

AWARENESS RAISING PROCESS IN WORLD HERITAGE SITE BURSA

DÜNYA MİRAS ALANI BURSA'DA FARKINDALIK YARATMA SÜRECİ

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Abstract

“UNESCO World Heritage and Bursa: Awareness Raising Project” has been developed by Bursa Site Management Unit with the contribution of educators, architects, and art historians. The project process, which started on 22 June 2014 with the inscription of Bursa in UNESCO World Heritage List, is still ongoing and is planned to continue in the future.

The purpose of the project has been to create consciousness on cultural heritage in Bursa, to help local people recognize and embrace the values of Bursa, which have been accepted as World Heritage, and to contribute to the preservation of these assets in a sustainable way. Not only have various target groups been given training on the importance of preserving cultural heritage, but also consciousness has been raised on the meaning of being World Heritage through the wide use of the related logo, publication and distribution of books and brochures on this subject, and numerous presentations in various meetings.

Keywords: Awareness Raising, World Heritage Site, Bursa

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Özet

“UNESCO Dünya Mirası ve Bursa: Farkındalık Yaratma Projesi” Bursa Alan Başkanlığı tarafından eğitimciler, mimarlar ve sanat tarihçilerinin katkılarıyla geliştirilmiştir. 22 Haziran 2014 tarihinde Bursa'nın UNESCO Dünya Miras Listesi'ne girmesi ile başlayan süreç günümüzde de devam etmekte olup, projenin gelecekte de sürdürülmesi planlanmaktadır.

Projenin amacı Bursa'da kültürel miras konusunda farkındalık yaratmak, yerel halkın Bursa'nın Dünya Mirası olarak kabul edilmiş olan değerlerini tanımalarına ve benimsemelerine yardımcı olmak ve bu varlıkların sürdürülebilir bir şekilde korunmasına katkıda bulunmaktır. Çeşitli hedef gruplara kültürel mirasın korunması üzerine eğitim verilmesinin yanısıra, ilgili logonun yaygın bir şekilde kullanılması, konuyla ilgili kitapların ve broşürlerin basılması ve dağıtılması, çeşitli toplantılarda çok sayıda sunum yapılması aracılığıyla Dünya Mirası olmanın anlamı üzerine farkındalık yaratılmıştır.

Anahtar Kelimeler: Farkındalık Yaratma, Dünya Miras Alanı, Bursa

An Overview of Bursa in History

Situated in southern Marmara region, which has been the cradle of many civilizations since 6500 BC, Bursa was founded in the second century BC by the Bithynians. The Bithynian king Prusias I built the city called Prusias ad Olympum on a hill in 185 BC and surrounded it with city walls. Through time, the name of the city was first converted into Prusa, and later into Bursa. In 74 BC, Bithynia, and thus Bursa was added to the territories of the Roman Empire, and after the division of the Roman Empire into East and West in 395 AD, Byzantine period started in this region. Since Bursa was not located on the trade routes in this period, it remained as a small walled city.

Following a long siege period, Bursa was added to the Ottoman territories by Sultan Orhan in 1326 and was proclaimed the Ottoman capital. With the conquest of Edirne in Thrace, Bursa shared this title with Edirne as of 1365, until Istanbul became the new capital in 1453. During this period, Bursa gradually spread outside the city walls, with the addition of new neighborhoods that developed around the külliyes (complexes consisting of public buildings) built consecutively by the five reigning sultans, on different hills in various parts of the city until Istanbul became the capital. This urbanization model, which was applied in Bursa first by Sultan Orhan in 1339, was based on the construction of a külliye (complex) consisting of a mosque, medrese (education center), imaret (food distribution center), hamam (bath), and han (khan, inn) outside the city walls, to be surrounded with housing zones in time. While the sultans reigning in Bursa after Sultan Orhan had complexes built to their names in different parts of the city, they also added new buildings to the central area where the Orhan Complex was located and thus strengthened the central function of this area (Bierman, et.al.,1991; Cengiz, 2009; Goodwin, 2003; Kaplanoğlu and Cengiz, 2010).

During 15th and 16th centuries, the distribution of silk from Tabriz to Italy, and spices from India to the north European countries all went through Bursa, as the city was strategically located on the Silk and Spice Roads (İnalçık, 2000). Furthermore, silk was produced in small workshops in Bursa, where the distribution of goods from İstanbul to Anatolia was also made.

With the decline in silk demand due to the Celali revolts in the 17th and 18th centuries, in addition to the economic crisis in the Mediterranean world, Bursa showed signs of recession. However, when the effects of the Industrial Revolution in the 18th century spread from England to other countries including the Ottoman Empire, Western

organizational practices became prevalent in Bursa, which started to bear the characteristics of an industrial city from the middle of the 19th century.

The transformation which started in Bursa in mid 19th century continued also in the Republican period after 1923, and Bursa changed in line with the Westernization objectives of Republican governments, gradually reflecting the typical dynamics of developing countries as it became the fourth largest city in Turkey (Akkılıç, 2002; Baykal, 1993; Dostoğlu, 2011; Gabriel, 2008; Kepecioğlu, 2009).

Although Bursa has never lost its importance in history, its outstanding universal value is related with the urban developments in the city during the 14th and 15th centuries. In fact, Bursa, which was inscribed in World Heritage List in 2014, represents the creation of an urban and rural system establishing the first capital city of the Ottoman Empire and the Sultan's seat in the early 14th century. Its outstanding universal value is related with its unique city planning system, as reflected in the relationship of the five Sultan külliyes, one of which constitutes the core of the city's commercial center, entitled as the Khans Area, and Cumalıkızık, which is the best preserved waqf village in Bursa (Bursa Alan Başkanlığı, 2013b).

Framework of the Awareness Raising Project

Bursa has been inscribed in UNESCO World Heritage List on 22 June 2014 with its application entitled "Bursa and Cumalıkızık: The Birth of the Ottoman Empire", which includes Khans Area (Orhan Ghazi Kulliyeye and its surroundings), Sultan Kulliyeye (Hüdavendigâr, Yıldırım, Yeşil, Muradiye), and Cumalıkızık Village historical sites (<http://whc.unesco.org/en/list/1452>).

One of the aims of the Bursa Management Plan, which was approved in 2013, and which can be considered as the most important appendix of the UNESCO Nomination File of Bursa, is raising awareness. The objective under "Training and Awareness Raising" topic of the action plan in the Management Plan is stated as follows: "Increase awareness in those who work in, live in or visit the Management Area to ensure the protection and sustainability of cultural values". Many actions towards this objective are defined in Management Plan (Bursa Alan Başkanlığı, 2013a)

Research on awareness raising processes demonstrates that this concept is related to increasing the understanding and relationship of the public with heritage, its conservation and sustainable development, and promotes community participation, sense of place

and identity of ownership. It is also related with education which comprises familiarizing the public on heritage issues and arousing respect for cultural heritage.

Awareness raising comprises a range of activities that help people to understand, learn, and envision the future, ranging from events that have large publicity to trivial events such as entering into conversations with existing groups or supporting their work. It must be emphasized that people learn in various different ways, therefore a variety of activities have to be devised for reaching as many people as possible in raising awareness (Hopkins, 2011).

Context

Based on the objectives of the Management Plan, one of the most important duties of Bursa Site Management Unit, established in 2011 within Bursa Metropolitan Municipality, has been defined as raising awareness on “UNESCO World Heritage”, in order to efficiently promote world heritage sites in Bursa and raise consciousness on the cultural heritage concept. The target groups have been defined as those undertaking various responsibilities in historical areas (mukhtars, school directors, imams), employees (tradesmen, associations etc.), site visitors (domestic and international tourists), those carrying out research related with these sites (public institutions, NGOs, universities, travel agencies, guides etc.), and local people of Bursa, especially students (kindergarten, elementary, secondary, high school, university).

Aims and Objectives

The purpose of the project is to get people to understand the importance of Bursa becoming World Heritage, to raise awareness on World Heritage at all levels of society and to enable them to recognize, adopt and preserve these values in a sustainable way, to get them to share their experience with their friends and family, and to transform the knowledge, ability, and attitudes that have been gained to permanent habits among all, for transmitting world heritage to younger generations successfully. In short, Bursa Site Management Unit has aimed to establish coordination among all stakeholders for preservation practices, after Bursa was inscribed in World Heritage List, with the aim of promoting and/or contributing to the sustainable development of the environment.

Description and Implementation of the Awareness Raising Project

“UNESCO World Heritage and Bursa: Awareness Raising Project” has been implemented as three integrated action plans in Bursa since June 2014. In the first action plan, research and surveys have been conducted by the Site Management Unit on various aspects of the awareness raising concept. In the second action plan, training and awareness raising booklets and promotion materials have been published, and the training team has been educated. Furthermore, the World Heritage symbol has been implemented widely in various mediums. In the third action plan, various groups have been invited for training, in addition to the organization of voluntary trainings. These education processes are still ongoing.

Presentations to students have been carried out by Bursa Site Management Unit staff at selected schools. In addition, conference halls of museums at the city center have been chosen for making presentations to schools that have organized field trips to historical heritage areas. Trainings for Young World Heritage Volunteers, and awareness raising activities for local residents and employees working in these areas have been realized in public buildings, such as the City Library located at the city center. Another venue that has been frequently used by the Site Management Unit is Merinos Atatürk Congress and Cultural Center, which is a center that has flexible halls to suit the organized activities. For activities outside Bursa, public buildings in related cities have been utilized. In addition, exhibitions were on display at the central Khans Area and in front of malls in Bursa, which are places frequently visited by local people. As a result, 3590 people were trained by Bursa Site Management Unit from June 2014 to October 2015, to raise awareness on cultural heritage.

Implementation Process

The following actions have been carried out in basically three integrated action plans between July 2014 and October 2015, and attempts to sustain these actions are still in progress.

Action 1

In order to implement this project, the work undertaken by Bursa Site Management Unit and Bursa Metropolitan Municipality, in the process of being inscribed in UNESCO World Heritage List, were compiled. Related literature and organizations were carefully reviewed, and academicians were consulted (<http://www.kulturbilinci.org/> ; <http://www.kulturkarincalari.org/>). Furthermore,

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the experience of site management units in Turkey and in the world was examined (Feilden & Jokelitho, 1993), and UNESCO World Heritage Volunteers project was studied (<http://www.whvolunteers.org/>). The content and methods of education offered by World Heritage Travellers Association in Turkey (<http://www.dunyamirasigezginleri.com/>), and the educational kit for teachers named World Heritage in Young Hands: To Know, Cherish and Act (UNESCO, 2002) were analyzed. This research was more concentrated during the first six months of the period after inscription in the World Heritage List, but has continued until the present.

Action 2

Educational and awareness raising booklets and materials, and promotion materials were prepared under the control of the Bursa Site Management Unit, following the research carried out. In order to offer education on cultural heritage at schools, the World Heritage Travellers Association authorities were consulted, and training was received from them (Figure 1). Subsequently, preparations were made to ensure the realization of training and presentations for raising awareness, by Bursa Site Management Unit (site manager, coordinator and project team), the employees of Museum Department under Bursa Metropolitan Municipality, and the employees of Culture and Tourism Department.

The logo of UNESCO World Heritage has been used on the paperwork of public institutions citywide, and on billboards, mass transit vehicles and taxis as awareness raising symbols (Figure 2).

Action 3

Another action related with awareness raising has been training, which took place in two categories, invited or voluntary, with the process ongoing at present. Training of invited people started in April 2015 and has been continuing with numerous occasions since then. Voluntary education started in July 2014 and has continued until the present.

Participation of Invited People

These were interactive training and awareness raising meetings on UNESCO World Heritage theme for invited groups, which were documented with certificates presented at the end of each training. There were three different types of training in this category:

1. Training given in kindergartens, elementary schools, secondary schools, high schools, universities, and



Figure 1 - Bursa Site Management Unit team receiving training from World Heritage Travellers Association / Bursa Alan Başkanlığı ekibi, Dünya Miras Gezginleri Derneği'nden eğitim alırken



Figure 2 - The World Heritage Emblem on the Public Transportation Vehicle BUDO (Bursa Sea Buses) / Toplu taşıma aracı BUDO (Bursa Deniz Otobüsleri) üzerinde Dünya Miras Amblemi



Figure 3 - Bursa Site Management Unit team giving awareness raising training in schools about World Heritage. / Bursa Alan Başkanlığı ekibi, okullarda Dünya Mirası konusunda bilinçlendirme eğitimi verirken



Figure 4 - A student showing her mother the information booklet given to her after Bursa Site Management Unit team's awareness raising training in Cumalıkızık Village Elementary School. / *Cumalıkızık Köyü İlkokulu'nda verilen eğitim sonrasında, kız öğrenci annesine, Bursa Alan Başkanlığı tarafından verilen bilgilendirme kitapçığını gösterirken*



Figure 5 - Students examining the education materials handed out to them by Bursa Site Management Unit team after the training in Cumalıkızık Village Elementary School / *Cumalıkızık İlkokulu'nda verilen eğitim sonrasında öğrenciler Bursa Alan Başkanlığı ekibi tarafından kendilerine dağıtılan eğitim materyallerini incelerken*

training processes combined with site tours from April 2015 to June 2015 (Figure 3, 4, 5).

Students were given information on the definitions of heritage, cultural and natural assets, UNESCO, World Heritage Sites in Turkey, and Intangible Cultural Heritage. Students were also provided with information booklets, story books, puzzles, maps of heritage sites in Turkey, stickers, and coloring books in accordance with their level of education. Some of the student groups were also taken to heritage sites.

2. Training for Young World Heritage Volunteers on 06 July 2015

A presentation was made to young volunteers at high school level, on UNESCO World Heritage Sites in Bursa,



Figure 6 - Young World Heritage Preservers giving information to tourists about "World Heritage Bursa / Genç Dünya Miras Koruyucuları Bursa'ya gelen turistlere "Dünya Mirası Bursa" hakkında bilgi verirken

as part of "Young World Heritage Volunteers" project, after which these volunteers started working on site, answering the questions of tourists in Bursa (Figure 6).

3. UNESCO Meetings between 17 and 20 August 2015

Residents of the management sites, non-governmental organizations, guides, employees of public institutions attended awareness raising conferences about 'UNESCO World Heritage Bursa'. Information was given to participants about the advantages of a city becoming world heritage, and the eventual responsibilities of Bursa towards UNESCO. In addition, expectations and proposals for the future of these areas were reviewed (www.alanbaskanligi.bursa.bel.tr).

Voluntary Participation

Meetings where people could participate voluntarily were held, and presentations were made to raise awareness on UNESCO World Heritage concept and World Heritage Sites in Bursa, as soon as Bursa was inscribed in World Heritage List on June 22, 2014.

Examples of Voluntary Participation Meetings and Activities are listed below:

1. 13 October 2014 – "UNESCO Meetings 1" (Khans Area theme): Mayor of Bursa Metropolitan Municipality explained the value of the Khans Area as one of the sites in UNESCO World Heritage List to representatives from the bazaars and khans. Opinions of tradesmen working in the area about the continuity of improvements in the area, and projections for the future were assessed (Figure 7).



Figure 7 - Mayor of Bursa telling the importance of World Heritage for Bursa to bazaar and khan managers and employees in Khans Area during the occasion of “UNESCO Meetings 1” / *Bursa Büyükşehir Belediye Başkanı, ‘UNESCO Buluşmaları 1’ toplantısında Hanlar Bölgesi’ndeki çarşı ve han yönetimi başkanlarına ve esnaflara Dünya Mirası Bursa’nın önemini anlatırken*



Figure 8 - Bursa Site Manager making a presentation about the value of Khans Area as World Heritage site and the regulations that need to be implemented in the bazaar / *Bursa Alan Başkanı, Dünya Miras alanlarından Hanlar Bölgesi’nin değeri ve çarşıda yapılması gereken düzenlemelerle ilgili sunumunu gerçekleştirirken*

2. 10 December 2014 – “UNESCO Meetings 2” (Khans Area theme): Mayor of Bursa Metropolitan Municipality met with the tradesmen of the bazaar to inform them about the works to be realized, and told them that a local legislation would be implemented in the historical axis, in accordance with their opinions.

3. 23 January 2015 – Presentation in “Membership Process of Bursa in International Organizations in Tourism Marketing (UNESCO, EHTTA) Session” of EMITT East Mediterranean International Tourism and Travel Fair, which took place at TÜYAP Fair Area in Istanbul for four days in January 2015, with the aim of publicizing the physical and social aspects of Bursa.

4. 27 February 2015 – “Information Meeting for the Order of the Bazaar and Institutional Development Program”: This meeting was organized in the Bursa Stock Market building to give detailed information to the representatives of the bazaars and khans on the preservation of the Khans Area, which is UNESCO World Heritage Site, and to consult the participants for establishing rules there (Figure 8).

5. 06 March 2015 - Presentations in “Workshop to Carry UNESCO Heritage Khans Area into the Future” organized by Uludağ University, with the aim of developing creative design policies for revitalizing the Khans Area and to integrate the khans that are mostly underused at present with public life and urban structure. The participants were students and academicians from Department of Architecture in Uludağ University, experts and academicians from various other institutions and universities.

6. 28 March 2015 - Presentation for Bursa City Council Youth Assembly: The process of Bursa being inscribed in UNESCO World Heritage List was presented by Bursa Site Manager at Bursa City Council Youth Assembly in the City Council offices, with the purpose of raising awareness among young people for the importance of preservation activities in Bursa and the sustainability of world heritage sites (Figure 9).

7. 07 May 2015 – Invitation to “Design City Bursa 2015” event, organized by Art’ı Mekan Journal in Podyum Park during 7-8 May 2015 to make the presentation entitled “Bursa Crowned with UNESCO”: In this event where famous designers of Bursa, who are related with creative



Figure 9 - Bursa Site Manager making a presentation about the inscription process of Bursa in UNESCO World Heritage List to members of the Youth Assembly of Bursa City Council / *Bursa Alan Başkanı, Bursa Kent Konseyi Gençlik Meclisi üyelerine Bursa’nın UNESCO Dünya Miras Listesi’ne girme süreci konulu sunumu gerçekleştirirken*

industries, participated, and numerous conferences, exhibitions and workshops took place, the Outstanding Universal Value of Bursa was explained in detail to the audience.

8. 05 June 2015 – “UNESCO Meetings 3” (Cumalıkızık Village theme): General information about UNESCO World Heritage List and the importance of the inscription of Bursa in World Heritage List were presented to the residents of Cumalıkızık. The questions of the villagers were answered and problems of Cumalıkızık were discussed.

9. 22 June 2015 – Events related to “UNESCO World Heritage Bursa Day” : There were several events that were realized during this week. Since the year 2015 was the 50th anniversary of the foundation of ICOMOS, the two celebrations were combined.

One of the events organized by the Site Management Unit in Bursa in June 2015, was a panel entitled “Becoming World Heritage: Expectations and Responsibilities”, where five experts participated. These were architect, city planner Giora Solar, Dr. Architect Alvaro Gomez-Ferrer Bayo, Prof. Dr. Zeynep Ahunbay, Prof. Dr. Füsün Alioğlu and Prof. Dr. Neslihan Dostoğlu (Bursa site manager). The site manager presented the paper entitled “Assessment of the Process on the First Anniversary of Bursa’s Inscription in UNESCO World Heritage List” during this panel (www.alanbaskanligi.bursa.bel.tr) (Figure 10).

Karagöz – Hacivat Show, was presented in a unique way at Orhan Gazi square in the evening. The shadow theatre show, which was called “Patrimonito’s Way” for this occasion, demonstrated in an informative and humorous way that World Heritage Sites of Bursa should be preserved (Figure 11, 12).

Professional artists performed Traditional Turkish Hand Crafts such as marbling, manuscript illumination, and tile glazing, based on the UNESCO World Heritage Bursa Theme, while “40 Reed Flutes 1 Breath” concert was realized at Orhan Gazi Square in Bursa city center.

Cumalıkızık Ethnography Museum, which aims to reflect the history and traditions of Cumalıkızık, was reopened by Bursa Metropolitan Municipality after being reorganized.

“Living Heritage Sites of Bursa” Photograph Exhibition displayed first in central Khans Area of Bursa in June 2015 was later on display in Kent Meydanı Mall Square, and finally at the square in front of Nazım Hikmet



Figure 10 - “Becoming World Heritage: Expectations and Responsibilities Panel” organized as part of the “UNESCO World Heritage Bursa Day” activities / ‘UNESCO Dünya Mirası Bursa Günü’ Etkinlikleri kapsamında “Dünya Mirası Olmak: Beklentiler ve Sorumluluklar Paneli”



Figure 11 - People of all ages admiring Karagöz-Hacivat Show related with the “World Heritage Bursa” theme / ‘Dünya Mirası Bursa’ temalı Karagöz - Hacivat Gösterisi küçükten büyüğe herkes tarafından ilgiyle izlenirken



Figure 12 - Karagöz-Hacivat show entitled “Patrimonito’s Way” related with the “World Heritage Bursa” theme / ‘Dünya Mirası Bursa’ temalı “Patrimonito’nun Yolu” isimli Karagöz-Hacivat gösterisi

Cultural Center, all of which are frequently visited spots of Bursa, and helped to raise awareness among different categories of people (Figure 13). “World Heritage and People” Photograph Exhibition displayed in Khans



Figure 13 - 13. Photograph Exhibition entitled “Living Heritage Sites of Bursa” in Khans Area / *Hanlar Bölgesi*'nde “Bursa'nın Yaşayan Miras Alanları” konulu Fotoğraf Sergisi

Area in June 2015 was relocated in Kent Meydanı Mall Square in July 2015, and later in Podyum Park Mall Square, all of which are frequently visited spots of Bursa. “UNESCO World Heritage Bursa from Students’ Point of View” Painting and Essay Exhibition, including works of students trained by Bursa Site Management Unit, was on display in Tayyare Cultural Center between 20 and 27 June 2015.

10. 23 July 2015 – “Experience Sharing Meeting with Representatives of Odunpazarı Area which is on UNESCO World Heritage Tentative List”: Representatives from Odunpazarı district in Eskişehir, who came to visit Bursa and learn from the experience of the Site Management Unit, were given information, enabling awareness raising.

11. 13-14 October 2015 - ÇEKÜL, which is a well-known institution related with environment and culture in Turkey, visited Bursa, and a Training Program, entitled “World Heritage List and Site Management: Experience and Sharing”, was carried out, and a Technical Study Tour and Case Analysis was organized in World Heritage Sites in Bursa (<http://www.cekulvakfi.org.tr/>).

Consequences of the Awareness Raising Project

By means of this project, it is expected that adults, young people and children of all sectors of the society will recognize and adopt world heritage cultural assets of Bursa, and that sensitivity towards world heritage will develop in the society in general. In addition, people living, working, and carrying out research in these historical areas will become aware of the importance of their area as a world heritage site, and an atmosphere of sensitivity and dialogue will be established in order to ensure the sustainable preservation of these areas.

The awareness on world heritage and city culture gained by the target groups of this project is expected to be delivered to their families, friends, and companies/institutions they work with, which will make it easier for these values to be adopted and delivered to future generations. The determination of June 22, the day during which Bursa was inscribed in UNESCO World Heritage List, as “UNESCO World Heritage Bursa Day”, and the organization of activities, which will take place every year for a few days including this particular day, will pave the way for raising awareness on heritage even further.

Another projection of the Site Management Unit is related with the prospective professions of students who have been trained in this process. When it is time for students to decide about their fields of study at the university, it is expected that they will be motivated to choose professions such as Architecture, Art History, Restoration, International Relations, and Cultural Studies, which are somewhat related with UNESCO.

This project is not over yet, and will continue according to the following projections:

Since it is hard to train all students in Bursa through the efforts of the limited number of staff constituting Bursa Site Management Unit, the employees of Museum Department, and the employees of Culture and Tourism Department, who were responsible for the training processes realized in the 2014-2015 period, another method had to be devised in order to expand awareness raising processes as much as possible in the future. Several proposals were developed by the Site Management Unit to resolve this challenge, and finally a reasonable solution was developed in the meetings of the Site Management Unit with the Bursa City National Education Directorate staff. In 2015-2016 academic year, a group of seven teachers were selected from History, Social Sciences, Geography, Literature and Painting branches of the pilot schools where training programs were held in the 2014-2015 period, to be trained by the Bursa Site Management Unit. This group of seven teachers are expected to train other teachers from different schools, who in turn will train their own students. The final number of students trained in this awareness raising program will then be reported to Bursa Site Management Unit by a selected leader among the group of seven teachers. Since more students will be reached in this way, the awareness raising target will be achieved more easily. This program has been planned to start in Osmangazi district in Fall 2015 and then to continue at schools in Yıldırım district.

In the meanwhile, education and training departments of public institutions will also be encouraged to provide regular certificate trainings for staff and senior management about UNESCO World Heritage and Bursa every year. In addition to the abovementioned training process planned for the upcoming period, an official application will be made to UNESCO regarding “UNESCO World Heritage Volunteers” project. Young volunteers are expected to help inform domestic and foreign tourists in historical areas about tangible and intangible cultural heritage, and carry out surveys among visitors, with the aim of increasing the recognition of world heritage sites in Bursa.

Among other events planned for the future are meetings in relation to the process of being inscribed in the World Heritage List, which will be organized to share the experience of Bursa with representatives of sites from Turkey that are in UNESCO World Heritage Tentative List. Different types of meetings with other institutions, such as ÇEKÜL, will also be organized.

The website of Bursa Site Management Unit is very important for recognition, and for the demonstration of the persistence of activities as it is constantly updated and reflects the activities implemented as news. Thus, contacts with students and adults interested in the subject after the initial training can be continued, the persistence of activities can be seen, and the aims related with the future can be sustained.

European Context and Community Impact

The action plan of Bursa has been organized under seven topics related with the basic principles and vision of the Management Plan. One of these topics is ‘Management: Authority, Legislation, Organization, Coordination, Participation’, which can be summarized as “Preserving Together”. Similar to all seven topics, the main objective of this topic is focused on the “conservation of the area”. The plan includes aspects which may influence the conservation process, thus actions required to implement the defined objectives and strategies have been prepared and recommendations and ideas have been shared regarding corporate cooperation, the formation of the Area Management, task assignment, cooperation with related organisations, financial resources, indications, expected time periods, application, tracking, auditing and management.

In accordance with this topic, the aim of the awareness raising project has been to reach people from all levels of society in Bursa, including kindergarten, elementary, secondary and high school students, employees in public

institutions, non- governmental organizations, villagers, and managers. The ‘World Heritage’ theme has united people from all spheres of life and has gathered them around the same table, because the purpose is to preserve cultural heritage and spread this consciousness among everyone, young and old.

After the awareness raising meetings, students were asked to prepare paintings and compositions related with the theme of world heritage. One of the compositions exhibited in June 2015 is a very good example of the consciousness on world heritage that was raised among children. Bahar Sayan from Cumalıkızık Secondary School Class 6/A wrote the following in her composition titled “Our Heritage from Past to Present”:

“...Many people consider heritage to be money, territory, gold, and silver. Yet heritage is not limited to these. Historical and cultural artifacts of our country delivered from past to present are also considered as heritage. I have heard of the word heritage when I was five years old. My grandfather passed away when I was five. He left my father an engraved watch before he passed away. My father said this watch was my grandfather’s heritage to him. That day my mother wrapped the watch my grandfather left to my father and put it in her dowry chest. That day I realized how much the heritage from the past helps us to remember our past. This should be true not only for us, but also for other countries. All the countries should preserve the artifacts that reach the present from the past so as to help new generations recognize and embrace such cultural and historical artifacts...”

Just as the 6th grader Bahar wrote in her composition, historical and cultural heritage is important for all countries and people. Therefore, these awareness raising activities which have been implemented, and which will continue in the future, can set an example for European countries as well. In this project, it is very important to reach people from all ages, in a way that is understandable for all and suitable to their level. For example, while heritage preservation idea is imposed on a kindergarten child via cartoons, an adult is told what s/he can do in preservation areas in accordance with his/her profession. On the other hand, a senior citizen or a handicapped person is given explanations about how to access the historical site, where to hike, and what s/he could need. This is how they become more aware of the specific area.

Raising consciousness on historical heritage is also important for people to understand their culture better, to protect the areas they live in, and to deliver them properly to future generations in a correct and genuine condition.

In case awareness raising training on historical heritage in Bursa is publicized well by various means, it can set an example for training people in different countries, in accordance with their age levels and fields of interest.

This project also promotes intercultural dialogue, because areas listed as UNESCO World Heritage are considered to be common heritage for all people of this world. ‘Young World Heritage Volunteers’ trained by the Site Management Unit have been helping tourists visiting Bursa, and providing them with correct information about world heritage sites in Bursa. Young volunteers have been active in a very central location in the city: Ulucami and the Khans Area around it. Students from private and state schools who constitute the ‘Young World Heritage Volunteers’ inform domestic and foreign tourists visiting Bursa about ‘UNESCO World Heritage’, ‘World Heritage Sites in Bursa and the World’, and ‘Outstanding Universal Value of Bursa’. These young people who introduce Bursa to tourists and carry out polls, also present pins as gifts. Two of the young participants, Dilara Şen and Ahmet Kadir Zeybek, have stated that tourists treat them sincerely when they learn they are ‘Young World Heritage Volunteers’, and are eager to learn more about UNESCO and Bursa. Şen and Zeybek have mentioned that they got a chance to practice and improve their foreign language skills by participating in this project that they really enjoy, and that this project has also contributed to their self-esteem and personal development. Cumalıkızık Village Women Association President Şerife Uludağ stated that after the awareness raising activities following the inscription of Cumalıkızık in UNESCO World Heritage List, women of the village have become more eager to learn foreign languages and communicate with tourists visiting the village.

As a result of the activities conducted in this project, a great number of people all over Bursa have been given information about the subject. In fact, 2589 Young World Heritage Volunteers (Patrimonitos) and 250 World Heritage Protectors were invited for training, and 751 more people voluntarily participated to learn more about world heritage. As a result of all these activities, a total of 3590 people were reached and were trained by Bursa Site Management Unit in order to raise awareness on the importance of cultural heritage. Considering that the process will expand by training educators, the number of people reached under the awareness raising project, is estimated to increase in the long run.

The students invited for training, after which they are given participation certificates, make a promise at this interactive presentation to preserve cultural and natural

assets and become Young World Heritage Volunteers (Patrimonitos), feeling more responsible towards heritage sites. Furthermore, adults who have been trained on the importance of preservation and world heritage become individuals with adequate information and responsibility on the specific sites and notice the value of heritage sites all over the world. These values are becoming more important at a time when borders are becoming comparatively permeable in Europe.

The specific activities and methods developed by Bursa Site Management Unit in order to realize the actions in the management plan, which is a strategic plan and leading guide, are expected to become examples for other Site Management Units in Turkey and in Europe. In this context, one of the goals of the Site Management Unit in Bursa is to apply to related Award programs, such as Europa Nostra, in order to demonstrate that it is on the right track. In case such an award is received, it will provide a great motivation for Bursa Site Management Unit, and will be encouraging for other institutions preparing management plans.

Expectations from the Future

Awareness Raising Project in Bursa has been developed by Bursa Site Management Unit together with educators, architects, and art historians. The project process, which started on 22 June 2014 with the inscription of Bursa in UNESCO World Heritage List, is still ongoing and is planned to be continued in the future. The purpose of the project has been to create consciousness on cultural heritage in Bursa, to help local people recognize and embrace the values of Bursa, which have been accepted as World Heritage, and to contribute to the preservation of these assets in a sustainable way. Not only have various target groups been given training on the importance of preserving cultural heritage, but also consciousness has been raised on the meaning of being World Heritage through the wide use of the related logo, publication and distribution of books and brochures on this subject, and numerous presentations in various meetings.

Bursa Site Management has reached a total of 3590 people directly in one year in the context of awareness raising project. The total cost of the activities implemented in 2014-2015 period were covered by Bursa Metropolitan Municipality. Considering that the project will expand by training educators, the number of people reached with the aim of raising awareness is estimated to increase incrementally in the long run. Feedback received by Bursa Site Management Unit about the awareness raising project clearly reflects the effects of the project. For example, people living in

World Heritage sites are more willing to learn foreign languages to communicate with tourists, and there is an increase in the number of applications to Bursa Site Management Unit asking for awareness raising presentations in schools.

It must be emphasized that all of the awareness raising activities implemented so far are at the beginning stage. In order to ensure the continuation of these activities and to expand these activities even more, other institutions, such as Bursa Directorate of National Education, Bursa Directorate of Culture and Tourism, Bursa Chamber of Commerce and Industry (BTSO), which are listed as the responsible institutions under Training and Awareness Raising category of the Management Plan of Bursa, must spare a budget for such activities. Especially in awareness raising trainings provided to students, many interesting materials are handed out. Sharing expenses of such materials with other related institutions can contribute to the project financially.

Historical and cultural heritage is important for the entire world. The success of awareness raising activities in Bursa can as well set an example in the European context. In fact, consciousness raising related with historical heritage is important for people to understand their culture better, to protect historical sites, and to carry them to future generations successfully. Awareness raising trainings can be given to people of all ages, in accordance with their fields of interest. This project is also wide open for intercultural dialogue, because areas listed as UNESCO World Heritage are considered to be common heritage for all people of the world. These values are becoming more important at a time when borders are becoming comparatively permeable in Europe.

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