, Austria and Switzerland were asked to emphasize these beautiful aspects of the city in their writings. According to this request, the famous authors at that time, Ahmet Haşim, Yahya Kemal, Ahmet Hikmet wrote some articles about Istanbul in western newspapers. The İttihat and Terakki administration also published advertisements in German and Austrian newspapers. In these commercials, the Blue Mosque and Galata Tower were used in photographs. Although the efforts of the İttihat ve Terakki Government was so constructive, due to wars, Istanbul never became tourist attraction place at that time.<sup>35</sup>

We know that during the reign of Abdul Hamid II, efforts were made to stimulate religious tourism but efforts were not successful.

In addition to these studies, according to the records, in 1879, after the 1st Constitutional Monarchy, (I. Meşrutiyet) Hasan Fehmi Efendi carried out studies on the development of Istanbul's roads and transportation projects.<sup>36</sup>

However, the I. World War and many other problems have paused the efforts for tourism to a great extent. After the collapse of the Ottoman Empire, tourism activities gained speed with

<sup>33</sup> Emine Çaykara, *Pera Palas'ın 121 Yıllık Nefes Kesen Hikayesi*, Posted by gülenay börekçi, <https://egoistokur.com/istanbul-hikayeleri-pera-palasta-bir-gece/>, date accessed 22.02.2019.

<sup>34</sup> <https://www.dunyabulteni.net/tarihten-olaylar/osmanlida-turizm-h122673.html>, date accessed 22.02.2019.

<sup>35</sup> Tarık Yalçın, "Osmanlı'da Turizm", *Dünya Bülteni*, 2010, <https://www.dunyabulteni.net/tarihten-olaylar/osmanlida-turizm-h122673.html>, date accessed 04.02.2019.

<sup>36</sup> S. Ahipaşaoğlu ve İ. Arıkan, *ibid*, p. 63.

the establishment of the Republic in 1923. The first tourism and travel institution “Turing and Automobile Institution” established with the directive of Atatürk<sup>37</sup>.

### Conclusion

Ottoman Empire has realized industrialization initiatives since the 19th century. Although the Ottoman Empire did not become an industrial society, industrial efforts of both state and private sector had importancy. While, Ottoman Empire had relation with the world’s economy, there were great changes in agriculture, trade, industry and service areas. The Ottoman Sultans and the government administration gave close attention to the cultural values, architect and art. The Ottoman lands had always attracted western travelers politically, culturally and economically. As a result of increasing demand for trade in port cities such as Istanbul, Alexandria, Izmir, Thessaloniki and Beirut, the Hans (inns) were modified and first hotel-like structures had appeared.

In the Ottoman history, the first known tourism activity started during the reign of Mahmut II. He bought a steam boat Swift. This boat was called Buğ by Ottoman administration and the Sultan participated in occasional trips in the Marmara Sea with the prominent figures of the Ottoman Empire and ambassadors of various countries.

The Ottoman Government gave special travel permissions for foreigners traveling out of Istanbul. Delegations participated to the exhibitions/fairs in Europe and The USA. An exhibition was organized in Istanbul in 1863 and first tourist groups came to the city. The construction of railways in the country was encouraged. Hotels were built in major cities, mainly in Istanbul. While all these positive efforts were continued, the country was fighting at several regions; debts to foreigners could not be paid. Istanbul was under occupation as well. After all these problems, it was impossible to talk about the development of tourism in the Ottoman Empire.

During the administration of the Ottoman Empire in the Balkan and Middle-east territories, the Ottomans built many historical monuments such as palaces, mosques and Turkish baths. The Ottoman culture and civilization is strongly standing and preserved mainly in Istanbul and throughout Turkey. Eventually, many of the economic, cultural, architect facilities were assigned to the administration of Turkish Republic. Developing of Tourism had been continued during the Republic era.

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<sup>37</sup> İsmet Barutçugil, *Turizm İşletmeciliği*, Uludağ Üniversitesi Basımevi, 1984, p. 197-198.

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