

# ISTANBUL GELISIM UNIVERSITY



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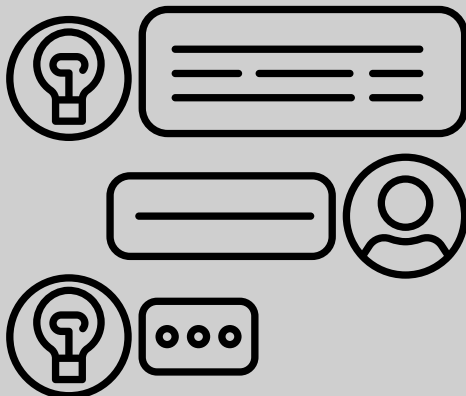


## WHAT ARE THE ADVANTAGES OF USING ARTIFICIAL INTELLIGENCE AND CHATGPT IN THE TOURISM SECTOR? ARE THERE ANY RISKS?

Asst. Prof. Fatma ÖZÇELİK HEPER  
The Department of Tourism Guidance

Artificial intelligence (AI) is a technology that mimics human intelligence, recognizes images, makes predictions based on data, and possesses human-like problem-solving skills. Recent developments of advanced natural language processing (NLP) models, such as ChatGPT (Chat Generative Pre-Trained Transformer), developed by OpenAI in November 2022, are attracting attention due to their potential applications in travel and tourism. ChatGPT, a natural language processing model, was developed using various databases to answer questions posed to it. ChatGPT distinguishes itself from similar AI models in that it can answer consecutive questions and accept errors in its responses, correcting itself through reinforcement learning. Furthermore, it can reject questions from different languages when answering inappropriate ones. ChatGPT is widely used because it provides fast and informative answers to any question. While it can answer a question without prompts, providing examples before the question is asked improves the quality of the response.

ChatGPT, which makes artificial intelligence more understandable and usable by people, can be used in many areas of the tourism sector by destinations, businesses, and tourists. ChatGPT has the potential to transform business processes in the sector. For example, long emails, meeting notes, and minutes can be summarized using this technology (Carvalho & Ivanov, 2024). It can benefit businesses in ordering and booking, obtaining transportation information, learning about business practices (such as pet and smoking-in-room policies), and marketing processes (such as creating text about hotel rooms, facilities, and menus, and developing websites). Furthermore, it can contribute to the production of innovative products and services by interpreting customer feedback (reviews, surveys, etc.). Furthermore, it also provides benefits such as reducing labor costs, increasing service efficiency, and offering personalized travel recommendations.





# Chat



ChatGPT also poses risks related to sharing confidential data, providing incomplete information, risking corruption, automating production processes, and creating organizations with low productivity and competitiveness (Carvalho & Ivanov, 2023). Furthermore, ChatGPT's access to large amounts of user data raises concerns about privacy and data protection (Özer & Bayram, 2024). However, because it records individuals' personal information, it poses cybersecurity risks (Carvalho & Ivanov, 2023). Security concerns include real-time data management, difficulty with emotional programming, issues with updates, not yet being recognized as a resource, eliminating competitiveness, and generating hate speech and harmful content (Özer & Bayram, 2024). ChatGPT also lacks the ability to understand figurative imagery in questions and text.

The widespread adoption of AI in the travel industry also presents its own set of drawbacks. Data privacy, the digital divide, and the potential loss of human touch in customer service are concerns that must be addressed. Ensuring ethical use of AI and a balance between automated services and human interaction is crucial to sustaining AI's positive impact on the travel industry. Advances in AI offer transformative potential for the travel industry, promising improved customer experiences, operational efficiencies, and business insights. It is imperative that the tourism industry thoughtfully and ethically address the challenges presented by AI. Tourism businesses and tourists are advised to exercise caution when using AI and ChatGPT, avoiding a single-source approach and using it in conjunction with traditional methods.





## CURRENT DEVELOPMENTS IN THE TURKISH TOURISM ECONOMY

**Res. Asst. Dr. Kartal Doğukan ÇIKI**  
**The Department of Tourism Guidance**

In recent years, Türkiye has continued to consolidate its position among the most visited destinations worldwide through steady growth in the tourism sector. The year 2024 marked a historic milestone as a tangible indicator of this success. Official data show that Türkiye hosted approximately 62.2 million visitors last year, making it one of the countries attracting the highest number of tourists globally (Presidency's Directorate of Communications, 2025). Tourism revenues reached 61.1 billion USD, surpassing the expectations of both industry stakeholders and the national economy (Turkish Statistical Institute, 2025). This performance demonstrates that the post-pandemic recovery process has been completed and that Turkish tourism has entered a new phase of growth.

The year 2025 indicates the continuation of this momentum. In the first six months of the year, 26.39 million foreign visitors entered the country, generating 25.8 billion USD in revenue—recording the highest first-half tourism income in the history of the Republic. Particularly during the April–June period, revenues increased by 8.4% compared to the same quarter of the previous year, reaching 16.28 billion USD. Of this amount, 16.1 billion USD came from visitors, while 189 million USD was generated from transit passengers. The average spending per visitor stood at 981 USD, with a daily expenditure of 110 USD, indicating an increase in Türkiye's share of the high-spending tourist segment.

Several factors have contributed to this positive outlook. First and foremost, Türkiye has succeeded in diversifying its markets, attracting more tourists not only from traditional markets such as Russia, Germany, and the United Kingdom, but also from Middle Eastern and Far Eastern countries. Additionally, fluctuations in exchange rates have made Türkiye a competitive destination for foreign tourists. Moreover, the sector's dynamism in investment and innovation has been noteworthy. Newly opened accommodation facilities, cruise ports, and digital tourism applications in recent years have enhanced service quality and enriched the visitor experience.

From an economic perspective, the World Travel & Tourism Council (WTTC) projects that in 2025, the Turkish tourism sector will contribute approximately 5.2 trillion TRY to the economy, accounting for 12% of the country's GDP. According to the same report, the sector will employ 3.3 million people, thus maintaining its strategic role in the national economy. These figures demonstrate that tourism is not merely a foreign currency-earning sector but also a critical driver of employment, regional development, and the country's international image.

Nevertheless, despite these positive developments, there are certain risks threatening the sector. Global geopolitical tensions, the impacts of climate change on tourism seasons, and rising operational costs constitute areas of vulnerability. Therefore, the development of sustainable tourism policies, the promotion of alternative tourism types (such as gastronomy, health, cultural, and rural tourism), and increased investment in digital transformation are of vital importance for maintaining Türkiye's competitive edge in the coming years.

Overall, Turkish tourism possesses the potential to sustain the record levels achieved in 2024 throughout 2025. By the end of the year, it is anticipated that the targets of 65 million tourists and 64 billion USD in revenue will be met. Such an achievement would mark a significant milestone not only in economic indicators but also in strengthening Türkiye's brand value in the global tourism arena.

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# MARMARA'S HIDDEN TREASURE: THE BLACK CHURCH

Culture Art  
and  
Literature

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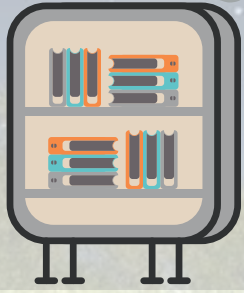
In Yalova's Çiftlikköy district, the Black Church, a historical treasure virtually hidden among the modern construction of a coastal complex, is quietly preparing to be revived. The district where the church is located was known as "Pylai" in ancient times and was one of the gulf's most important trade centers during both the Roman and Byzantine periods.

Located east of the Marmara Sea, Pylai, the gateway from the capital Constantinople to Anatolia, was not only a port for transporting agricultural products to the capital but also the first point from which Byzantine emperors launched their expeditions to the East. Estimated to have been built in the 5th and 6th centuries AD, the Black Church, one of the most tangible traces of this period in the city, is a symbol of Pylai. Despite the wear and tear of time and the construction surrounding it, the Black Church has managed to survive, maintaining its integrity down to its dome. However, it is visibly deteriorating with each passing year. Acting on the principle of "Culture Prioritized Development," local administrators in Yalova and academics conducting research in the region launched a comprehensive restoration and reuse project for the Kara Kilise (Black Church), taking it to the academic stage at a symposium held in Yalova. The goal is not simply to restore the structure but to transform it into a public space, making it a part of the city's life.

The project aims to ensure that the Kara Kilise continues to function not only as a monument reflecting the past, but also as a cultural center that illuminates the future. This will allow both locals and visitors to the region to experience this unique heritage.

This project will strengthen Yalova's cultural identity, increase its tourism potential, and breathe new life into the city. The Kara Kilise is now preparing to share its quietly recounted history with a wider audience.





## TUR REHBERİ

"The Tour Guide"

Res. Asst. Dr. Kartal Doğukan ÇIKI  
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The Tour Guide (Tur Rehberi, 2025) is an absurd comedy that follows the story of a failed stage performer, portrayed by Cem Gelinoğlu, who unexpectedly finds himself working as a tour guide due to a series of coincidences. Directed by Hakan Algül, the film presents a narrative that, while seemingly driven by laughter and absurd situations, reveals a deeper layer of emotional reckoning for individuals standing at the margins of life.

The protagonist, Ercüment, is a man who has never managed to succeed in life or on stage—trapped between dreams and reality. Due to a misunderstanding, he ends up guiding a tour group composed of elderly individuals who are planning to end their lives. From this point on, the film transcends a mere sequence of humorous incidents; it evolves into a more emotional narrative that explores interpersonal relationships, the life stories of those who have made peace with death, and Ercüment's growing awareness of his own existence.

Each of the elderly passengers on the tour has their own unique past, disappointments, and way of coming to terms with mortality. Initially approaching the job purely as a way to earn money, Ercüment gradually develops a sincere connection with these individuals. This emotional transformation renders his character arc believable in the eyes of the audience. As the journey becomes more serious, it invites not only the characters but also the viewers to reflect on the meaning of life, aging, and the possibility of second chances.

The Tour Guide presents its humor through a lens of dark comedy, yet behind the laughter lies suppressed anger, solitude, and a resigned sense of hopelessness. While entertaining the audience with comedic elements, the film also manages to touch the heart. Visually, it employs familiar road movie aesthetics—natural landscapes and bus interior dialogues—creating a setting that is simple yet functional. Although some dialogues occasionally feel artificial, the film as a whole effectively conveys its intended message.

In conclusion, The Tour Guide stands out as a film that masterfully blends melancholy with comedy, transforming a seemingly simple road story into a profound human confrontation. It is neither a pure comedy nor a straightforward drama; rather, it oscillates between both extremes, delivering an emotionally balanced experience that resonates with its audience.



# A ROOM OF ONE'S OWN

*Asst. Prof. Öznur Çetinkaya*  
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Virginia Woolf's *A Room of One's Own*, first published in 1929, has been described as a feminist essay and has maintained its significance as a seminal work questioning the position of women in literature, science, and professional life. The work is based on two lectures delivered in October 1928 at the Arts Society at Newnham and at Odtaa in Girton. The Turkish Language Association defines feminism as follows: "An intellectual movement aimed at increasing women's rights, elevating them to the level of men's rights, and ensuring equality; the women's movement" (TDK, 04.08.2025).

With a narrative that intertwines fiction and reality, Woolf invites the reader into the author's life while simultaneously reminding them that it is, in fact, a work of imagination. In the text, Woolf delicately observes the lives of women of her era, making assumptions through the lens of her own mother, while imagining what might have been possible if women of her time had enjoyed financial independence. In early 20th-century England, women's ability to marry or bear children was not left to their own choice; they remained distant from education and professional life, while both legal and traditional structures denied their existence. Woolf underscores that women who resisted this established order were often subjected to violence by their husbands or fathers—a situation regarded as "normal." Even women could earn money, they lacked property rights which belonged to their fathers or husbands.

Woolf explained that the limited recognition of women in literature is not because of their lack of talent or skill but because of traditions, laws and family pressure. From the Middle Ages through the 19th century, women had limited access to education, no economic independence, and had tons of domestic responsibilities and they were prevented from realizing their creative potential. Woolf gives an example for it and says if Shakespeare had a sister as talented as himself, she would have not been educated as him, she would be deprived of the opportunity to write, and ultimately condemned to silence under the pressures of society. This powerful example symbolizes all the women throughout history whose potential was suppressed and whose names remain unknown.

Woolf advocates that women must convey their unique experiences and perspectives through writing. *A Room of One's Own* not only exposes gender inequality in the literary sphere but also powerfully asserts that women require both financial independence and intellectual freedom to fully express their creativity. At its core, Woolf's central thesis is that for a woman to succeed in the literary world, she must possess "a room of her own" and "adequate financial means." Her call serves as an invitation for women to find their voices and secure a lasting place within literature.

Virginia Woolf, *A Room of One's Own*, İndigo Publishing, İstanbul.

TDK, <https://sozluk.gov.tr/>, Accessed: 04.08.2025





*"Earn money, have your own room and create spare time. And write-  
without thinking what the men say!"*

*Virginia Woolf*





## The Grand Tour: A Series at the Intersection of Road, Humor, and Gasoline

Res. Asst. A. Mecid VERGÜL  
The Department of Tourism Guidance

Imagine this: three British hosts grab their shabby old cars and set off towards the farthest corners of the world, laughing and making us laugh along the way. The Grand Tour is built exactly on this simple but effective idea. The series, starring Jeremy Clarkson, Richard Hammond, and James May, has been available on Amazon Prime Video with four seasons and a total of 44 episodes. From the fourth season onward, the show abandoned the classic season format and transformed into single, feature-length “adventure films.”

Don't mistake this series for a typical travel show. Because in The Grand Tour, maps get lost, cars break down, plans go awry—and that's exactly where the comedy comes from. Sometimes they try to navigate Africa's deserts in a pickup truck, other times they wrestle with sports cars on Norway's icy roads. Each episode is an adventure—sometimes frustrating, often hilarious.

The greatest strength of the show lies in the chemistry between the trio. Clarkson's sarcastic tone, Hammond's hyperactive behavior, and May's seemingly “sensible” but actually quite crazy character come together to create a fun and engaging road story. Cars are often just an excuse; what we really watch is a journey turning into absurd comedy.

The Grand Tour doesn't romanticize travel; instead, it exposes all its chaotic sides. It creates a world where everything goes wrong but somehow remains entertaining. In this way, watching the show is not only witnessing a journey but also following friendship, patience, and lots of humor.

If the idea of “being on the road” excites you but classic travel documentaries feel too serious, The Grand Tour is just for you. The smell of gasoline, laughter, and a bit of madness... All combined, on twisty roads.





# Jean Giono

## The Man Who Planted Trees



The Man Who Planted Trees is a novella, written by French author Jean Giono. The work was published in 1954, originally in French. The story circles around the fictional character Elzéard Bouffier, who turns a barren land into an enhanced and healthy forest. For more than three decades, Bouffier continued to work on the land, which was formerly abandoned by its earlier inhabitants. Because of the insensible logging practices and growing industrialism, the land lost its vigor and exuberance. Thanks to Bouffier's solitary efforts, the land earns its health back with the restored green and water resources. His simple act of depositing acorns in the land is the only act that this shepherd pursues for years on end.



Even though *The Man Who Planted Trees* is a fictional work, it has gained quite a popularity over the years, especially in the age of global climate crisis. This work, which was originally written as a story, titled as "The Man Who Planted Hope and Grew Happiness," drew attention and was translated into more than thirty languages. Following the success of the written work, it was also adapted into an animated movie by Canadian illustrator Frédéric Back in 1987. The novella is being taught in schools of all degrees and it is one of the preliminary works that are taught in universities' environmental study programs.

What makes this work extraordinary is that it represents the efforts of a solitary shepherd, who accomplishes a task as hard as creating a forest. Yet, as Giono shows, the simple act of planting acorns, without even needing any sort of professional equipment, seems adequate in order to land on such an achievement. We are faced with a global climate crisis, fueled by climate change and environmental disturbances. In this age, this work provides hope and faith in humanity, which has the power to make a change to overturn the negative effects on the health of the Earth.





# ACADEMIC PLAYLIST













## A SELECTION FOR AUGUST

Res. Asst. Mustafa Nurkan BİTLİSLİ  
The Department of Political Science and Public Administration

In this month's selection, we turn our ears to the unique works of Japanese composer, producer, and sound engineering master Seigen Ono. With his minimalist tones, meticulous production approach, and timeless touches of jazz, Ono offers a unique experience for listeners seeking both intellectual depth and sensory finesse. His music blends the elegant harmonies of modern jazz, the warm rhythms of bossa nova, and the refined atmosphere of chamber music, creating what can only be described as an "acoustic laboratory." In this context, this 10-track Seigen Ono selection is designed to accompany the calm yet intense pace of August, reflecting both the serenity of summer and the rhythm of academic productivity.

We wish you an enjoyable listening experience — please [click](#) to access the playlist.

101	 <b>La movida</b> Seigen Ono	Seigen Ono Quartet with Time Zones Ensemble ...	4 saniye önce
102	 <b>Monica Toneria Dominica Sera</b> Seigen Ono	Seigen Ono Quartet with Time Zones Ensemble ...	4 saniye önce
103	 <b>South Pacific</b> Seigen Ono	Seigen Ono Quartet with Time Zones Ensemble ...	4 saniye önce
104	 <b>Enishie</b> Seigen Ono	Seigen Ono Quartet with Time Zones Ensemble ...	4 saniye önce
105	 <b>Malu</b> Seigen Ono	Seigen Ono Quartet with Time Zones Ensemble ...	4 saniye önce
106	 <b>Covenant of The Rainbow</b> Seigen Ono	Seigen Ono Quartet with Time Zones Ensemble ...	4 saniye önce
107	 <b>The Green Chinese Table</b> Seigen Ono	Seigen Ono Quartet with Time Zones Ensemble ...	4 saniye önce
108	 <b>Bar del Mattatoio</b> Seigen Ono	Seigen Ono Quartet with Time Zones Ensemble ...	4 saniye önce
109	 <b>I Do Love You a Little</b> Seigen Ono	Seigen Ono Quartet with Time Zones Ensemble ...	4 saniye önce
110	 <b>Nick &amp; Kiriko</b> Seigen Ono	Seigen Ono Quartet with Time Zones Ensemble ...	4 saniye önce





## e-TEP: Türkiye's New English Language Proficiency Exam

*Res. Asst. A. Mecid VERGÜL*  
*The Department of Tourism Guidance*

As of 2025, Türkiye has introduced a new era in the assessment of foreign language proficiency. The **e-TEP (Electronic Test of English Proficiency)**, developed and administered by ÖSYM (Student Selection and Placement Center), is the first national English proficiency exam in Türkiye to measure all four language skills—reading, listening, writing, and speaking—in a fully digital format (ÖSYM, 2025a). The exam is aligned with the Common European Framework of Reference for Languages (CEFR) and is offered at B1, B2, and C1 levels.

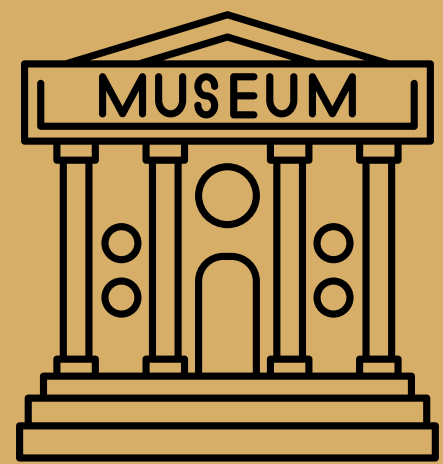
The e-TEP exam has been designed in a format similar to international proficiency tests such as TOEFL and IELTS. Candidates complete the reading, listening, speaking, and writing sections consecutively. In the 2025 implementation, the total duration of the exam is planned to be between 160 and 165 minutes (Modadil, 2025). The tasks include multiple-choice questions, written responses, and spoken recordings as part of the assessment process (Akademik, 2025). To be eligible for the exam, candidates are expected to have at least a B2 level of English. This proficiency can also be demonstrated by achieving a minimum score of 70 on previous YDS or e-YDS exams (e-tepsinavi.com, 2025). The 2025 administration of the e-TEP will be conducted in limited capacity at e-Exam centers in four major cities: Ankara, Istanbul, Izmir, and Adana (ÖSYM, 2025b).

The Council of Higher Education (YÖK) officially recognizes e-TEP as a centralized language exam, making it valid for academic applications such as exemption from preparatory programs and eligibility for graduate studies (YÖK, 2025). This recognition establishes e-TEP as a reliable, domestic alternative for those pursuing academic and professional advancement.

Pilot versions of the e-TEP exam were conducted in 2023 to assess the validity and reliability of its structure and scoring system (Modadil, 2025). It is expected that the exam will expand to more cities in the coming years and eventually gain recognition comparable to international language proficiency tests.

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## Famous Museums Using Digital Storytelling

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The Department of Advertising

Digital storytelling has become one of the most important methods in recent years to radically transform the visitor experience in museums. This approach goes beyond merely displaying artifacts and uses technology to convey the history, culture, and human stories behind them, enriched with tools such as video, augmented reality, virtual reality, 3D modeling, interactive screens, audio guides, and online exhibitions. Many museums around the world use these techniques to establish an emotional connection with their visitors, strengthen the transfer of knowledge, and create memorable experiences.

The Smithsonian Institution offers the opportunity to explore its artifacts in greater depth through 3D scanning and audio stories, while the British Museum presents its works through timelines and thematic narratives in its “Museum of the World” project, developed in collaboration with Google Arts & Culture. The Louvre engages its visitors in the multi-layered story of the painting through its VR experience “Mona Lisa: Beyond the Glass,” while the Australian Museum brings the oral history of the Aboriginal people into the digital world with videos and interactive screens. The Anne Frank House in Amsterdam turns every corner of its rooms into a separate story point in its virtual tour format, while the National WWII Museum offers visitors the chance to experience the exhibition through the eyes of a person who took part in the war.

In Canada, the Canadian Museum for Human Rights allows visitors to create personal routes through video interviews on human rights and touchscreens. The Museum of Broken Relationships in Croatia presents breakup stories through objects and audio narrations, while the Acropolis Museum in Athens restores ancient artifacts to their original form using augmented reality technology. The National Museum of Korea brings cultural history to life digitally with 8K projections and holograms. The Vatican Museums convey the creation process of Michelangelo’s Sistine Chapel frescoes through 360-degree videos and detailed digital explanations, while the Hermitage Museum uses 3D modeling and VR to make artworks almost “come alive.”

The Metropolitan Museum of Art offers a virtual tour with the “Met 360 Project,” while the National Museum of Qatar transforms the country’s history into a national narrative through holograms and digital films. The Guggenheim Museum presents art pieces in its virtual exhibitions by linking them to the artists’ life stories and creative processes.

These museums prove that digital storytelling not only conveys information but also has the potential to build a strong emotional bond with visitors. With the advancement of technology, virtual reality, augmented reality, artificial intelligence, and interactive data solutions are expected to become even more widespread. In the coming years, museum experiences will go beyond physical spaces, turning into personalized and interactive cultural journeys accessible from anywhere.



# THE HUMANITARIAN CRISIS IN GAZA AND REACTIONS FROM THE INTERNATIONAL COMMUNITY

**Res. Asst. Tünay Aras**  
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**and Public Administration**

As of August 2025, the ongoing humanitarian crisis in the Gaza Strip continues to draw intense attention from the international community, yet it remains difficult to say that any concrete action has been taken. Israel's military operations in the region have resulted in significant civilian casualties, widespread destruction of infrastructure, and the inability to meet basic living needs—developments that have led to global criticism and diplomatic reactions (New York Magazine, 2025; The Guardian, 2025). However, the absence of any deterrent measures against Israel has raised questions about the sincerity of the international community's rhetorical responses to this oppression.

The atrocities committed by Israel have become highly visible, especially through social media and other press channels, making certain reactions inevitable. In particular, the looming threat of famine in Gaza has become more prominent due to warnings from humanitarian organizations and the United Nations. As a result, some countries have imposed arms embargoes on Israel. These developments have brought into question how effective international norms—especially those of humanitarian law—can be in the face of such a crisis. An analysis published in New York Magazine highlighted the potential for Israel's actions to be associated with allegations of “ethnic cleansing” or even “genocide” (NYMag, 2025).

Despite various political responses, no collective decision has yet been made against Israel by key actors shaping the international political agenda. However, the reactions to the crisis are not limited to the political realm; they have also resonated in legal and societal domains. New appeals to the International Criminal Court (ICC) and emergency sessions of the United Nations Human Rights Council represent a new phase in which the universality of human rights is being tested. Moreover, calls by the European Union and certain Latin American countries to reassess bilateral relations have led to renewed questioning of normative values in international relations in the face of geopolitical interests. In light of these developments, the ongoing Gaza crisis is not merely a regional conflict but also a case that challenges multilateralism, the normative order, and the human rights regime within the international system. If the crisis continues, it may deepen both regional instability and the legitimacy crisis of the international legal system.

In Isaiah Berlin's typology of freedom, the concept of positive liberty is defined not only by the absence of external constraints but also by the individual's access to opportunities for realizing their own potential (Berlin, 1958). From this perspective, the right to life is not merely about the preservation of existence, but also about enabling a dignified life. The current humanitarian crisis in the Gaza Strip constitutes severe violations of this fundamental right in both its negative and positive senses. The collapse of essential conditions for life—such as health, nutrition, shelter, and security—as a result of Israel's military operations represents a profound deprivation of rights when considered through the lens of positive liberty. At this point, it is a moral and legal imperative for the international community not only to call for an end to the conflict but also to take active responsibility: delivering humanitarian aid, applying diplomatic pressure, and implementing normative frameworks that ensure civilian protection.

Indeed, under the United Nations' Responsibility to Protect (R2P) doctrine, states have a duty to protect populations from genocide, war crimes, ethnic cleansing, and crimes against humanity; when a state fails to fulfill this duty, the international community has a clear responsibility to intervene. Therefore, in the context of Gaza, international inaction constitutes not only a moral failure but also a serious breach of responsibility under international law.

In conclusion, from the perspective of positive liberty, the protection of the right to life is not only about ensuring the absence of conflict but also about supporting individuals so that they may live under minimum humane conditions. In this regard, it is a requirement of universal human rights and modern civilization for the international community to take effective steps to end the humanitarian tragedy in Gaza.

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**Asst. Prof. Öznur ÇETİNKAYA**

**The Department of Tourism Guidance**

Hikikomori, which emerged in the late 1970s in Japan, is described as a prolonged social withdrawal that affects mostly adolescent and young adult men, causing them to remain confined to their homes for months or even years. Individuals experiencing this withdrawal are known to avoid contact with their families, rarely have friends, and do not attend school or work (Teo, 2010).

In a report published in 2016, Japan estimated that approximately 540,000 individuals had experienced social withdrawal for more than six months (Kato, Kanba, & Teo, 2018). However, by 2019, this figure had increased to 1.15 million, with projections suggesting it could rise to as many as 10 million (Nippon, July 30, 2025). Individuals with hikikomori minimize social interactions by obtaining essential needs through non-communicative home delivery services or by visiting convenience stores late at night.

This phenomenon, which typically begins during adolescence and may persist for years, affects such a significant portion of the population that it raises concerns regarding potential social and economic implications. Foremost among these is the silent disappearance and passivity of potential members of the workforce, posing a serious challenge to the national economy. Additionally, since many individuals with hikikomori reside in their family homes and remain confined to their rooms, they create an economic burden on their families while simultaneously causing stress and anxiety among family members regarding their children's well-being. Thus, this condition extends beyond an individual psychological and social problem, drawing entire families into its sphere of impact (Li & Wong, 2015).

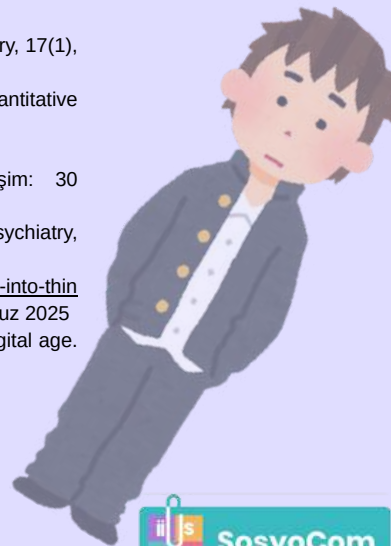
In the long term, the inability of an aging hikikomori population to maintain self-care, along with the anticipated rise in solitary deaths, presents further concerns. A related phenomenon, known as Johatsu, refers to individuals who consciously sever all ties and "disappear" from society. Documented in numerous documentaries, this often involves people arranging—frequently through private intermediaries—to leave their homes in the middle of the night and vanish. Under Japanese law, access to personal information, even when requested by family members, is prohibited, making it nearly impossible to locate such individuals (The Guardian, BBC, July 30, 2025).

At the core of these concepts lies the notion of social connectedness. When fundamental psychological needs are unmet, problematic patterns of social behavior tend to emerge. Self-Determination Theory (SDT) posits that individuals have three basic psychological needs—competence, autonomy, and relatedness—and that the fulfillment of these needs significantly influences motivation (Deci & Ryan, 2012). With the evolving understanding of socialization, Alexandrovsky et al. (2024) suggest that these needs can even be met through online gaming, as such platforms provide opportunities for individuals to experience a sense of belonging and establish communication channels. Supporting this perspective, Wong's (2020) study demonstrates that younger generations, in particular, turn to online spaces as a means of achieving relaxation and a sense of belonging.

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# The Use of Artificial Intelligence in Advertising: Criticisms and Future Perspectives



Res. Asst. Emre ERGEN

The Department of Public Relations and Publicity

In recent years, the accessibility and usage of AI-based chatbots have increased rapidly, and the advertising world has not remained silent in the face of this transformation. Initially, AI tools were used only in advertising copy, but now they are also making their way into visual production. Today, many of the advertisements we encounter—whether while watching TV or browsing the internet—are created with the support of artificial intelligence. A keen eye that follows the latest developments in AI can easily detect the digital touch in these contents. One notable development in Türkiye was the Advertising Board's meeting No. 337 on September 12, 2023, where AI-generated advertisements were discussed for the first time. This indicates that this field's ethical and legal framework is still in its infancy. Global examples are even more striking. Vogue featured a Guess advertisement with an AI-generated model on its cover, reigniting the debate over "unrealistic beauty standards." Coca-Cola's AI remake of its nostalgic "Holidays Are Coming" ad also received heavy criticism. Entrusting such an emotional theme to artificial intelligence led many to question the authenticity of the campaign (Marketing Türkiye, 2025). Meanwhile, in Hollywood, thousands of creative industry workers went on strike for the first time in 15 years over concerns about job loss due to AI (BBC Türkçe, 2023).

Although there is no fully established legal framework globally regarding AI's use in advertising, various countries are taking serious steps to define ethical and legal boundaries. The European Union is leading the way with the AI Act, which classifies AI applications based on risk levels (The EU AI Act, n.d.). This regulation mandates transparency in AI-generated content, particularly in public-facing domains like advertising. In the United States, the Federal Trade Commission (FTC) has issued initial warnings that AI-assisted ads must not be misleading. If AI-generated content is mistaken for real and deceives consumers, brands may be held accountable. The FTC also argues that users should be clearly informed when the visuals, voices, or texts they encounter are AI-generated (FTC, n.d.).

So, what comes next?

AI is rapidly evolving from a mere assistant into a central actor in the creative process of advertising. With the increasing power of generative AI models, we are entering a new era in which brands can carry out an entire campaign—from concept to production—using fully digital creators. This raises questions about the definition of creative labor and the role of human touch in advertising. Future advertising will have to be evaluated not only in terms of efficiency or cost advantage, but also through the lens of ethical values and social responsibility. Clearly labeling AI-generated content is becoming a necessity to ensure transparency and informed consumption. Moreover, creating emotionally resonant ads that connect with people may not be a task that can be fully delegated to algorithms. A symbiotic collaboration between human creativity and artificial intelligence will be key to a sustainable transformation in the industry. Consequently, successful ad campaigns of the future will emerge not only from those who "use" AI—but from those who also "define" its ethical boundaries.

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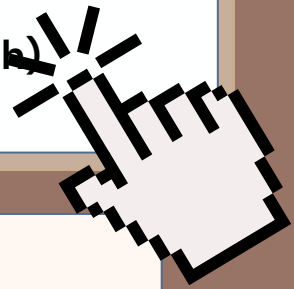


The Guess ad featuring an AI-generated model (Source: Marketing Türkiye)

# Time to Socialize

Res. Asst. Zehra Makar

The Department of Business Administration (English)



Club:

Music Club



Whenever you get tired of the hustle and bustle, if you want to find yourself in music, make friends from almost every campus, and organize events, you're invited to join the Music Club. You can follow this very active club on its social media account:

Instagram: gelisim.muzik



## Agenda at İGÜ

Starting at Gelişim!

September can mean autumn, school, melancholy, or new beginnings. Some of us have missed the campus and reunited; others are ready to experience their first moments. So, what does September mean to you?

Instagram: iguiisbf

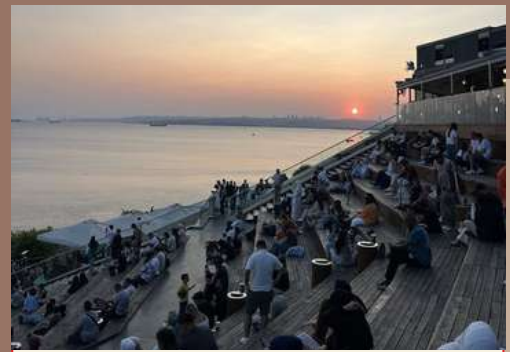
Twitter: iguiisbf

## Let's Socialize!

Enjoy the Weather!

While the weather is just right and you've gathered with your friends, we have a place and activity suggestion that is not far from the university.

After class, you can go to Aqua Florya, enjoy a nice meal, and then sit outdoors to sip your coffee facing the sea while chatting. 😊



# September in Istanbul

Res. Asst. Asel ATAÖĞLU  
The Department of Business Administration (English)

We have compiled some of the prominent events in Istanbul in September for you.

Type of Event	Name of Event	Location	Date
Concert	Mabel Matiz	Harbiye Cemil Topuzlu	04 September Thursday
Concert	Kenan Doğulu	BteTurk Vadi Açık hava	05 September Friday
Concert	Mahsun Kırmızıgül	Harbiye Cemil Topuzlu	06 September Saturday
Theatre	Çok Güzel Hareketler 2	Harbiye Cemil Topuzlu	17 September Wednesday
Stand Up	Doğu Demirkol	Harbiye Cemil Topuzlu	18 September Thursday
Theatre	Don Kişot	Zorlu PSM	30 September Tuesday





Berat SABIRLI


A student from the Department of Tourism Guidance

As a senior student in the Tourism Guidance Department at Istanbul Gelişim University, I completed my second semester in Bilbao, Spain through the Erasmus exchange program. This period has been one of the most valuable experiences of my life, both academically and personally.

Bilbao, located in the Basque Country, is a city rich in culture and history while also preserving its modern character. At first, I felt a mix of excitement, curiosity, and a bit of shyness that comes with living in a different country. However, I quickly adapted to both the city and my new lifestyle. The courses at the university broadened my academic perspective and allowed me to observe different educational approaches. Having classmates from various countries helped me improve my intercultural communication skills within a diverse environment.

During the Erasmus period, I gained a lot not only in academic terms but also in social aspects. Meeting people from different nationalities and learning about their cultures and lifestyles expanded my horizons. I experienced firsthand the warmth, hospitality, and social spirit of Spanish culture. I had the chance to explore many of Bilbao's treasures—from the world-renowned Guggenheim Museum to the San Mamés Stadium, from street art to the local cuisine.





This experience taught me how to live on my own, handle daily life in a different language, and find solutions to challenges independently. I significantly improved my Spanish and also strengthened my English communication skills. Studying abroad increased my self-confidence and gave me an international vision for my future career plans.

Erasmus was not just an academic exchange program—it was a journey of self-discovery. I learned how to build bridges between cultures, to approach others with empathy, and to embrace change. This experience made a significant contribution to both my personal development and professional vision.

In conclusion, the time I spent in Bilbao became a turning point in my life. It helped me grow academically and transformed my perspective on the world. I feel very fortunate to have had the opportunity to participate in Erasmus, and I highly recommend this experience to every student.



## Öykü İPİN

Student from the Department of Tourism Guidance

Hello, my name is Öykü İpin.

I am a 2025 graduate of the Tourism Guidance Department at Istanbul Gelişim University. I would like to share with you the experiences I have gained over the past four years and my perspective on our university.

Graduating from the Tourism Guidance Department means not only being equipped with knowledge of history, culture, and geography, but also learning to communicate effectively with people, understand different cultures, and adapt to ever-changing circumstances. When I chose this department, my goal was not merely to have a profession, but also to get to know the world and to introduce it to others.

When I first started university, I had concerns about practicing the profession and lacked confidence in myself. During this process, the support of my lecturers gave me self-assurance and increased my passion for the profession. Without such support, I might have chosen to continue my studies in another field. I am truly glad that I did not, and that I pursued this department.

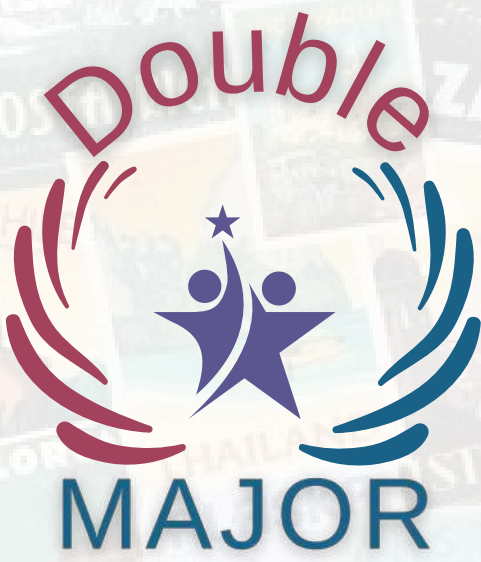
Throughout my education, I met people from various cultural backgrounds and, through field training and applied excursions, had the opportunity to put my knowledge into practice. As tourism is a dynamic and innovative sector, the guiding profession also requires continuous self-improvement. This has made me an open-minded, adaptable, and solution-oriented individual.

During my academic journey, our lecturers provided us with not only theoretical knowledge but also significant professional guidance. Numerous field trips were organized, enabling us to observe in practice what we had learned in theory. With the guidance of our lecturers, we took part in our first field studies and professional tours. These experiences served as a compass in my career path and strengthened my interest in the field. Real-life fieldwork allowed us to connect our academic knowledge with social reality.

I believe Istanbul Gelişim University has contributed greatly to my personal and professional development. I experienced an academic life where I was able to stand out and demonstrate my abilities. I believe that my bonds with my lecturers will continue even after graduation, and I consider this to be extremely valuable. I would like to express my sincere gratitude to them for everything.







Rabia Güleç

A Student from the Department of Tourism Guidance

Hello, my name is Rabia Güleç.

I am a fourth-year undergraduate student at Istanbul Gelişim University, majoring in Tourism Guidance and also pursuing a Double Major in Psychology. Throughout my university education, I have gone through a rich and fulfilling academic and personal journey, despite facing several challenges. Especially during the times when in-person education was limited due to natural disasters, I tried to benefit from all the opportunities provided by my university to the fullest.

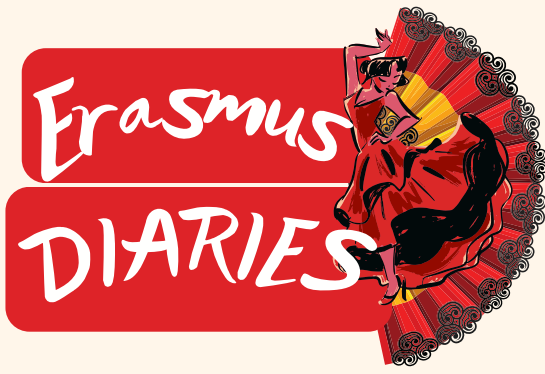
Thanks to the Tourism Guidance department and its academic staff, I gained practical knowledge about the tourism sector and had the chance to reinforce this knowledge through field trips organized by the university. At the same time, the courses I took within the Psychology program allowed me to deepen my understanding of human relationships, communication skills, and behavioral analysis. Combining these two disciplines has given me a unique perspective in the tourism field.

The double major program offered by my university helped me develop the ability to manage two different academic fields simultaneously. Although demanding, it was highly instructive and contributed significantly to my personal development. This process enhanced my communication skills and allowed me to expand my professional network.

With all these experiences, after graduation, I aim to work in the tourism industry while using my knowledge of human psychology to communicate more empathetically, stay solution-oriented, and establish more effective interpersonal connections. I sincerely thank my university for offering the double major opportunity and the faculty members who supported me throughout the process.







Ceyhun Özer

A student from the Department of Tourism Guidance

The time I spent at the University of Deusto as part of the Erasmus program was an unforgettable experience for both my academic and personal development. As a tourism guidance student, experiencing different cultures, interacting with people face-to-face, and gaining a broader perspective on my profession benefited me greatly. In Spain, I didn't just attend classes and go to school; I tried to be active in daily life, learning the language and culture firsthand. I constantly practiced in cafes, on the streets, in stores, or among friends. This helped me improve my Spanish and develop my social skills.

The university's courses were in English, but the classroom environment was international. This gave me the opportunity to exchange ideas with students from different nationalities. In group projects and in-class discussions, everyone had a different perspective, and this broadened my thinking. This was an invaluable asset for someone who wanted to work in a people-oriented field like tourism. I continued learning outside of class, because I believe true learning sometimes begins outside the classroom.

During the Erasmus program, I didn't just stay in Spain; I also had the opportunity to visit other countries. Everywhere I went, encountering different cultures, chatting with new people, and observing each place taught me a great deal. Instead of simply traveling as a tourist, I tried to approach each environment with a guide's perspective. Experiencing different countries provided me with invaluable insights into people's lifestyles, expectations, and communication styles. This, in turn, developed me professionally.

This process also taught me how to make decisions independently, how to plan, and how to express myself in new environments. Meeting new people, forming strong friendships, and finding my place in different worlds made me mature. Erasmus wasn't just an academic program for me; it was a special experience that transformed my vision, self-confidence, and perspective on life. I believe this experience will also greatly benefit my professional life.





## PORTUGUESE CUISINE

Samet Uslu

A Student from the Department of Tourism Guidance

Hello, my name is Samet Uslu. I am a senior student of Istanbul Gelişim University, the department of Tourism Guidance. I did erasmus in Portugal in the third year Spring semester and I wanted to write an article introducing the flavors I tasted.

Portuguese cuisine seems a bit plain at first, but it gets you hooked as you taste it. You feel like there is a different flavor at every corner and a different story in every plate.

The first dish I tried was bacalhau (codfish), which has almost become a symbol of Portugal. When I asked the locals, they told me there are “365 ways” to cook this fish—one for each day of the year. And indeed, I saw at least five or six different versions of bacalhau on the menus. The combination of thinly sliced fried potatoes, eggs, and the fish resulted in a dish that was surprisingly light yet incredibly filling. I highly recommend it to everyone.

The second example I can give is sardines. One evening, while walking down the street, I caught the scent of grilled sardines (sardinha assada). I couldn't resist and bought some from a small stall right away. They serve it with bread—simple, yet that smell and flavor... Especially on summer evenings, eating sardines outdoors with live music in the background feels almost like a ritual.

As a seafood lover, I couldn't pass up trying polvo à lagareiro, octopus with olive oil. The octopus was so tender that it practically fell apart at the touch of a fork. Drizzled with generous olive oil and garlic, it left a delicious aftertaste.

As for dessert... Coming to Portugal and not eating pastel de nata would be a huge loss. I got into the habit of buying one with coffee in the mornings and enjoying it in the parks. The outside is crispy, the inside is soft and creamy, and with a sprinkle of cinnamon on top, it becomes absolutely addictive. The best ones I had were in Porto, but honestly, nearly every pastry shop in the city makes them wonderfully. In short, eating in Portugal isn't just about satisfying hunger; it's an experience intertwined with culture, people, and memories. I still find myself craving pastel de nata or the smell of those sardines from time to time... I already started making plans to go back one day—hopefully with an emptier stomach so I can try even more dishes.



## ABOUT ACADEMIC LIFE

### PUBLICATIONS

- Assoc. Prof. Festus Victor Bekun's article titled "Young Household Intentions to Prevent Food Waste: An Application of the Theory of Planned Behavior and Health Belief Model" was published in Journal of Public Affairs.
- Assoc. Prof. Festus Victor Bekun's article titled "Technological Innovation and Sustainability: Do Homegrown Innovations Foster Greater Ecological Sensitivity? Simulation-Based Insights From South Africa" was published in Sustainable Development.
- Assoc. Prof. Festus Victor Bekun's article titled "Is sustainable energy consumption, technological advancement and urbanization fast addressing south Asia's green energy expansion deficits?" was published in Environment, Development and Sustainability.
- Assoc. Prof. Festus Victor Bekun and Asst. Prof. Gizem Uzuner's article titled "Another look at energy consumption and environmental sustainability target through the lens of the load capacity factor: Accessing evidence from MINT economies" was published in Natural Resources Forum.
- Assoc. Prof. Hakan Yıldırım's article titled "Comparative benefits of environmental protection expenditures and environmental taxes in driving environmental quality of the European countries" was published in Natural Resources Forum.
- Assoc. Prof. Taylan Maral's article titled "Examining Agricultural Journalism in the Context of Food Safety in Türkiye: Comparative Analysis of Newspaper News" was published in Tarım Bilimleri Dergisi.
- Asst. Prof. Ramazan İnan's article titled "Conspicuous tastes online: Are gastronomic variety and symbolic status shaping local food choices?" was published in International Journal of Gastronomy and Food Science.
- Asst. Prof. Gizem Uzuner's article titled "Uncovering the impact of geopolitical risks on sustainable development in MENA countries: New insights from the LCC framework" was published in Energy Strategy Reviews.



# STAFF AGENDA

## ACADEMIC STAFF DEPARTEES

- Asst. Prof. İbrahim Karakaya has departed from the Department of Psychology (English).



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KARYON  
Career Guidance  
Application and Feedback Center



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## A NEW ONLINE RECRUITMENT PLATFORM

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### IGU Alumni Tracking System

The Alumni Tracking System (Metsis) has been launched to determine and follow the current status of our graduates, such as their employment and higher education careers, and to generate statistical data. Moreover, Istanbul Gelisim University aims to strengthen its relations with its graduates and contribute to their employment process through the METSİS platform. IGU alumni can subscribe to the platform for free. ([metsis.gelisim.edu.tr](https://metsis.gelisim.edu.tr))

Our graduates who are members of the platform can update their profiles and follow job postings.

#### How to subscribe to the METSİS platform?

1. Enter the platform ([metsis.gelisim.edu.tr](https://metsis.gelisim.edu.tr)) via internet-connected devices.
2. You can follow the job postings by clicking on the jobs.
3. You can create an account from the New Candidate section to apply.
4. After creating an account, you can see job postings from the jobs section on the top and apply for open positions.

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