

Customs and its Role in Tourism



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Abstract: *By transition of societies and passing pre-historical era, roads are developed and completed consistent with improvement and efficiency of other social institutes. Meanwhile some people explore east and west looking for new ways for better living and gained common achievements which became the base of peaceful relationship between human beings and human with nature over the centuries. These led to appearance of long and important roads. It became so plain that famous roads such as Silk Road created. The Silk Road, or Silk Route, is a network of trade and cultural transmission routes that were central to cultural interaction through regions of the Asian continent connecting the West and East by merchants, pilgrims, monks, soldiers, nomads, and urban dwellers from China and India to the Mediterranean Sea. Silk Road were mainly economical and were related to agricultural, industrial, handicrafts and mining merchandises. Furthermore, dealings of different nations didn't confine just to this specific domain, but cultural, social and political exchanges were also consequences of traveling in this long and continuous road which should not be overlooked.*

Keyword: *Silk Road, business, tourism, economy, culture, custom*

Gümrük ve Gümrüğün Turizmdeki Yeri

Özet: *Toplumların dönüşümü ve tarih öncesinden günümüze geçerken, yollar gelişim ve diğer sosyal enstitülerin yeterliliği ile gelişmiş ve süreçlerini tamamlanmışlardır. Bu arada bazı insanlar doğu ve batıda daha iyi yaşama olanaklarını araştırdılar ve bunun ardından yüzyıllardır süregelen insan varlığı ve insanın doğa ile ilişkisi arasında barışçıl bir ilişki temeli kurdular. Bunlar uzun ve önemli yolların ortaya çıkışını sağlamıştır. Bunun sonucunda doğal olarak İpek Yolu gibi ünlü yollar ortaya çıkmıştır. İpek yolu veya İpek rotası kültürel alışverişin ve ticaretin ağını oluşturdu. İpek yolu tüccarlar, göçmenler, din adamları, askerler, göçebeler ve şehir sakinleri vasıtasıyla Batı'da Akdenizden ve Doğu'da Çin'e kadar Asya kıtası bölgeleri boyunca kültürel etkileşimlerin merkezi oldu. İpek Yolu'nda ziraat, endüstri, el sanatları, madencilikle ilgili ana değişiklikler meydana geldi. Farklı milletler arası ilişkiler bu belirli alanlarda kalmadı. Bu uzun ve sürekli yol boyunca yapılan seyahatlerin kültürel, sosyal ve politik alanlardaki alışverişlerle sonuçlandığı gözardı edilmemelidir.*

Anahtar Kelimeler: *İpek Yolu, İşletme, turizm, ekonomi, kültür, müşteri*

1. INTRODUCTION

The rapid development of the industry in recent years, the development and improvement of communication equipment and facilities different ways to travel around the world, every day has caused the number of travelers (tourists) to be added. Machine and the population density of the people living in cities and is willing to travel. Everyone, according to the financial situation, social, taste tries to use their leisure and vacation is one of the

necessities of life; pay the travel and touring. All countries try various means, natural scenery, history, sport, recreation, sea, sun, summer, art, culture and other characteristics different ways to introduce yourself to the world. They festivals, conferences, seminars, competitions sports and art, camps, fairs, etc. are arranged to attract travelers and tourists cause even more closely with other nations provide, in addition to the promotion of culture and people also benefit from the economic aspect information.

2. METHODOLOGY

In this paper, by using the library studies and descriptive - analytical study we Examines the role of the customs and its role in tourism Van city and how it can be influenced.

3. ABOUT VAN CITY

Van is a city in eastern Turkey and located on the eastern shore of The Lake Van. The city has a long history since the first millennium BC, initially as the capital of Urartu in the 9th century BC. The Van Central district stretches over 2,289 square kilometers (884 square miles).

The history of human settlement in Van region goes back at least as far as 5000 BC. Archaeological excavations and surveys carried out in Van province the Tilkitepe Mound, which is on the shores of Lake Van and a few kilometers to the south of Van Castle, indicates information about the oldest culture of Van.

Today the city is located at a distance of 5 km from the lake shore, on the plain extending from the Lake Van. Because of the beauty of its surrounding landscape Van has often been called "The Pearl of the East", modified by the time "*dünyada Van, ahirette iman*" or "Van for this world, faith for the next" The city is home to Van "Yüzüncü Yıl" Üniversitesi (*University*).

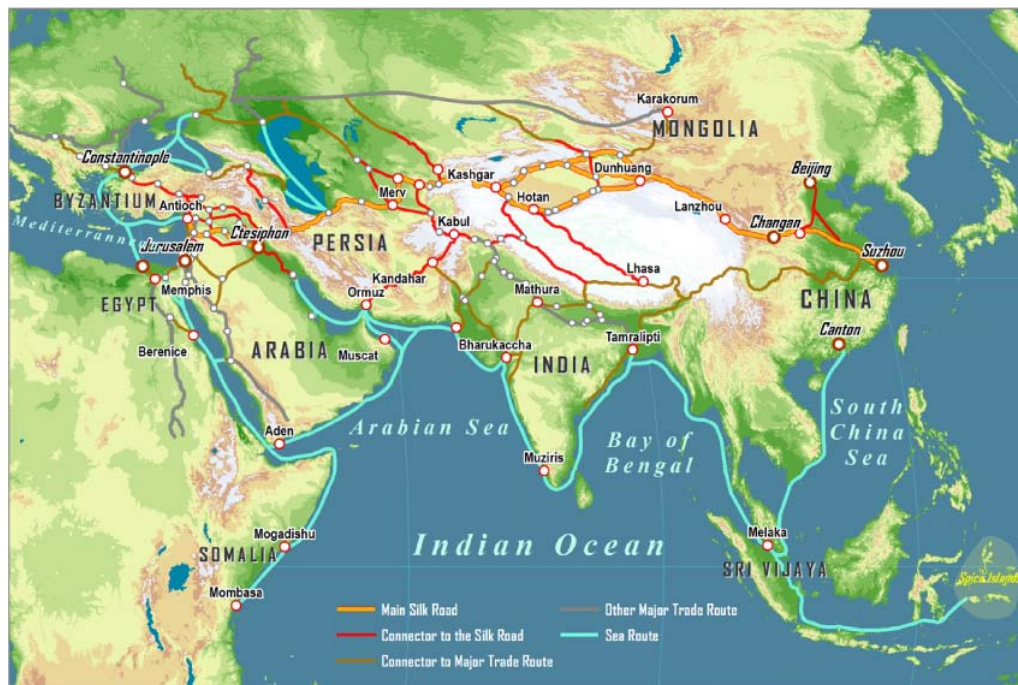


Figure1. Silk Road [1]

3.1. Silk Road

Human beings have always traded with their neighbors, exchanging goods, skills and ideas, while moving from place to place. Eurasia was criss-crossed with communication routes and paths of trade throughout history. Routes across both land and sea, along which silk and many other goods were exchanged between people from

across the world. Maritime routes were an important part of this network, linking East and West by sea, and were used for the trade of spices in particular, thus becoming known as the Spice Routes [2].

These networks carried more than just merchandise and precious commodities however: the constant movement and mixing of populations also brought about the transmission of knowledge, ideas, cultures and beliefs, which had a profound impact on the history and civilizations of the Eurasian peoples. Travelers along the Silk Roads were attracted not only by trade but also by the intellectual and cultural exchange that was taking place in cities along the Silk Roads, many of which developed into hubs of culture and learning. Science, arts and literature, as well as crafts and technologies were thus shared and disseminated into societies along the lengths of these routes, and in this way, languages, religions and cultures developed and influenced each other. "Silk Road" is in fact a relatively recent term, and for the majority of their long history, these ancient roads had no particular name. In the mid-nineteenth century, the German geologist, Baron Ferdinand von Richthofen, named the trade and communication network *Die Seidenstrasse* (the Silk Road), and the term, also used in the plural, continues to stir imaginations with its evocative mystery [3].



Figure 2. Vision chart in unto [4].

3.2. Silk Road Vision

The Silk Road Action Plan 2014/2015 works as a collaborative platform for marketing and capacity building, raising the profile of Silk Road tourism while driving development that is sustainable, responsible and internationally competitive. The Silk Road Action Plan works towards implementing the following multi-faceted vision [4]:

3.3. Travelling the Silk Roads

The process of travelling the Silk Roads developed along with the roads themselves. In the middle Ages, caravans consisting of horses or camels were the standard means of transporting goods across land. Caravanserais, large guest houses or inns designed to welcome travelling merchants, played a vital role in facilitating the passage of people and goods along these routes. Found along the Silk Roads from Turkey to China, they provided not only a regular opportunity for merchants to eat well, rest and prepare themselves in safety for their onward journey, and

also to exchange goods, trade with local markets and buy local products, and to meet other merchant travelers, and in doing so, to exchange cultures, languages and ideas [5].

As trade routes developed and became more lucrative, caravanserais became more of a necessity, and their construction intensified across Central Asia from the 10th century onwards, and continued until as late as the 19th century. This resulted in a network of caravanserais that stretched from China to the Indian subcontinent, Iran, the Caucasus, Turkey, and as far as North Africa, Russia and Eastern Europe, many of which still stand today. Caravanserais were ideally positioned within a day's journey of each other, so as to prevent merchants (and more particularly, their precious cargos) from spending days or nights exposed to the dangers of the road. On average, this resulted in a caravanserai every 30 to 40 kilometers in well-maintained areas.

Maritime traders had different challenges to face on their lengthy journeys. The development of sailing technology, and in particular of ship-building knowledge, increased the safety of sea travel throughout the middle Ages. Ports grew up on coasts along these maritime trading routes, providing vital opportunities for merchants not only to trade and disembark, but also to take on fresh water supplies, with one of the greatest threats to sailors in the middle Ages being a lack of drinking water. Pirates were another risk faced by all merchant ships along the maritime Silk Roads, as their lucrative cargos made them attractive targets [6].

4. DEFINITION OF TOURISM

Tourism has been defined in the dictionary: traveling in diameters of the world and traveling for recreation and that passenger goes to destination and then return to their residence. The explorers like Ibn Battuta (10th century) Marco Polo (14th century) Evliya Çelebi (17th century) and others in the past pave the way to the word of tourism, traveling to unknown lands and record them. Today in the global village, in the age of advanced communications and with a fast means of transportation, tourism hasn't such a meaning. More travelers and tourists are traveling for leisure and recreation or visit and relax or visit places of historic buildings and familiarity with the culture and customs of other nations. Most people with few resources as possible can take a few days to travel. In this era of mass tourism, and more people than ever are able to travel.



Figure 3. IOC Offshore Van Grand Prix 2010 [7]

Figure 4. Festival of Van lake 2011 [7]



Figure 5. Power of travel [8]

4.1. The Concept of Today's Tourism

In past ages traveler dedicated the traveling "their own business". At the end of a journey itinerary was the result of travelers work. Today tourism has general aspects and everyone's journey is tourist. The word tourism today should not be considered surfing world.

Review of previous itineraries illustrate that traveling in the past was an individual and personal interests .Due to the limitations of the technology, incentive of travelers is formed often in limited and on tight space. Expert guides were selected from people who know the area and have more information without having purposeful teaching for this important task. In the age of communication, today, scientists and experts try in the field of cultural, social and economic characteristics of this period to develop new practices consistent.

Important points that can be seen in tourism definitions, the separation of person from his work and its permanent residents, and temporary nature of short trips and activities such as visiting, entertainment and fun during the trip. From economic point of view tourism represents a transfer of economic power to buy one region to another, which is striking for economic analysis of industry [6].

This vast and profound change that has changed the shape and appearance of personal trips and visits to communities and individual nations to industrial tourism and for each of the branches try to train efficient and competent professionals and planners. Tourism is the temporary, short-term visit that tourist go outside his residence or work for traveling [9].

Today tourism has general aspects and everyone's journey is tourist. Here the word tourism means a journey and travel and outdoor only and should not be considered surfing world and garlic horizons. Review of previous itineraries illustrate that traveling in the past was an individual and personal interests .Due to the limitations of the technology, incentive of travelers is formed often in limited and on tight space. Expert guides were selected from

people who know the area and have more information without having purposeful teaching for this important task. Today, in the age of communication, scientists and experts try in the field of cultural, social and economic characteristics of this period to develop new practices consistent with this new age. This vast and profound change that has changed the shape and appearance of personal trips and visits to communities and individual nations to industrial tourism and for each of the branches try to train efficient and competent professionals and planners [10].

5. DEFINITION OF CUSTOMS

Customs is equivalent Customs Administration words in English and in French is Duane. According to the quote of famous scholars and historians, was derived from the Latin word "Commercial" that means trade and exchange of goods that the word itself is derived from the Greek word "Cummerx" means law belonging to the goods or merchandise. In Turkish customs is spread in the form of words "Kumruk" or "Gumruk". Due to the proximity of Iran with Turkey in the time of these words later became common in our country too.

Customs Cooperation Council, is defined Customs as: "Customs is a government organization which is responsible for law enforcement and collection of customs duties and tariffs of import and export, import, transit and export of goods."

5.1. Customs duties

Customs responsibilities: customs legally, is responsible for the following tasks:

- Implementation of the Customs Act and the relevant executive and general provisions of the contract, the annual import and export trade and barter agreements.
- Implementation of laws and regulations related to special economic zones and industrial markets that its implement is assigned to the customs of Iran.
- Implementation of banking and currency regulations, health regulations and quarantined, including animals and plants, the provisions of the Atomic Energy Organization, Standards Regulation and Industrial Research, rules of Islamic Ministry, regulations of Industries and Mines Ministry.
- Imposition of customs regulations about exemptions and prohibitions.
- Imposition of laws and regulations on export promotion and preservation of rare plant and animal species.
- Customs formalities for temporary import, temporary export, sabotage, transit, internal and external transit of goods and returned goods
- Customs regulation on free markets (Free shop), packages and political couriers and cargo and international couriers and Posts.
- Imposition of anti-dumping regulations and combat international organized crime
- Imposition of the rules on the protection of society from entering of goods containing radioactive materials, contaminated, dangerous and harmful and damaging the ozone layer materials
- Enforcement of provisions relating to customs fraud and smuggling and capture and storage of cargo and tracking.
- The delivery of imported and exported goods and passengers by air, land and sea and maintenance them in the places under the responsibility of customs office.
- Obtain the costs of customs and other customs which their receiving and delivering to the owner or legal representative of the owner of the goods is assigned to the Iranian customs clearance.
- The implementation of the rules on behalf of the Iranian Customs.
- Procedures and regulations relating to the abandoned and recorded goods.
- In order to verify the accuracy of the releasing and receiving documents and receipting the deduction or refund additional receipts.
- Investigating and resolving conflicts of law enforcement and customs regulations
- Investigation and making recommendations on matters relating to the World Customs Organization and implementation of the customs contracts that have been approved by the Parliament.

- Evaluation of current customs rules and regulations and the preparation of plans and corrective procedures for compliance with customs requirements and administrative reform.
 - Customs formalities relating to cross-border transactions and boundary bartering
 - Preparation of statistics and analysis necessary to Import and export of various goods to the obtain a suitable model of export and import
 - Take the necessary measures to Evaluation of the type of incoming and outgoing goods and reporting and economic analysis to develop industrial self-sufficiency and export of goods from country.
 - Making the necessary studies and preparing appropriate reports and recommendations to eliminate bottlenecks and problems in order to promote and develop exports.
 - Evaluation of the customs contracts regulations in other countries, especially countries with similar conditions, to use the best systems and technologies available in the world.
 - Planning the proposed budget of Iran customs and implementation of the approved budget.
 - Comprehensive planning for preservation and protection of property, both movable and immovable, in order to optimal use of available resources.
 - Implementation of the provisions for the protection of intellectual property rights, consumer rights and the prevention of cheating the public against counterfeit products and inessential.
- Customs different roles: according to different customs responsibilities, it plays different roles that we bring them in the following [11].

5.2. Customs Role in the Development of Travel and Tourism

Every year many passengers visit the customs of the country for various reasons. So for the reason that the costumes is first place in the country that passenger entry it so clash of the customs staff and facilities allocated to passengers has paramount importance. In this respect Iran customs to attract tourists is provided traffic facilities and decrease in waiting time of passengers as follows:

- Informing passengers about customs regulations for carry-on items during the rituals and holidays
- Creating and using red and green channels of the X-Ray machine to accelerate the passenger's transit.
- Replacement of risk assessment techniques and random checks instead of traditional methods of control [12].

6. THE CONCEPT OF FREE ZONES

Term or concept of free trade and free trade zone is an old concept but talking about the new shape of it has been dramatic in the last few decades. The first free trade zone, in the basic concept was created in ancient times by beginning of an extensive trade. An example would be pointed out "Delos (Delos)", a small island such Skyla Islands (Cyclades), and the Athens government in between 315 and 166 BC, was established the first center in the Office of Commercial Affairs.

In the Middle Ages, in Europe and the towns people were given freedom to trade. These villages or cities that are called free from the eleventh century onwards from the Board received documents whereby economically autonomous mode had and could take the form of free trade for example we can cities "Hamburg" named port.

The first driving forces in the development of international trade and prosperity of the free zones, the United Nations passed a resolution in 1967 that indicating economic growth in developing countries have gone to export promotion rather than import substitution.

According to international definitions, "free zone" is protected port or other port that is not subject to country public regulation and provides facilities using the advantages such as tax credits and exemptions from customs duties and import and export regulations and by attracting foreign investment and technology absorption, foreign currency income.

Free zones are areas which, according to its natural properties (like being in a commercial thoroughfare, areas of economic and communication), have potential to be important. Some of the main institutions involved in this area (mainly the "customs and economic institutions) will be minimized in order to maximize attract investment, including banking, commercial, industrial or tourist investment as much as possible [13].

Historical experience shows that these areas was established first time in countries such as India and China, which interfere with government agencies in all areas of socio - economic were pervasive main wand, or at least the in the dominant form. This government by creating the free zones, all of which were maritime gateway to the outside world mainly pursued two aims, the first goal was that brought up a realistic possibility to match with other economic and social system away from cumbersome bureaucratic rules, to use their knowledge's and send technology and investment to that zones.

The second goal was establishing a "crushed system" (or Microsystems) that although continued his association with "large system" (or Makrvsystem), but has a special inner workings.

This function is often a link (Hybric) between social-economic models of mainland and alien patterns. So crushed systems could continue to grow as a laboratory for social- economic reform although implementation of them in the mainland seems necessary, but could be dangerous because of the implication for large systems [14].

6.1. The Role of Free Zones in the Economic Development

In the international division, countries divided into two general categories, one is developed country and second category of those countries that have been developing countries with varying degrees of underdevelopment, the fundamental difference between the two mentioned groups is that the developed countries are countries that have successfully passed the Industrial Revolution, and consequently a change in economic structures and social, cultural and political situation has changed as well. But developing countries because of historical and current problems couldn't pass "industrial revolution" successfully [15].

Developments in the world economy, the developing countries' experience in the nineteenth century and the first half of the twentieth century and the newly industrialized countries over the past three decades, showed that foreign trade can trigger the development, especially in the today's world of rapid changes and developments in technology and impressive that no country alone can't produce everything for everyone and the development without use cooperation and trade with others won't be possible.

Because one way to develop foreign trade is using the free zones, many economists, consider using this tool useful, in particular, the use of these tools can be a factor to prevent shocks caused by the process of economic transition and largely coordinate domestic policies with developments in the world economy and increase economic efficiency.

Free areas by the following ways can contribute to the development of the national economy:

Rapid providing of raw materials and components needed for domestic firms, domestic ease and speed in providing orders can save cost and reduce the cost and increase the export of goods made inside [12].

7. CONCLUSION

While the path to prosperity Age and history of the ancient Silk Road tourism will help to artisans in the field of tourism. Tourism markets, healthy, clean and high-income find Silk Road areas to improve the quantity and quality of employment provides.

Conditions that climate change has created difficult conditions for the agricultural and agriculture-based economy in areas is faced with poverty. The approach of the agricultural economy based on trade and the market economy can flourish again in the increase, for local and international experts and researchers in the field of tourism. Review and understanding of the role of tourism in the development of the Silk Road is important.

There is a demand to examine the issue of tourism opportunities (industrial, cultural, health, sports etc.) on Silk Road countries such as: --Identify the role of culture and identity of the Silk Road Customs. Identify obstacles to the development of tourism among the countries of the Silk Road and solutions to overcome barriers. --Investigate and introduce tourism potentials and capabilities and investment opportunities in the countries of the Silk Road route. --The Role of tourist areas archeological cultural convergence between Iran and the countries of the Silk Road route. --Efforts to identify and take advantage of the cultural attractions, artistic and tourism Iran and route.

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