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THE COLLEGE OF HOTEL MANAGEMENT BELGRADE

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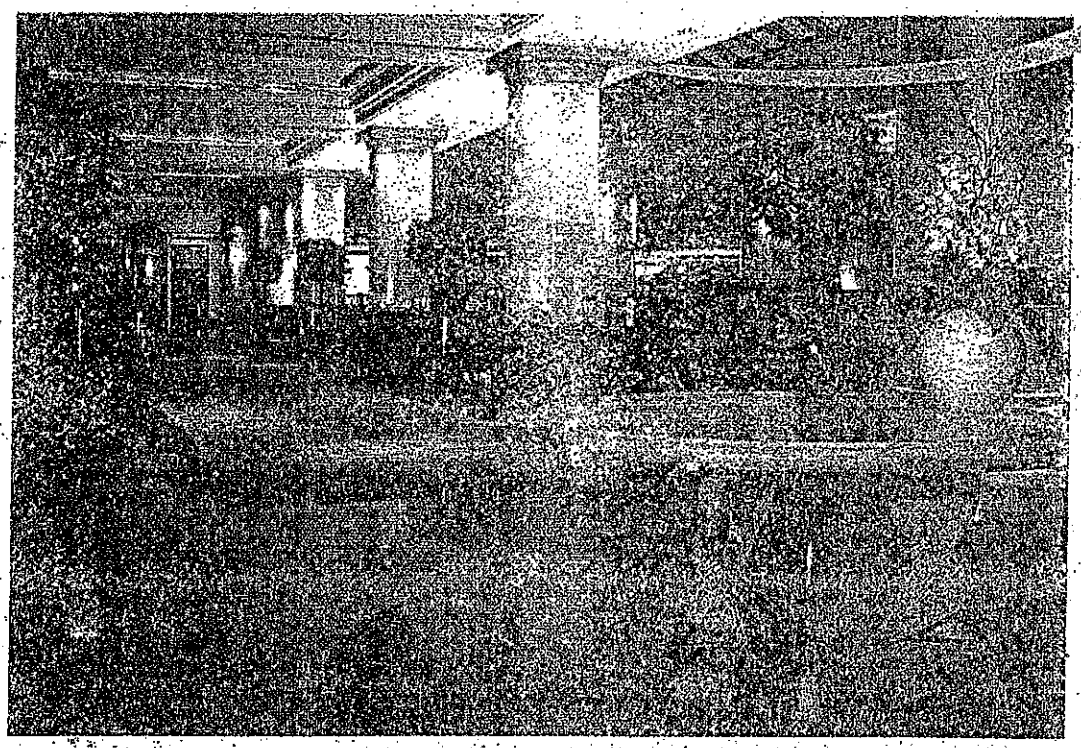

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ANCIENT TOWNS OF ANTALYA IN THE SCOPE OF CULTURAL TOURISM

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Abstract

Our country has a good tourist potential, and its ability to increase its share in the tourism market depends on its ability to benefit from these sources effectively. To implement this, it is necessary to be aware of the fact that changes taking place in the world tourism market compel us to make changes in the tourist product policies, that is, to respond to tourist product variation. It is obvious, that cultural tourism, which is an important component of world tourist product variation, has a great potential. Turkey and Antalya in particular are important culture centers with precious cultural values. The study analyzes the possibilities of introducing Antalya's ancient towns into the scope of cultural tourism. Antalya's cultural tourism sources have been examined by taking scenes from leading ancient towns.

Keywords: culture, cultural tourism, Antalya.

STARİ GRADOVİ ANTALİJE U KULTURNOM TURİZMU

Izvod

Naša zemlja ima dobar turistički potencijal i mogla bi da poveća svoj udeo u svetskom turizmu, ukoliko bi bila u stanju da taj potencijal i mogućnosti turističkog razvoja iskoristi. Za postizanje ovog cilja neophodno je upoznati se sa promenama i savremenim trendovima na svetskom turističkom tržištu i pronaći adekvatne odgovore na ove promene. Očigledno je da je danas kulturni turizam važna komponenta svetskog turističkog proizvoda i da ima svoje prednosti. Turska, a naročito Antalija, su važni kulturni centri sa kulturnim vrednostima od velikog značaja. U radu se analizira mogućnost uključenja starih gradova Antalije u kulturni turizam.

Ključne reči: kultura, kulturni turizam, Antalija

INTRODUCTION

Culture is the sum of spiritual values like traditions, life styles, customs which have arrived till now and facts like historical memorials, crafts, meals, clothing which bear physical quality and tells about a term in different frames (Sarışık and Yavaş 2002).

Historical and cultural values form the other tourism attractivenesses which bear importance equal to physical characteristics or natural sources in evaluating tourism potential of a region and support it. In the scope of cultural values in Turkey, the works and monuments which reflect the history of the region and have come till now and the ancient towns, underground towns, museums, festivals, special day celebrations, regional crafts, carpet, kilim textiles, soil, wood, copper, stone, jewel embroideries which have arrived thanks to the civilizations and cultures being lived in the region till now have been evaluated together. With the visiting of these attractivenesses, natural and cultural tourism has been defined as the travel made for seeing various national cultures and culture works (Emekli 2002).

Cultural tourism is an element of globalisation process. It makes the communication of societies regarding cultural, social and economical aspects easy. The history and historical inheritance, art and aesthetic, city architecture and city life, food and drink culture, music and dance, written, verbal and symbolic communication, general and subcultural characteristics show difference region to region. With an approach taking into account these differences, aesthetic and artistic characteristics, the history and cultural inheritance and special character of a place are described as cultural tourism. Cultural tourism is a tourism branch which realizes the sensability, knowledge and acceptability functions of cultural differences.

The importance of these functions can be examined in three aspects:

a) **Value inreasing aspect:** Cultural tourism, adding different cultural structure characteristics to the general cultural structure characteristics, increases its value.
b) **Difference forming aspect:** The areas in which cultural tourism is applicated are different from the similar ones. They bear the special character of that place.
c) **Competition eliminating aspect:** The difference of cultural structures provides the forming of various tourism areas. Cultural tourism creates different visitor demands for each area. These differences form a situation preventing the competition among the areas in which cultural tourism is applicated (Yurtseven 2002).

CULTURE TOURİSM'S PLACE İN TURKEY'S TOURİSM

Every civilization established newly in Anatolia has added cultural characteristics and properties of the civilization where it was established onto its own culture. This accumulation has arrived till now increasing and developing. In the result of this, Turkey has become one of the countries having unique culture treasures of the world. Turkey's wide cultuel accumulation has been providing the visiting of millions of tourists every year. When the preference reasons of the tourists in visiting Turkey is searched, it is seen that the wish for knowing Turkey's cultural specialities has high rate (Ege and Demir 2002).

Table 1: The factors being effective in the foreigners' preferring Turkey

Factors	%
Price	25
Remember Turk People	20
Have a Passion for Turkey	19
Cultural Activities	15
Cheaper Shopping	15
Job Possibility	6
Qualified Product	3
Turkish Cousine	2
Total	100

As seen in the Table 1, cultural characteristics in the foreigners' visiting turkey have been reaching an important share. So it can be said that a great majority visiting Turkey has come due to cultural reasons.

Source: Turkish Statistical Institute

Table 2: Coming Reasons of Foreign Visitors to Turkey

Foreigner	Years				
Purpose of visit	2001	2002	2003	2004	2005
Grand Total	11 276 530	12 921 983	13 341 418	17 202 997	20 522 621
Travel, Entertainment	5 231 272	6 401 017	6 813 751	8 216 757	9 904 716
Culture	*917 368*	*1 016 739*	*1 004 079*	*1 116 206*	*1 310 082*
Sports events	127 657	128 893	156 162	213 971	249 765
Visiting relatives and friends	794 651	980 005	839 086	1 044 575	1 480 442
Health Reasons	96 860	82 693	103 404	133 721	164 598
Religious	30 962	60 171	58 456	61 053	106 710
Shopping	829 207	759 589	968 486	1 041 585	1 085 802
Meeting, conference, course seminar	239 777	235 156	297 903	324 152	410 326
Job	500 328	571 573	730 272	814 150	862 997
Commercial relations, exhibitions	503 300	376 813	442 431	633 994	610 106
Transit	308 428	252 722	246 377	168 330	404 940
Education		197 834	72 060	125 060	88 356
Other	427 704	115 944	399 684	588 267	624 989
Accompanying persons	1 269 016	1 742 834	1 567 221	2 721 176	3 218 792
Note: Data estimated "Departing Visitors Survey".					

Source: Turkish Statistical Institute

Table 3: Coming Reasons of Turkish Visitors to Turkey

Citizen	Years				
Purpose of visit	2001	2002	2003	2004	2005
Grand Total	2 173 588	2 292 535	2 600 632	3 059 644	3 601 881
Travel, Entertainment	430 751	422 929	450 820	511 997	526 072
Culture	7 768	13 902	13 003	13 140	22 383
Sports events	6 259	1 936	5 555	4 662	10 722
Visiting relatives and friends	1 101 205	1 108 701	1 262 644	1 425 332	1 801 045
Health Reasons	39 631	29 644	36 567	38 273	55 741
Religious	3 135	6 346	6 093	4 724	5 598
Shopping	29 133	20 732	28 992	27 365	25 286
Meeting, conference, course seminar	11 449	15 585	14 774	12 271	20 648
Job	37 650	37 542	37 792	38 121	54 777
Commercial relations, exhibitions	76 453	62 064	81 734	106 170	110 505
Transit	260	1 402	273		
Education		48 858	6 961	19 215	11 601
Other	148 719	53 696	104 186	106 675	132 128
Accompanying persons	281 175	469 198	551 229	751 700	825 375
Note: Data estimated "Departing Visitors Survey".					

Source: Turkish Statistical Institute

EXAMPLES OF CULTURAL VALUES İN ANTALYA CITY PERGE (PURTUNA)

It's near the village Murtuna, 18 km east west of Antalya. It is one of the most important towns of Pamphilia since it is located in the trade road connecting with Psidia region from Antalya, passing Pamphilia region from the east to the west and is connected with Aksu (Kestros) river, convenient for transport at that time, through a way. It is placed in the boundaries of the Aksu town. A great majority of the ruins have been established on the two hills. A theatre is adjacent to one of these hills. Akropol has been placed on the other one (Pekman 1989, p.12).

We can summarize the important remains in Perge in such way briefly:

Theatre: The first structure taking the eyesight in entering Perge is the theatre which is at the left, made by utilizing behind hill's highness, for 12000 people. In the theatre being in the Greco-Roman class, that orchestra part's being surrounded with fences show that the gladiator games have been made here as well. But the most interesting part of Perge theatre is the scene building. There are reliefs telling about the Wine God Dionysos's life through the tables in the face of the scene building going to the backstage through five doors. The scene building comprises three main parts as cavea, orchestra and scene (Anonymous 2000, p.45).

Stadium: 30 vaults in the east and west direction and 10 in the north are available in the stadium having 13 sitting lines on the vaults having 34x34 dimensions.

Agora: Commercial and politic centre of the city. The floors of some shops placed in the around of the middle court is plated with mosaics.

Asara, which is at the centre of the area, has 13.40 diarneter, circular structure, has 76x76 dimensions.

Pillared Street: It is placed between the foot of Akropol and Nympheum (memorial fountain). In the middle a water cannal having 2 m wideness seperates the street in two parts.

Sillion: It's placed in the north east of Perge, 12 km inner from the sea, on a hill which is broad and shallow, steep and high.

The town, which is established in the 4th century B.C. and the centre of bishop in Byzantian Term, has carried on its existence in Seljukian ages. The west, slight sloping direction of the hill is surrounded with the walls remaining from Hellenic Ages. The towers, gates and roads from which the town is arrived complete these walls. The gates of the town is on the walls which is in the west part of the hill. When mounted the hill, the houses in the north west direction, roads, Byzantian Church in the west and Cistern are seen (Anonymous 1994, p.19).

ASPENDOS

According to Greek myth, the past of Aspendos who is found by the colonies of Argos lies to the 5th century B.C. To the historian Strabo, Eurymedon (Köprüçay) river, is 500-1000 m east from Aspendos, has provided the sea transportation up to Mediterranean and the Persian fleet has come up to here in 468 B.C. Aspendos has become one of the important residence centres of Hellenic age after 330 B.C.when the Great Alexander conquered the region. It has lived its rich term after 190 B.C.when it depended to Roman Empire by becoming an important trade city. Aspendos ruins are placed between the two hills one of which is big and the other one is small and Köprüçay river. The essential entrance gate is at the south. But there are also two gates. Agora is in the most central place of the city. There is a 125 m long basilica in the east of Agora. Here is the place where the commercial and formal operations have been made. Today it has remained only the foundations of the structure. The bazaar is a place which is 70 m long and has discount shops in front of it. Agora, Basilica, 15 km long arched water ways are the structures worth seeing in Aspendos (Uysal 2000, p.137).

Aspendos has been wanted to be conquered in every age for it is a seaport and trade city as well. The structures forming in the development process of Aspendos are the city walls, agora, nymphaeum, stadium, public baths, water arches, temples and necropols. But its theatre comes at the head of the structures making Aspendos an art centre. It is known that Aspendos walls have been made in Hellenic term and it has seen some repairs in Gea Roman and Byzantian Terms.

The structures of Aspendos are seperated in two parts as below city structures and above city structures. There are agora, basilica meeting structure, nymphaeum and exedra among the abobe city structures. The theatre, stadium, public baths, water arch, temple and necropols can be said as the below city structures (Tül 1999, s.39).

The only theatre which has been able to come without corrupting from ancient term till now in the world. The most wonderful example of Roman theatrical architecture. The real scene of the life Aspendos city devoted to the gods and emperors...

With an extraordinary acoustic, audience capacity of about 20.000 people, 2 m high scene building, 5-doored backstage, 500 people orchestra place, galleries where audiences are permitted for wandering in scene intervals, honour lodges, decorations, stone reliefs, an immortal structure...One reason of the theatre's being able to arrive till now strongly is the use of the structure as caravanserai and so getting maintanance continuously (Konyar 2002, p.209).

SİDE

Side ruins which have been effected quite badly by modern residences are in quite good situation part by part. The land walls surrounding the peninsula where the city was established have kept standing up to the crenel height part to part (Sevin 2001, p.171).

While most of the city walls showing the structure characteristics of Hellenic, Roman and Byzantian Terms have ruined, almost all the land walls have been able to keep standing. The main door of the city having a unique workmanship is between the two towers. There are two main streets in the Side town. These streets are examples of the ancient age's pillared streets. After crossing the city door, wide area being plated with flat stones is the beginning place of these streets. There are pillared porticos in both side of these streets and shops behind them.

There is 'Nymphaeum', the biggest historical fountain of Anatolia, outside the walls and across the city gate. A wide pool is placed in front of this fountain. A monumental structure is arrived passing a wide street after the theatre. This structure, 100x100 dimensions, is agora. Agora, the city's bazaar, is surrounded with porticos and there are shops in its three sides. Gymnasium is placed in the street being in the south of agora. Four sides of this building comprising three halls are surrounded with porticos. There is an arched gate made in Roman Term in the main street being in the north-south direction (Uysal 2000, p.150).

Side Theatre

The importance of the Side city theatre from the point of architectural history is its being established on the arched places but not in the foot of a mountain like the others. The theatre, which comprises three parts as cavea, orchestra and scena, is the one being the biggest and the most memorial within the Pamphilic theatres and has largeness to take 20,000 audience (Anonymous 1997, p.27).

The audience part is seperated in two floors with a diazoma. Orchestra is in the curve shape exceeding a half circle. The theatre having been used as an arena where the gladiator competitions and animal fights were made, has been used as open air church in Byzantian Term.

Side water ways:

They have been made in Roman Term. Most of the water arches and tunnels have been able to come till now (Anonymous 1997, p.15).

Wide graveyards are placed outside the Side walls and the West Necropol which is the most important one of these is at 1.5 km distance. There are temples and water arches in Side as well. The most important ones on temples are Athena, Apollo and Men temples. Water of Side has been brought from Manavgat Waterfall. This water system comprises ten water arches some of which are double floored. The biggest one being near Homa village is 40 sectioned (Uysal 2000, p.145).

TERMESSOS (GÜLLÜK)

It's in 5 km south east of Antalya. It's a Psidia city on the plain located between two hills in the south of 1050 m Güllük (Tahtalı) Mount. Entering the city is through the valley mouths due to the hills. After the entrance gates, the roads lying first to the south west, after to the south in the direction of necropol unite at gymnasium (Anonymous 1997, p.22).

7 temples have been found in the south of the city. The essential important structures of the city are water cisterns, theatre, gymnasium, agora, odeon and hereon. In addition, there are grave monuments and sarcophaguses shapes of which resemble small temples in necropol area. The city has been established on an all mountainous and rough area. It is assumed that the earliest public of the Psidia and Lykia cities were Solims. Termessos is the only city to which Alexander attacked but not conquered in the history (Anonymous 1997, p.23).

The best protected structure of the city is 4200 people theatre lying on Antalya Gulf. Its beautiful stone workmanship shows that it was made in Hellenic Term. But the South parados which was repaired in Roman Term has been covered with vaults after.

Bouleuterion having beautiful cut stone workmanship up to the roof is placed in the South west of the theatre. It has been understood thanks to the pieces got from this structure which has 25 m wideness pertaining to the 1st century A.C. that it was plated with mosaics. But it can not said any certain thing about the shape of the structure.

The structure taking place behind Bouleuterion is Zeus Solymeus Temple. This temple having 6.10x7.36 m cella is still in 4 m height. Little Artemis Temple has been gone back to Roman Age, it is known by a writing on the door's above jamb that it was constructed by a woman called Aurelia Armasta. There is Big Artemis Temple which is the chief temple of Termessos behind this temple. It can be seen now only the traces from the basis of this temple constructed as numbered 6x11 pillar and a peristos in Doric order. It has been understood from its complex architecture pieces that it was constructed in Antonines Term (138-192 A.C.). In the north of this is a small holy area in 5.78x 6.90 m dimensions in corinth system (Yenen 1998, p.87).

PHASELİS

The city is known as the most important seaport city of the East Lykia. A 20-24 m wide street is located inside the ancient city which has three churches. There are Hadrian Passage at the west end of the street, the shops and baths at the right and left sides. It is possible to arrive in the city by land or sea ways (Eyüboğlu 2000, p.124).

There is a 20-24 m wide wonderful street in the middle of the city. Hadrian gate is at the south end of this street. There are wandering ways and shops in both sides of the street. The public structures like baths, agora and theatre are placed near these. It is agreed that the history of these structures goes back to the 1st and 2nd centuries B.C. There are water canals between the city center and the residence place established on the plateau on 70 m height (Uysal 2000, p.143).

The main street plated with paving stones, is seperated in two parts being not continous and not making perpendicular angle. The space between them had been evaluated probably with a small area. The north part includes rooms in a line for being shops or stores in its west. It's seen the traces of similar sharing in the east side as well. It's seen a structure stated as agora on a inscription in the northest of the east side and it pertains to Hadrianus Term.

There were five doors in scene level of the theatre and six small doors in orchestra level (Bean 1998; p.156).

OLYMPOS

Olympos has a just fame all around the world with historical values it has and also its 3200 m coasts, endemic plants, caretta carettas, chimera, wonderful nature giving opportunity for all sportive activities and famous wooden houses used as pensions.

It's banned to construct in ancient area and its around since Olympos is in the scope of the site area. When you go down Olympos from main road within the accompanying smell of orange trees, you meet wooden houses in the kind of bungalow. The residing is made in these wooden houses for the construction is banned. After about a 10 minutes walk through the ancient city, you can arrive on the beach. Olympos beach is the reproduction area of caretta carettas which face with instinction danger.

Olympos carries natural beauty and also a history treasure. The city has been established in Hellenic Age. Olympos, which is one of the leading six cities having the right for three votes in the

unity in 100 B.C., has begun to lose its past beauty due to the residence of the privates in the 1st century B.C. (Bean.1998, p.128).

Olympos National Park comprises a wide area in the foot of 2400m Tahtalı Mount (ancient Olympos). This natural park is a wealth of Kemer worth seeing with its beach, water sport, picnic and camp opportunities, Olympos ancient city, excellent natural beauties. The road you arrive after passing Ulupınar, after following a road going to the east and Çıralı is open to the traffic in the summer months when the brook water dries. Olympos is a Lykia city. The ruins has scattered in two sides of the brook. A little theatre, akropolis, 5 m high gate and necropol can be seen. There is a mythological volcanic stone in the north of Olympos, in Çıralı. The road passing Çıralı with an earth road through orange and citrus trees turns back to the brook bed after some time. You mount for a half hour in the end of the road. You meet a volcanic area in Chimera ancient city and above, here is the volcanic stone. We suggest you go there certainly. Let's remind there are pensions to reside in Çıralı. Olympos is one of bays having the cleanest sea of the mediterranean (Anonymous 1998, p.177).

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