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INTERACTION OF CONSERVATION AND TOURISM IN HISTORIC CITIES

A CASE STUDY OF KAYAKÖY (LEVISSİ)

Prof. Dr. Nuran ZEREN GÜLERSOY

Şule KÜKRER



Istanbul Technical University
Faculty of Architecture
Urban and Regional Planning Department
80191, İstanbul-TÜRKİYE

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**INTERACTION BETWEEN CONSERVATION AND TOURISM IN
HISTORIC CITIES:
A CASE STUDY OF KAYAKÖY**

1. INTRODUCTION

Tourism is a necessary activity which occurs as a result of the negative impacts of modern life such as traffic congestion, sound pollution, over-crowding, and long working hours.

Tourism industry is based on cultural and natural resources that are not produced by tourism itself but just used to attract tourists and to supply them with such means as accommodation, catering facilities, entertainment etc.

The aim of this paper is to emphasize the importance of historic and cultural factors in the tourism market, to claim that there needs to be protection for historic values from the negative impacts of tourism, and to point out the significance of conserving historic cities together with all their special characteristics throughout their exposure to touristic consumption (1).

The paper consists of two main parts: the first part briefly investigates the interaction between tourism and conservation in historic cities; the second part includes a case study of Kayaköy, which represents a convenient tourism model.

2. MAIN CHARACTERISTICS OF TOURISM

As a result of the growing scope of tourism, it has become necessary to re-define "tourism". A large number of definitions have been offered, all of which are based on the main features of tourism.

The main features of tourism are listed below:

- .tourism is based on the mobility of people;
- .tourism always has two constant elements: travelling and accommodation;
- .tourism as an activity always takes place away from living and working places;
- .there is always a time limit; i.e. touristic activity occurs within defined and limited time spans like a few days, a few weeks, or a few months. It is always a temporary activity;
- .the aims of tourists are always different from those of the people who are travelling, residing, and working in a place (2).

3. THE ACCELERATING FACTORS OF TOURISM INDUSTRY

One of the main features of tourism can be explained as follows: "people do not work in the places they travel to, so they spend their savings in those places". This means that travellers or tourists are "consumers". If and when they find producers at the places where they go to, an industrial relationship may usually be established.

The accelerating factors of tourism industry are provided by the motivations of consumers. There are four kinds of motivations which affect tourists while they are deciding upon a vacation site.

These motivations can be listed as follows: (3)

- . physical motivations;
- . cultural motivations;
- . social motivations;
- . fantasy.

The most important motivation for consumers is the cultural motivation, because people want to see different cultures and different sites other than the ones they are familiar with. So the key point here is "different" (4). And the cultural differences can mostly be observed in the historic, vernacular places because there are still carrying and reflecting different life styles (5). That is why the most crowded touristic places are historic towns and historic cities have primary touristic attraction.

4. HISTORIC CITY AS A PRODUCT OF TOURISM INDUSTRY

The tourism market uses historic values and cities as touristic resources. History attracts people to the site, and the tourism sector supplies some goods and services to the consumers (as catering facilities, accommodation, entertainment facilities etc.). This implies that touristic facilities need to be located within the historic section of the city in order to attract the consumers.

4.1. HISTORIC CITY

Historic city is defined as a functional subregion of the whole urban space, which can have some other functions such as housing, commercial centers etc. Although it is a functional space in the city, it can also be defined in terms of its history as having a distinctive character of its own apart from the rest of the urban space (6).

The concept of "historic city" can be determined by the formal designations of urban planning authorities. However, this formal approach can differ from country to country and even in each province of the same country

There are some variables in the historic city, which make up the elements it consists of. One of these important elements is the urban artifacts themselves. The distinguishing characteristics of these urban artifacts are determined by their age, their aesthetic beauty, their architectural significance and their associations with the surrounding clusters of buildings and/or spaces from the cadastral layout of the town plans. These characteristics are unique and cannot be created according to a set of selected criteria for the historic city (6).

4.2. THE TOURIST - HISTORIC CITY

The touristic city includes some different and specific facilities such as touristic accommodation, catering facilities, and touristic historical attractions. All these touristic facilities have strong and distinguishing relationships with the historic city. When these two characteristics - i.e. the touristic and the historic aspects of the urban space- overlap, the city acquires a new model, which is called the tourist-historic city (6),

Tourist-historic city can be regarded both as a whole and a functional model consisting of the concentration of some uses. These uses can be located in the same area with related or irrelevant functions. The tourist-historic city model has the commercial functions shifted on to the conserved original city; it also has the touristic city spread into some parts of the historic city and into the central business district.

The classification of "tourist-historic city" depends on some general characteristics of the city and creates a three-dimensional classification. The characteristics of classification are the population of the city, functional diversity, and a source-demandspectrum.

Cities can be divided into three categories according to their population as small, medium, and large cities (Table 1). It is claimed that large cities are more dominant in terms of national history and cultural resources. In functional diversity, monofunctional and multifunctional cities can be compared. Monofunctional cities are also sub-divided into two as "historic gems" and "touristic resorts". And according to the resource-demand spectrum, cities can be distinguished as resource-based cities and demand-based cities (6).

		Size		
		Small	Medium	Large
Monofunctional	Deman-based	Legoland Disneyworld U.Canada Village	unlikely	unlikely
	Resource-based	Ribe Williamsburg Heidelberg Lowell	unlikely	unlikely
Multifunctional	Demand-based	unlikely	Ottawa Croningen	London Paris Amsterdam Brussels Sydney Boston
	Resource-based	unlikely	Pietermaritzburg Norwich Oubec Savannah Charleston	

Table 1. Classification of the Characteristics of Cities (6)

5. THE IMPACTS OF TOURISM ON HISTORIC CITIES

The most historic cities, or the most historic parts of cities, which are generally the poorest, are either very important commercial centers or very important cultural entities, and as such they should be passed on to the next generations. It is impossible to give them up, so they need to be maintained and protected. And this causes some conflicts because of economical reasons. On the one hand, it is claimed that the old buildings have got economical potential and they can return the investment made for their maintenance and protection (7). While this view confirms the idea that "usage is the best way of protection", there should be found a way of using them so as to return the investment rapidly. At this point, "tourism function" can be a convenient solution for some conservation plans, because it has the character of rapid development and also of being an active facility (8).

Even when "tourism" function has been introduced into the historic city bringing it up to the contemporary level, it should still be considered if tourism is really the best function for that historic city. The "historic city" has been produced as a result of the processes which make up the urban history. Tourists choose to visit a "historic city" because of the historic artifacts it contains, and so the criteria for their choices are decided by the demands of the consumers in the tourism market. It is possible to create different "historic cities" from the same resources of history by different criteria, but the "historic city" as a tourism product always has a definite market. Thus the "historic city" can be exploited in the tourism market (9). As "tourism" has been seen as a savior in the conservation of historic cities, because of its rapidly developing character, it has also had some negative impacts on them.

It is not impossible to solve these problems, but first of all this question should be answered: Is the goal here the preservation of a site for the "development of tourism", or is tourism being developed for the "preservation of a site"?

If the aim is really to benefit from tourism and to use "tourism" as a device for developing historic sites and to accelerate the application of conservation projects, then the negative and positive impacts of tourism should be carefully considered.

5.1. THE POSITIVE IMPACTS OF TOURISM ON HISTORIC CITIES

Tourism function, which has been proposed for the "historic city" to convert it for contemporary use, has positive impacts and these can be investigated under the topics below:

- .the developing impacts of tourism on the historic cities;
- .the impacts of tourism preventing economical deterioration;
- .the environmental impacts of tourism on the historic cities;
- .the impacts of tourism preventing functional deterioration;
- .the impacts of tourism on the promotion of culture and history;

5.1.1. THE DEVELOPING IMPACTS OF TOURISM ON THE HISTORIC CITIES

Tourism has a developing impact as a source-creating employment, providing high life standards and encouraging foreign currency income in the regions where industrilization has been slow and traditional activities are disappearing (10). Thus the present historic cities are generally the poorer parts of the whole city and their historic importance is highlighted by this modern way of life. So it is not always possible both to maintain, to protect and also to adapt them to the modern way of life by means of the existing users, i.e.by means of the inhabitants, because they usually have not got enough economical power to realize this.

From this point of view, tourism has a developing impact in adapting the historic site to contemporary way of life and in raising the social and economical life standard of the local users.

On the other hand, tourism can provide significant investments for long-term economic benefits if they are made in the preservation, enhancement and interpretation of villages, whose charm and scarcity will attract people from afar. Villages have been less affected by the large-scale development of modern manufacturing and retailing methods, and this, together with their tradition-minded communities, has helped to preserve them without too many drastic alterations or additions. So these appeal not simply to foreigners but to people who spend most of their lives in dreary, standardised conurbations. Villages offer an escape from the impersonal, unnatural, large-scale ugly cities (11).

5.1.2. THE POSITIVE IMPACTS OF TOURISM PREVENTING ECONOMICAL DETERIORATION

If the investment that should be made in the conservation of historic buildings or historic sites is more than the profit return, then that means economical deterioration for historic buildings or environments. The tourism function is very rapid in returning the investment back; it can revitalize and use the attraction of historic values to provide economical benefits for tourism, and thus it makes these benefits available for large-scale environmental conservation, preventing economical deterioration.

5.1.3. THE POSITIVE ENVIRONMENTAL IMPACTS OF TOURISM ON HISTORIC CITIES

Tourism Can Raise the Environmental Quality:

Tourism should offer a clean and well-cared environment to tourists in order to attract them and to make them travel to the same place again. So tourism can provide recreative facilities and well-cared open areas offering interesting experiences to tourists.

Tourism can offer places of activity and interest, a great variety of spatial qualities for marvellous get-togethers for personal interaction in the atmosphere of historic cities. These kinds of areas are very "humane" places where people -rich or poor, young or old, local or foreign- can all feel comfortable and establish strong relationships with each other (12).

Tourism Can Protect the Environment

Tourism has only seasonal irritations compared with the more permanent scars caused by factory production, mining, or quarrying sectors.(11). Certainly, tourism is frequently less damaging than other possible uses, such as road widening, more intensive development, the creation of open spaces, and industrial redevelopment (13). Thus, tourism has generally become by default the guardian of a city's historic and cultural buildings.

5.1.4. THE POSITIVE IMPACTS OF TOURISM PREVENTING FUNCTIONAL DETERIORATION

Another argument in favour of tourism is that the best way to protect historic buildings is to use them. Tourism frequently provides new opportunities when original uses no longer appropriate (13). Old monuments that cannot be adopted to contemporary life and that are hard to maintain are given a new life by being converted into hotels. Using these historic buildings in order to provide hotel accommodation for tourists can be preferable to assigning them functions which would conflict with the original purposes and which would lead to their deterioration. The Spanish system of "paradores" and the Portuguese "pousads" are admirable solutions. The Yugoslav fishing-village of Stevi-Stefan can be set as an example for tourist accommodation in addition to its historic conservation.

5.1.5. THE POSITIVE CULTURAL IMPACTS OF TOURISM ON HISTORIC CITIES AND THE PROMOTION OF TRADITIONAL LIFE-STYLES

As the development of tourism depends on the motivation of "curiosity" and a "tendency" towards learning about other peoples lives, the most satisfying places are historic cities because such places can reflect the traditional life-styles of the centuries and thus promote the distinctive characteristics of the sites through tourism.

It can also be said that tourism acts as a catalyst through the time factor, creating an awareness of the cultural values of historic sites in the policy-makers, officials, developers, professionals and in the general public. With growing awareness, even run-down urban areas may be revived through tourism (13).

5.2. THE NEGATIVE IMPACTS OF TOURISM ON HISTORIC CITIES

Up to the 1970's, it was only the positive impacts of tourism that had been kept in mind rather than its negative impacts. Later it came to be noticed that, because of its characteristic of rapid growth, tourism can cause significant changes in the human environment. The world has witnessed human travel for as long as people have had feet. And every civilization has produced individuals with the time and the means

to travel. Mass tourism occurred through improved methods of transportation, which coincided with rising incomes and shorter working years in several parts of the world. Individuals and governments throughout the planet hastened to erect hotels, provide airports, and otherwise arrange to take advantage of this new form of economic activity. Those were the innocent days of mass tourism coming forth. It was not long before everyone involved realized that tourism, unlike other enterprises, is not a one-way ticket to the good life. It involved pitfalls and peculiarities that not even the most sophisticated planners can amend. Tourists may even demand different kinds of amenities on later trips to the same site from those that attracted them before (5).

It is true that many people have seen pollution increase with the development of tourism in their countries. They have witnessed the dilution of their own cultures, known bitterness when the running of waters, the paved roads, fresh foods, expensive housing furniture, even the most valuable land and natural resources have been reserved for foreigners. Some have seen tourists whims catered to like national emergencies while their own needs were being ignored. In sum, they have experienced all that can go wrong, all the mistakes that tourism planners or the tourists can make. In many cases, residents have decided that the foreign exchange, the jobs brought by tourism and the glimpse of a higher standard of living are not worth the cost.

Thus, if tourism is proposed as a way of revising the historic city to bring it up to the level of contemporary life, it should be considered that it can have some negative impacts as well as positive ones.

The negative impacts of tourism are ranked under these topics;

- .the economical and social impacts of tourism on the historic cities;
- .the physical impact of tourism on the historic cities;
- .the environmental impacts of tourism on the historic cities.

5.2.1. THE NEGATIVE ECONOMICAL AND SOCIAL IMPACTS OF TOURISM ON HISTORIC CITIES

Giving up Local Occupation

Because of their beauty and historic interest, historic towns become such popular touristic centers that in the holiday season they are swamped with tourists, thereby having their character changed and their

separate identity diminished.

In the high season, some historic towns like Bodrum, Hvar etc. are wholly populated by tourists and those who wait on them, with the result that they become hollow towns, without a spirit; their beauties turn into those of film sets. The danger point is reached when the inhabitants of such places (Greek Islands, Cyprus, etc.) largely give up their normal occupations, and simply wait for the off-season to come round (14).

Lack of Interaction Between Tourists and Resident

By entering the host country, tourist groups bring in a different type of social life, which transform the local social habits by removing and upsetting the basic and long-established values and patterns of behaviour of the host population (10).

In some cases, local residents are seen as servants by the tourists who have a high purchasing power; so this prevents the establishment of real interaction between the tourists and the local residents because all the amenities are set up for the tourists and all the values are arranged according to the desires of the tourists by ignoring the life-style and economic power of the residents. Thus, the opportunity of participating and sharing together is lost for both parties.

As a result, even if the motivation for the tourists were curiosity for learning different life-styles, it leads to the lack of interaction between the tourists and the residents; and this lack of interaction may even cause the migration of people who have created that history and environment (15).

On the other hand, tourists can afford to buy these historic houses with their high purchasing power but they will be using them for a very limited period of the year. Thus tourism, which is meant to transform a historic environment into a vibrant dynamic center, eventually brings an unsteady life to it (15).

Speculation

Economically, tourism causes an increase in land values due to its characteristics of rapid development. Tourists are necessarily selective and tourism industry will generally make intensive use of only a limited part of the historic site. And there exists a strong tendency for historic

artifacts to be together with tourism facilities. Large monuments have primary attraction for the visitors (6). So if tourism is understood as something favoring the conservation of great monuments, it may also be a source of speculation and of rise in prices, leading to the demolition of more modest buildings surrounding the important monuments. These buildings cannot be protected against the pressure of commercialisation and can disappear all together to make way for more profitable buildings.

As the area is required for tourists development, the takeover of the privately owned land for tourism is often accompanied by damage to the appearance, the landscape and the places of interest, resulting in a loss of quality, which originally attracted tourism. The new architecture may not be in harmony with traditional buildings or it may be out of scale; or unplanned use of space for the installation of amenities and buildings may be out of scale or the new buildings may lead to the dispersion or the break-up of the landscape (10).

5.2.2. THE NEGATIVE PHYSICAL IMPACTS OF TOURISM ON HISTORIC CITIES

The Traffic Problems

The traffic problems have been the most commonly encountered environmental problems created by tourism. Everyone who has visited historic cities during the high tourist season knows the tremendous impact of the traffic on the environment. Streets become choked with cars, buses, bicycles and other types of recreational vehicles. Residents and tourists compete for limited parking spaces. Vehicles overflow onto sidewalks and vacant lots and block private drives (16).

The historic city should be guarded against the many destructive agencies brought on by mass tourism. The crowding of cars, stationary or moving, can do more than any thing else to pervert a town's traditional character, and fumes and vibration can damage its buildings. Tourists do not have to look at the beautiful architecture across a foreground of shining metal, and the motor vehicles should be avoided to intrude on precious views which are the primary attractions for tourists.

The Overload Problems

Tourist congestion destroys a site's integrity and form; and it can physically threaten a site. The historic city can attract great numbers of tourists and it can have the tourists's attention concentrated on one or two famous monuments. Continuous overcrowding resulting from large numbers of visitors whether international or national creates physical damage and prevents the tourists from enjoying the heritage of historic city (14). Stonehenge has suffered physical damage and cannot withstand the walking of large numbers of visitors, and the caves of Lascaus are damaged by the visitors breaths. Just the physical presence of large amounts of tourists can be enough to destroy the ambience that the monument was designed in.

5.2.3. THE NEGATIVE ENVIRONMENTAL IMPACTS OF TOURISM ON THE HISTORIC CITIES.

Even though tourism has some positive environmental impacts like clean and well-cared for environments, it can also cause some negative impacts as sound pollution, visual deterioration and the litters that the tourists leave behind.

The Negative Environmental Impacts of Tourism on the Environmental Quality

The most significant negative effect of tourism in decreasing the environmental quality around historic cities is large-size accommodation facilities which are added to historic city. Mass tourism inevitably leads to designing and constructing new large-size hotels in or near the historic city.

Experience has it that mass-produced tourism construction using complex technologies, which are ill-suited to local conditions, are starting to produce a fall in demand, probably because their architectural image is that of a built-up area in an large city, which is precisely what tourists want to forget when on holiday (10).

Unrestricted growth of domestic tourism may lead to the development of weekend homes and may thus effect the attraction of tourism negatively.

5.3.PROTECTION FROM THE NEGATIVE IMPACTS OF TOURISM

Tourism problems are not insolvable; they are just too often left unsolved. Planners must plan for, not be surprised by, tourism's double-edged impact.

What are needed, of course, are development patterns that enhance rather than destroy. Strategies and policies must be formulated in advance. Sensitive and informed tourism planning can bring benefits for all concerned (16). This is especially true and important in conservation areas.

Many governments realize that tourism and environment are in seperably related, that tourism must be carefully planned to avoid problems of air, water, noise and visual pollution, congestion and ecological damage and disruption, which have been experienced by certain tourism areas. It is also recognised that planning is necessary for the protection of long-term investments in tourism infrastructure, facilities, services, attractions and marketing programs.

Increasingly, tourists are demanding that their environments be high quality and pollution-free as well as inherently interesting, and some tourists will change travel patterns if environmental quality expectations are not met (17).

Tourism and environment are now perceived as being so closely related that it is essential to ensure compatibility between the development of tourism and the protection of the environment. Any policy which has as its object the conservation and the improvement of the national, cultural and social heritage, the natural resources and the quality of the environment must be based on integrated planning and management measures (10).

6. ALTERNATIVE MODELS OF TOURISM

If tourism function is going to be proposed for a historic site as a new and contemporary activity, the tourist profile around that specific area should be known by the planners. All alternative forms of tourism development require selective marketing techniques to find the suitable user group for each spesific conserved site. As the tourists are going to be new users of the site, they should be examined whether they are suitable for the conserved area or not. If the tourists are not found suitable for that area, a new type of tourists group should be found by promoting the distinctive characteristics of the site.

The main idea that has to be considered here is that only maximizing the number of tourist arrivals would not often bring greater economic benefits. Because of the problems of mass tourism, planners are considering alternative forms of tourism development. These alternative forms of tourism refer to any kind of tourism which deviates from the present standardized forms of mass tourist movements and activities. (17).

6.1. QUALITY TOURISM

One alternative form of tourism is "quality tourism", which implies limited, highly controlled development and selective marketing. The aim is to attract a smaller number of affluent tourists who would spend more and stay longer than conventional tourists do. This approach can bring substantial economic benefits with fewer environmental and social impacts.

Quality tourism may limit hotel and resort development to low-density cottage units in carefully selected and planned sites. This limited tourism approach can be applied through selective marketing techniques to attract tourists from any socio-economic groups who will respect and not abuse the local environment and culture. This type of tourism is closely linked with the growing trend towards "special-interest tourism", which includes touristic interests in specific aspects of the environment for activities like scuba-diving mountain-trekking, and wild-life photography (17). These kinds of interests can be found or created depending on the cultural aspects of the historical environment. These special-interest tourists are usually concerned and knowledgeable about conservation.

6.2. VILLAGE TOURISM

Another form of alternative tourism which minimizes environmental impacts and disperses economic benefits is "village tourism". The village-tourism concept involves the development of small-scale touristic facilities that are owned and operated by the villagers themselves in or near the existing villages. This approach brings direct economic benefits to the villagers; it also generates little environmental impact because it is small-scale and presumably well-planned, developed and operated; and it appeals to a specific segment of the tourism market which wants to experience village life and tends to be conservation-oriented (17).

These alternative models should be known previously by the tourist groups that are going to visit the site; they should accept the traditions and culture of the site. These tourists should not expect from the local people to offer them their own familiar life-styles in their respective home countries. And they should also be aware that the environment will not be shaped according their expectations either. Lastly, this consumer group should not think that the local people of the host country will be serving them because they earn money. The consumer group that is going to visit the historic site should also be respectful of the conservation of the area.

7. A CASE STUDY OF KAYAKÖY

7.1. MAIN CHARACTERISTICS OF THE STUDY AREA

The case study area, Kayaköy, which is located on the south part of Turkey, has been analysed in relation to tourism market profile and conservation potential; because it has not yet been influenced by the negative impacts of modern city life.

Kayaköy is a village in a most popular touristic resort region of Fethiye and it is only 7 km. from the city center of Fethiye. It retains its authentic characteristics although it has been damaged as a result of some natural and man-caused physical effects. And it needs to be conserved and returned to its former spectacular life.

7.2. MAIN GOALS AND OBJECTIVES OF THE CASE STUDY

This case study has been carried out to find a convenient tourism model for conservation by using tourism function as a regulator in revitalizing historic sites (1). The main goal of the study is to revivify Kayaköy by means of functional uses and to prevent the site from being affected by the negative impacts of mass tourism when taking the planning decisions without losing on the pleasures to be given to the tourists. Shortly, it is to prevent Kayaköy and the residents around it from being exploited by the tourism market.

And the main objectives of the case study are listed below :

- . to provide economical benefits to its local residents;
- . to prevent the loss of original life-styles and vernacular values because of tourism;
- . to prevent Kayaköy from being demolished by natural forces and from losing its physical vernacular values;
- . to emphasize its differences from other similar sites when re-establishing Kayaköy as a historic gem.

7.3. STUDY PROCEDURES

The steps followed in the planing study have been:

- . to analyze the touristic attractions of Kayaköy;
- . to analyze the tourism market profile of Kayaköy by means of an inquiry
- . to propose the site as a conservation and development model for touristic resorts.



A View from Kayaköy

7.4. THE TOURISTIC ATTRACTIONS OF KAYAKÖY

Touristic attractions of Kayaköy can be examined as.

- . natural attractions;
- . social and cultural attractions;
- . historical attractions;
- . commercial facilities and public utilities.

7.4.1. NATURAL TOURISTIC ATTRACTION

If tourism development is being based on natural resources the following should be examined by the planners.

- . natural beauty;
- . climate;
- . fauna and flora.



A View from Kayaköy

Natural Beauty:

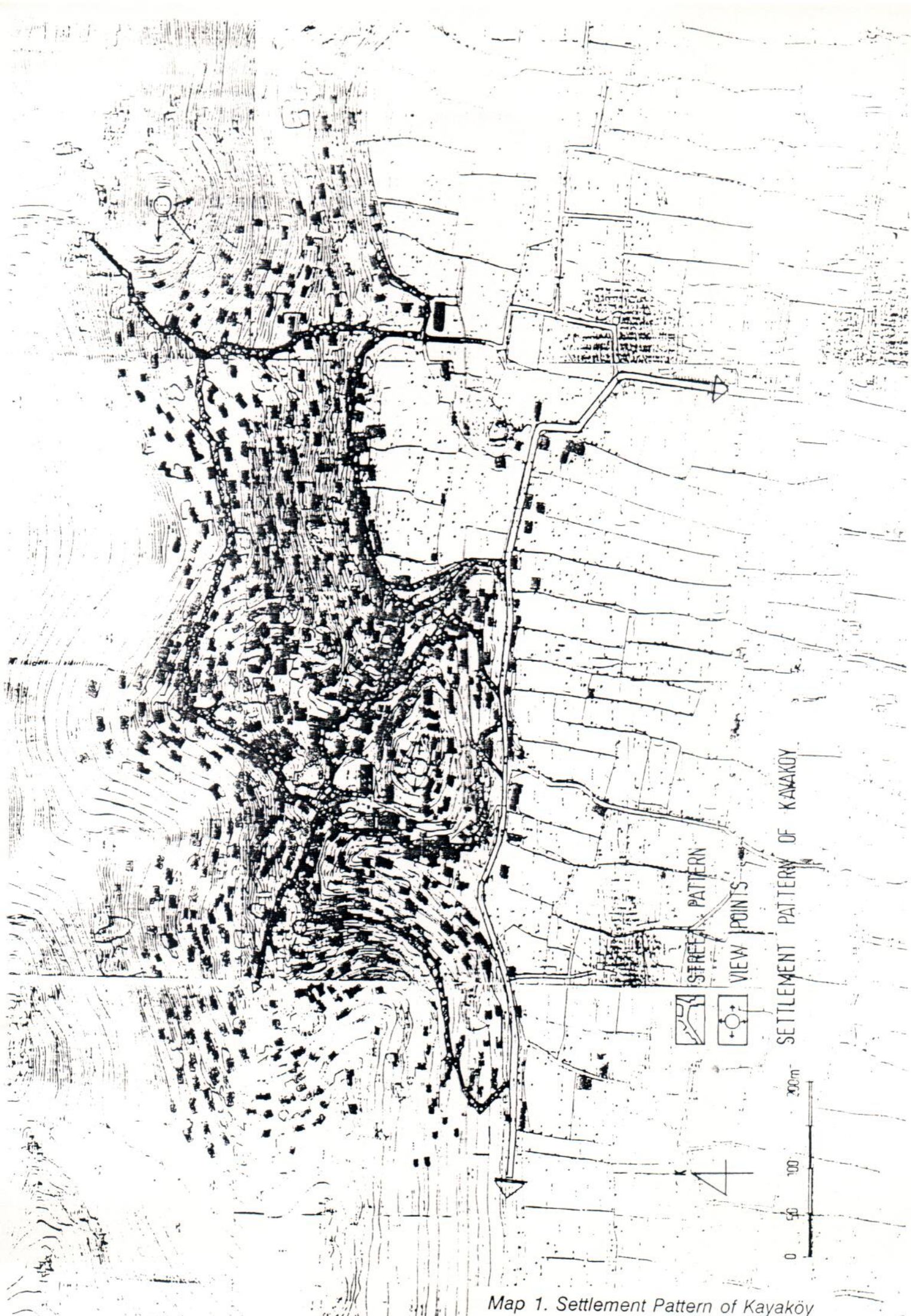
Natural beauty is one of the natural attractions and is generally thought to be related with the sea. Kayaköy is not on the sea; the nearest access to the sea is behind the hill on which Kayaköy is located. Ölü Deniz (The Dead Sea) which is a famous beach, is only 7 km, and another beach, Gemiler, is only 4 km. from Kayaköy. Kayaköy overlooks a green valley and is surrounded by woods.

Climate:

The climate is one of the important factors in determining the vacation place. Kayaköy enjoys the typical Mediterranean climate with 195 days favourable for swimming.

Fauna and Flora

The fauna and flora here is the typical Mediterranean fauna and flora (Machia), with pine-woods in the environment. Tobacco and fruit trees are the typical the agricultural flora here.



Map 1. Settlement Pattern of Kayaköy

7.4.2. SOCIO-CULTURAL TOURISTIC ATTRACTIONS OF KAYAKÖY

As cultural resources have primary importance in tourism, it is important to examine the cultural resources carefully when determining the touristic attractions of the site. In this study social and cultural factors of Kayaköy have been examined under these topics:

- . artistic and architectural features;
- . the settlement pattern;
- . the pedestrian pattern;
- . distinctive local features.

Artistic and Architectural Features

The monumental artifacts of Kayaköy are the two churches; Taxiarchis, which is located on the upper side of Kayaköy and Paraya Tirgiottissa, which is located on the lower side. Both of these buildings have exquisite stone work.

The Settlement Pattern

The settlement pattern of Kayaköy is interesting in that it does not overlook the Mediterranean and is spread on one slope of the hill, whose opposite side overlooks the sea. It has a total number of 3500 houses, all of which are oriented towards the valley. The houses have been located on the slope so as not to prevent each other's views. The back walls of the houses on the slope have not windows or doors on; and no windows open to the north. The houses, built of stone, have a circular courtyard on a rectangular plan with a fire-place and a flat roof.

The Pedestrian Pattern

The pedestrian pattern in Kayaköy consists of three meter wide main paths, which can be 1-2 meters wide towards the interior of the settlement. These paths have stone walls on either side.

Distinctive Local Features

Distinctive local features of Kayaköy can be distinguished from other similar places by its creative handicrafts like stone working, weaving, shoe-making and carpetweaving, all inherited from its old life in addition to its artistic and architectural values and historic prominence. Carpet-weaving still has the potential of being effective in the village life.

7.4.3. HISTORICAL TOURISTIC ATTRACTIONS OF KAYAKÖY

As historical factors create the primary touristic attraction of the site, they can be examined in two categories as the historical attractions of Kayaköy and the historical attractions the vicinity in Kayaköy.

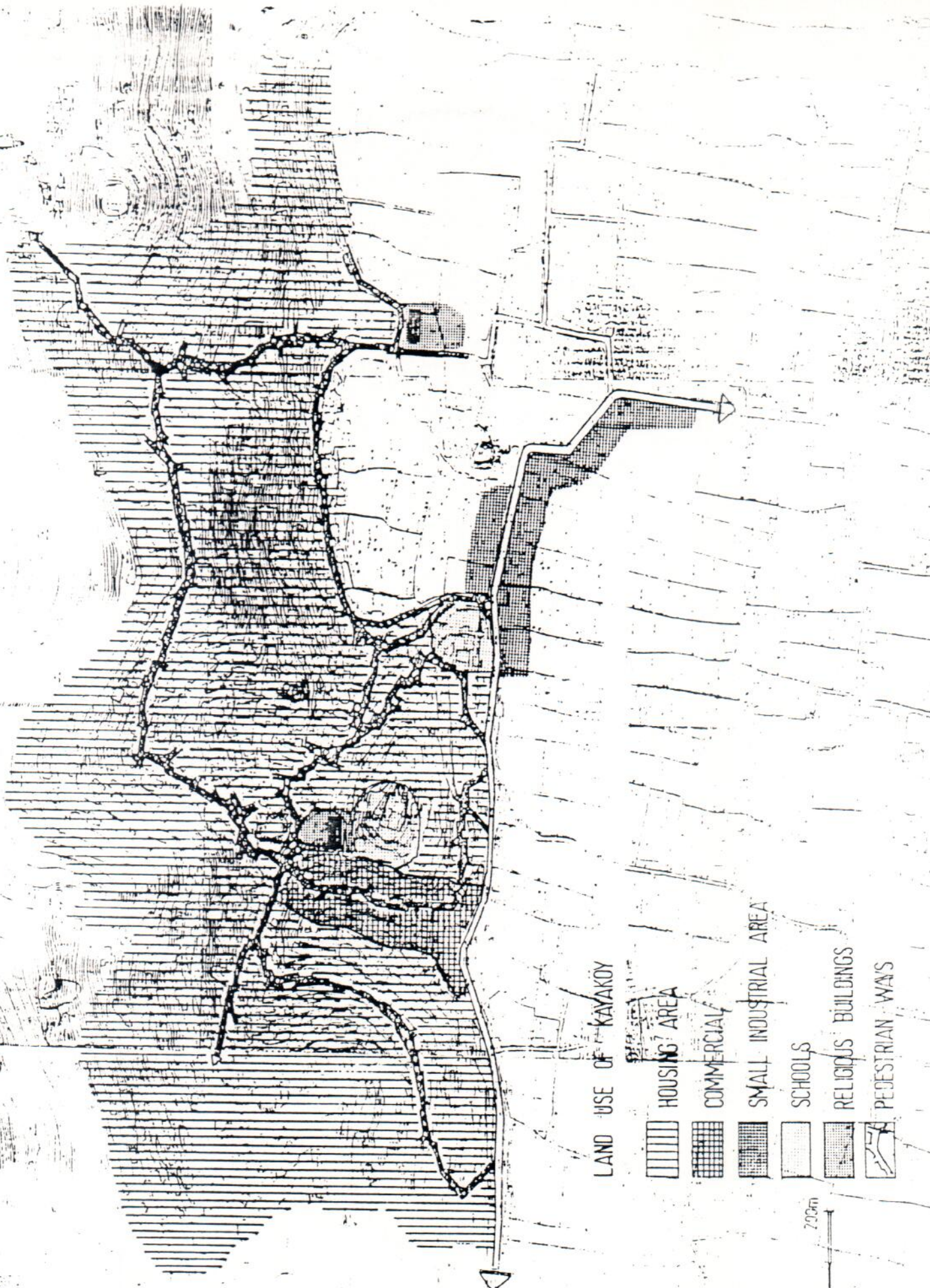
Kayaköy, or Levissi with its ancient name, was first established as a Christian settlement in the 13th Century. The settlement pattern, which was arranged so as not to overlook the Mediterranean even if the settlement was very close to the sea, shows that the inhabitants of Levissi were not sea-men or fishermen. And the inhabitants of Levissi most probably chose this type of settlement in order to defend themselves against the attacks of pirates (18).

During the 17th century, Levissi was marked as an important town center in an Ottoman map (18). When the Greek Government and the Turkish Government were exchanging their respective minorities, the houses belonging to the Greeks, who were moving from Turkey to Greece during the exchange, were given to the Turks who moved in from Tesseloniki. However, soon realizing that they could not live in Kayaköy, the newcomers moved to other parts of Turkey. And from that date on, there lived almost nobody in that site. In addition to this attractive historic story of Kayaköy, there really are some other very attractive historic spots in the vicinity.

7.4.4. COMMERCIAL FACILITIES, PUBLIC UTILITIES

Kayaköy has not had any functional changes due to the fact that it lost almost all of its population; so its productive agricultural area cannot be used efficiently. It seems to have been used as an agricultural facility for economical revenue. Thus, there are not people living in the historic site now and there exist only some facilities like housing and commercial buildings; so it is now possible and may be easier to apply conservation methods to the site as there will not be any pressures coming from these functions.

The public utilities in Kayaköy included two large schools, one library, two fountains, and a pharmacy; all of which are now out of function and standing as mere buildings.



LAND USE OF KAYAKÖY

- HOUSING AREA
- COMMERCIAL
- SMALL INDUSTRIAL AREA
- SCHOOLS
- RELIGIOUS BUILDINGS
- PEDESTRIAN WAYS

Map 2. Land Use of Kayaköy

7.5. TOURISM MARKET PROFILE OF KAYAKÖY

7.5.1. METHOD OF ANALYZING THE TOURISM-MARKET PROFILE OF KAYAKÖY

The characteristics of consumers which make up the tourism market in this area have been determined by means of questionnaires applied in Kayaköy and its vicinity (Fethiye-Ölüdeniz).

These questionnaires have been given to a group of people who can be taken as experts on the tourism market of the area and who are believed to know the behavior and the psychology of the tourists, and also to 10% of the tourists chosen by random sampling from among the tourists visiting the area between 20-30 April 1991.

The group of experts chosen for this questionnaire has been determined by taking as a starting point the underlying assumption of another research which was carried out all over Türkiye (19).

On the pattern of above research, the following groups of experts have been chosen for the questionnaire carried out for Kayaköy .

hotel managers :5

tour operators :3

tourism officials :4

tourism agencies :4

and;

the number of tourists who answered the questionnaire was 11.

The questionnaire consists of two parts: the first part aims at bringing out the nature of the tourism market in Kayaköy (appendix A) (Fethiye, Ölüdeniz, Ovacık) and at measuring the tendency of private visits and accommodations in Kayaköy (appendix B).

The first part of the questionnaire is applied in order to obtain a certain grading system for the touristic attraction of the area. In the first stage, the experts were asked to make a list of the criteria effecting the tendency of preference in order of importance. At the end of this listing, the most important criterion as chosen by the experts has been given the first place and the people answering the questionnaire have been asked to make another listing. This second listing presents the relative importance of the remaining 16 criteria, shown in the table in relation to the most important criterion. The most important criterion was given the value "10" , and the remaining: 16 criteria were evaluated over 10.

7.5.2. NATURE OF THE TOURISM MARKET IN KAYAKÖY

Table 2 shows the list of the 17 criteria of 5 groups affecting the tendency of preferences of tourists. In this evaluation, criteria having the same importance have thus been given the same value. The sum total of the values given by the experts was divided by the number of experts to determine the weight of each criteria in terms of the others, and thus the last listing between the most and the least important criteria has been obtained.

A.	Natural factors	1-	Natural beauty
		2-	Climate
B.	Social factors	3-	Artistic and architectural features
		4-	Festivals
		5-	Distinctive local features
		6-	Fairs and exhibits
		7-	Attitudes towards tourists.
C.	Historical factors	8-	Ancient ruins
		9-	Religious significance
		10-	Historical prominence
D.	Recreational and shopping facilities	11-	Sports facilities
		12-	Educational facilities
		13-	Facilities conducive to health rest and tranquility.
		14-	Nighttime recreation
		15-	Shopping facilities
E.	Infrastructure and food and shelter	16-	Infrastructure above "minimal touristic quality"
		17-	Food and lodging facilities above "minimal touristic quality"

Table 2. Criteria Affecting the Tendency of Preferences of Tourists(19)

Eventually, the table of criteria determining the preferences of the tourists visiting Kayaköy and vicinity has been drawn (Table 3). This table shows the criteria affecting the choice of touristic resort on the part of the tourists visiting Kayaköy and vicinity in order of importance.

The Criteria Affecting the Tendency of Preference:

Tourists visiting this area primarily choose "natural beauty"; provided that they find natural beauty, they choose for the criteria shown in Table 1 in the order indicated.

- 1.Natural beauty,
- 2.Climate,
- 3.Historical prominence,
- 4.Ancient ruins,
- 5.Attitudes towards tourists,
- 6.Infrastructure,
- 7.Food and lodging facilities,
- 8.Artistic and architectural features,
- 9.Distinctive local features,
- 10.Shopping facilities,
- 11.Sports facilities,
- 12.Religious significance,
- 13.Festivals,
- 14.Nighttime recreation,
- 15.Educational facilities,
- 16.Facilities conducive,
- 17.Fairs and exhibits

Table 3. Ranking the Preferences of Tourists in Kayaköy

The reasons for choosing Kayaköy and its surrounding are ranked in order of importance as shown below:

Natural Beauty is ranked as the first factor by 50% of the experts and 67% of the tourists.

Climate is the second factor ranked by 64% of the experts and 70% of the tourists in choosing the site.

Historic and cultural values are ranked as the third factor by 29% of the expert and 24% of the tourists.

25

Natural beauty, climate, historic and cultural values are primary attractions for the tourists that choose Kayaköy and its vicinity.

The Criteria Affecting the Tendency of Staying:

30% of the tourism experts think that tourists prefer to stay in holiday villages where they enjoy sports facilities and night-time recreational facilities.

57% of the experts are of the opinion that tourists have the tendency of staying in places that reflect local features.

28% of the tourism experts observed that the tendency of staying for the tourists visiting Kayaköy and its vicinity is towards the places in the natural environment.

67% of the tourists feel that the tendency is towards staying in the historical places, where they can establish social relationships easily and have the chance of learning about the local way of living.

According to these results, Kayaköy has the characteristics supporting the touristic attraction of the Fethiye Holiday Resort Region. It is possible to take advantage of these characteristics in order to revive Kayaköy.

Assessing the Impressions of the Area

The following results have been obtained from the questionnaires carried out especially in the vicinity of Kayaköy (1).

70% of the tourists visiting this vicinity do not even know of the existence of Kayaköy.

When a photograph album was shown to the tourists, 82% of them said they would like to visit Kayaköy; but the tendency of staying was around 27%.

On the other hand, 100% of the experts who believing that Kayaköy has a high tourism potential, showed a tendency of investing on lodging facilities here.

Assesing the Views on the Future of the Area

29% of the experts advise that Kayaköy should be left as it is;

36% believe that Kayaköy should be renoveted;

1% think that Kayaköy should only be repaired and maintained as it is.

As for the tourists;

11% of them say that Kayaköy needs some new touristic facilities like catering;

11% think that recreational facilities should be added to Kayaköy;

22% observed that pansions and guest-houses should be available in Kayaköy;

11% believe that the Kayaköy historic site and its houses should be repaired and left as they are;

44% of the tourists are of the opinion that the whole site should be kept in its present state.

The results show that tourists visiting the vicinity of Kayaköy are sensitive to the historic and cultural values here. They insistantly ask for information about the local life-styles and they want to see the spots that reflect the local characteristics, but they have a low tendency of staying in Kayaköy.

Although Kayaköy has all the primary touristic facilities are of a poor quality. It can even be said that Kayaköy is below the "minimum touristic quality" in terms of its infrastructure for even the roads connecting it to Fethiye and Ölü Deniz are not paved. Besides these unpaved roads, direct access to the site is not easy as there is a lack of public transportation facilities. Communication services in Kayaköy also seem to be below the "minimum touristic quality". There are no direct telephone or telex services to or from Kayaköy.

Food and lodging facilities also seem to be below the "minimum touristic quality". There are only 70 beds available in and around Kayaköy, which is for from being sufficient.

7.6. PROPOSALS FOR THE DEVELOPMENT OF THE SITE AS A TOURISTIC RESORT

Proposals for the development of the site as a touristic resort can be grouped under three headings.

- . proposals for the site as a touristic model;
- . proposals for the site in general;
- . proposals for the conservation of the site.

7.6.1. PROPOSALS FOR THE SITE AS A TOURISTIC MODEL

The "interest-tourism" and "village-tourism" models can be very convenient for Kayaköy as it has very rich, distinctive natural and cultural values which can create new interests for tourists like cross-country walks, carpet-weaving and other types of handicrafts and fine arts. There are a large number of attractive places in the vicinity of Kayaköy that can be reached by walking either in a short or in a relatively longer period. As examples of recreational facilities, courses on local handicrafts can be offered to the tourists staying in Kayaköy for certain period of time (1).

"Village tourism", from which the local villagers may directly benefit, can be convenient for Kayaköy. It should not be hard to find people who would want to experience village life after the minimum touristic quality has been provided. The village houses can be arranged so as to provide bed and breakfast, and bathrooms and toilets can be added to the rooms. This type of touristic model would be convenient for Kayaköy on condition that the necessary facilities were provided above the minimum quality.

7.6.2. PROPOSALS FOR THE SITE IN GENERAL

It has been found that the infrastructure in Kayaköy is below the minimum touristic quality; thus it should be improved to the level of the desired touristic quality so as to increase Kayaköy's touristic attractiveness (1).

Transportation

In order to provide the minimum touristic quality for Kayaköy the roads connecting Kayaköy to the main touristic centers like Fethiye-Ölü Deniz and the Gemiler Bay should be improved.

Direct transportation links between Kayaköy and its neighbouring centers should be established by public transport services like minibuses or buses.

Communication:

Communication services like the telephone, the telegram and the telex, which are essential in any touristic resort, should also be provided .

Traffic Arrangements:

Because of its negative impacts on historic cities, motor-traffic should not be allowed to pass through Kayaköy, except for some service traffic during restricted hours. General parking areas should be provided for big tour-buses and private vehicles outside the main historic site.

Minimum Touristic Quality for Accommodation

It has been found that Kayaköy does not possess the minimum touristic quality interms of food and lodging services. These should be provided to increase its primary attractions; however, they should rearranged in such away as to spoil the vernacular atmosphere.

Training Team:

A training team consisting of planners instruct and tourism experts should always be present in the site to train and instruct the native people and the local authorities in the conservation of the site and in the general policy for tourism.

The native people should be made to realize that tourists come to the site to see and enjoy the local environmental features. These tourists should not be regarded only as people from whom they will be extracting money.

Restrictions:

There sould also be some restrictions to prevent sound and visual pollution and to limit the capacity of tours so as to prevent over-crowding. The activities should be homogenously divided over the site by a commission consisting of planners. In addition, whether these restrictions are being observed or not should be supervised by a commission consisting of tourism officials and members of local authorities.

7.6.3. PROPOSALS FOR CONSERVATION

As Kayaköy can only attain its spectacular life-style by acquiring a contemporary function, at the end of the analyses the tourism function and the existing tourism potential have been found convenient for Kayaköy (1).

To make Kayaköy a "historic gem", some revived functions are proposed and the site is divided into four groups called "Region A", "Region B", "Region C", and "Region D".

Region A:

Region A is located in the north-eastern part of Kayaköy, which used to have the central business functions in the past. There still exists a street pattern, and as this reflects the old functions, some touristic facilities can be proposed for the town such as catering facilities and some other commercial functions like exhibiting and selling different types of handicrafts. These facilities can help revive the site; and the people who are going to visit this region can also be offered other activities proposed for the other regions of the site.

"Modernization" should be applied to this part of the site by considering the features and the protection of the primary attractions of the site. Revival of the site is possible by converting the old functions of the buildings into new ones such as restaurants, cafes, small shops, exhibition units and so on. It will certainly be necessary to alter the interior of the houses in order to adapt them to their new functions.

Region B:

Region B, which is located in the eastern part of the site and which includes the lower section of the church grounds, is proposed to be used as a "theme park". This function is resource-based as different from the other functions. The theme will not be based on the production of an image based on a historic event.

In this region of the site, the old Levissi life-style will be re-created with the aid of the local inhabitants. Thus, a close relationship between the visitors, the local history and the local people can be established by means of shows. In this way, the visitors will be able to participate in the traditional life-style of this site. These representation and animation facilities should be supported by sound and light shows, by slide shows, and by photograph exhibitions that explain the history of the site in a documentary fashion.

An entrance fee should be charged for the animation facilities and shows; there should also be created an open-air museum which represents the old way of life by interiors, internal decorations and costumes. To this region of the site renovation and reconstruction type of conservation should be applied in which all the buildings will be rebuilt or repaired in a way to reflect their old forms.

Region C:

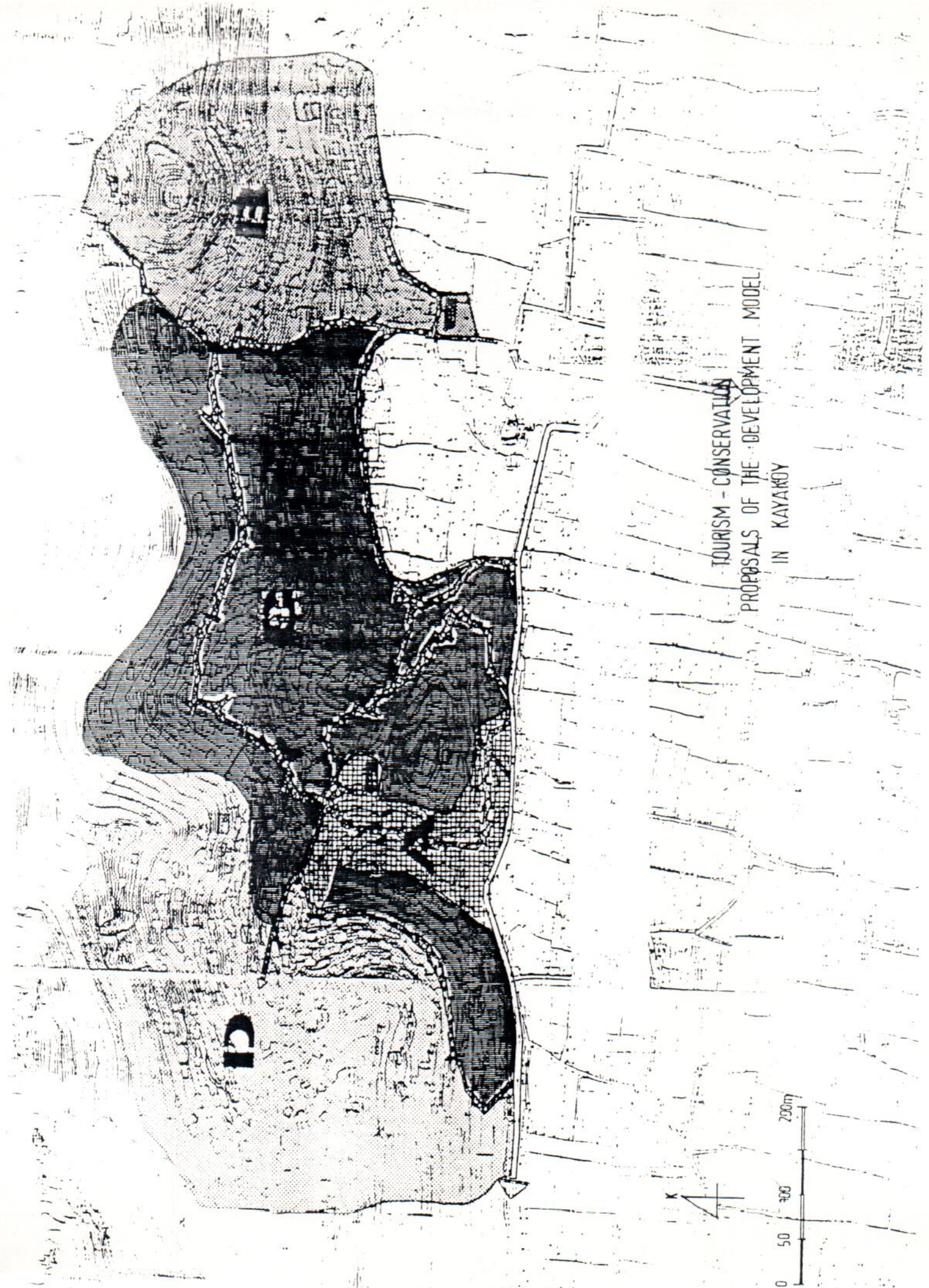
Region C is proposed to be used as pansion-size accommodation facilities and as workshops for handicrafts and fine-arts facilities. These two functions are proposed to take place in the same space so as to bring the tourists and the local people closer.

In this region, the houses can be converted into workshops; or the first floor can be used as a workshop while the second floor can be used for bed-rooms.

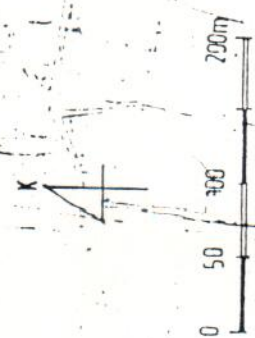
To this region of the site, modernization can be applied by taking into consideration the local features. Conversion may be necessary to adapt the buildings for these new functions. Landscaping may be applied the surroundings of the buildings, and the pedestrian ways and the courtyards should be paved, cleaned and floorscaped. Furnishing and enhancement can be applied in this region of the site.

Region D:

It is proposed that "Region D" should be left as it is because of its past attraction. Region D of Kayaköy should be maintained and protected by means of cleaning and repairing. It is also proposed that its peace and quiet should be carefully preserved. Thus, it will be an example showing by contrast what such places would look-like when they are not used.



TOURISM - CONSERVATION
PROPOSALS OF THE DEVELOPMENT MODEL
IN KAYAKÖY



Map 3. Proposal of Development Model of Kayaköy

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