

# CULTURAL LANDSCAPE FOR TOURISM

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## ABSTRACT

Tourism can wear the special qualities away that attract tourists to particular destinations, ranging from coastal areas to historic inland regions. In addition to them these particular destinations and places can receive the attention of city authorities and tourism industry.

This paper, which illustrates a research strategy of cultural landscape for tourism, presents the energetic relationship between patterns in the landscape narrative and patterns in the built environments. A local area to national and international areas has shaped these narrative and physical landscapes. This paper also shows that repeated themes in the areas guide urban, suburban, or rural planning and design documents, tourism brochures, tourism publications and index information of tourism.

**Key words:** Cultural landscape, Landscape patterns, Tourism development, Cultural tourism, Tourism landscape.

## TURİZM İÇİN KÜLTÜREL PEYZAJ

### ÖZET

Turizm, turistlerin ilgisini çekmek amacıyla, kıyı alanlarından tarihi karakterli iç bölgelere kadar olan özel bölgelerde çok geniş bir yelpazede değerlendirilebilir. Bunlara ek olarak, bu turizm bölgeleri ve alanları yetkililerin ve turizm endüstrisinin dikkatini çekebilir.

Turizm için kültürel peyzajın bir araştırma stratejisi olduğunu göstermek amacıyla yazılan bu makale, kültürel çevre bileşenleriyle algısal peyzaj bileşenleri arasındaki enerjik ilişkileri sunmaktadır. Yerel bir alandan ulusal ve uluslararası alanlara kadar bu algısal ve fiziksel peyzajlar şekillendirilir. Ayrıca bu makale göstermektedir ki alanlardaki tekrarlanan öğeler kentsel, yarı kentsel ya da kırsal planlama ve tasarım dökümanları, turizm broşürleri, turizm yayınları ve turizm indeks bilgilerine yol göstericidir.

**Anahtar Kelimeler:** Kültürel peyzaj, Peyzaj bileşenleri, Turizm gelişimi, Kültürel turizm, Turizm peyzajı.

### LANDSCAPE

According to Cosgrove (1985) landscape is a 'way of seeing' that is bourgeois, individualist and related to the exercise of power of space. Landscape can be described that 'way of seeing,' 'perspective of scenery,' 'reflection of the social conditions,' 'modification of environment,' and 'spaces.'

The term of landscape has different names in other languages such as 'Landshaft' in German, 'Landskap' in Swedish, 'Landschap' in Dutch, 'Paysage' in French, 'Paessggio' in Italian, and 'Peyzaj' in Turkish. As cited by Olwing (1996), the German term of landscape, 'landschaft', which, unlike word of English one, has a two meaning. First term is 'a restricted piece of land', and the second 'appearance of a land as we perceive'.

Olwing (1996) states that the substantive meaning of landscape is a place of human habitation and environmental interaction. Olwing (1996) also agrees that landscape can be conceived as nexus of community, justice, nature, and environmental equity, a contested territory.

According to Mikesell (1968), the landscape that is an area made up of a distinct association of forms, both physical and cultural, has objective identity based on recognizable constitution, limits, and generic relation to other landscapes. Moreover, a landscape means a piece of the surface of earth that can be seen at once.

Landscape is anything that takes up space and gives space, has lots of natural and cultural varied spaces that are brought to mind emotions for people. According to Jackson (1984), landscape is a composition of man-made spaces to serve as infrastructure or background for our collective existence. As a result of this, landscape can be significant to human within its form whoever wants to use it, so it generally is affected its cultural expression, the physical background and human culture.

## CULTURAL LANDSCAPE

Cultural landscape, a complex spatial phenomenon, is a result of the activity of all its inhabitants from natural process and biological species to human. Of course the natural processes are primeval, so human does not affect directly to landscape but he has had a big role in it while development process occur. Today, although the man is so efficient in a continuous struggle with natural process, this efficiency has imposed a great responsibility for the preservation of other landscape inhabitants.

Cultural landscape refers to those aspects of the physical environment that embody the values, aspirations, conflicts, prejudices, and aesthetic sense of any human collectivity. Cultural landscapes exist at the macro-scale of entire regions (I). Although cultural landscape is the environment of man living in the broadest sense, it is the habitat of natural biological species and the place of lifeless connector of the environment.

As cited by O'Hare (1997), the cultural landscape is the environment as modified, classified, and interpreted by mankind. This morphological concept posits places, at all scales, as being composed of cultural overlay on the natural landscape. Figure 1 represents that the cultural landscape, a constant interaction between human intervention and the natural setting, over time.

The identity of any one of the places derives from the historical interactions between the natural and cultural components of the landscape. Jackson (1984) states that the concept is not only a way of viewing special or unique places, but also extends to cover the everyday places where people live, work and travel.

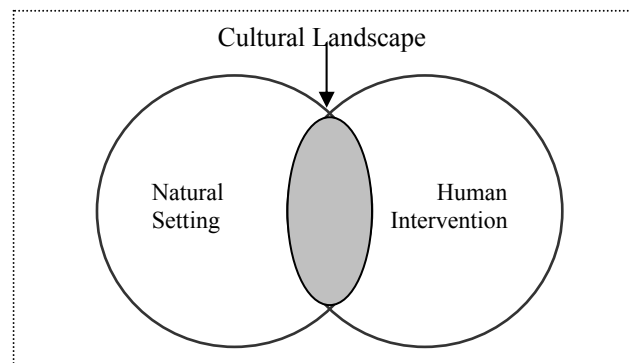


Figure 1: Cultural Landscape (O'Hare, 1997)

Tuan (1979) tried to explain the differences and similarities between culture and landscape. Landscape, like culture, is indefinable and difficult to describe in a phrase. The contents of culture can be listed, although if one

is meticulous the list threatens to grow to interminable length. Culture is not such a list. Landscape, likewise, is not to be defined by listing its parts. The parts are subsidiary evidences to an integrated image. As said by Tuan (1979), landscape is such an image, a construction of the mind and of feeling. Landscape consists of a cultural dimension in terms of human agency or interpretation. The culture that serves to give emphasis to the role of human agency or interpretation is a risky reduction in the understanding of landscape.

Cultural landscape has comprised settlements; land use and communications lines, so it generally needs form, function, and historic analysis and development of area. The cultural landscape researchers have sought to describe the patterns created in the physical environment by human activity and cultural systems. Landscape patterns should be in the way of life the inhabitants. Generally two patterns consider in cultural landscapes that are patterns in the narrative of the landscape and patterns in the landform with activity pattern. They are thought about together for the complexity and potential depth of bringing them.

According to O' Hare (1997), the term of cultural landscape demonstrates that landscapes are dynamic rather than static, active rather than passive, living rather than relict, inhabited rather than devoid of human intervention. Cultural landscape conjecture has been started mostly for the first part of the twentieth century especially in the department of cultural geography at the University of California in Berkeley (O'Hare, 1997). As stated by O'Hare (1997), by the 1950s and the 1960s, a significant number, though by many accounts still a minority, of geographers in the U.S. had begun to focus their own work around Carl Sauer's basic definition of cultural landscape. Beginning in the 1950s, and more forcefully by the 1970s, writer J. B. Jackson, founder of Landscape magazine and cultural geographers such as Pierce Lewis began insisting that all landscapes were inherently cultural. Those who agreed with them began using the single word landscape to mean what Sauer himself had meant by the phrase cultural landscape. These writers focused on revealing the meaning of such unplanned or vernacular landscape features as alleys and garages, parking lots and mobile homes parks, highways and strip malls (II).

The cultural landscape, one of a diversity of approaches to settlement morphology, or the study of settlement form, is a kind of constant interaction between human intervention and natural setting, over time. In general, the theory of the cultural landscape that offers a way of absorbing knowledge the constantly improving human modified environment, has been maintained in several disciplines areas as geography, architecture, landscape architecture, and others.

## **TOURISM**

As stated by Tzonev (1975), tourism is one of the most characteristic socio-economic phenomena in this era. Similarly, Butler (1991) advocate that tourism which is developed and maintained in an area in such a manner and at such a scale that it remains viable over an indefinite period and does not degrade or alter the environment (e.g. human and physical) in which it exists to such a degree that it prohibits the successful development and well being of other activities and processes. Tourism can be considered with own concepts and its environments. As mentioned by Tzonev (1975), the scientific and technological revolution and the resulting socio-economic changes following the Second World War created conditions giving rise to a keen desire for contacts between national and international. The satisfaction of tourist requirements has become a necessity of life.

Although the meaning of tourism can be defined that the practice of traveling for pleasure, it may be really hard to define but easy to recognize. Figure 2 shows that tourism is a kind of constant interaction among leisure, recreation and travel.

When considered from the angle of the tourists themselves, even rest and recreation have been transformed into an activity undertaken with the goal of stepping up productivity. Therefore, without any altering the approach of maximization of profit and within the framework of current world level consumption, tourism policies have become the diametric opposites and adversaries of each other. The tourism policies which have been developed and implemented unlike in the past, ecological purposes have been given priority over economic and social main goals.

Tourism which helps people to be aware of the real value of assets existing in their region, is easy to make generalizations: on the positive side, to extol its huge economic development potential; on the negative side, to decry impacts on the environment, overuse of resources and energy, ignorance of local culture, and absence of local benefits. Main goals, it is best, however, to consider tourism in neutral terms as an agent of development and change which may have both positive and negative effects.

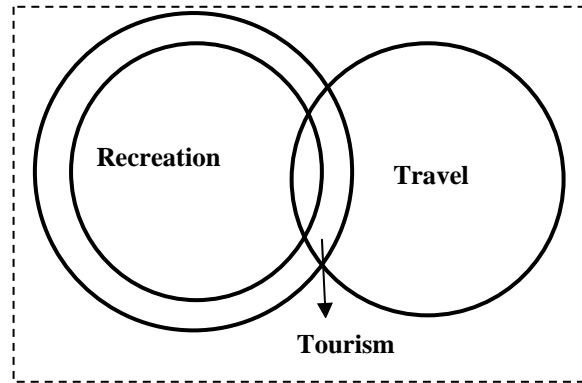


Figure 2: Tourism

## CULTURAL TOURISM AND ITS AFFECTIONS

Cultural tourism is mutual, interactive, and progressive relationship between culture and tourism. As cited by Christensen (1995), tourism is frequently thought about as possible option for community development that can develop the economy without compromising the environmental resource. Nonetheless, there is evidence that tourism can have negative effects on the quality of life, especially social and cultural issues.

There are accounts of tourism ruining local arts and culture in the world. In some region, tourism has displaced the role of the art as means of expressing local culture. For instance, some foreign tourists can be disappointed to find Salsa dance long, noise, and too monotonous.

As mentioned by some researchers (e.g. O'Hare, 1997; Christensen, 1995; Butler, 1991), tourism sociologist puts the effects of tourism into eleven categories:

1. The mixing of the local people with foreign tourists, and the effects this might have on their autonomy or dependence,
2. Possible change in the way the local people interact with each other,
3. The effect on social organizations,
4. Effect if constant migration to and from the tourism region,
5. Effect on the rhythm of social life,
6. Effect on the division of labor,
7. Effect on social stratification and social mobility,
8. The creation of social intersection,
9. Effect on pressure and authorization
10. Effect on the arts and cultural customs of the local people, and
11. Effect of overcrowding.

Tourism has economic impacts on the local residents. Dawson (1999) states that the evidence of an increased tax burden on local residential property owners is a result of vacation home development. Another concern of tourism development is, according to Christensen (1995), the long-term economic strategy that should be addressed, and resource base must be protected in the process. Local community is the economic, social, cultural

and infrastructural resource base for most tourism activity and resident quality of life is a measure of the condition of that resource.

To consider tourism in neutral terms as an agent of development and change this may have both positive and negative effects. Social and cultural facts receive heightened attention with relation to tourism. This stems from an increased awareness that without full consideration on socio-culture aspects, tourism shows to contribute disaster to the social life, particularly who are mostly affected. Tourism has enormous potential to destroy the culture and its societies.

## CULTURAL LANDSCAPE FOR TOURISM

Tourism is based on the use of natural resources, involving scenery, topography, water, features, vegetation and wildlife. Therefore, the tourism landscape is a particular category of cultural landscape.

Some cities can be an industrial city and also have a tourism landscape and/or agricultural landscape. The agent of landscape change and component of certain cultural landscape should be considered as tourism. At this point, Butler (1991) suggests that tourism is an instrument of growth and change and must be recognized as such. It is consumptive like any other industry and the level of consumption is determined by the scale and mode of tourism development.

Commonly, the cultural landscapes are attractive to tourists-someone that takes a leap out of ordinary life to visit another community, either in space or in culture, and are changed by tourism, physically and perceptually.

The cultural landscape approach for tourism development is a basis for design analysis and intervention in distinctive and dynamic areas of settlements. This paper addresses to understand past and current landscapes and to guide for future landscape's development. As stated by O'Hare (1997), cultural landscape conjecture and practice developed mainly outside the urban design arena, so it is necessary to construct a method use in urban design. As in additionally cited by O'Hare (1997), humanistic and cultural geographic methods could be integrated in cultural landscape studies. For this reason, they can assist understanding cultural landscape and intervening areas experiencing major change by tourism.

The goal is to reveal the key characteristics of the cultural landscape through a variety of sources, so that the interpretation is richer than would be obtained. This idea includes the morphological concept of landscape and, the physical and cultural process of landscape.

According to O'Hare (1997) the five types of data should consider for evolution of tourism landscape that:

1. *Formal Literature*: Selective review of literature on history, development, character, politics, and the planning of the place.
2. *Ephemera*: Content review of images of the place contained in tourism literature and the popular media.
3. *Interviews*: Focused conversational interviews with people who are or have been involved, in some significant way, in the place.
4. *Visual Survey*: Analysis and portrayal of the settlement morphology using cartographic and photographic archives.
5. *Field Survey*: Field study of the constituents of the cultural landscape, and the interactions between those constituents.

The first three methodological works relate to the narrative patterns, while the final two works address more tangible morphological patterns (O'Hare, 1997). If each works are considered alone it does not encompasses the cultural landscape because their combinations set up methodological approaches. Figure 3 shows that the similarities and differences between these components indicate the convergence and divergence between narrative and physical landscape issues (O'Hare, 1997).

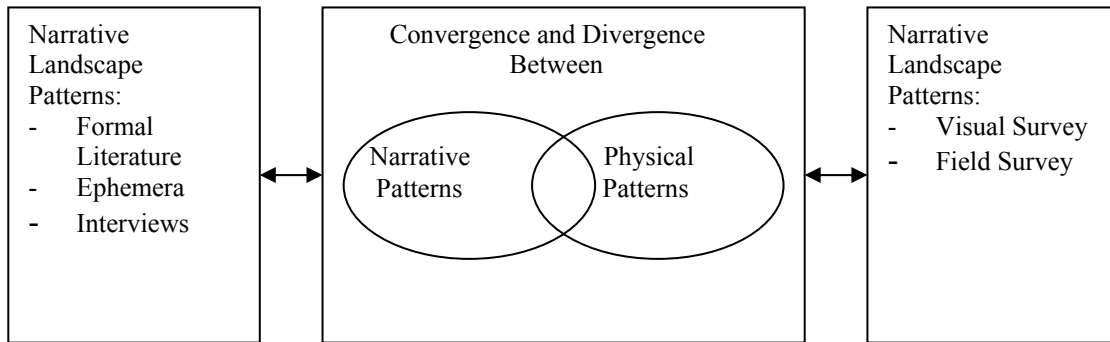


Figure 3: The databases for the components of evolution of tourism landscape (O' Hare, 1997)

## CONCLUSION

This paper demonstrates a research strategy for cultural landscape for tourism that represents the relationship between issues in the landscape narrative and issues in the built environments. This paper also clarifies the effecting of tourism for culture and human behaviors and how recurring themes in the local dialogue of place have flowed between key urban design and planning documents, ephemeral tourism literature, and the perceptions of local residents and foreign tourists.

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