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LEVERAGING CITY TOURISM THROUGH CULTURAL HERITAGE: THE CASE OF TEKİRDAĞ

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Abstract

The aim of this study is to explain the significance of cultural heritage assets for developing city tourism. The study was carried out in Tekirdağ in July and August in 2020 and in February in 2021. Three question were asked and almost 30 local people were spoken for exploring the perceptions of locals regarding the cultural heritage values and the study was structured qualitatively. A sets of 5 questions that qualitatvely structured were asked to both the industry representatives; accommodation and travel industry. Some considerable results were reached with the analysis of data collected. It is understood that local people do not have satisfactory knowledge about how to use cultural assets especially for tourism. It has been determined by the representatives of the tourism industry that cultural assets are very important for cultural tourism development. It has been found that Tekirdağ has unique and valuable resources, but these assets are not properly protected. As one of the remarkable results is that numerous cultural heritage assets are not in a situation to be utilized by the tourism market. It has been understood that there are many historical values vitally need to be preserved, protected, and repaired and restorated without any delay. Ultimately, the role of administration level is needed and strategically significant for cultural tourism development. A conclusion was made and some suggestions were developed.

Keywords: City tourism, cultural heritage, tourism industry, local people, Tekirdağ.

1. INTRODUCTION

With the economic, technological and international developments globally threaten the culture of societies of the world. The contemporary problem of colonization of the culture, which emerge in cultural terms, eliminates the unique lifestyle of societies, regardless of where they come from. How good is it that everything is alike and how well can it be that cultures are likened to each other as a result of pressure except that they are naturally alike? Hovewer each community has its own unique cultural components that made in the past and the disappearance of the cultural assets lead a definite loss for a community irreversibly although it has created it previously. The understanding of looking for originality and roots of history have increased the importance of places and cities with an original, natural and cultural identity. This understanding has also increased escaping the places from being uniform. So it can be argued that cultural tourism, in a way, as if a huge protection wall opposite to the things that supports cultural degeneration and it prevents the destruction of cultural heritage assets. Cultural heritage elements that cannot be copied or resembled are the most basic elements of urban identity in this sense. In addition, as an element of differentiation, it contributes to the city gaining a privileged place in the memory of touristic consumers. This differentiation also contributes to a competitive advantage for the city, depending on the attractiveness of cultural heritage features. The positive economic, social, cultural, environmental impacts of tourism have resulted in cities to get benefit from versatile benefits from it. However that benefiting properly and optimum level of that impacts largely depends upon the factors which either directly or indirectly affects it. No doubt that many urban places and their decision makers desire to flourish their places in tourism market. And cultural values give this superiority to a place.

Known history of the province Tekirdag begins in 4000 B.C. with the settlement of the tribes coming from North Asia and Southern Russia and taking the name Thracian (Şişman et al. 2011). In another source, it is mentioned that it goes back to 6000 BC (Çolak et al. 2019:153). Those who came

through the Danube road in 2000 B.C. brought the Mine Age culture to the region. In 750-550 B.C., the tribes met the Greeks also influenced by the Greek culture. In 546 B.C. the region, which came under the sovereignty of the Persian State, was again under the rule of the Trak Beys during the time of Alexander the Great (Şişman et al. 2011). It is very clear that different civilizations have influenced the region.

Figure 1. Geographic Position of Tekirdağ



Source: https://www.worldmap1.com/map/turkey/tekirdag-map.asp;accessed on 02.01.2021.

The province of Tekirdağ is one of the three cities which has been established in Thrakia region and geographically it is located between Istanbul and Greece border at the north of Marmara Sea (Figure 1) In terms of landforms of Tekirdağ provincial lands located on the Thrace-Kocaeli Peneplain, 75.2% is covered with plateaus, 15.5% by plains and 9.3% by mountains. Tekirdağ falls into the semi-humid climate type from the hydrographic regions found according to the general humidity indices. According to data of the Address Based Population Registration System for 2019 Tekirdağ has a population of 1,055,412(www.tekirdag.csb.gov.tr).

The current tourism demand to city is currently limited. And considerable number of domestic visitors come from İstanbul and from neighbourhood cities. International arrivals are very limited and according to the statistics revealed by Provincial Directorate of Culture and Tourism shows that international visitors in 2019 are only 24.000 while domestic visitors are 207.000 (tekirdag.ktb.gov.tr). The type of the tourism product is based on sea, sun and sand in the areas that are very close sea shore zones such as Şarköy, Kumbağ (Bizatnhe-Panion) and in Marmara Ereğlisi (Perinthos). Sea based tourism can be considered far from the desired level although Tekirdağ and its environment offer considerable potential.

Table 1: Accommodation Units in Town

Name of Hotel Establishment	**Grade (star)**	**Room Number**	**Bed Capacity (as Number)**
Hotel Karaevli	2	20	40
Golden Yat Hotel	3	53	84
Yayoba Hotel	3	40	96
Des Hotel	4	56	120
Ramada Tekirdağ Hotel	5	129	258

Source: Retrieved and adjusted from https://tekirdag.ktb.gov.tr

Table 1. shows that the accommodation capacity in town and it is seen that the town has different scale accommodation units. It is understood that accommodation units are limited when compered with the other cities in Turkey. Accommodations as one of the core component of tourism

product it plays critical role on visitors' stay and enjoy in the destination. Moreover, amenities entirely, accepted as quality of a region that make it an attractive place to live and work (Power, 1988;cited in: Hong, 2010). Further more as Collier (2006:25) stated that amenities do not in themselves usually attract tourists to a destination but their quality and availability may be result in visitors avoiding from destination. On this account, it is vital to develop the accommodation sector parallel to touristic product in order to develop city tourism and create touristic demand to the city. In this dilemma some strategical questions deserve to be answered; Which strategy should be developed first for a city tourism? Is it the tourism product or accommodation units for tourist use? It is obvious that entrepreneurs are profit creation focused. So, initially, developing tourism products for tourism demand may increase the attractiveness of the city and latterly this demand towards tourist attractions results in a demand to hotels that the city has. Cultural assets which a city has takes place a leveraging effect on achieving that strategy for creating demand to the city and hotels. The presence of specific cultural objects, unique historical and cultural complexes are the main components that determine the choice of a tourist. On this account, the protection of cultural and historical assets and their rational use are of fundamental importance for the sustainable attraction of tourist flows and the maintenance of popularity of a specific tourist destination (Fedulin, et al. 2017). But it may become hard, time consuming and exhausting from the point of the top level of decision makers of the city mayors and planners. Contrary that it may be rewarding from many points of view. Authorities managing cities should consider the approach of learning cities for understanding the city and tourism relation. And the form of tourism product of a town is unique depending on its unique resources. Learning cities approach enable a city to adopt its any form of resources to tourism demand. It is clear that each destination can only match certain types of demand, moreover as McKercher (1995) and Tribe, (1997) stated that destinations should be aware not only of the needs and wants of the active demand but also of the potential markets they can attract. To sum up this paper aims to enlighten the situation of Tekirdağ province in tourism industry by putting relation the cultural heritage potential. The study explains the significance of cultural assets for improving a city as a cultural tourism destination.

2. LITERATURE REVIEW

Numerous studies regards to cultural tourism are awailable in literature. Some of the leading studies are as follows; Alberti and Giusti (2012), Baykan (2017), Bandarin et al. (2011), Buhalis (2000) Emekli (2011), Koçak ve Tandoğan (2008). McKercher & Cross (2003), Öter and Ünal (2017), Özdemir (2009), Power & Scott, (2004), Richards (1996), Storper & Scott (2009) and etc. In his study Buhalis (2000) states that urban destinations have been involved in tourism since the early years of the civilization. But as Özdemir (2009) stated that the relationship of culture or cultural heritage with economy and industry is far from sufficient evaluation. Hovewer that there is a growing awareness that regions may build their competitiveness benefiting from their cultural heritage (Bandarin et al., 2011; Storper & Scott, 2009). Cultural assets are crucial in attracting tourists to a specific destination and thus tourism brings new and fresh resources to the cultural sector (Alberti and Giusti, 2012). Culture, creative industries and cultural heritage significant impact on development, in terms not only of quantitative economic growth such as income and employment, but also of qualitative standards of a community (Bowittz & Ibenholt, 2009; Bandarin et al.,2011). Power and Scot (2004) underlines the relationship between culture and economy that undergone an important shift the mere conservation of culture to its economic enhancement, which reveals the links among culture, society, and economic development (Power & Scott, 2004:3-4). When the cities that stand out in today's tourism are examined it is noticed that some of them attract tourists because of their cultural heritage, some natural attractions such as climate, sea, forest, mountain, and others (Koçak ve Tandoğan, 2008). Recently it is seen that culture has created its own economy and moreover cultural heritage tourism is one of main drivers in tourism economy. Additionally, one of the recent trends that cultural tourism more specifically is related to the rapid growth of the sharing and collaborative economy (Kalvet, et al. 2020). As made in some Europe countries, in different geography of the world countries started the restoration of spirituality and historical memory of their communities, revival of its culture and age-old traditions, patriotic education of citizens and development of sustainable domestic and international tourism activities on its basis(Fedulin, et al. 2017).

In literature, by considerable number of authors, cultural tourism is defined differently but mainly similar form in some points. As starting in the past and continuing present, culture, ties past to present. And that nature of culture both tangible and intangible elements take place in present and in the past of human being increases the complexity of its definition. As McKercher & Cross (2003) states that defining culture is not an easy task since values of societies that related to religion, morality, law, art, traditions and customs (Bandeoğlu, 2015). Those elements either tangible or intangible values included in the definition of culture have created a considerable interests of visitors for years and created a motive towards them. Either tangible or intangibly all heritages are accepted the components of entire cultural tourism (McKercher and Cross, 2003). Natural and cultural heritage is defined as all immovable assets related to science, culture, religion and fine arts belonging to prehistoric and historical periods, aboveground, underground or underwater. Heritage and historical resources breed and develop cultural tourism (Emekli, 2006). From a very large perspective undertaken by UNWTO (2020) cultural tourism is defined as: "*A type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination. These attractions/products relate to a set of distinctive material, intellectual, spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions*". Cultural tourism is a type of tourism which the tourists try to experience the culture of the location and visits the attractions that are constituted by its culture (Boyd, 2001). As a result, these assets create a situation that should be evaluated economically as well as creating value as the cultural background and identity of a city. The products that used in the marketing of a city can generally be categorized into four groups (Koçak & Tandoğan, 2008):

- Cultural activities in the city: Theaters, shows, museums, concerts, sports activities, casinos, nightclubs and festivals,
- The vitality of the city, traditions, folklore, languages, security, life styles of the local people, physical and socio-cultural characteristics of the city,
- Hotels, catering establishments, travel agencies, owned markets, shopping and parking facilities,
- Regulations regarding accessibility to the city, information offices, organizational ability and cooperation.

Tourists are increasingly demanding cultural experiences of various sorts. Cultural heritage, both isolated monuments and historical quarters or city centres also serve to attract tourists to various destinations. Moreover, local initiatives such as festivals, concerts and amusement parks are the other cultural elements that can help attract tourists to the community. Clearly the statistics by UNWTO (2018) explains the size of the cultural tourism demand is predicted to account for some 40% of all international tourism arrivals (UNWTO, 2018). That statistics can make cultural tourism more attractive. So investing in culture may make it more attractive to live in the region and play a role in developing the society (Bowitz and Ibenholt, 2009). As Buhalis (2000) states that different destination has different characteristics of tourism products. Every country, region and city in different character they have something to offer visitors. New emerging cities in tourism can create their own tourism product qualifications in addition to their current situation based on other economic industries. They should know what resources they have and how they should be transformed to tourism product. In this mean, how cultural heritage assets are evaluated in tourism industry. As Emekli (2011) stated that through the learning tourism cities approach some considerable contributions are possible. With the learning tourism cities approach cities establish a targeted partnership, gets flow of information on the tourism, increase the quality of the destination. Moreover through the tourism a city diversify tourism product components based on local natural, cultural and historical resources and increase the creation of more quality product offerings both to the domestic and international visitors. This result contributes the competiveness of the city while increasing the awareness of the place. Staying original in cultural tourism seems to be a way to stay different and attractive (Öter and Ünal, 2017). As sum it might be result to increase the residents' quality of life while increasing the tourist satisfaction and positive impact on their revisit intention.

Additionally numerous studies about successful cultural destinations are awailable in the literature. In one of those flourishing studies done by Öter and Ünal (2017) it is explained that how a succesfull cultural tourism destination has created through revitalization of intangible cultural heritages. And, as stated in the study, the number of amenities such as hotels, pensions and restaurants have been increased, through the revitalization of cultural heritages comparing to the pre opening period. Further it is understood that through the developing cultural amenities it had created an economic contribution of household economy of the locals. Those are stated as "… *500 families benefit from tourism. Nearly 2000 people earn income from tourism.Nearly 1500 housewives thanks to tourism today earns income (crafts and home cooking). With tourism, economic life has changed rapidly. The income level of the people has increased rapidly and the poor families in the past have become rich."*

3. METHODOLOGY, PURPOSE OF THE STUDY AND SCOPE

This is a qualitative study. The qualitative form of a research is lie on an interpretive pradigm that emphasize subjective experiences and meaning. Therefore in qualitative study, as stated by Starman (2013) the subjective views of a researcher on a particular situation play a vital part in the study results. As a form of research study; the qualitative study contains goals, conceptual framework as literature, research questions, methodology and validty (Maxwel, 2008:216). One of the qualitative research method is also called as case study. A case study covers investigation within individual cases and case study method enables a researcher to closely examine the data within a specific context. In this mean, a case study method can be mostly implemented on a small geographical area or a very limited number of individuals as the subjects of study and allows investigation of detailed detailed contextual analysis of a limited number of events or conditions, and their relationships (Zainal, 2007). One of the reasons for the recognition of case study as a research method is that it enables to explain the social problems of in a question as holistic and depth (Zainal, 2007). The purpose of this study is to explain the importance and the potential of cultural heritage values for development of a city tourism. In this context, the study reveals a short inventory of cultural heritage elements in the city centre and some around, explains the situation of those values. Furthermore a set of questions were developed for the purpose of highligting the situation of the cultural heritages from locals' point of view and industry perspective. For this purpose the study was constructed in two parts; in first part it aimed the understanding the perceptions of locals regarding the cultural heritage values in town. Three questions were asked and almost 30 local people were spoken to. And in second part, it aimed the views of industry that include accommodation and travel industry regards to cultural heritage values for strengthening tourism demand to city. In this line some research questions in two sets were developed and implemented independently. A sets of 5 qualitatvely structured questions were asked to both of the industry representatives as accommodation and travel industry.

As a form of research study; the qualitative study is fostered with the questions that require to be clarified as goals. Conceptual framework in literature that given previously, research questions and aims of the study were adapted appropriately. In this study, the research questions were designed qualitatively in two different context and they are submitted as below:

First part questions of research that asked to locals are;

Q1. What do/does those cultural heritage mean for you?

Q2. How shoud those values to be used?

Q3. Who should protect those values?

Those questions were asked to the local people residing for years at location at the moment of visit to where the cultural value is already existed.

Second part questions of research that asked to industry representatives;

Q1. Do you thing that Tekirdağ has a satisfactory number of cultural heritages for developingcultural tourism for town?

Q2. The cultural heritage values of that Tekirdağ has, can they contribute to the development of cultural tourism for Tekirdağ? And how?

Q3. Do you believe that those cultural values are protected as expected?

Q4. Do you believe that might the cultural tourism heritage values leverage city tourism development when they are protected and restorated? How?

Q5. Under whom responsibility of those values' protection and restoration must be?

With the aim of presenting the situation, the first hand data were collected through the visits to the places where they exist. Data collection of first part was implemented between July and august in 2020. At least three locals residing in the location where the cultural heritage is existed are interviewed, totally more than 30 locals were spoken and interviewed for all cultural heritages mentioned in this study. For the second part of data collection were implemented latterly, in february 2021 from the industry that include 5 hotel representatives and 2 travel agent representatives. Minnimum a five minute face to face interview with audio recording were done through the visit the establishments and the top level management position holders of the companies were accepted and joined the interview. Additionally a deep observation was done and pictures were taken from those cultural heritages. The collected data were analysed and interviews were separetly commented. Based on the analysis of data a conclusion was made. Consequently some suggestions were brought about for the successful cultural tourism development for Tekirdağ.

4. RESEARCH AND FINDINGS:

In this part of the study the research findings are explained in two parts. In the first part (Findings Part A) the cultural heritages that data collected from are shown and commented. In the second part of the reseach (Findings Part B) the data collected from the industry representative are commented. Additionally, sample of cultural heritage values are shown as the original pictures that were taken by the author from the heritages already exist in their locations. As a dramatic findings of the study regards the situation of those cultural heritage values are shown and explained below before giving the perceptions of locals towards the current situation. Then interviewers' perceptions are commented.

Cultural Heritage Potential in Tekirdağ

Tangible and intangible cultural heritage act in a role that transfer the traces of the past communities to the future generations while creating a culture economy based on tourism. Those historical and cultural heritage elements such as Turkish style (Ottoman time) traditional houses, fountains, monuments are notable and in numerous number. Although it is difficult for Tekirdağ to be as much as Istanbul, Venice, Rome, Safranbolu, Eskişehir, they can provide great potential for development as a cultural tourism destination with a cultural identity as seen in popular cities around the world. As a city that desires to stand out in the field of cultural tourism and wants to develop its tourism, Tekirdağ has to repair and protect its cultural assets quickly, fully and accurately. It can then present them to the tourism market with the right tools. Additionally Şişman et al. (2016) list the total cultural assets inventory as 671. No doubt that those number can be increased. In this study, it is possible to group the prominent cultural assets as the ones below that will constitute cultural tourism and will provide aesthetics to the city, provide superiority in marketing as well as a means of transferring the past history and cultural wealth to the future generations. Some of those cultural assets that need to be developing, protecting, and restoration and that will help to develop the cultural tourism potential by acquiring the town an aesthetic value in Tekirdağ are as follows:

1. Historical Ottoman period houses and mansions,
2. Fountains,
3. Hans
4. Hammam (Bath)
5. Bridges
6. Wind Mill

Houses, mansions, mosques and fountains, which are examples of Ottoman architectural and artistic structures in Tekirdağ enable a potential for improving cultural tourism for the city. In addition to presenting a negative outlook in terms of urban aesthetic due to its current situation, it constitutes a great supply both to be evaluated as a cultural heritage and to be transferred to the future by preserving them. In addition to those, there exist many other tangible and intangible cultural heritage elements besides the existing cultural assets. However, this study focuses on cultural assets that are at risk of loss, damage, and destruction at any time under time pressure, and those are the ones in a situation such as the irreversible loss of a piece of a diamond when lost that will create. The cultural touristic product of a city where historical and cultural elements are not included and presented incompletely may not be attractive enough in terms of touristic demand. Moreover it should not be expected to go

beyond a cultural presentation consisting of artificialities that are far from cultural and historical aesthetics that does not satisfy tourists and residents. Hence a city should focus any forms of its cultural values either intangible or tangible. Some of those cultural heritage elements and their situation are explained below:

1. Historical Ottoman period houses and mansions:

1.1. Those two Ottoman style Tekirdağ houses waiting for restoration in Orta Camii neighbourhood**.**



Picture 1.1.1. (Taken by the author)



Picture 1.1.2 (Taken by the author)

1.2.Those historical houses lined up below on the Muratlı Caddesi street in Orta Camii neighbourhood and they have been waiting for restoration. Picture shows that how far the history and culture from the risk of the cement construction and collapsing.



Picture 1.2.1 (Taken by the author)

In town at different streets and locations there exist considerable number of houses stand in the time for years. According to our observation at their locations there exist estimately more than 80 houses or mansions under the risk of collapse in town. Some of them are shown through the pictures taken by the author.

2. Fountains:

In town on almost every street and in all neighbourhood considerable number fountains available and they need to preserve and restore. They are awaiting to recover their deserved appearance for cultural tourism product components. Some of them as below.

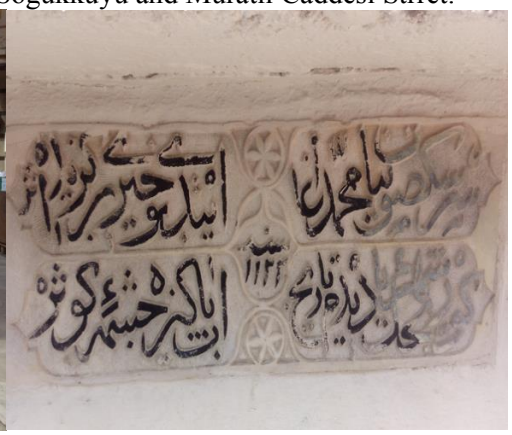
2.1. The fountain on the street of Soğukkuyu.

This fountain stands or years as it look like seen in the picture. If this building is not protected and restored, it will most likely be demolished in the near future.




Picture 2.1.1. (Taken by the author) Picture 2. 1.2. (Taken by the author)

2.2. One of the other fountains between Soğukkuyu and Muratlı Caddesi Strret.

Picture 2.2.1. (Taken by the author) Picture 2.2.2. (Taken by the author)

3. Kervansaray (Caravansary), Han (Inn)

Today, inn has become a word used for buildings built for accommodation and trade in the city. The inns were places where commodity making and trade were seen together, and they got their names from the goods produced here. Those built on the intercity roads that meet various needs in terms of their establishments are called "caravanserais". In the caravanserais built in the ranges, caravans used to stay temporarily, market the goods they brought with them and make money transactions. While doing these transactions, certain rules were followed and the property belonging to the next host could never be disposed of and changed in any way in the previous place. This feature was important in terms of ensuring the stability and continuity of commercial life (www.envanter.gov.tr).





Picture 3.1. Left-Above Picture 3..2 Right-Above Picture 3..3 Below (Large Perspective) All taken by the author.

This historical area is called currently as Rüstem Pasha camii (mosque) and vaqfıyah that includes some number of units. Evliya Çelebi expressed in his Seyahatnâme that this structure was the largest caravansary in the town (Seyehatnâme, III/348;cited in Sırım, 2016). Rustem Pasha Kulliyah which was constructed to provide social, cultural and religious services, is one of the most typical example of waqf system. Fundamental elements of Külliyah such as Mosque, Madrasah and Library serving for public interest were structures completely providing service for the public and they did not yield revenues. The vaqfıyah and around is currently serving for the residents and its environment needs to be restore and reorganise for representing a cultural value in a better situation.

4. Bath (Tekirdağ Yalı Hammam)

Tangible cultural heritage with its physical features and architectural designs, with the elements and the environment that provides intangible cultural heritage, Turkish bath and its culture is not only an activity where water is used for physical purification and health, but also a ritual for various situations and also centers for cleaning, entertainment, employment and socialization where dialogue and social ambiance exist between society and individuals. Water has been one of the indispensable elements of humanity and one of the determinants of human life style throughout the ages. It is not only a nutrition element but also an indispensable resource for agricultural and animal production. In addition, it is an important factor both in purifying physical and spatial dirt and protecting from various diseases (Deniz & Kocakaya, 2020).





Picture 4.1. Hamam before restoration Picture 4.2. After restoration Picture 4.3. Inside of hamam

After the restoration program completed in 2020 that cultural heritage in Tekirdağ did not complete the cultural product only but also it brought an option that socialize the visitors and residents in their routine days in town since baths offer wellness option for health. Slaus Per Aqua (Spa) is a very common and strong form in health tourism products. In addition to bodily purification, the sound of water and water has much more positive effects in the field of health, such as a relief on the mental state of the human, accelerating blood circulation and removing toxins from the body, and cause baths to appear as important places in the field of health tourism.

5. İnecik Bridge of Ottoman Architectural




Picture 4.1.Current situation of Inecik Bridge at left. (Source: Picture taken by the author.
Picture 4.2. A look from the old version at right (Source: https://tekirdagresimler.tr)

This bridge has been established in the village of İnecik on the way to Malkara from Tekirdağ. The construction date of this bridge is unknown and the inscription indicating that has not reached to present day. As stated anonymously and based on the building style it is thought to have been built in the XVII century. As seen from both of the pictures the bridge is far from the situation that will create

an attractiveness as visually. This historical asset, which is an indispensable route of the ancient times and one of the magnificent examples of the Ottoman period, is an important attraction not only for the society to which it belongs, but also for people who are interested in history and culture. As can be seen from the photograph, if it is not taken under protection and restored, it is not possible to live as much as it has lived. However, when it is repaired and its surroundings are arranged, it will not only represent a history and experience, but also it can be turned into a very attractive recreation area for both tourists and local people through streams flow. This stone bulk which seems to be simple and insignificant can probably achieve a situation that creates income for the region after the necessary arrangement, moreover, it attains the glory that it deserves.

6. Windmill

The diversity of cultural elements and their characteristics mean more than they do not create demand for the places that contain them. However, it can be one of the main sources of motivation for tourist demand that seeks difference, acts for learning and exploration. As Richard (1996) states that many policies priorly assume that tourists are interested in a generalized cultural or heritage product. However he also explains the increasing perceptions of tourists to cultural heritage as that the cultural tourists are in fact highly selective in their consumption of heritage resources and that "traditional" heritage areas still have a considerable advantage over "new" heritage areas because of the accumulated symbolic and aesthetic value accruing to the former. One of these very few cultural elements that are rarely available not only in the region but also in the country is the windmill in Dedecik village. Although it does not have a very old history and it is not known exactly when it was built, the mill is estimated to be about 150 years old (Anonymous). We can guess that this heritage which has survived for many years has only a symbolic value today but it was an indispensable element of the economic and social lives of the people living in the region in the past. This type of cultural heritage can be restored in a creative form. By paying attention to the creativity trap as stated by Richards (2019) the restoration of this heritage should be planned and restore with its surroundings in a creative form so that to add charm to the rural area. This situation can create the desired result for the cultural tourism demand. Then the mill which has the accumulated symbolic value can create a new demand to the region through the creative approach. So, each cultural value can strenghthen the attractiveness of a place. Destinations have to identify characteristic creative content and activities that match with the needs of visitors and residents as stated by OECD (2014:54).



Picture 6.1. A look from windmill in Dedecik. (Picture taken by the author).

Findings Part A:

The increasing perceptions of tourists to cultural heritages offer cities a considerable advantage on either developing or improving a cultural based touirm product as that the accumulated symbolic and aesthetic value etc. accruing to it. However, before a destination deserves to offer its historical and cultural assets to cultural tourists, it should be recognized that local people have also had an impact on their survival. Hereby, some questions aimed the exploration the perceptions of local people regards to those assets. The prepared questions were asked to the local people who have been residing at location for years at the moment of visit to where the cultural value is already existed. The questions, perceptions of interviewers and comments are as follows:

Q1. What do/does those cultural heritage mean for you?

Although most of the people living in the region know that historical houses are the areas where past lives of them have passed they give the impression that those assets do not make any sense for them today. Almost all of the people of the region admit that these conditions of the houses present a visual pollution and they are seen as a ruined building. Some stated that they did not even realize that the fountain was almost collapsible. We have found that it is in a situation it was only a matter of time before it collapsed if it was not protected. A resident of the region stated that people living in Çorlu district used to come here and bought drinking water from those fountains before the water system was introduced to the city. A few of the locals who have already shops around stated that some of the assets around the fountain were looted and in reality there were other elements of the fountain, but that they have not survived. They also emphasized that treasure hunting harmed the fountains. A local resident, who is reported to be the oldest person in the region and whose age is 80, emphasized that an apartment was built on the place where the oldest and historical fountain on Muratlı Street was demolished.

Q2. How shoud those values to be used?

Most of the people stated that the houses are no longer usable. At the same time, they are of the opinion that it cannot be saved by being restored. Most of them stated that the owners of these houses are waiting for the houses to be demolished and they are in the understanding that new buildings and concrete structures need to be built instead. They stated that image pollution should be eliminated in this way. Regarding the situation of the fountains, they stated that the municipal officials came, interested and but no work had been done yet.

Q3. Who should protect those values?

The people of the region stated that they do not have clear information about who should protect these assets in general, but they state that the municipality has taken measures to prevent the buildings from harming the environment. The people of the region stated that they do not have clear information about who should protect these assets in general, but they expect the municipality to prevent the buildings from harming the environment. In addition, they shared the view that the state should do something about it. As a result, none of the locals are mentioned about the importance of those assets" for tourism. They do not have any opinion about how to evaluate those assets in future. They are in tend to government or local authorities such as municipality should do something for those assets.

Findings Part B:

As underlined in "The Conference of the United Nations Educational, Scientific and CulturalOrganization, meeting in Paris, at its seventeenth session, from 17 October to 21November 1972" that it is essential for man's to preserve the evidences of civilization bequeathed by past generations when considered that in a society where living conditions are changing at anaccelerated pace. By referencing to a principle mentioned in the conference in 1972; a territory having the components of cultural heritages has an obligation to preserve of mankind's heritage and transfer it to the future generations additionally for tourist use Although it is known that the protection and restoration of cultural assets are under the responsibility of the state, and the Provincial Culture and Tourism Directorates through the Ministry of Culture and Tourism, this study attempts to understand what the industry perceive.

In this part perceptions and the views of industry have been given. Considerably low level capacity of the accommodation industry has limited the sample size of the from hotel businesses. Five interviewers were chosen from hotel industry and three interviewers were chosen from travel industry. Firstly demographic characteristics of interviewers are given and then their views regarding the cultural assets.

Table 2: Demographic Characteristics of Interviewers at Accommodation Industry

Participants	Gender	Age	Education and Specialization	Hotel Business and Position	Interview Duration
P1	Male	65	Bachelor (Not Mentioned)	General Manager	00:10 min
P2	Female	25	Bachelor (Tourism Education)	Marketing Manger	00:15 min
P3	Male	26	Bachelor (Tourism Education)	F. Office Manager	00;10 min
P4	Male	38	Bachelor (Tourism Education)	Manager	00:15 min
P5	Male	62	Bachelor (Business)	Owner-Manager	00:5 min

As seen from the Table 2 ages of the interviewers vary between 25 and 65. Three of the interviewers have tourism education background in bachelor level. Their positions vary from top management to marketing and front office manager level. Four of them are male and one of is female. The responses of the interviewers to the questions were observed as follows:

Q1. Do you thing that Tekirdağ has a satisfactory number cultural heritages for developing cultural tourism for town?

Four of the interviewers have answered this question in negative form and they mentioned that Tekirdağ has no satisfactory number of cultural heritages. Only one of the interviewers stated that Tekirdağ has satisfactory number of cultural heritages for cultural tourism development. Those who mentioned that Tekirdağ has not satisfactory number cultural heritages also insistently stated that those heritages were not protected and restored and did not reach to current time. Additionally one of the respondents underlined the existence of rich archeological potential in Tekirdağ but not being able to offer to the visitors as a tourism product yet.

Q2. The cultural heritage values of Tekirdağ having, can they contribute to the development of cultural tourism for Tekirdağ? And how?

One of the respondents replied this question as *"Tekirdag's cultural assets cannot contribute to the development of cultural tourism in Tekirdag since there are many more places with a rich heritage in Turkey such as Beypazarı in Ankara , Odunpazarı in Eskişehir and Cappadocia* ". Most of the interviewers approached this question in a positive manner hovewer that they underlined the shortcomings in this field and one of them by adding that "*We are surprised why Ertuğrul neighborhood, which has many historical houses and significant potential, not been transformed to a cultural street".* Additionally one of the interviewers highlighted that cultural tourism could firstly be developed and then the other products could support the entire tourism product and the demand could be attracted to town from İstanbul.

Q3.Do you believe that those cultural values are protected as expected?

All of the interviewers stated that the cultural heritage assets were not properly protected in town. Especially considerable number of old houses which reflects traditional Ottoman and Turkish culture were either collapsed or under the risk of collapsing. One of the interviewers underlined that considerable number of cultural tourists were used to go to Uçmakdere village and those region to see and experience the local houses. Also, same interviewers stated that "*protecting and restorating those assets can be a source of cultural tourism in town*".

Q4. Do you believe that might the cultural tourism heritage values leverage city tourism development when they are protected and restored? How?

All of the interviewers stated that protecting and restorating cultural heritage assets in town might positively impact on leveraging cultural tourism demand to town. Hovewer, one of the interviewers found it unsatisfactory since less number of cultural heritages available. Another interviewer stated that doing a strong promotion and getting supports of municipality and local politicians' are vital needs for attracting cultural tourists.

Q5. Under whom responsibility of those values' protection and restoration must be?

All of the interviewers stated that protecting and restoration are very costly works and they can only be done through the government and municipalilites. They stated that those activities are under the responsibility of municipalities and government such as Provincial Directorate of Culture

and Tourism through the Ministry of Culture and Tourism, municipality. One of the interviewers mentioned that there were no representative of Cultural Heritage Preservation Regional Board Directorate in Tekirdağ. Also, he stated that when encountered a case he had to go to Edirne for the issue. Same person also stated that protecting the cultural heritage is not only duty of the government and municipality but also for the people and accommodation and food and beverage industry. That interviewer also stated there were no any unity of businesses in city among hotels related to a destination. He underlined the importance of setting an association of hoteliers.

Table 3: Demographic Characteristics of Interviewers in Travel Industry

Participants	Gender	Age	Education and Specialization	Travel Business and Position	Interview Duration
P1	Male	57	Bachelor (Business)	Top Position Director	00:05 min
P2	Male	43	High School	Manager	00:05 min

Table 3 explains the characteristics of travel industry. The same questions that were asked to the accommodation industry representatives were also asked to the travel industry representatives. Travel agents were taken into consideration as the travel industry representatives in this study. Out of 64 travel agents in entire Tekirdağ (Tursab Trakya Regional Executive Board Office) four travel agents organizing tour domestically were constituted the sample of the universe for this sudy. One of them were not reached since Covid 19 pandemic, another did not accepted interview and the other two have accepted interview. The same questions that were asked to the representatives of accommodation industry were asked to the managers who are representing travel industry in town as below:

Q1. Do you thing that Tekirdağ has a satisfactory number cultural heritages for developing cultural tourism for town?

Q2. The cultural heritage values of that Tekirdağ has, can they contribute to the development of cultural tourism for Tekirdağ? And how?

Q3.Do you believe that those cultural values are protected as expected?

Q4. Do you believe that might the cultural tourism heritage values leverage city tourism development when they are protected and restored? How?

Q5. Under whom responsibility of those values' protection and restoration must be?

Both of the interviewers are male and top level management positions, ages of 57 and 43. One of them has bachelor degree on business field and other has college level tourism education. The statements of interviewers were summarized as following. One of the representatives of the travel industry in town stated there exist a satisfactory number of archeological and cultural heritage assets and the other founds them partly satısfactory in town. One of the participants stated that traditional Ottoman Houses, fountains, additionally cultural sites in Marmara Ereğlisi etc. constituted a great potential for cultural tourism to city. They both also stated that people living in Istanbul as a metropolitan city could create a cultural tourism demand to Tekirdağ. Hovewer that they agree on that the cultural heritage assets were not protected properly and they needed a restoration program. After the completion of protection and restoration program they said that the town can gain a cultural tourism destination fame. The neighbourhood such as Ertuğrul can be proclaimed as a culture street since it deserved, they stated. Additionally, one of the participants emphasized that many cultural heritages have not survived until today, that they have been demolished and destroyed, and that state institutions should be accountable in this regard. Both of the interviewers stated that Ministry of Tourism and Culture and municipalities firstly responsible for preserving cultural heritages and then they stated that non governmental organizations, universities, trade chambers should take some responsibilities about protecting and restoration of cultural heritage assets

5. CONCLUSION AND SUGGESTIONS

In this study the results were commented in three forms; as views of local people, views of accommodation industry and views of travel industry. In the study it was found that most of the local people living in the region were aware of that historical houses are the old hauses where people lived in the past but today the appearance and the condition of the historical elements mean only ruins. Most of locals stated that the houses are no longer usable. Most of them stated that the owners of these houses were waiting to be demolished and in tend to build new concreate buildings instead. Some of locals do not have a clear opinion about who are responsible for protecting but some expect government and municipality should do something to preserve, protect and restoration. In this study, it was explored that the view of the industry was completely differs from the views of local people. In this study, it is concluded that the representatives of the hospitality and travel industry are aware of the importance of cultural assets for the development of a city's cultural tourism. However, it was understood that they criticized that the current cultural assets of the city were not well protected. It has been observed that most of the industry representatives shared that Tekirdağ could gain an attractiveness as the other popular cultural destinations in Turkey when the cultural assets are protected, restorated and developed. Most of the interviewers stated that protecting and restorating cultural heritage assets in town might positively impact on leveraging cultural tourism demand to town. Additionally it was observed that industry representatives had accepted Provincial Directorate of Culture and Tourism through the Ministry of Culture and Tourism, municipality as the authority that has power for protection, restoration and development of cultural heritages in town.

In addition those findings above; it is possible to develop some suggestions for cultural tourism development for Tekirdağ. As conclusion, a city which aims to attract the desirable number of tourism demand should first define its core competencies in the means of tourism product. In this sense the cultural heritage potential of a town may be present a significant component of tourism product. Current cultural tourists demand an authentic, original, historical, cultural based destinations that a community has. Because the cultural tourists trace the identity of places. For this reason, preserving and restoration of cultural heritage structures enable Tekirdağ to be appealed priorly by the cultural tourism demand. This should be considered as a process that will take a long time and the results might be taken in long run. However that, demand search for the identity in the places they have visited. In all geographic parts of the world the similar destinations are already exists. Cultural assets distinguish a place from others and they acquire the place a competitive advantage since the culture has uncopied features. It is very clear that either for existed product or for developing new products even for marketing them strategic planning approach should be considered. The lack of tourism planning usually leads the development to occur undesirable form in destinations. At the end of this approach the destination may waste its resources as well as exposed under the pressure of a demand that creates limited economic and social effect. Any of the destinations should approach tourism management in a strategic form since the industry is a competitive marketplace. A city should pay great attention preserving, conserving and restorating the cultural heritage assets for creating an appealed destination for cultural tourists and also for residents who want to live in connection with their past when considered the common agreement on the a conference of UNESCO in 1972 that each piece of the cultural heritage is unique and that the disappearance of any cultural assets constitutes a definite loss and anirreversible impoverishment of that heritage. In case Tekirdağ would like to position itself as a tourism city in marketplace, it needs to have a comprehensive strategic tourism plan and strategic marketing planning that aims a brand strategy in long run. For this reason cultural heritage assets should be one of the core components in this plan. In this approach the cultural heritages should be restored, renovated and be valued in addition to the other tourism product elements that will create demand to city.

According to Evans et al (1995) comprehensive strategic business plans need to address all factors that have an impact on the product. And from the amalgam characteristic view of tourism product; especially in summer, large number of sea based tourism demand to Kumbağ and surroundings leads negative social and environmental impact. Therefore tourism management should develop the preventive measures that will reduce negative tourism impacts on environment, tourist satisfaction and life quality of residents by considering overcrowding, environmental problems, and local culture. For this purpose the decision makers in cities firstly should be aware what kind of resources make value in tourism demand and how strong their resources in market place. If we need to

continue, they should be aware of the meaning of the tourism product and its components such as historical and cultural heritages and their possible strengths in creating tourism demand as pull factors. It is very clear that historical and cultural assets play a magnitude impact on tourism demand. According to our observers in that field we can proclaim that any form of cultural assets has its own motive power, especially on the segment of cultural tourists. For this purpose, the authorities and decision makers of a city should consider all kinds of cultural heritage assets as the defining feature of the touristic product, which is a total product, and perceive them as parts of a diamond that complements the whole. With dignity; since the cultural heritage is something valuable which necessity to be transferred to future. That is such a critical and powerfull position required that it can be succeed and fulfilled only by the top management authorities and decision makers of a city; by mayors, municipalities with the support of non-governmental organizations, if available by the destination organizations. In addition to that the represents of any business organizations such as hospitality; food and beverage etc, educational units, communities and even individuals must feel responsible for sustaining cultural heritages. Because many cultural heritage is under the risk of destruction. It means as if losing a big piece of the diamond although it might be perceived just a physical object destroyed by some.

Consequently, for some decade many cities are in the process of running tourism industry as a considerable industry in addition to others such as manufacturing, agriculture, retail and etc. To become an appealed destination and for become an attractive tourism city they are developing both infrastructure and superstructure for tourism and developing service qualities, images and their tourism products. In this line this study aimed to analyse cultural heritage potential of Tekirdağ on creation of cultural tourism product. Although Tekirdağ is considerably late in that process, the dynamic environment in tourism market enable Tekirdağ to focus on its cultural heritages. Moreover the most visited destinations in the world are the ones which have formed an image with rich aesthetic views and hosting natural, historical and cultural, original value. And the visual quality adds value proposition of a destination. A touristic destination, region or any location, the more provide natural, diverse, harmonious, open, mysterious, perspective, topographically rich the higher offer the beauty of the landscape in that area. Therefore, aesthetic is a matter that should be included in the planning of tourist destinations. Natural and historical sites constitutes the aesthetic value for a city (Üzümcü, et al. 2016). Additionally Tekirdağ offers a considerable potential in cultural tourism as well as in the forms of eco-tourism and rural tourism. Diversification in tourism products can strengthen the attractiveness of the town with the other tourism product components. Accessibility, infrastructure, superstructure and the level of accommodation quantitatively and qualitatively should be adopted to the tourism demand; to the targeted one not to the current one only.

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GENİŞLETİLMİŞ ÖZET
KÜLTÜREL MİRAS YOLUYLA ŞEHİR TURİZMİNİN GÜÇLENDİRİLMESİ: TEKİRDAĞ ÖRNEĞİ

Özet

Turizmin etkileri, şehirlerin turistik destinasyon olarak konumlandırılmalarına teşvik etmektedir. Bu anlamda kültürel miras potansiyeline sahip olmak, bir şehre turizm gelişimi için bir atılım fırsatı sunmaktadır. Bu çalışma niteliksel olarak yapılandırılmıştır. Bu çalışmanın amacı, bir şehir turizminin gelişmesi için kültürel miras değerlerinin önemini ve potansiyelini açıklamaktır. Bu bağlamda, çalışma şehir merkezindeki kültürel miras unsurlarının kısa bir envanterini ortaya koymakta ve bu değerlerin durumunu açıklamaktadır. Ayrıca, kültürel miraslar varlıklarının durumunu yerel halkın bakış açısından ve endüstri perspektifinden öne çıkarmak amacıyla bir dizi sorular geliştirimiş ve bilgi toplanmıştır. Bu amaçla çalışmanın araştırma bölümü iki kısım halinde oluşturulmuştur; ilk bölümde yerel halkın kentteki kültürel miras değerlerine ilişkin algılarını araştırmayı, ikinci bölümde ise kente turizm talebinin oluşturulmasında kültürel miras değerlerine ilişkin konaklama ve seyahat sektörünün görüşlerinin neler olduğunu anlamayı amaçlamıştır.

Çalışmada önceki çalışmalardan ve ilgili literatürden toplanan ikincil veriler taranmış, kültürel mirasların bulunduğu yerlere ziyaretler yapılmış ve otel temsilcilerinin bulunduğu kurumlara görüşme yoluyla bilgi toplamak amacıyla ziyaretler yapılmıştır. Kültürel miras ögeleri orijinal yerlerinde ziyaret edilmiş, incelenmiş, gözlemlenmiş ve bölgede yaşayan yerel halka sorulan sorular aracılığı ile yaklaşık 30'dan fazla kişinin kültüre varlıklar hakkındaki görüşleri alınmıştır. Ayrıca fotoğraflar çekilmiştir. Çalışmanın ilk bölümü Tekirdağ'da 2020 yılının Temmuz ve Ağustos aylarında gerçekleştirilmiş ve ikinci bölümü 2021 Şubat ve Mart aylarında uygulanmıştır. Konaklama ve seyahat sektörü olarak her iki sektör temsilcisine niteliksel olarak yapılandırılmış 5 soruyu içeren bir dizi soru sorulmuştur. İşletmelere yapılan ziyarette firmaların üst düzey yönetici pozisyonundaki yöneticiler ile en az beş dakika ses kaydı ile yüz yüze görüşme yapılmıştır. Gözlem, fotoğraf ve sektör ile görüşmeler yoluyla toplanan verilerin analizi ile önemli sonuçlara ulaşılmıştır. Kültür varlıklarının turizm amaçlı kullanılabileceği konusunda yöre halkının herhangi bir fikri olmadığı ancak devletin ve belediyenin bu varlıklar için bir şeyler yapabileceği fikrinde ve beklentisi içinde oldukları anlaşılmıştır. Turizm sektörü temsilcilerinin ise kültür varlıklarının kültür turizmi için çok önemli olduğunu, Tekirdağ'ın çok ve değerli kaynaklara sahip olduğunu ancak bu varlıkların gerektiği gibi

korunmadığını düşüncesini taşıdıkları saptanmıştır. Ayrıca bunların korunarak, geliştirilerek ve tanıtımı yapılmasının kültür turizmi için yararlı olacağını düşüncesinde oldukları anlaşılmıştır. Dikkat çeken sonuçlardan biri de Tekirdağ'ın çok sayıda kültürel miras varlığına sahip olmasına ragmen bunların turizm pazarı tarafından değerlendirilecek durumda olmadığı sonucuna ulaşılmış olmasıdır. Bu çalışlmada turizm talebi açısından anlam taşıyan pek çok tarihi değer olduğu anlaşılmış ve aynı zamanda hayati önem taşıyan bu varlıkların korunması, onarılması ve gecikmeden restore edilmesi gerektiği ortaya çıkmıştır. Sonuçta kültür turizmi gelişimi için yönetimin rolü gerekli ve önemlidir.
Anahtar Kelimeler: Şehir turizmi, kültürel miras, turizm endüstrisi, yerel halk, Tekirdağ.

GIRIŞ

Turizmin ekonomik, sosyal, kültürel, çevresel ve diğer alanlardaki olumlu etkilerinin şehirleri turizmin bu çok yönlü faydalarından yararlanmaya yönelttiği görülmektedir. Bununla birlikte, uygun şekilde veya bu potansiyelden optimum düzeyde yararlanmak büyük ölçüde onu doğrudan veya dolaylı olarak etkileyen farklı faktörlere bağlı olmaktadır. Kuşkusuz pek çok şehir ve karar alıcıları, bu çok cömert turizm pazarındaki yerlerini, bu doğrultuda yönetim becerilerini artırarak geliştirmek istemektedirler. Ancak başarılarının büyük ölçüde yönetim becerilerine bağlı olduğu için yöneticiler şehre turist çekme kabiliyetine sahip kaynaklara bağlı olduğunun farkında olmaları gerekmektedir. Bu amaçla şehirlerdeki karar vericiler öncelikle hangi kaynakların turizm talebinde değer yarattığının ve bu kaynaklarının turizm piyasasında ne kadar güçlü olduğunun farkında olmak zorundadırlar. Tarihsel ve kültürel miras gibi bileşenleri turizm talebi üzerinde büyük bir etkiye sahiptir. Turizm talebi gözlemlendiğinde her türlü kültürel varlığın, özellikle kültür turistleri segmentinde kendine özgü bir motivasyon gücü oluşturmaktadır. Bu amaçla, bir şehrin yetkilileri ve karar vericileri, her türden kültürel miras varlığını, bir toplam ürün olan turistik ürünü tammalayan özellik olarak değerlendirmeleri ve onları tıpkı bütünü tamamlayan bir elmasın parçaları olarak algılamaları gerekmektedir ve kültürel miras unsurları geleceğe aktarılması gereken tıpkı bir elması tamamlayan parçalardır. Bu durum ancak bir şehrin tepe yönetiminde kritik ve önemli pozisyona sahip olan yetkililer ile belediyeler, ileri gelen kuruluşlar, turizm örgütleri ve sivil toplum kuruluşlarının desteğini gerektirir. Sonuç olarak son yıllarda birçok şehir diğer endüstrilerine ek olarak turizmden de yararlanmaya başlamıştır. Bu çalışma kültür turizminin geliştirilmesinde Tekirdağ'ın kültürel miras kaynakları analiz edilmektedir.

ALANYAZIN

Çok geniş bir terim olarak kültür, hem günümüzde hem de geçmişte bir topluma ait olan hem somut hem de soyut unsurları içerir. McKercher ve Cross'un (2003) belirttiği gibi, kültür tanımlanması zor bir kavramdır. Din, ahlak, hukuk, sanat, gelenek ve göreneklerle ilgili toplumların tüm değerlerinin toplamıdır (Bandeoğlu, 2015). Kültür tanımında yer alan somut ya da soyut değerler olan çeşitli unsurlar, yıllardır turistlerin ilgisini oluşturmuş ve bir motivasyon kaynağı olmuştur. Somut ve somut olmayan tüm miraslar, tüm kültür turizminin bileşenleri olarak kabul edilir (McKercher ve Cross, 2003). UNWTO (2020) tarafından üstlenilen çok geniş bir perspektiften kültür turizmi şu şekilde tanımlanmaktadır: "Ziyaretçinin temel motivasyonunun, bir turizm destinasyonundaki somut ve somut olmayan kültürel cazibe merkezlerini / ürünlerini öğrenmek, keşfetmek, deneyimlemek ve tüketmek olduğu bir turizm faaliyeti türü"dür. Kültür turizmi, turistlerin bulunduğu yerin kültürünü deneyimlemeye çalıştıkları ve kültürünün oluşturduğu turistik yerleri ziyaret ettikleri bir turizm türüdür (Boyd, 2001).

Uygarlığın ilk yıllarından beri şehirler turizm merkezleri olmuştur. Buna ragmen Özdemir'in (2009) ifade ettiği gibi kültür veya kültürel mirasın ekonomi ve sanayi ile ilişkisine yeterince vurgu yapılmamıştır. Ancak, bölgelerin kendi kültürel miraslarından yararlanarak rekabet güçlerini geliştirebileceklerine dair artan bir farkındalık vardır (Bandarin ve diğerleri, 2011; Storper ve Scott, 2009). Günümüz turizminde öne çıkan şehirler incelendiğinde, bazılarının kültürel mirasları, iklimi, denizi, ormanı, dağ gibi bazı doğal güzellikleri nedeniyle turist çektikleri anlaşılmaktadır (Koçak ve Tandoğan, 2008). Bir şehrin pazarlanmasında kullanılan ürünler genel olarak dört grupta toplanmaktadır (Koçak ve Tandoğan, 2008):

- Şehirdeki kültürel aktiviteler: Tiyatrolar, gösteriler, müzeler, konserler, spor aktiviteleri, kumarhaneler, gece kulüpleri ve festivaller,
- Kentin canlılığı, gelenekleri, folkloru, dilleri, güvenliği, yöre halkının yaşam tarzları, şehrin fiziksel ve sosyo-kültürel özellikleri,

- Oteller, yemekhaneler, seyahat acenteleri, sahip olunan marketler, alışveriş ve otopark tesisleri,
- Şehre erişim, bilgi büroları, organizasyon yeteneği ve işbirliğine ilişkin düzenlemeler.

Turistler, çeşitli türlerde kültürel deneyimleri giderek daha fazla talep etmektedirler. Kültürel miras, gerek anıtlar ve gerekse tarihi mahalleler veya şehir merkezleri de turistleri çeşitli kendilerine çekmede katkı sunmaktadır. Ayrıca bir şehirde kültüre yatırım, bölgede yaşamayı daha çekici hale getirebilmekte ve böylece bölgeye ve bölgeden göçü etkileyebilir (Bowitz ve Ibenholt, 2009).

ARAŞTIRMANIN AMACI, KAPSAMI VE METODOLOJISI

Bu çalışma niteliksel olarak yapılandırılmıştır. Bu çalışmanın amacı, bir şehir turizminin gelişmesi için kültürel miras değerlerinin önemini ve potansiyelini açıklamaktır. Bu bağlamda, çalışma şehir merkezindeki kültürel miras unsurlarının kısa bir envanterini ortaya koymakta ve bu değerlerin durumunu açıklamaktadır. Ayrıca, kültürel miraslar varlıklarının durumunu yerel halkın bakış açısından ve endüstri perspektifinden öne çıkarmak amacıyla bir dizi sorular geliştirimiş ve bilgi toplanmıştır. Bu amaçla çalışmanın araştırma bölümü iki kısım halinde oluşturulmuştur; ilk bölümde yerel halkın kentteki kültürel miras değerlerine ilişkin algılarını araştırmayı, ikinci bölümde ise kente turizm talebinin oluşturulmasında kültürel miras değerlerine ilişkin konaklama ve seyahat sektörünün görüşlerinin neler olduğunu anlamayı amaçlamıştır. Çalışmada önceki çalışmalardan ve ilgili literatürden toplanan ikincil veriler taranmış, kültürel miras unsurları yerinde incelenmiştir. Bölgede yaşayan yerel halka sorulan sorular aracılığı ile yaklaşık 30'dan fazla kişinin kültüre varlıklar hakkındaki görüşleri alınmıştır. Ayrıca fotoğraflar çekilmiştir. Çalışmanın ilk bölümü Tekirdağ'da 2020 yılının Temmuz ve Ağustos aylarında gerçekleştirilmiş ve ikinci bölümü 2021 Şubat ve Mart aylarında uygulanmıştır. Konaklama ve seyahat sektörü olarak her iki sektör temsilcisine niteliksel olarak yapılandırılmış 5 soruyu içeren bir dizi soru sorulmuştur. İşletmelere yapılan ziyarette firmaların üst düzey yönetici pozisyonundaki yöneticiler ile en az beş dakika ses kaydı ile yüz yüze görüşme yapılmıştır.

ARAŞTIRMANIN BULGULARI VE SONUÇ

İlin bilinen tarihi ilk olarak M.Ö.4000'lerde başlamakla (Şişman ve diğerleri 2011) birlikte M.Ö. 6000 yılına kadar geriye gitmektedir (Çolak vd. 2019: 153). Tekirdağ ili, Trakya bölgesinde kurulmuş üç şehirden biridir ve coğrafi olarak Marmara Denizi'nin kuzeyinde İstanbul-Yunanistan sınırı arasında yer almaktadır (Şekil 1).2019 yılı Adrese Dayalı Nüfus Kayıt Sistemi verilerine göre Tekirdağ'ın nüfusu 1.055.412'dir (www.tekirdag.csb.gov.tr). Şehre mevcut turizm talebi önemli bölümü İstanbul ve yakın bölgelerden gelen yerli ziyaretçi ziyaretçilerden oluşmakta ve uluslararası turizm talebi çok sınırlıdır. Tekirdağ Kültür Bakanlığı'nın açıkladığı istatistiklere göre, 2019 yılında şehre sadece 24.000 yabancı ziyaretçinin, 207.000 yerli ziyaretçinin (tekirdag.ktb.gov.tr) geldiğini göstermektedir. Ağırlıklı olarak turistik ürün Şarköy, Kumbağ ve Mürefte, Dereağzı, Değirmenaltı'nda, bazı noktalarda ve Marmara Ereğlisi'nde deniz, kum, güneşe bağlıdır. Tekirdağ ve çevresi önemli bir potansiyel sunsa da deniz turizmi istenilen seviyeden uzaktır. Ayrıca Tekirdağ, eko-turizm ve kırsal turizm gibi kültür turizminde de önemli bir potansiyel sunmaktadır. Turizm ürünlerindeki çeşitlendirme, diğer turizm ürünü bileşenleri ile birlikte şehrin çekiciliğini güçlendirebilir. Erişilebilirlik, altyapı, üstyapı ve konaklama düzeyi niceliksel ve niteliksel olarak turizm talebine uyarlanmaye gereksinim duymaktadır. Tablo 1,de gösterilen konaklama kapasitesi turistik ürünü tamamlamakla birlikte Türkiye'deki diğer iller ile kıyaslandığında konaklama kapasitesinin sınırlı olduğu anlaşılmaktadır. Bu anlamda Say'ın ifade ettiği "her arz kendi talebini yaratır ya da her taleb kendi arzını yaratır" kuralı düşünüldüğünde bir şehir için önce hangisi geliştirilecektir? Turizm ürünü veya turistik kullanım için gerekli olan konaklama birimleri mi? sorunsalının yanıtı bir şehir için öncelikle turistik ürün geliştirmesi olduğu anlaşılmalıdır. Ancak üst düzeydeki karar vericileri açısından zor, zaman alıcı ve yorucu olan bu durum birçok açıdan ödüllendirici de olabilir.

Kültürel açıdan ortaya çıkan kültürün sömürgeleştirilmesi sorunu, hem batıdan hem de doğudan nereden gelirse gelsin toplumların kendine özgü yaşam tarzını tehdit etmektedir. Turizm bu durumu hızlandırsa da, turizm etkinliğine katılan kişilerin yarattığı doğal ve orijinali arama anlayışı, kendilerini tekdüze olmaktan koruyan özgün, doğal ve kültürel kimliğe sahip yer ve şehirlerin önemini artırmaktadır. Kopyalanamayan veya benzetilemeyen kültürel miras öğeleri bu anlamda kentsel kimliğin en temel öğesi olmakta ve şehre estetik kazandırmakta, benzersiz özellik katarak rekabet üstünlüğü sağlamaktadır. Ayrıca bir farklılaşma unsuru olarak kentin turistik tüketicilerin hafızasında ayrıcalıklı şekilde konumlanmasına da katkı sağlamaktadır. Osmanlı tarzı geleneksel evler, çeşmeler, anıtlar gibi bu tarihi ve kültürel miras unsurları dikkate değer ve sayıca fazladır ve Tekirdağ'ın bir kültür turizmi destinasyonu olarak gelişmesine neden olabilecek büyük bir potansiyel sunmaktadır çünkü dünyadaki gözde şehirlerin her biri bu tür bir kültürel kimliğe sahiptir. İstanbul, Venedik, Eskişehir, Roma, Safranbolu gibi. Tekirdağ bu süreçte geç kalsa da kültürel mirasını turizm piyasasına sunmak durumundadır. Kültür turizmi alanında öne çıkmak isteyen ve turizmini geliştirmek isteyen Tekirdağ, kültür varlıklarını hızlı, eksiksiz ve doğru bir şekilde onarmak ve korumak zorundadır. Daha sonra bunları doğru araçlarla turizm pazarına sunabilir. Şişman ve ark. (2016) toplam kültür varlıkları envanterini 671 olarak sıralamaktadır. Bu çalışmada, kültür turizmini oluşturacak tarihi ve kültürel varlıklarını aşağıda gruplandırmak mümkündür. Tekirdağ ilçesine estetik bir değer kazandırarak kültür turizmi potansiyelinin gelişmesine yardımcı olacak, geliştirilmesi, korunması ve restore edilmesi gereken kültür varlıklarından bazıları şunlardır:

1. Tarihi Osmanlı dönemi evleri ve konakları,
2. Çeşmeler,
3. Hanlar
4. Hamamlar
5. Köprüler
6. Yel Değirmeni

Tekirdağ'daki Osmanlı mimari ve sanat yapılarının örnekleri olan evler, köşkler, camiler ve çeşmeler, kentin kültür turizmini geliştirmede bir potansiyel sunmaktadır. Mevcut durumuyla kent estetiği açısından olumsuz bir görünüm sunmasının yanı sıra hem kültürel miras olarak değerlendirilmek hem de koruyarak geleceğe aktarılmak için büyük bir arz oluşturmaktadır. Bunlara ek olarak, mevcut kültürel varlıkların yanı sıra birçok somut ve somut olmayan kültürel miras unsuru da bulunmaktadır. Tarihi ve kültürel unsurların eksik bir şekilde dahil edilmediği ve sunulmadığı bir şehrin kültürel turizm ürünü, turistik talep açısından yeterince çekici olmayabilir. Ayrıca turistleri ve sakinleri tatmin etmeyen, kültürel ve tarihi estetikten uzak yapaylıklardan oluşan bir kültürel sunumun ötesine geçmesi beklenmemelidir. Bu kültürel miras unsurlarından bazıları ve durumları aşağıdaki paragrafta açıklanmaktadır.

Şehrin farklı caddelerinde yıllarca ayakta duran hatırı sayılır sayıda ev vardır. Gözlemlerimize göre 50'den fazla ev veya konak yıkılma riski altında bulunmaktadır. Neredeyse her sokaktaki ya da mahallelerde önemli sayıda çeşme bulunmakta bazıları çok kısa sürede yıkılabilir görüntüsü içindedir. Bu nedenle hızlı şekilde koruma altın alınması ve restore edilmesi gerektiği anlaşılmakta ve dolayısı ile kültür turizmi ürün bileşenleri olan bu kültürel miras varlıklar hak ettikleri görünümü geri kazanmayı beklemektedirler. Eski çağların vazgeçilmez rotası ve Osmanlı döneminin muhteşem örneklerinden biri olan İnecik köprüsü sadece ait olduğu toplum için değil, tarih ve kültüre ilgi duyan insanlar için de önemli bir cazibe merkezidir. Eğer koruma altına alınmaz ve restore edilmez ise yaşadığı kadar yaşaması mümkün değildir. Ancak onarım ve çevresinin düzenlenmesiyle sadece bir tarih ve deneyimi temsil etmekle kalmayıp, aynı zamanda turistler ve yerel halk için çok çekici bir rekreasyon alanına dönüşebilecektir. Özellikleri bakımından az sayıda bulunan kültürel miras unsurdan biri de Dedecik köyündeki yel değirmenidir. Tam olarak ne zaman yapıldığı bilinmemekle birlikte değirmenin yaklaşık 100-150 yaşında olduğu tahmin edilmektedir (Anonim). Uzun yıllardır varlığını sürdüren bu mirasın bugün sadece sembolik bir değeri olduğunu bilmekle birlikte geçmişte yaşayan insanların ekonomik ve sosyal hayatlarının vazgeçilmez bir unsuru olduğunu tahmin etmek güç değildir. Bu tür bir kültürel miras, yaratıcı bir şekilde restore edilebilir. Richards'ın (2019) belirttiği gibi yaratıcılık tuzağına dikkat ederek, bu mirasın restorasyonu planlanmalı ve çevresi ile yaratıcı bir şekilde restore edilerek kırsal alana cazibe katılması sağlanabilir.

SONUÇ

Bu çalışmada sonuçlar, yerel halkın görüşleri, konaklama sektörünün görüşleri ve seyahat sektörünün görüşleri gibi üç biçimde yorumlanmıştır. Çalışmada, bölgede yaşayan yerel halkın büyük bir kısmının, tarihi evlerin geçmişte insanların yaşadığı eski alanlar olduğunun farkında olduğu, ancak günümüzde tarihi unsurların görünümü ve durumunun bir harabe anlamına olarak gördükleri tespit edildi. Yerli halkın çoğu evlerin artık kullanılamaz durumda ve çoğunun bu evlerin yıkılmasını bekledikleri ve bunun yerine yeni betonarme binalar yapma eğiliminde olduklarını belirtmişlerdir. Turizm amaçlı kullanılabileceklerinin farkında olunmadığı anlaşılmıştır. Ayrıca bu varlıkların korunmasından kimin ve hangi birimlerin olduğundan emin olunmamakla birlikte devletin ve belediyenin bu konuda birşeyler yapabileceği ve yapmasuı gerektiği düşüğncesinde oldukları saptanmıştır. Bu çalışmada sektörün bakış açısının yöre halkının görüşlerinden tamamen farklı olduğu bulunmuştur. Ancak kentin mevcut kültür varlıklarının iyi korunmadığın belirtmişlerdir. Kültür varlıklarının korunması, restore edilmesi ve geliştirilmesi ile sektör temsilcilerinin çoğunun Tekirdağ'ın Türkiye'deki diğer popüler kültür destinasyonları olarak cazibe kazanabileceğini paylaştığı görülmüştür. Görüşmecilerin çoğu, şehirdeki kültürel miras varlıklarının korunması ve eski haline getirilmesinin, kente yönelik kültürel turizm talebinin artırılması üzerinde olumlu bir etkisi olabileceğini belirtmişlerdir. Ayrıca meslek odaları, halk Turizm Bakanlığı aracılığıyla İl Kültür ve Turizm Müdürlüğü'nü ve Tekirdağ Belediye'sini ilçedeki kültür varlıklarının korunması, restorasyonu ve geliştirilmesi yetkisine sahip makam olarak kabul ettikleri görülmüştür.

Ayrıca yukarıdaki bulgular; Tekirdağ için kültür turizminin gelişmesi için bazı öneriler geliştirmek mümkündür. Sonuç olarak, arzu edilen sayıda turizm talebini çekmeyi hedefleyen bir şehir, öncelikle turizm ürünü araçlarındaki temel yetkinliklerini tanımlamalıdır. Bu anlamda bir şehrin kültürel miras potansiyeli, turizm ürününün önemli bir bileşeni olabilir. Günümüz kültür turistleri, bir topluluğun sahip olduğu otantik, özgün, tarihi, kültürel temelli bir destinasyon talep etmektedir. Çünkü kültür turistleri yerlerin kimliğinin izini sürüyor. Bu nedenle kültürel miras yapılarının korunması ve restorasyonu, Tekirdağ'ın kültür turizmi talebiyle öncelikli olarak cazip gelmesini sağlamaktadır. Bu, uzun zaman alacak bir süreç olarak değerlendirilmeli ve uzun vadede sonuçları alınabilir. Ancak kültür turistleri, ziyaret ettikleri yerlerde bir kimlik aramaktadırlar. Kültür varlıkları bir yeri diğerlerinden ayırır ve kültürün kopyalanmamış özellikleri olduğu için o mekana rekabet avantajı kazandırır. Kültürel mirasın kendisi ve herbir ögesinin benzersiz olması ve buna sahip olan bir şehirde yerde ya da yörede bu kültürel ögelerin varlığının ortadan kalkması, o yer için kesin bir kayıp ve geri döndürülemez bir yoksullaşma meydana getirmektedir. Tekirdağ, kendisini pazarda bir turizm kenti olarak konumlandırmak istiyorsa, kapsamlı bir stratejik turizm planına ve uzun vadede bir marka stratejisi hedefleyen stratejik pazarlama planlamasına sahip olmalıdır. Bu nedenle kültürel miras varlıkları bu plandaki temel bileşenlerden biri olmalıdır. Bu yaklaşımda kente talep yaratacak diğer turizm ürünü unsurlarının yanı sıra kültürel mirasların da restore edilmesi, yenilenmesi ve değerlenmesi gerekmektedir.

Arzu edilen sayıda turizm talebini çekmeyi hedefleyen bir şehir, öncelikle turizm ürünündeki temel yetkinlikleri tanımlamalıdır. Bir kentin turizm pazarına sunduğu turizm ürününün karmaşık özelliği, öğelerin toplam bir ürün olarak birleştirilmesini gerektirir. Bu anlamda, bir şehrin kültürel miras potansiyeli, turizm ürününün önemli bir bileşeni olabilir. Çünkü turizm, somut veya somut olarak bir topluma ait otantik, orijinal, tarihi, kültürel temelli bir ürün arayışı talep etmektedir. Bu nedenle kültürel miras yapılarının korunması ve restorasyonu, Tekirdağ'ın kültür turizmi talebi için cazibesini artırmasını sağlayabilir. Kültürel varlıklar, bir yeri diğerlerinden ayırır ve kültürün kopyalanmamış özelliklere sahip olması nedeniyle o mekana rekabet avantajı kazandırır. Tekirdağ, kendisini pazarda bir turizm kenti olarak konumlandırmak istiyorsa, kapsamlı bir stratejik turizm planınasına ve uzun vadede bir marka stratejisi hedefleyen stratejik pazarlama planlamasına ihtiyaç duymaktadır. Bu yaklaşımda şehre talep yaratacak diğer turizm ürün unsurlarının yanı sıra kültürel mirasların restore edilmesi, yenilenmesi ve değerlendirilmesi gerekmektedir. Turizm planlaması doğru, geniş ve kapsamlı bir şekilde yapılmalıdır. Evans ve diğerlerine (1995) göre kapsamlı stratejik iş planlarının, ürün üzerinde etkisi olan tüm faktörleri ele alması gerekir. Gerek var olan ürün için gerekse yeni ürünler geliştirmek için hatta pazarlamak için bile stratejik planlama yaklaşımının dikkate alınması gerektiği çok açıktır. Turizm planlamasının eksikliği genellikle gelişmenin destinasyonlarda istenmeyen şekillerde ortaya çıkmasına neden olur.