

## CULTURAL HERITAGE, SOCIETY & ECONOMY

The promotion, management and regulation of cultural heritage is a complex process involving many different agents and stake-holders on a local, national and international level. It is a critical element of public policy involving a diverse range of actors such as international organisations, governmental ministries and agencies, political parties, private organisations, museums and local communities. How cultural heritage is produced and consumed, interpreted and understood can have profound impacts on structuring social and economic interaction and decision-making. Likewise, it influences the formation of social values and ideas as well as notions of common identity and history. It also affects economic and infrastructural development across a range of different levels. Cultural heritage management and its importance has only become an issue recently in Turkey and is now rapidly developing. As a result, a whole range of new issues and problems for which solutions have to be found within Turkey, but also on a much wider scale have risen. It is these inter-relationships that are contained within the field of cultural heritage that this Strategic Research Initiative sets out to examine in the Turkish context.

### Cultural heritage

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After more than a hundred years of archaeological discoveries in Turkey, it is now an urgent priority to conserve and protect Turkey's cultural heritage and to promote an understanding and knowledge of it among local people. The British Institute at Ankara has singled out cultural heritage management as a priority area for its own activities, as archaeological projects under its auspices have already done. Since an understanding of cultural heritage has proved so important for economic and cultural development in the United Kingdom, it seems appropriate that this should be a major part of the Institute's activities and contribution to the archaeology of Turkey. The initiative is currently supported by grants from the Headley Trust (a Sainsbury Family Charitable Trust, UK) and Hedef Alliance (Turkey).

Lately, as a result of a call from the Turkish Ministry of Culture and Tourism, there has been increased interest from the private sector to undertake the outsourcing of some visitor services at archaeological sites and museums. Some of the resulting products of these partnerships, like the Museum Card for Turkish citizens, have been concrete steps to attract Turkish visitors to sites of cultural heritage significance. These initiatives are mainly designed to increase revenues from local and international tourism, but they can still be considered as tangible traces of a shift in the mind-set of decision makers regarding cultural heritage management.

The Institute's specific aims are to support work at Boncuklu and Çatalhöyük (see the following two reports), two British excavation projects located in the Konya plain,

and to initiate and develop a cultural heritage management project in southwest Anatolia (the modern provinces of Antalya, Muğla, Burdur and Isparta), a region containing many of the most famous and best-preserved Classical cities of Asia Minor. The area has traditionally been of particular interest to scholars and researchers from the Institute. Several of the Institute's current projects are based in the region (Çaltılar Archaeological Project, Pisidia Survey Project) and experts linked to the Institute are involved in several other international or Turkish projects, notably the current Turkish survey and excavation of the ancient city of Aspendos in Pamphylia. This project has close links to the Pisidia Survey Project. The Institute has now initiated a pilot project on cultural heritage management for the city of Aspendos, as well as for Cremna, Ariassos, Sia, Panemoteichos, Melli and Pednelissos, six antique poleis in south Pisidia, an area in which the Pisidia Survey Project has been active for many years.

For the Aspendos-Pisidia Survey Project initiative, Işıl Gürsu has been appointed as programme director. She will start work as the Headley Trust/Hedef Alliance Fellow in January 2013. The project will involve working closely together with the General Directorate for Cultural Heritage and Museums of the Ministry of Culture and Tourism. In addition to the main partner institutions – the British Institute at Ankara and Hacettepe University – support is also assured from the Public Archaeology Programme at UCL and the Research Center for Anatolian Civilizations at Koç University in Istanbul, the leading Turkish institution in this field. Also in partnership with the Research Center for Anatolian Civilizations, the Institute co-funds an annual research fellowship in cultural heritage.

Thanks to the Institute's long-standing research tradition in the area, local specialists can also be appealed to. A clear initial objective will be to establish mutually supportive relations with the museums of Antalya and Burdur, and the Cultural Directorates of the provinces of Antalya and Burdur, and engage them in plans to protect and disseminate information about the region's cultural heritage on a step-by-step incremental basis.

Cultural heritage management for most sites in Turkey is still lacking. On the one hand, the remains from the past are being 'trampled' by millions of tourists. The spectacular theatre at Aspendos, for instance (Köse forthcoming), the most complete theatre surviving from the ancient world, is visited by several hundred thousand tourists a year. On the other hand, remains in nearby but more remote areas, such as the highlands of Pisidia, are left largely unprotected. The cities in Pisidia were abandoned in the early medieval period and many are in an excellent state of preservation, with monumental public buildings standing several storeys high in some cases. But these ruins have fallen victim to looters and illegal excavations, and are now particularly vulnerable as new road building has opened up this interior mountainous region. Until recently, these Classical cities, located in the most wonderful locations in the mountains, have been almost completely unknown except to a handful of scientists and adventurous travellers. They are now accessible, highly attractive, still relatively little known, but at great risk.

The project seeks to find ways to improve the chances of their preservation on a local as well as a regional level. For this, basic principles employed by English Heritage (Reynolds 2011) will be adopted and adapted by the project in Turkey. They include promoting knowledge and understanding of historical and archaeological sites and of irreplaceable natural landscapes, as well as protecting and conserving the sites for the future. Furthermore, the project aims to draw on cultural heritage to promote regional economic development and, last but not least, it hopes to help forge close bonds between local people and the cultural heritage of their region.



Google Earth view with photographs taken and uploaded by tourists, illustrating the discrepancy in visitor numbers between the theatre and the remainder of the site



The spectacular landscape in Pisidia

Indeed, there is much local pride to be found in Turkey's regions and cities, often focused on local produce, high-quality cuisine or spectacular landscapes and natural resources. In the UK, however, the most important source of local pride is historical heritage. It will be a key objective of the project to strengthen the engagement of local people with their cultural heritage and to increase the awareness that 'their' cultural heritage is world cultural heritage.

An important element for ensuring sustainability of both Aspendos and the ancient poleis of Pisidia, and to increase the bond between the local population and their heritage will be to intertwine economic benefits with the cultural heritage. At the moment, the vast majority of the revenues generated by visitors to Aspendos – from tourists visiting the site as well as from audiences of the opera and ballet performances staged at the theatre – goes directly to the central authorities in the capital (Köse forthcoming). These visitors hardly dwell at all in the village or those nearby. A lack of visitors to the sites in Pisidia means that these presently do not generate any income for the local population.

Meanwhile, unplanned and uncontrolled building and road construction projects have damaged several of the sites in the area. However, development is essential to Turkey's future prosperity, and it is therefore essential that sustainable management of the region's cultural heritage is linked effectively with local infrastructure, business and economic interests. As experience in the UK and elsewhere has shown, the improvement of access to and information about archaeological sites and the creation of attractive visitor centres significantly boosts 'soft tourism'. The Institute's project therefore aims to set up a survey, sampling options for increasing local revenue, such as bed and breakfast, shops with local produce and handicrafts, restaurants offering local cuisine, etc. Especially for the remote sites in Pisidia, the creation of hiking routes and the option for travellers to spend the night should open opportunities.

The Ministry of Culture and Tourism of Turkey has set up signs in every province directing visitors to places, especially archaeological sites, of historic or cultural interest, but without any further information about them. An important aim of the

cultural heritage programme is to provide information locally, by making up-to-date information at the sites available for both local people and for tourists. Generally, the intention will be to produce printed material, as well as to create a website and promote awareness by means of educational activities in collaboration with local museums and authorities. Special attention will be given to providing information for school children and students about their cultural heritage and its historical importance for the region in which they live. We hope to initiate these educational activities by working with local schools, colleges and universities, and providing facilities for teachers. Merriman's public attitudes survey (1991) in the UK, about people's attachment to the past and heritage, revealed a distinction between a personal past and impersonal heritage. In Turkey, people, especially locals, tend to see the ancient remains as impersonal heritage, if heritage at all. Therefore, in order to foster care and awareness, it is crucial to build a relationship between children and the archaeological sites, so that the sites become part of their personal past.

The sites themselves also need protection and conservation for the future. Archaeological – especially excavated – sites become degraded and suffer enormous damage if they are neglected. The programme therefore aims also to work with archaeological project directors and in partnership with the responsible museums, as well as with local and national officials, to create site management plans. For Aspendos, the first phase of the project, improved access to the site via good pathways, is being developed, and locations for assembly points and shelters for visitors are being considered. As excavations at Aspendos have started only this year, the protection of excavated areas and conservation of buildings can be planned from the very first days of the project. In the second phase, realistic visiting options and protection measures for the sites in Pisidia will be developed.

In sum, we hope to provide sustainable solutions for Aspendos, a Classical site under pressure because of the high numbers of tourists, as well as for the poleis in Pisidia, which remain largely unknown and are therefore in danger of constant looting. Especially for Pisidia, but also for remains in Aspendos and its territory – for example the famous aqueduct – the natural beauty of the region will add immeasurable value to cultural tours and the development of sustainable heritage management in its widest sense.

### Bibliography

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### Çatalhöyük

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The Neolithic site of Çatalhöyük was first discovered in the late 1950s and was excavated by James Mellaart between 1961 and 1965. The site rapidly became famous internationally due to the large size and dense occupation of the settlement, as well as the spectacular wall paintings and other art that were uncovered inside the houses. Since 1993 an international team of archaeologists has been carrying out new excavations and research, in order to shed more light on the people that inhabited the site. This year, Çatalhöyük was added to the UNESCO World Heritage List (see the report on the 2012 season on pages 19–20).

Much of our work on conserving and presenting the site this year focused on the north shelter, because this shelter has caused more problems over recent years and because we have opened up new areas of excavation there that need to be put on display. In addition, the new status of the site as a UNESCO World Heritage Site means that we have to be yet more careful about long-term planning for conservation and public access.

In the north shelter, we completely reorganised and upgraded the visitor walkways and signage, so that visitors could get a better look at the new excavations and the new buildings being exposed. This included having tourists walk along a wooden pathway laid on a Neolithic 'street' – actually not a street but an area of refuse between two building blocks. We also had the results of monitoring the shelter's environments over the last year and were able to make decisions about how to conserve properly the Neolithic buildings under the north shelter over the long term. So we started a new programme of capping the walls to protect them and we are expecting that this new method, using clay recycled from the mound itself, will provide a solution to our long-term needs. We also put up a sign in the north shelter saying that the refurbishment of the shelter was funded by a grant from the Hedef Alliance.



New organisation and presentation of buildings in the north shelter. The new walkways and display panels can be seen