

# The Example of Herta Müller, A Nobel Literature Prize Author, in The Relationship of Tourism and Literature

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## ABSTRACT

Together with intersection of tourism with literature, a scientific branch (an art branch) literary tourism takes place. Literary tourism covers the travels made to the places, in which authors were born, they lived, studied, wrote their works; spaces, in which scenes take place, places that are related to the characters in their works or destinations famous due to literal figures.

Those making this kind of travels are called literary tourists. This article deals with the literal spaces and areas, where the scenes in the novels of Herta Müller, 2009 Nobel Literature Prize winner, Romania origin German citizen, take place. Herta Müller was born in Nitzkydorf village, Banat Region of where Germans densely live, in 1953. His birth day and birth of place are two important elements forming his life and art. While his grandfather was a rich merchant and farmer, due to the fact that communist regime nationalizes everything and that his father is alcoholic, his family and he himself lived in poverty. His childhood and youth years passed in a village of 400 homes, where everybody knows each other and German language (Sualya dialect) is spoken. In this village, the farmers, many craftsmen, and workers working in the factories in the city were living. Müller does not well remembers his childhood years at all and describes them as sad young years.

The author mostly tells the period of communist regime in Romania in the leadership of Nicolai Ceausescu and the end of that period i.e. riot in December 1989.

Through literal works, a city or country can become a tourism center. Authors and poets, who are destination creators, bringing distinction and identity in a city or country, can make it a brand city of world tourism market. In the article, the novels of Herta Müller in the relationship of tourism literature will be scrutinized. The article consists of four sections. The first section will give information about the relationship of tourism-literature; the second section, about Nobel Literature Prize and Herta Müller; the third section, about Romania Tourism; and the fourth section, about literal spaces in the novels of Herta Müller. The result coming to forefront in the study is that following that Herta Müller wins, Romania has begun to become an important literal tourism center.

**Keywords:** Literature tourism, Culture tourism, Romania tourism, Nobel literature tourism, Herta Müller

## Turizm ve Edebiyat İlişkisinde Edebiyat Nobel Ödüllü Yazar Herta Müller Örneği

### ÖZ

Turizm, edebiyat bilim dalı ile kesişmesi ile birlikte edebiyat turizmi meydana gelmektedir. Edebiyat Turizmi; yazarların doğduğu, yaşadığı, okuduğu, eserlerini kaleme aldığı yerlere, olayların geçtiği mekânlara, eserlerindeki karakterlerle bağlantılı yerlere ya da edebi figürlerden dolayı meşhur hale gelmiş destinasyonlara yapılan seyahatleri kapsamaktadır. Bu seyahatlere çıkanlara da edebiyat turistleri denilmektedir.

Bu makale 2009 yılında Edebiyat Nobel Ödülü alan Romanya asıllı Alman vatandaşı Herta Müller'in romanlarındaki olayların geçtiği edebi mekân ve alanları ele almaktadır. Herta Müller 1953 yılında Almanların yoğun olarak yaşadıkları Romanya'nın Banat bölgesinin Nitzkydorf köyünde doğmuştur. Doğum tarihi ve doğum yeri, hayatını ve sanatı biçimleyen iki dev unsurdur. Dedesi büyük ve zengin bir çiftçi ve tüccar iken komünizmin her şeyi devletleştirmesi ve babasının aşırı alkol alması nedeniyle ailesi ve kendisi yokluk içerisinde bir hayat sürmüştür. Çocukluk ve ilk gençlik yılları herkesin birbirini tanıdığı, yaklaşık 400 hanenin yaşadığı ve Almancanın (Suabya şivesinin) konuşulduğu bir köyde geçmiştir. Bu köyde sadece çiftçiler, birkaç zanaatkâr ve şehir fabrikalarında çalışan işçiler yaşıyordu. Müller çocukluk yıllarını hiç de iyi hatırlamaz ve onları acı gençlik yılları diye tanımlar.

Yazar romanlarında daha çok Nikolay Çavuşeksu'un liderliğinde Romanya'nın komünist dönemini ve o dönem sonunu yani Aralık 1989 yılındaki ihtilali anlatmaktadır.

Edebi eserler aracılığıyla bir kent ya da ülke bir turizm merkezi haline gelebilmektedir. Destinasyon yaratıcıları olan yazar ve şairler bir kent ya da ülkeye farklılık ve kimlik kazandırarak, dünya turizm piyasasının marka kenti haline getirebilir. Makalede Turizm Edebiyat ilişkisinde Herta Müller'in romanları irdelenecektir. Makale dört bölümden oluşmaktadır; birinci bölüm Turizm Edebiyat ilişkisi, ikinci bölüm Edebiyat Nobel Ödülü ve Herta Müller, üçüncü bölüm Romanya Turizmi ve dördüncü bölüm Herta Müller'in romanlarında edebi mekânlar hakkında bilgiler verilecektir. Çalışmadan öne çıkan sonuç Herta Müller'in Nobel ödülü alması ile Romanya önemli bir edebiyat turizm destinasyonu olmaya başlamıştır.

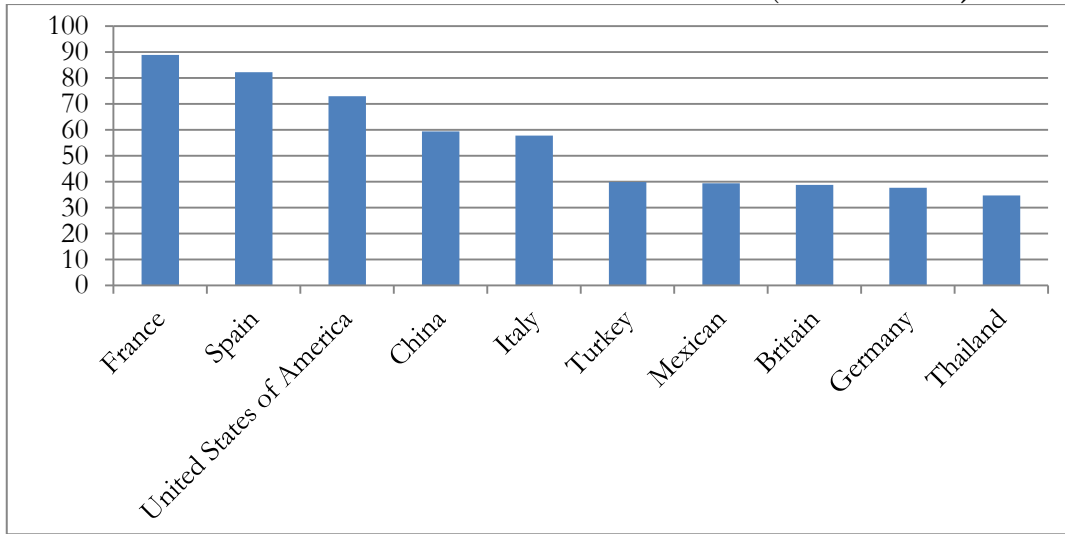
**Anahtar Sözcükler:** Edebiyat turizmi, Kültür turizmi, Romanya turizmi, Nobel edebiyat ödülü, Herta Müller

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## 1. Introduction

The economic, social, cultural and political effects tourism creates and the role it plays in especially international economic and political relationships increases and gains great importance. Not only developed countries but also developing countries like Romania take important share from tourism actions. Tourism is a sector creating great employment possibilities. Across the world, nearly 300 million people and 1 out of 11 employees are employed in tourism sector. Until the year 2026, it is foreseen that the number of employees in tourism sector reaches 370 million and 1 of every 9 employees is from the tourism sector and, in the next 10 years, the average growth in sector is expected to be reach 4% (Anon, turizm gazetesi 2016). In this context, in every place of the world, the importance given to tourism increases. In the proceeding process, the differences in tourism tendencies take place and the new places and new sorts of tourism attract attention of the people. When we look at tourism history, it is seen that European and European Union countries at the present time have a tourism center. The countries sending the most tourist and attracting the most tourist are in Continental Europe. European countries have a structure, which play the most important role in the development of world tourism, and give direction world tourism. According to compilation made from 2007 data of United Nation World Tourism Organization (UNWTO), 1 billion 322 million people visited another country. About 42% of the visitors preferred 10 countries in the last year (Table 1). The country attracting the most visitor in the last year became France with 88.9 million people. This country was followed by Spain with 82.2 million and with US ,72.9 million. 59.3 million tourists visited China and 57.8 million tourists visited Italy. Turkey, with 39.9 million of foreign visitors, became the sixth country of the world attracting the most foreign tourist. It was followed by Mexico with 39.3 million tourists; United Kingdom, with 38.7 million tourists; Germany, with 38.6 million tourists. Thailand is the tenth country of the world attracting the most tourist with 34.7 million. 5 out of 10 leading tourism countries of the world are the member of European Union.

**Table 1:** The Most Visited 10 Countries in the Year 2017 (Million Tourists)



Reference: Anon, Hurriyet 2018.

Literature has begun together with that people learn to use word. Shortly, it dates to the days as old as history of humanity. Although literature is as old as history of humanity, that tourism emerges at the present times goes to 18<sup>th</sup> century, when industrial revolution became fact and transportation possibilities developed together with it. The relationship of literature-tourism may have begun earlier but we can say that it mostly became intense and clear in Europe after 18<sup>th</sup> century .The relationship of literature and tourism is two directional. The first is the factors forming tourism-based literature and the second is the factors forming literature based tourism. In this study, we will deal with the factors literature based tourism.

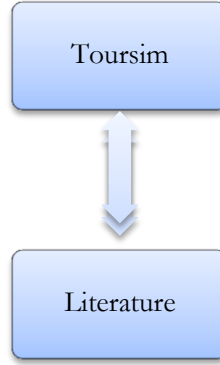


Figure 1: Two Directional Relationship of Literature and Tourism

Within literal works, tourism, tourism unavoidably emerges. Description of elements belonging to East goes to ancient period. In ancient age, mythology that emerges as a result of that the gods are imagined in the form of human being and that natural events are personalized form the ground of Greek describing art. Most of these descriptions consist of gods, goddess, and hero (Temür, 2009; 1). In emergence of literal works, out of nature, social and cultural structures have begun to take place in time. In literal works, spaces forming have become the focus of the literal tourists. For describing the spaces very well, author has to know that place very well. Together with the growth of the cities, the cities take place more in literal works. Some cities and countries stand out with their authors. In this context, we can give some examples from world literature: Marcel Proust, Victor Hugo and Paris, Franz Kafka and Prag, Thomas Mann and Lübeck, Albert Camus and Cezayer, Günther Grass and Danzig, Heinrich Böll and Köln, Orhan Veli, Yahya Kemal, Orhan Pamuk and İstanbul, Herta Müller and Romania (Özdemir, 2009; 39).

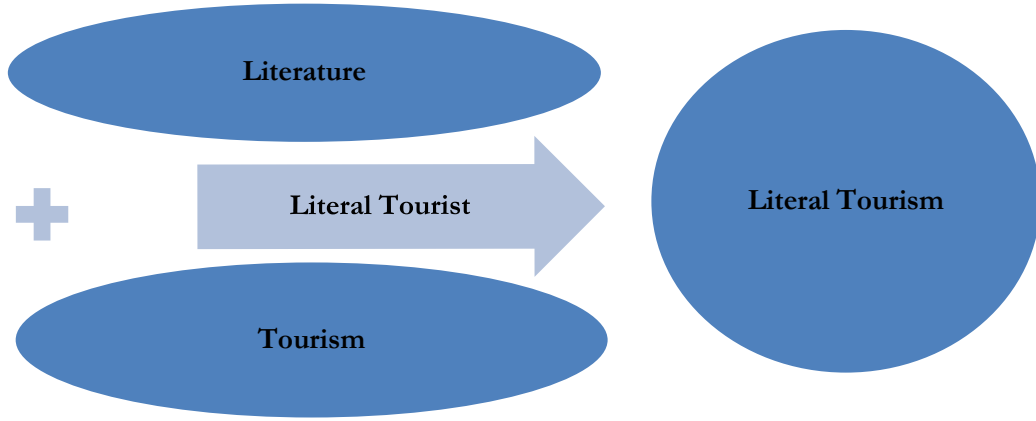
There are many sorts of literal works. e.g. poem, lament, mesnevi, elegy, novel, story, tale, essay, biography, article, criticism, memory, humor. In addition, there are some livid works we can follow by listening and watching. e.g. theater, musical, opera, movie, serial, and concert. That literature and tourism are intertwined and affect each other form the reason for the study. The aim of the study is to reveal the example of Herta Müller in the relationship of literature-tourism, almost not studied on it at all. Literature makes many contributions to the tourism area. Especially novels are the most important resources cinema utilizes literature. To give an example from Turkey, 72. Koğuş is adapted from the work of Orhan Kemal with the same name; Gölgesizler, Hasan Ali Toptaş; Ağır Roman, Metin Kaçan; Yaprak Dökümü, Reşat Nuri Güntekin; Hababam Sınıfı, Rifat Ilgaz. Thanks to strong abstractionism ability of authors, literature reaches to its real sense, take the reader to its own world, and unveils his/her feelings. Thanks to the dual partnership between tourism and literature; tourism helps author expenses reduce, while literature brings tourist by publicizing. That tourism organizations utilize the literature in this meaning will take place more among the tactics of planning and marketing tourism policy of today and future.

## 2. The Relationship of Literature and Tourism

Literature is a branch of art, which aims to tell through word and writing the thoughts, emotions, events, and images in a way that they will stir the interest and nice feelings in the people. Literal works include all of written and verbal works that are linguistic products. From this aspect, a newspaper and every kind of writing from tourism news to the sort of story, novel, essay, and column possessing art value are deemed literal work. What the authors and poets deal with and process in the works they reveal forms the subject of literature. Literature is neither true nor wrong. Author gets around between image and fact and drives the reader from the fact to the realm of imaginary. Literature cannot keep away from the other scientific branches; otherwise, it is impossible for it to develop. Literature is intertwined with [the sciences] especially history, religion, geography, economy, politics, psychology, and sociology. In fact, there are relationships and intersections with all scientific branches. Nowadays, due to the fact that technology develops, and people become a part of capitalism, materiality more stood out and caused feelings to disappear. However, desensitization has begun but literature will help the feelings keep and remind.

There is a relationship between literature and tourism. As Özdemir said, literature can cause the functions such as “publicity, advertisement, promotion, forming new tourists, motivating individual to travel, determination of travel routes, and forming and developing culture tourism”. Reading mostly engenders traveling. But the reader may not notice this. Overlapping of the suitability of reader’s financial conditions and his/her free time may cause a travel.

Literal works, especially travel writings, can create a strong image, combining style and esthetic ability and destination attraction. These images can attract readers to the mentioned destinations. To give an example, a set of Harry Potter novels, written in 1997 by J.K. Rowling, British author, obtained a worldwide extraordinary success and passed to the history of literature with the sales figure it caught. Although the subject of novel and most of spaces are fantastic, theme park, where Hogwarts Castel, which is the principal space that becomes legendary of series of the film Harry Potter, built in Universal Studios in Los Angeles, and replicas of some spaces taking place in series take place, was built. (www.haberturk.com) Harry Potter novels gave rise to a sector exceeding the value of \$ 25 billion in 21 years (Haberturk, 2017). It is seen that the relationship of literature and tourism.



**Figure 2:** Model of Literature Tourism Relationship

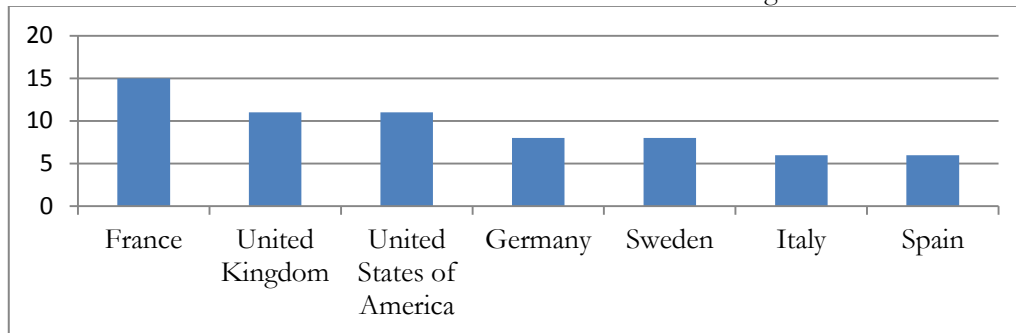
That the spaces such as mansion, castle, palace, and bridge; squares; cities; and geographical elements such as stream, river, lake, and mountain taking place and becoming legendary in the literal works leads to firstly inquire interest on the reader and, following this, to the travels. In the studies carried out, it can be said that touristic interest to the spaces taking place in the literal works, films, and series that becomes popular in the recent time has increased (Küçük, 2017)). In the literal works, most authors reflect their respective political views and ideologies. The tree novels of Herta Müller reflecting the social and political turmoil of the period when he lives, titled “Der Fuchs war damals schon der Jäger / Fox was Hunter in That Time”, “Herztier / Animal Heart” and “Heute wäre ich mir lieber nicht begegnet / I Would Not Like to Meet Myself Today” can be given as an example. Ceausescu’s communist regime in Romania, one of the main problems, almost take place in his all novels. In fact, these three novels is a triplet criticizing Romania Ceausescu regime. In these novels, systematic follow and pressure, that the friendship and love undergo to betrayal in a communist regime, communist dictatorship regime that come to bad end, and a collapsed society are processed (Gürsoy, 2013; 20). The spaces, in which the themes considered in literature take place, can even be a geography, in which the broad and deep appearance such as a village city, country, or region can be told, beginning from a house. In world literature, there are works, in which only a city, a nature, an architectural work are described. In this context, in the selection of touristic destination, the literal works become determinant for reader. Beside this, the theme of literal works, the square and space, where the theme passes can lead new touristic destinations to form.

Since literal activities are cultural activities independently causes a tourism action. Book introductions, autograph sessions of author and cemetery visits of authors cause literal tourists from different places, near or away, to travel.

### 3. Nobel Literature Prize and Herta Müller

Nobel Literature Prizes have been distributed since 1901. Nobel Literature Prize is evaluated by a committee of three people selected by Sweden Parliament. Nobel Prize consists of a medal, a certificate, and EUR 200,000 in cash, and this prize is accepted the most important prize of the world. Winning this prize is very important for publicity of a country. Until now, 112 people were deserved to receiving Nobel Prize. When regarded to the distribution of 112 people to the countries, as seen in Table 2, the country winning the most Nobel Prize is France with 14 prizes and it is followed by United Kingdom with 11 prizes; USA, 11; Germany, 8; Sweden, 8; Spain and Italy, 6; and the other countries. As seen in Table 1, when we regard to the ranking of top 10 countries attracting the most tourist, a similarity is seen. In the other 6 countries except for Sweden, tables overlap.

**Table 2:** Distribution of Nobel Literature Prize According to Countries



Reference: Anon wikipedia. 2018.

Herta Müller was born in Nitzkydorf village, Banat Region of where Germans densely live, in 1953. His birth day and birth of place are two important elements forming his life and art. While his grandfather was a rich merchant and farmer, due to the fact that communist regime nationalizes everything and that his father is alcoholic, his family and he himself lived in poverty. His childhood and youth years passed in a village of 400 homes, where everybody knows each other and German language (Sualya dialect) is spoken. In this village, the farmers, many craftsmen, and workers working in the factories in the city were living. Müller does not well remembers his childhood years at all and describes them as sad young years. His family, in general, did not let him to play with the other children. He was obliged to continuously herd cattle, slaughter chicken, and help her mother. He never became a child and grew like an adult. This affected him so much that when he makes feedbacks in his works, he generally tells about childhood years. “When my grandfather died, I stayed in house near him for only one night. I went back to large city next day. They could say to me “you can still a little more, I took holiday time off for two days...”. (Müller, 1997; 89) My mother raised from her table and, frowning down, although there is bread and knife next to her plate, she cut bread for him and herself. We, grandfather and I, ourselves had to slice up our bread .” (Müller, 1997; 88)

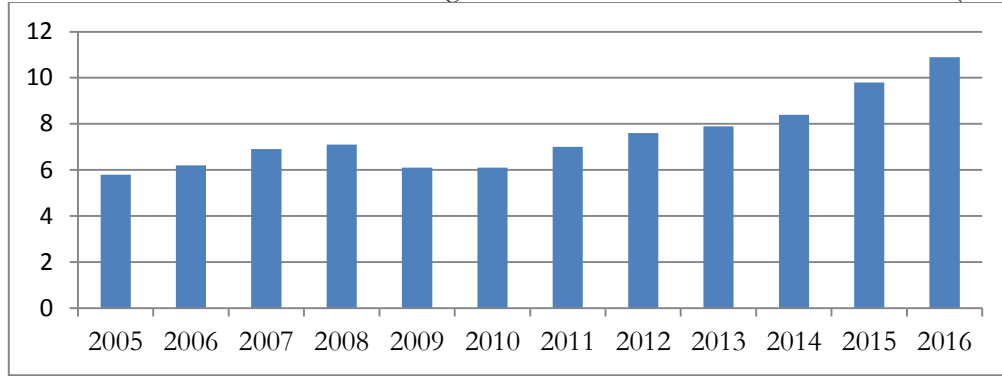
Since high school is in Timișoara, he had to study in a boarding school. Although he often missed his village and family, his family did not want him to come to the village or did not let to him. When he arrived to Timișoara, he was 15 years old. Since official language in the city is Romanian, he was obliged to learn this language as well. University education year in Timișoara coincides to the years of cold war. He heavily experienced the terror of Romania secret police (Securitate) after Romania Communist regime this life engaged him over his lifetime: Müller tells ordeal of German minority in Europe after second world war and their undergoing to pressure even though they are citizens of those countries sent to exile and working camps in his novels. Müller is representative of intellectuals undergoing to unhappiness of finding selfness in the most lively and worst years of Germany –Romanian history. He is a member of German minority, whose family lives in Germany. His father, like the other German men in Romania, fought in Nazi Arm during 2<sup>nd</sup> World War and earned his family’s keep as a truck driver. ‘Although they are Romanian citizen, the men belonging to Germany minority enrolled to the Hitler’s army as voluntary foreign German’ (Carlos, 2008).

Müller never forgave his father at all due to his participating in Fascist Hitler arm. This also reflects on father character in his novels. He, rejecting to work with Securitate, secret police organization, said “I will not make mistakes our fathers made”. In 1945, his mother also was sent to working camps in Soviet Unions like 80,000 Romanian German and worked here for 5 years as captive worker. Let’s mention about some points more about the place of Banat Region of Romania in the personality of Müller: Herta Müller remained committed to Timișoara city, Banat region, and his village. But this commitment never narrowed his horizon. Ethnologic cultural aspect of Banat region of Romania is quite more. Banat, in which the different elements cohere, has an identity of a frontier zone. He deems Banat Region of Romania his motherland in broad meaning. Although he does not know Romanian well, he himself defines as a Romanian (Gürsoy, 2013; 16-19).

#### 4. Romanian Tourism

The natural and historical beauties of Romania attracts millions of tourist to country, and these tourists makes important contribution to the country economy. Tourism is the most dynamic and growing fast of the country. According to World Travel and Tourism Council, Romania is the fourth countries growing fastest in tourism area. Sector grew by 8% in annual average between the years 2007-2016. In 2008, economic crisis beginning in USA and increasingly spreading over all over the world also negatively affected Romanian tourism until the year 2011. In 2015, 5.8 million tourists arrived to the country and this figure rose to 10.9 million in 2016.

**Table 3:** The Number of Tourist Arriving to Romania Between the Years 2005-2016 (Million)



Reference: Statista. 2018

According to the data published by Romanian Statistics Institute (İNS), accommodation times of the domestic and foreign tourists were declared as average 2.4 days. 85.4 % of the tourists arrived from EU member countries, and Romania attracted the most tourists from Hungary, Bulgaria, Germany, Italy, Poland, and Austria. The tourists coming from abroad mostly choose Romania for the sea, historical space, and nature tourism. In addition, institute reported that the number of Romanians going abroad for touristic aim reached 6.8 million people with an increase of 4.7%. According to 2017 Report of European Office of Statistics, tourism provided an income of € 850 million to the country economy in 2010 and tourism income rose to € 1542 million in 2016 (Eurostat, 2018).

#### 5. Literal Spaces in the Novel of Herta Müller

Herta Müller completed his High School and University in Timișoara. In his novels, the events takes place in Timișoara city, in which he generally lives and which he knows very well: for example, the school, where he teaches temporally; factory, where he works as a translator; squares, where protest actions are made; the houses and neighborhoods, where the people live unhealthily; in-city tramway trips, Nitzdorf village, where his family; and Timish river, where in-city environmental pollution is intense. Timișoara is a city on the west side of Romania, and it is center of the province Timiș. Timișoara, which is the third largest city, is an important center of Romania as social, economic, and cultural. Timișoara is divided into three regions. First is “Cetate (Fortress) Region”, called City Center. The second is “Factory (Fabric)

Region”, in which the urban economy runs and a number of factory and house left takes place. The third is “Iosefin Region”, in which the people mostly live. Liberty Square is the oldest square of the city and the largest one of in-Fortress. Following Liberty Square, Victory Square and Union Square are of the most important areas of the city. Historical sub streets in inner part of fortress, riverbank, and very green parks in city and Timish river, whose flows are regulated with channels attract attention. The part of 240 km of Timish River flow through Romania. Its mouth is on the Danube River and, therefore, covers some part of Black Sea water basin. Historical Teneshwar takes its name from this river; and marshy land that is historically around this river was reaching the borders of this city. But with the investment made beginning from the early 18<sup>th</sup> century, most of marshes were eliminated; this river and “Bega River” were channelized and Timișoara city remained to 20 km north from the city. Timish River generally flow slowly and follows a very sloped bed

The last significant event in Romania history is that the wick of protests beginning against Nicolai Ceausescu, dictator president of Romania, on the date of December 21, 1989, was first fired in Timișoara and spreads over all country.

## 6. Conclusion

In this study scrutinizing the relationship between tourism and literature, the areas, in which tourism is affected from literature, were attempted to be realized. That the literal works are directed in such a way that they will serve literal tourism gives important. In Romanian example, it was attempted to be revealed that literature was effective on tourism. The emphasizes toward the cities, squares, areas, spaces, and rivers in the works Herta Müller, Nobel Prize Author, writes stimulates touristic interest. A novel, story, legendary, column, etc. read can proceed the reader, due to his/her interest, to the position of literal tourist. The effect of literal works and Nobel Price, put on it, can be more effective than the publicities made with large costs. When regarded to the counties attracting tourist all over the world, we see mostly the countries winning Nobel Literature Prixes, i.e. in which literature culture develops, in the top ranks. It is understood that this is not a coincidence. With using this power, the creation of competition in tourism will become easier and tourism can spread to the spaces and times. As a conclusion, it was seen that tourism could be strongly foster from literature. Literal tourism, although it incorporates a large potential, is not interested in by tourism academics in Turkey. It is considered that this interaction, as in the world, will also continue in our country, strengthening more.

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