

A PROPOSAL FOR THE REVALUATION AND PROMOTION OF THE CULTURAL PROPERTIES WITHIN THE URBAN ENVIRONMENTS: CASE OF BULDAN

KENTSEL KÜLTÜR VARLIKLARININ DEĞERLENDİRİLMESİNE VE TANITILMASINA YÖNELİK BİR ÖNERİ: BULDAN ÖRNEĞİ

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Keywords - Anahtar Sözcükler:

Buldan, cultural heritage, urban cultural properties, cultural tourism, sustainability.

Buldan, kültürel miras, kentsel kültür varlıkları, kültür turizmi, sürdürülebilirlik.

ABSTRACT

The aim of this research is to raise cultural heritage awareness and to investigate how urban conservation and development can contribute to a sustainable future for the historic town of Buldan in Denizli. In other words, this study is a proposal for a re-valuation of urban cultural assets, by using the functionality of historic buildings, promoting a continuation of hand-weaving traditions and stimulating cultural interaction between local community and visitors. Cultural tourism, community-based tourism and sustainability are analyzed in conjunction with the preservation and re-valuation of cultural heritage. The research proposes that a re-valuation of urban cultural properties and improvements to the infrastructure will increase the tourism potential of the area and extend the average duration of visitor stays. Data have been collected through the Turkish Academy of Sciences-Turkey's Cultural Inventory (TÜBA-TÜKSEK) Pilot Region Studies, and plans, photographs and cultural heritage-related information has been gathered. The research describes selected cultural assets on a cultural route planned for visitors and proposes to establish a catalogue incorporating cultural route, plans, maps and related materials, as well as photographs of cultural assets taken during short visits to Buldan. The investigations shed light on how the architecture and the area can be promoted without losing sight of their historical and cultural value. This research is expected to contribute to the local community by providing ways to achieve sustainability and raising the awareness of the importance to preserve and promote cultural assets.

ÖZET

Bu çalışmanın amacı, Denizli'nin tarihi Buldan kentinde, kentin sahip olduğu kültürel değerlerine olan farkındalığını yaratmak ve bunun sürdürülebilir kalkınmayı sağlayacak kentsel koruma ve geliştirme planlarına yansıtılmasıdır. Bir başka deyişle bu çalışma, en geniş tanımı ile kültür varlığı kapsamı içine giren yapıların kullanımı ve işlevselli-

ği, el sanatları geleneğinin sürdürülerek desteklenmesi, değerlendirilmesi ve tanıtımına yönelik bir öneri niteliğindedir. TÜBA-TÜKSEK (Türkiye Bilimler Akademisi - Türkiye Kültür Sektörü) tarafından gerçekleştirilmiş olan Türkiye Kültür Envanteri Pilot Bölge Çalışmaları kapsamında Buldan için hazırlanan envanterler, bu çalışmanın birincil başvuru kaynaklarını oluşturmuştur. Özellikle kentsel kültür varlıkları envanteri görsel malzeme ve kültür varlıklarına ilişkin bilgi açısından çalışmaya zemin sağlamıştır.

Çalışma bütüncül bir yaklaşımla ele alınmış, her ne kadar esas çalışma alanı kent merkezi ile sınırlı tutulmuşsa da, çevredeki turizm potansiyelinden de yararlanılması için geliştirilen öneriler, Buldan çevresi ile birlikte değerlendirilmiştir. Amaç ziyaretçilerin Buldan'a günübirlik olarak çekilmesi ve birkaç günlük gezi programlarına dahil edilmesi değil, burada uzun süre konaklatılmasıdır. Ziyaret süresinin uzatılması için, rota üzerinde yer alan yapıların işlevlendirilerek turizm içerisinde değerlendirilmesi öngörülmüştür. Bu niteliğiyle çalışma, kentsel kültür varlıklarının sahip oldukları tarihi ve kültürel özellikleri yitirmeden, yöreye olan ilginin artırılmasına yönelik öneriler sunmaktadır. Yeniden kullanım önerisi getirilen kentsel kültür varlıkları arasında yapılar ve yapı grupları olduğu gibi, kamusal alanlar da mevcuttur. Örnekler arasında Eski Hükümet Konağı, BELSAM, Paşalar Hanı, Eski Yukarı Park, 14 Mayıs ve Çarşı caddeleri, Morabıtlar Deresi Yolu, Dokuma Pazarı caddesi, Güroluk ve Yalçınkaya Mahalleleri sayılabilir. Çalışma, kültür varlıklarının tanıtımının, sürdürülebilir kültür turizmi yoluyla gerçekleştirilmesini öngörmektedir. Tanıtımda vurgulanan geleneksel mimarideki ev-atölye birlikteliğidir. Bu çerçevede çalışma kapsamındaki yapıların çoğu yöreye özgü çikmalı, sofalı, avlulu Türk mimarisi geleneğini de yansıtmaktadır. Buldan'ı ziyarete gelenler için kültür varlıklarını içerecek bir güzergah belirlenmiş ve yapılar bu rota üzerinde işaretlenerek öne çıkan özellikleriyle tanıtılmaya çalışılmıştır. Rota üzerindeki kültür varlıklarının seçim kriterleri ve neden korunması gerektiği açıklanarak kültür turizmi ile ilişkilendirilmiştir. Rota üzerinde tescilli yapıların yer almasına dikkat edilmiştir. Ancak tüm tescilli yapıların ele alınması mümkün olmazken, özgünlük durumunu koruyan yapılar da rotada yer almıştır. Buldan'a yapılan kısa süreli ziyaretlerde rota denenmiş ve rota üzerinde ele alınan kültür varlıkları fotoğraf yoluyla belgelenmiştir. Tanıtıma yönelik diğer önerilerden birkaçı ise şöyle örneklendirilebilir: Bölge bazında tanıtım esas alınarak yakın çevrede yer alan Pamukkale, Karacasu, Tavas, Honaz, Alaşehir Belediyeleri ile ortaklaşa bir tanıtım faaliyeti gerçekleştirilebilir. Böylece bölgede var olan turizm potansiyelinden yararlanılarak ziyaretçiler daha uzun süre bu bölgede tutulmuş olacaktır. Buldan için mutlaka kent imgesini, gelenekleri ve kültürel özellikleri yansıtan bir logo tasarlanması gerekmektedir. Ayrıca Buldan İlçesi için bir web sayfası yapılarak Buldan ile ilgili bilgiler sunulmalıdır. Katalog, broşür gibi basılı ve görsel malzemeler dışında, etkinlik bazında tanıtıma ağırlık verilmelidir. Festivaller, fuarlar, kongreler ve sempozyumlar buna örnek olarak verilebilir.

Tarihi çevreleri tehdit eden rant baskısı, imar faaliyetleri ve bakımsızlık tarihi dokunun yok olmasına neden olurken, kimi tarihi kentler ise terk edilerek kendi kaderine bırakılmaktadır. Bir kentin mimari mirasını oluşturan yapılar sosyokültürel ve psikolojik anlamda tarihsel süreklilik sağlamaktadırlar. Buldan'da yüzyıllardır süregelen bir gelenek olan dokumacılığın, ev-atölye yapısı içerisinde sürdürülüyor olması ve evlerin içinde yaşamın sürmesi kültürel değerlerin korunarak günümüze aktarılmasında etkili olmuştur. Geçmişten miras kalan mevcut yapı stoku, ister tarihi eser olarak tescilli olsun, isterse yeni sayılabileceği halde işlevinin eskimesinden dolayı terk edilmiş binalar olsun, yeniden işlevlendirilmeli ve yaşatılmaya çalışılmalıdır. Amaçlanan yalnızca yapının dış görünümünü değil sosyokültürel yaşayışı yansıtan bütünlüğe koruma olmalı ve koruma-kullanma dengesi yaratılmalıdır. Böylece geçmişte koruma çabası bugünün gerekleriyle birleştirilebilir. Çalışmanın yerel halka, sürdürülebilirlik ve kültürel miras bilincini artırma anlamında katkıda bulunması beklenmektedir.

INTRODUCTION

Turkey has rich natural and cultural resources. Buldan, with its cultural properties and architectural elements, can be named as an example of the heritage sites. Buldan is a town of Denizli Province

in Turkey (Fig. 1) with a population of 14,966 (census 2008) in the central district only (T.C. Denizli Valiliği, 2009). Buldan has a distinct character with its archeological, ethnobotanic, urban

and rural properties as well as with its history which goes back to ancient times. Hand-weaving, which used to be the most crucial economic activity, shaped the vernacular architecture and life-style as a tradition handed down throughout the years from father to son (Batur et al., 2003). The houses of Buldan are used as both work place and living space. Handlooms were located in the basement of the houses; thus, each member of the family was born into this economic activity and tradition leading to the continuity of hand-weaving as an intangible cultural heritage (Köşklük 2001). However, the changing social and economic factors influenced the means of production. The mechanization process in production, immigration in and out to find jobs or for education purposes affected social and economic structure. There are still a decreased number of handlooms left which are actively in use. BELSAM (Buldan Handmade Arts Center) provides continuity of hand weaving and examples of the hand-made products are also being sold. The hand-woven cloth is known by the name of the town: 'Buldan Bezi' (Buldan Ticaret Odası, 2008).

TÜBA-TÜKSEK carried out 'Urban Cultural Inventory Project' in Buldan in the years 2001, 2002 and 2003. Buldan Urban Cultural Inventory Project, conducted by Prof. Dr. Afife Batur and Assoc. Prof. Aygül Ağır, is an important source for information on the urban cultural heritage of Buldan with a list of cultural inventories, thus making Buldan operational for further projects and research. For this reason, Buldan is chosen as an example in an attempt to extend previous research through suggesting revalorization for cultural properties and promoting them with their prominent features, cultural and historical values.

AIM OF THE STUDY

The research takes a holistic approach to the preservation of cultural heritage in Buldan. In this context, it is aimed to keep the cultural properties alive with their genuine qualities as well as to reevaluate interior uses of the old buildings through creating a potential to be reused with respect to today's needs. In this way, it would be possible to make use of the existing buildings economically as well as to transmit historical values to the future. Hand weaving, an example of intangible cultural heritage which was at risk of diminishing, can be

safeguarded through the efforts to preserve and promote cultural values.

The conservation of cultural assets can be both the cause and the result of touristic activity. The cultural values attract tourists to the historical area whereas tourism may contribute to conservation by generating economic revenue which can be used for conservation purposes in return (Orbaşlı 2000). On the other hand, while attracting tourism due to these aspects, a historical town and its components can be destroyed by the high numbers of mass tourists. The visitors' traffic has to be managed carefully in order to prevent the negative impacts of tourism (Van der Borg and Gotti 1995). The tourism's trends are also changing: the 'mass' type is eventually developing into a more culture-oriented type (Barut 2004). One of the most crucial points is raising awareness for cultural and urban heritage in the local inhabitants as well as in the transitional visitors.

In sum, the aim of the study is to incubate a project for revalorization and promotion of urban heritage not only through providing continuity of intangible cultural heritage and revitalization of urban spaces, but also by means of creating tourism potential for sustainable development in the area.

SCOPE OF THE STUDY

The study concentrates on the urban cultural properties and limits the study area to Buldan historical town center (Fig. 2). This is mostly due to limited time and resources to operationalize the research. Nevertheless, recommendations are made for evaluating Buldan with its environment in order to utilize tourism potential in the region (Fig. 3).

The scope of the study and the concentration on urban scale requires visual mapping of the area. The analytical part of the study draws upon the following data material collected:

- Visual materials such as maps, plans, photographs which were collected through short visits to Buldan for field study in September 2006 and April 2008.
- TÜBA-TÜKSEK Buldan Urban Cultural Inventory also provided visual materials and a list of cultural properties. Information as to whether a property was registered or not was also acquired. Priority is given to registered cultural properties.
- The Buldan pilot region studies of TÜBA-TÜKSEK apart from the Urban Cultural Inventory,

such as rural cultural inventory or archeological inventory, books, articles and theses about Buldan are investigated for additional information.

METHOD

The research suggests modeling a cultural route for visitors. The cultural route provides better management of visitor traffic and contributes to the promotion of cultural properties (Mossetto 1995). The research also includes recommendations for reuse of historical buildings for accommodation facilities to prolong the duration of stay which would increase expenditure and enable cultural interaction between the hosts and visitors at a higher level. Then comes the question of sustainability. Not only the needs of visitors but also the needs of local people should be taken into consideration to provide a community based tourism in the area. The important point is that tourism should be recognized as a tool for sustainability, and tourism development should be carefully planned (Coccosis and Parpairis 1995).

DESIGNING CULTURAL ROUTE

When designing the route, firstly a selection of cultural properties is made through the information gathered from TÜBA-TÜKSEK Urban Cultural Inventory for Buldan including a list of cultural properties, information on map sections, registry situation and visual materials such as plans. Then the selected cultural properties are spotted on the map and a design of the route is made virtually (Fig. 4-5). The route is planned for a daily excursion and composed of two parts. The first section, shown in red, starts from the town center (Dört Eylül İlkokulu) and heads towards 14 Mayıs and Çarşı streets (Fig. 6) where the shops are located and textile products are sold. Then it continues to the upper town to the oldest settlement, namely “Güroluk Mahallesi”. There is also an optional part in this section available for visitors which is shown in blue and connects to first section. The reason why it is optional is that the land is not suitable for walking in some parts and it is very steep, but it is interesting to see the “Morabıtlar Deresi” (Fig. 7) area and its panoramic view. Eski Yukarı Park serves as a meeting point and the start point of the second section, which is shown in purple. It concentrates

on the town center and also includes some examples of cultural properties in the down town area. During short visits to Buldan the route was tested and operationalized.

SELECTION OF CULTURAL PROPERTIES

Priority is given to properties that reflect aesthetic and historical values and those that are registered. However, it is not possible to cover all the registered properties due to the feasibility of the project since the route should be continuous and able to be completed in a reasonable amount of time. That is also why the route is limited to a certain area and the properties outside the limits are not included in the project. The houses such as “Avralıoğulları Evi” (L21.B2.124), “Tarakçı Evi” (L21.B2.184), “Veliğalar Konağı” (L21.B2.236) or public spaces such as “Eski Yukarı Park” (L21.B210) or “Eski Hükümet Konağı” (L21.B2.8) are also included due to their recognition and historical values (Appendix 1.)

RECOMMENDATIONS FOR REVALUATION OF CULTURAL PROPERTIES

Urban Areas

“Güroluk”, one of the oldest settlements in Buldan, is located on the hillside with a panoramic view of the town. Thus it is very suitable for the reuse of old houses as pensions. Some houses in “Yalçınkaya” can be also recommended for accommodation proposes since the houses in this district still retain their historic qualities. Streets such as “14 Mayıs” or “Çarşı” (Fig. 6) are places where there are intense trade activities. Trade also makes the social life livelier as there are textile shops along the street. These areas should be rearranged in order to contribute more to the social and economic life. They should not contain just a few shops where people spend little time for shopping and then leave the area. The proposed arrangement could be a revitalization of the areas rather than a refunctioning. Not only trade areas but also streets such as “Dokuma Pazarı” (Fig. 6) can be revitalized through demonstrations of hand-weaving in the old houses of Buldan, attracting visitors to this area to increase social and cultural interaction. Again, regeneration of urban spaces is crucial as the historical fabric is damaged; therefore, restorations and renovations should be made. Attention should

be paid not only to the areas with historical values but also to areas with natural beauty. “Morabitlar Deresi Yolu” (Fig. 7) is a path along the river where the cultural and natural properties coexist. However, the path is not suitable for walking. Improvements could be made using natural materials such as wood and stone. “Kayalar” street (Fig. 7) is another example where a good panoramic view can be found. The wrecked house on the street should be renovated and the architectural fabric on the street should be revitalized.

Not only roads, streets and walking paths but also parks are examples of urban areas where attention should be paid. “Nuri Akin Parkı,” which is also called “Eski Yukarı Park” by local people, has a significant place in the social life of Buldan as a public gathering place. Fig. 8 shows Eski Yukarı Park. The photograph was taken in 2001 before the name of the park had changed to “Nuri Akin Parkı”. Not only was a new name given but also new landscaping was completed. However the park has lost its original identity as a result of the arrangements. Thus, revitalization of the park and continuation of its function as a public space in the social life of Buldan is crucial. The old coffee house, which is called “Moramid’in Kahvesi” (Fig. 8), can be given as another example of a public space that needs renovation.

Buildings

Old Government Office (Eski Hükümet Konağı,
Inventory no: L21B0008)

Fig. 9 demonstrates the building in 2001 before its demolition in 2008. The reason for the demolition of the building by the Buldan Municipality is stated as damage and danger of collapse. Recently the Buldan Municipality has begun reconstruction of the building. Eski Hükümet Konağı, with its central location, can serve as a cultural center where short course programs or summer courses such as arts (hand-weaving, wood painting, ceramics etc.), folklore, history, language etc. can be offered both to local people and to visitors. A similar example where a historical building is reused through cultural activities is Adatepe Taşmektep, which is located at the Adatepe village of Çanakkale Province in Turkey. The historical building of the primary school in the village which was closed down in 1985 has been rented from the Municipality and transformed into a culture center where courses and workshops

on philosophy, art, history of art, literature, etc. are offered. Such projects raise the awareness to the area while offering local people and visitors opportunities for self-development. Also there can be a library and archive center established in the culture center where sources and visual materials about Buldan can be found. The collection of the library and archive center should be accessible through the internet to facilitate the dissemination of information and attract researchers to Buldan.

Paşalar Hanı (Inventory no: L21B0011)

In Seljuk and Ottoman time, Hans, as they are located on the trade routes, served for accommodation, eating and drinking as well as for commercial purposes. The building shown in Fig.10 is highly damaged and emptied. Nevertheless, it is still possible to see traditional ornaments and decorations on the walls and ceilings. It should be renovated in accordance with its main function in the past. Examples from the traditional cuisine of Buldan can be offered in its restaurant and local hand-made product and Buldan Bezi can be sold in the shops and outlets located on the ground floor. The Han also has a crucial role in answering the capacity need for accommodation. Its central location (Çarşı Mahallesi) is advantageous to organize events and to contribute to social life of Buldan as well. Nevertheless, keeping the traditional decoration and original qualities of Paşalar Hanı should be at central focus when suggesting reuse of the building.

Buldan Handmade Arts Center (BELSAM)

BELSAM was founded by the Buldan Governorship Social Assistance and Solidarity Foundation in 1999 in order to revitalize hand-weaving, which is the main economic activity in Buldan. This is done through increasing the number of handlooms. Also hand-made products are sold at BELSAM which is generating economic revenue (Fig. 11).

A textile museum should be founded in Buldan in order to raise awareness, to protect cultural values, to communicate these cultural values to the public and to demonstrate examples of hand-woven clothes and traditional hand-weaving methods. BELSAM can serve as a textile museum as it is already a place where hand-weaving is preserved. On the other hand, a historical building can be suggested for this purpose as it can contribute to

both the revitalization of hand-weaving and the reevaluation of a cultural property at the same time. The demonstration of hand-weaving activity would also enhance the cultural interaction between the local people and visitors.

RECOMMENDATIONS FOR PROMOTION OF CULTURAL PROPERTIES

There is a tendency in the tourism sector towards destination branding. The cultural properties of Buldan should be realized through a destination branding strategy and promoted through correct marketing strategies. The attraction of visitors to the area will be possible through promotion activities. However, the historic town center of Buldan has neither sufficient resources nor facilities to serve as an attraction center at present. For this reason, a strategy for promotion of Buldan and its periphery should be taken into focus. To give an example, Tavas, a county of Denizli, is famous for tapestry. Pamukkale, located very close to Buldan, is an important attraction center for its natural beauties as well as its cultural and historical resources in the ancient ruins of Hierapolis. The ancient city of Aphrodisias at Karacasu, a county of Aydın, has taken its name from the magnificent temple dedicated to Greek Goddess Aphrodite. On the other hand, Buldan is located at the heart of an area that gained importance during the birth and sprawl of Christianity. It is asserted that the first Christian church was founded by St. Epaphra in Colossae and one of the seven churches is located in Laodikeia. In addition to these two ancient cities, it is said that the ancient city of Philadelphia in Alaşehir retains one of the seven churches of Christianity as well. Thus, the area has the potential to attract visitors around a religious theme. In this sense there should be positioning done on the regional basis as well as on the thematic basis. Fig. 3 shows Buldan and the touristic attraction centers in the surrounding areas.

The Municipalities should take joint action and give weight for promotion activities by driving cultural properties forward which may attract visitors to the area. For instance, tourists visiting Aphrodisias can be guided to visit Laodikeia, which is also known for its wool and textile industry. The visitors should be kept in the area for long enough to visit other sights such as Tavas, thus contributing to the promotion of hand-weaving. Tourist accommodations can be

centered in Buldan, so that visitors would have the chance to better recognize the environment and interact with local culture instead of just passing by.

Besides the surrounding attraction centers with historical and cultural assets, the rural area of Buldan is rich in natural and ethnobotanic resources such as Süleymaniye Lagoon or “Yayla Gölü” as it is called locally. The “Kestane” and “Vakıflar” area is suitable for organized trekking (Doğan 2006).

Thus, it can be said that Buldan, together with its periphery, offers different types of tourism activities. The fact that a variety of tourism types ranging from cultural tourism to eco-tourism, health tourism or special interest tourism are available to the visitors, also makes it possible to spread tourism activities both geographically and seasonally. This is important because it enables tourism activity to generate economic revenue throughout the year and throughout the region, thereby leading to sustainability. It also supports the desired outcome from the development of tourism in the area which is longer stays and more cultural interaction rather than short visits and just sightseeing. Table 1 indicates examples of tourism types that can be realized in the area:

Similarly, the promotion activities should aim to focus on long-term and sustainable strategies and the creation of a lasting urban image (MacCannell 1989). The first step to be taken in order to achieve this, is designing a logo for the town which represents its image and cultural assets. The Buldan Municipality could organize a contest which will also encourage people to take initiative and foster social involvement. The logos currently used by the Buldan Municipality and Buldan Governorship are very complicated in design and far from representing the cultural identity. The logo of Gaziantep created for the “Brand City Gaziantep Project” (Marka Şehir Gaziantep Projesi) and registered to the Gaziantep Chamber of Industry and the logo of Denizli designed by the Young Businessmen’s Association of Denizli can be given as good examples which represent cities with their prominent features such as Pamukkale in Denizli or pistachio nuts in Gaziantep. It is not enough to develop a city image alone. Investments should be made in cultural products and weight should be given to public relations and events regarding promotion activities such as festivals, fairs, congresses and conferences (Morgan 2007). Festivals are examples of events which integrate with the city

Tourism Types	Potential Assets
Cultural Tourism	<p><u>Architecture</u></p> <ul style="list-style-type: none"> • Old Buldan Houses • Other historical buildings and cultural properties (Eski Hükümet Konağı, Paşalar Hanı, fountains, Turkish baths) <p><u>Archaeology</u></p> <ul style="list-style-type: none"> • Tripolis • Hierapolis • Laodikeia • Colossae <p><u>History and Culture</u></p> <ul style="list-style-type: none"> • Oral history (folklore, traditional songs, legends) • Handicrafts and hand weaving
Health Tourism	<ul style="list-style-type: none"> • Yenicekent & Karahayit water springs and thermal baths • Pamukkale
Ecotourism	<ul style="list-style-type: none"> • Yayla Gölü (Wetlands)
Faith Tourism	<ul style="list-style-type: none"> • Hierapolis, Tripolis, Colossae, Laodikeia
Special Interest Tourism	<ul style="list-style-type: none"> • Gastronomy
Convention Tourism	<ul style="list-style-type: none"> • Congress, symposium, conference (Textile, ethnobotanik etc.) • Scientific meetings

Tab. 1 - Tourism Types and Potential Assets in Buldan (Doğan 2006)

image and identity such as the Antalya Golden Orange Film Festival. Festivals also give an opportunity to promote cultural properties and attract visitors to the area. In this sense Buldan Textile and Handicrafts Festival should be recognized as an opportunity for promoting hand-weaving and cultural assets rather than being a time for festivities. Similarly, congresses and conferences organized around ethnobotanic, textiles, tourism, culture and historic themes can balance the demand gap between high season and low season. Also conferences will attract academics and experts with different backgrounds, thereby raising interest in the area. The publications and proceedings of the conferences will provide dissemination of information. It should also be noted that repetition of the events on a yearly basis will help to create a habit towards attendance. In this regard, fairs have a significant role. For instance, the fair booths should be located at the same section of the fair hall which is closely related to positioning and consumption

behavior. Fairs such as gastronomy or EMITT tourism fair also promote local tradition and culture. Therefore, these events facilitate face to face interaction and promote better recognition of the local culture.

The primary goal is to increase domestic demand at first hand as the cultural interaction with local tourists would be easier. The important thing is satisfaction of the tourists for repeated visits. It should be noted that people give more credence to the word of acquaintances than to the press and media. Therefore, word of mouth is an effective way of marketing and more tourists with similar profiles would be attracted to the area. On the other hand, providing correct and complete information is an important point false expectations would result in disappointed visitors. The information for visitors can be considered in three stages:

1. Before visit: Written and published materials such as brochures, catalogues, or books and visual channels are useful to give an idea about the

destination. It can even influence the decision to choose a destination. Online reservations are useful to control demand at the pre-arrival stage.

2. On-site: Signs should be located in appropriate points to guide visitors. Also visitors should be informed about other attractions centers close by.

3. After visit: It is not possible to visit everywhere and see everything. Nevertheless, photographs and visual materials, blogs on the internet would provide more information about the site. The goal is repeated visits (Buhalis et al. 2006).

In this sense, the first thing to do is to design a website for Buldan in order to provide information for visitors. When these stages are considered, the effectiveness of the events for promotion can be better understood as they are pertinent to all three of them.

RECOMMENDATIONS FOR FURTHER STUDIES AND CONCLUSION

The research concentrates on Buldan historic town center and is an example for a number of cases which are similar to Buldan in terms of preservation and reevaluation of cultural heritage. The cases can be varied and the case of Buldan can be broadened through focusing on cultural heritage planning and management aspects. Also, further studies can be conducted on issues related to visitor management and carrying capacity as well as positive/negative impacts of tourism (if any).

It is preferred to limit the study to the urban scale and concentrate on urban cultural properties. However, it should be taken into consideration that the rural area and the surrounding attraction centers in the region are very rich in terms of cultural and natural values. Thus, further studies should be extended to these areas.

Furthermore, attention should be paid to the use of information technologies in the tourism industry. Online-reservations and applications for planning and promotion are important because the use of the internet has become very common. Promoting Buldan through electronic channels can be a research subject alone. Virtual tours in the old town can be designed and made available on Buldan's website to provide visual information to visitors prior to their visit. A similar project has been

implemented in Olympia City of Greece. The "ARCHEOGUIDE" project is a mobile guide system providing navigational assistance and a 3-D virtual tour of the area. In addition, GIS (Geographical Information Systems) is a useful tool to make effective use of the tourism potential in Buldan. The database can be made available through the internet so that a large number of users/visitors can access information. Not only the urban cultural properties but also the archeological and rural cultural properties can be registered to the GIS database.

The built vernacular heritage is the fundamental expression of the culture of a community, of its relationship with its territory and, at the same time, the expression of the world's cultural diversity. The homogenization of culture and of global socio-economic transformation threatens survival of vernacular structures all around the world. These economic, cultural and architectural forces influencing the built environment must be addressed by communities and also by governments, planners, architects, and conservationists and by a multidisciplinary group of specialists (ICOMOS 1999).

The main objective is to save historic towns and their cultural properties and to keep them alive through combining reuse with today's needs while transmitting cultural assets into the future. Interdisciplinary work should be undertaken for the implementation process. Although sometimes it can slow down the process, top-down policies should also be eliminated as they ignore the needs of the society and may lead to social exclusion (Binan and Binan 2005). In addition, top-down policies follow standard procedures which are insufficient to answer regional and cultural diversity and thus result in the standardization of cultural properties (Türkyılmaz and Türkyılmaz 2006). Change is unavoidable. The important thing is to control the dimensions of change and to provide a planned and sustainable development.

Tourism development in the area can be both an opportunity and a threat. Tourism should not be the goal but instead it should be the result of heritage consciousness. This way, it would also maintain interest to the area and attract visitors who intend to have an authentic cultural experience.

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APPENDIX 1: Buldan urban cultural inventory list

Inv. No	Type/Name	Plot no.	Parcel no.
L21.B2.8	Eski Hükümet Konağı	15	24
L21.B2.10	Eski Yukarı Park	16	5
L21.B2.11	Paşalar Hanı	17	9
L21.B2.124	Avralıoğulları Evi	39	1
L21.B2.184	Tarakçı Evi	52	1
L21.B2.236	Veliâğalar Konağı	65	8

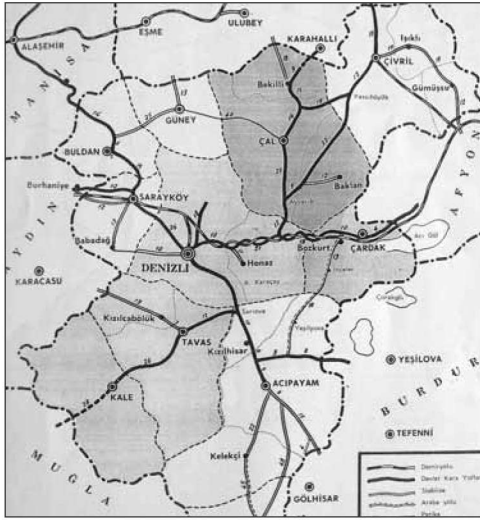
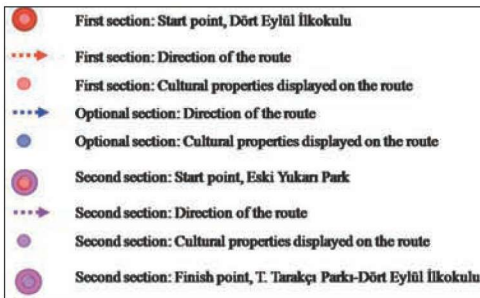
Fig.1-
Map of
Denizli
(Denizli
Yılığı,
1967)Fig.2- Working area in Buldan town center
(TÜBA-TÜKSEK, 2003)Fig.4-
Route
legend

Fig.3- Buldan and surrounding cultural and historical sites in the area

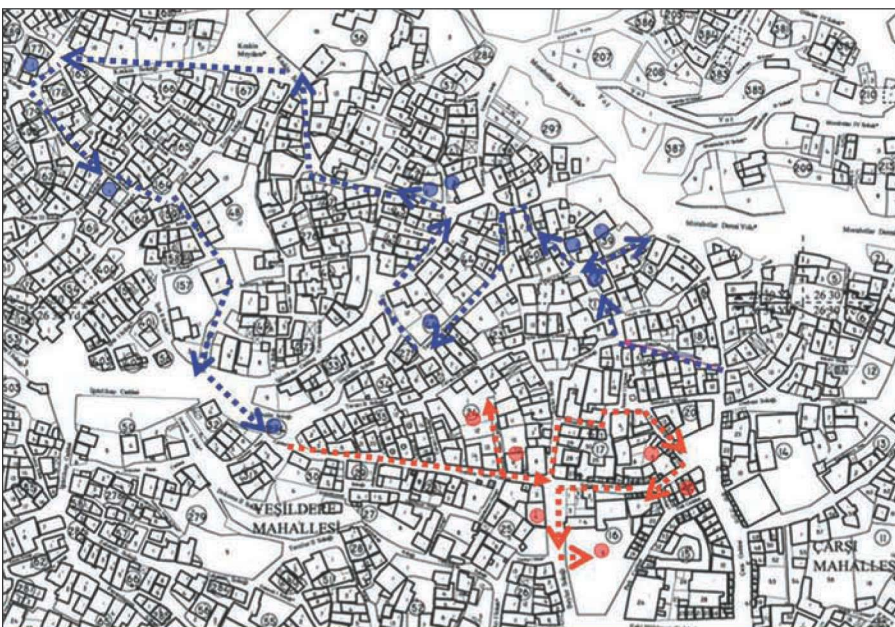
Fig.5-
Sample of
cultural route
designed
for visitors



Fig.6a-
14 Mayıs
Street



Fig.6b- Çarşı Street



Fig.6c-
Dokuma Pazarı
Drive



Fig.7a-
Morabitlar
River Road



Fig.7b-
Kayalar
Street



Fig.7c-
Wracked
building
on
Kayalar
Street



Fig.8a- Public Spaces: Eski Yukarı Park



Fig.8b- Public Spaces: Mormaid'in Kahvesi



Fig.9a- Eski Hükümet Konağı
(TÜBA-TÜKSEK, 2001. L21B0008)



Fig.9b- Eski Hükümet Konağı



Fig.10a-
Paşalar Hanı
(TÜBA-TÜKSEK, 2001.
L21B0011).

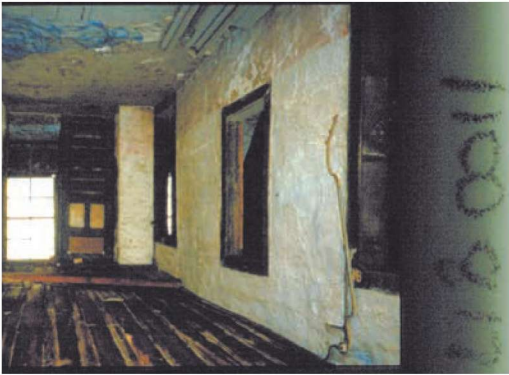


Fig.10b-
Paşalar
Hanı



Fig.10c-
Paşalar
Hanı



Fig.11a-
BELSAM
(Belsam
broşürü)



Fig.11b-
BELSAM
(Belsam
broşürü)