

LOCAL DEVELOPMENT AND CONSERVATION
PRIORITIES: THE CASE OF ORTAHIŞAR

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ABSTRACT

LOCAL DEVELOPMENT AND CONSERVATION PRIORITIES: THE CASE OF ORTAHISAR

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The thesis evaluates the case of Ortahisar where natural rock-caved storage sector has been the major dominant traditional economic activity since 1950s. However this economic sector has begun to recess because of conservation priorities after the declaration of Göreme Historical National Park including Ortahisar settlement in World Heritage List by UNESCO in 1986. In addition, the tourism sector has begun to develop gradually in the Region as large amounts of tourists began to invade because of the world heritage advertisement of UNESCO and has begun to threaten the town's local economy, natural rock-caved storage sector.

The aim of this thesis is to balance the stone-caved storage sector and tourism sector facilities and integrate the sustainable sides of them with conservation and sustainability objectives in a socio-spatial planning model and to ensure these two sectors' positive contributions to each other and local economy.

Finally, the thesis will emphasize the contribution of heritage planning to the sustainability of the local economy, ensuring of each sectors contribution to each other and local economy and heritage conservation process.

Keywords: Sustainable Tourism, Cultural Heritage Tourism and Planning, Culture-Space-Economy Relation, Conservation-Development Balance, Local Development.

ÖZ

YEREL KALKINMA VE KORUMA ÖNCELİKLERİ: ORTAHİSAR ÖRNEĞİ

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Yüksek Lisans, Kentsel Politika Planlaması ve Yerel Yönetimler

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Bu tez 1950’li yıllardan beri Ortahisar’ın başlıca ekonomik sektörü olan doğal kaya oyma depoculuk sektörünün, Ortahisar yerleşmesinin sınırları içerisinde yer aldığı Tarihi Göreme Milli Parkı’nın UNESCO tarafından 1886 yılında Dünya Miras Liste’sine dahil edilmesiyle koruma politikaları sonucu gerilemesini ve aynı zamanda turizm sektörünün özellikle kitle turizminin giderek gelişmeye başlaması ile yerel ekonomiyi ve geleneksel kent dokusunu tehdit etmeye başlamasını değerlendirmektedir.

Bu tezin amacı Ortahisar örneğinde geleneksel yerel ekonomik sektörün turizm sektörü ile sürdürülebilirlik ve koruma öncelikleri kapsamında bütünleştirilmesini hedefleyen bir planlama modeli geliştirmektir.

Sonuç olarak tez, kültürel miras planlamasının yerel ekonominin sürdürülebilirliğinde, yerel ekonomik sektör ile turizm sektörü arasındaki dengenin sağlanarak birbirlerine ve yerel ekonomiye katkıda bulunmalarında ve kültürel mirasın korunmasındaki katkılarını vurgulamaktadır.

Anahtar Kelimeler: Sürdürülebilir Turizm, Kültürel Miras Turizmi ve Planlama, Ekonomi-Kültür-Kent İlişkisi, Koruma-Kullanma Dengesi, Yerel Kalkınma.

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LIST OF ABBREVIATIONS

UNESCO	United Nations Educational, Scientific and Cultural Organization
ICOMOS	International Council on Monuments and Sites
C.N.A.P.B	Cultural and Natural Assets Protection Board
M.E.F:	Ministry of Environment and Forest
M.C.T:	Ministry of Culture and Tourism
C.T.P.D.R	Culture and Tourism Protection and Development Region
L.T.D.P	Long Term Development Plan
ICCROM	The International Centre for the Study of the Preservation and Restoration of Cultural Property
UN-WTO	The United World Tourism Organization
WTTC	World Travel and Tourism Council
UN-HABITAT	The United Nations Human Settlements Programme
UNEP	The United Nations Environment Programme
ICRC	The International Committee of the Red Cross
IUCN	The International Union for Conservation of Nature and Natural Resources
UNCED	United Nations Conference on Environment and Development

CHAPTER 1

INTRODUCTION

In general growth of mass tourism has led to a range of problems which include environmental, social, cultural degradation and negative effects on local economy and host community. This negative tendencies provided a ground for the development of sustainable tourism approaches and the increase in the number of new forms of tourism for Third World Countries such as cultural heritage tourism, community-based tourism, eco-tourism, indigeneous tourism, pro-poor tourism etc. which are based on the common principles of sustainability, local community, local economy development and conservation.

Within the context of these approaches and arguments, the thesis evaluates the case of Ortahisar, where natural rock-caved storage sector has been the major dominant traditional economic activity since 1950s. However this economic sector has begun to recess after the declaration of Göreme Historical National Park including Ortahisar settlement in World Heritage List by UNESCO, 1986 because of conservation priorities. In addition, the tourism sector has begun to develop gradually in the Region as large amounts of tourists began to invade because of the world heritage advertisement of UNESCO and begun to threaten town's local economy, natural rock-caved storage sector.

The aim of this thesis is to balance the stone caved storage sector and tourism sector facilities and integrate the sustainable sides of each sector with conservation and sustainability objectives in a socio-spatial planning model and to ensure these sectors' positive contributions to each other and local economy.

In the thesis, we will try to answer the questions of how the planning can be a tool for the conservation and sustainability of the local economy, how tourism development and local economic sector should be planned, what scale they should be for conservation priorities and what a new tourism type, heritage tourism's contributions are to the local community.

The thesis is composed of 3 main sections. In the first section, we will discuss the mass tourism concept and its negative socio, economic and cultural effects on the local heritage communities of the Third World. Besides, we will examine development of sustainable tourism approach and new tourism types for the Third World, cultural heritage tourism concept and world heritage movement. Then we will examine planning as a tool for sustainability, the concept and importance of integrated conservation planning, its relationship with culture-space-economy relationship and how a heritage planning can ensure conservation-development balance.

The second section is composed of 3 main parts. In the first part, we will evaluate history of macroform of the city and its relationships with economical, social and cultural factors. In addition, we will evaluate the town's physical structure obtained from on-site observations by zones which are differentiated by the intensity of natural and cultural values, their functions, and problematics.

In the second part, we will analyse natural rock-caved lemon storage industry, the major economic sector of Ortahisar. The research results are obtained from onsite observations and in-depth open-ended interviews with 34 lemon storage enterprises, chairmen of Storagemen and Truckmen Cooperative and Ortahisar Municipality. The research focused on the importance of the sector for local, regional and national boundaries, scale of the activity, income-cost evaluation, distribution channels and actor relations situated in the geographical space...etc. In addition, onsite observations were made about Ortahisar storerooms and gathered information about physical-functional conditions of the storerooms. (area, physical condition, used-not used, capacity, income per year.)

In the third part, we will analyse the town's tourism facilities by giving statistics within the borders of "Göreme Historical National Park" including settlements in which similar tourism developments has been observed. In addition to this statistics, on-site study includes one type of questionnaire applied on 5 accommodation managements and open-ended in-depth interviews of 3 restaurant managements, 4 gift shopping workers which are located in Ortahisar and 12 tourism agents located in Ürgüp since there is none in Ortahisar. The depth open-ended interviews focused on local ownership, usage of local products in tourism, local employment in tourism, income-cost evaluation and distribution channel issues.

The last section includes administration and plan status of both the Region and Ortahisar. We will analyze and criticize existing plans and plan drafts of the Region which are 1/25.000 scale “1981 Cappadocia Master Plan”, “1999 Transitional Period Construction Provisions” for the protection zones of Cappadocia Region, 1/25.000 scale “Göreme Historical National Park Long Term Development Plan” and 1/25.000 scale “The Culture and Tourism Protection and Development Region of Cappadocia Master Plan” drafts. In addition, we will evaluate 1984 and 1998 1/1.000 scale Ortahisar development plans and recent 1/1.000 scale development plan revision draft which was suggested and prepared by Ortahisar Municipality.

In the conclusion, the thesis will emphasize the principles a conservation plan should take into consideration in a heritage area and the contribution of heritage planning to the sustainability of the local economy by ensuring each sectors’ balance and contribution to each other and heritage conservation process.

CHAPTER 2

SUSTAINABILITY AND SUSTAINABLE TOURISM APPROACH

Since the thesis main argument is based on sustainable tourism, world heritage tourism and planning, balancing conservation and use, culture-economy-space relation, integrated conservation and planning approaches, it is needed to clarify these approaches by an argumentary point of view.

The term sustainability has many dimensions and the term is used by many institutions emphasizing different aspects. However in the thesis sustainability will be studied within the context of tourism and cultural heritage approaches.

2.1. Sustainability Approach

In fact, the definition of the term sustainability has many dimensions. The term sustainability has gained importance from 1970s, to describe an economy "in equilibrium with basic ecological support systems." (Stivers, 1976) In 1987, the United Nations released the Brundtland Report which included one of the most commonly known definition of sustainability "meets the needs of the present without compromising the ability of future generations to meet their own needs." (WECD, 1987). Actually, the term is used by many institutions emphasizing different aspects. For example, The United Nations 2005 World Summit Outcome Document referred to three main aspects of sustainability, "interdependent and mutually reinforcing pillars" of sustainable development as economic development, social development, and environmental protection.

However, the importance of sustainable development was mainly emphasized by The Commission on Sustainable Development (CSD) which was created in December 1992 to monitor and report on implementation of the agreements at the local, national, regional and international levels. (UN, 2009). It was agreed that a five year review of Earth Summit progress would be made in 1997 by the United Nations General Assembly meeting. Hence, the term has gained more importance after "Rio Declaration on Environment and Development" and declaration of "Agenda 21".

Rio Declaration on Environment and Development was a short document informally known as the Earth Summit, was produced at the 1992 United Nations "Conference on Environment and Development" held in Rio de Janeiro, Brazil. It consisted of 27 principles intended to guide future sustainable development around the World and *Agenda 21*, an action plan to be taken globally, nationally and locally by organizations of the UN, governments, and major groups" (UNCED, 2009).

Rio Declaration on Environment and Development and Agenda 21 principles were adopted by more than 178 Governments at the United Nations Conference on Environment and Development (UNCED, 2009) and were strongly reaffirmed at the World Summit on Sustainable Development (WSSD, 2002) held in Johannesburg, South Africa, 2002.

2.2. Sustainability of Tourism Approach

After the adoption of Agenda 21's sustainable development principles by many countries, Agenda 21 expanded its sustainable development principles on the tourism industry as a result of mass tourism movements' negative socio-cultural, economical and environmental impacts on destinations. So before the discussion of Agenda 21's sustainable tourism approaches; firstly, I would like to summarize these mass tourism effects on local settlements especially on Third World destinations and point out their importance which causes the development of sustainable tourism approach.

2.2.1. Mass Tourism Effects on Local Settlements

Mass tourism can be summarily defined as the intrusion of large numbers of foreigners with high-consumption habits into natural or local areas for short periods supported by the packaged holidays and tours.

As we stated before, the growth of mass tourism has led to a range of problems which include environmental, social, and cultural degradation, unequal distribution of financial benefits...etc. However, the most affected ones from the mass tourism's negative effects are the Third World Destinations because of "dominance and control of Third World destinations by foreign-owned mass tourism interests and Third World's tourism dependency on the First World demand." (Nash, 1989)

Nash argues that tourism exists only in so much as the metropolitan core generates the demand for tourism and the tourists themselves. (Nash, 1989) Similarly, Van den Abbeele blames tourism as doubly imperialistic both in turning Third World cultures into a commodity and providing hedonistic practices for wealthy First World tourists. (Abbeele, 1980) He claims that majority of the World's tourists are from the industrialised countries: 57 percent from Europe, 16 percent from North America which means mostly First World tourist-generating countries determine the nature and scale of tourism.

In addition to tourism market consumers, estimates suggest that about 80% of international mass tourism is controlled by Trans-national Cooperations. (Kalisch, 2001; 2). According to Kalisch, mass tourism resulted in high levels of financial leakage and limited levels of revenue retention in the destination or host countries. He also reports on a leakage of approximately 69 percent of the total expenditure of a mountaineering expedition in Nepal.

Similarly, Madeley reports on a leakage of 77 percent for charter operations to Gambia (Madeley, 1996: 18), Pattullo reports on a high level of leakages 'averaging from 50 to 70 percent' in most of the Caribbean but on a figure of only 37 percent for Jamaica (Pattullo, 2005: 51-2), Becken reports that about 60 percent of tourism foreign exchange leak out of Fiji. (Becken, 2004)

In general, most estimates suggest that greater than 50 per cent of all tourist money paid either never reaches or leaks out of the Third World destination country. Thus, it is claimed that;

“...the real beneficiaries are the rich industrialised tourist generating countries which control the entire industry by hotel cartels, airlines, tour operators and agencies.” (Hong, 1985: 18-21)

According to Shah (2003) although within the period of tourism development, economic benefits to the local community continues through employment than the local investment is increasingly replaced by investment and profit taking by outsiders.

In addition, since tourism is a service sector which relies on human capital, in the case of absence of a large local workforce, specialist labour is increasingly imported leading to nett reduction in employment of the local community. (Hinch & Butler, 2007 ; Walsh, 1992; Teo, 1994)

Moreover, the host community will be required to accept reduced access to resources for recreation or exploitative use (Trousdale&Boracay, 1999) which means if traditional practices are associated with the natural resources, then a loss in cultural and economic integrity inevitably follows. In other words, tourism activities also affect traditional land use practices and economies which has a direct impact on the city texture.

The most dramatic example of this is, the displacement of world local communities from their lands as Guatemala-Burma, Costa Rica, Gambia, Nepal , Mexico etc... (Mowforth, 2009) after being listed as World Cultural Heritage, where this label promotes mass forms of tourism.

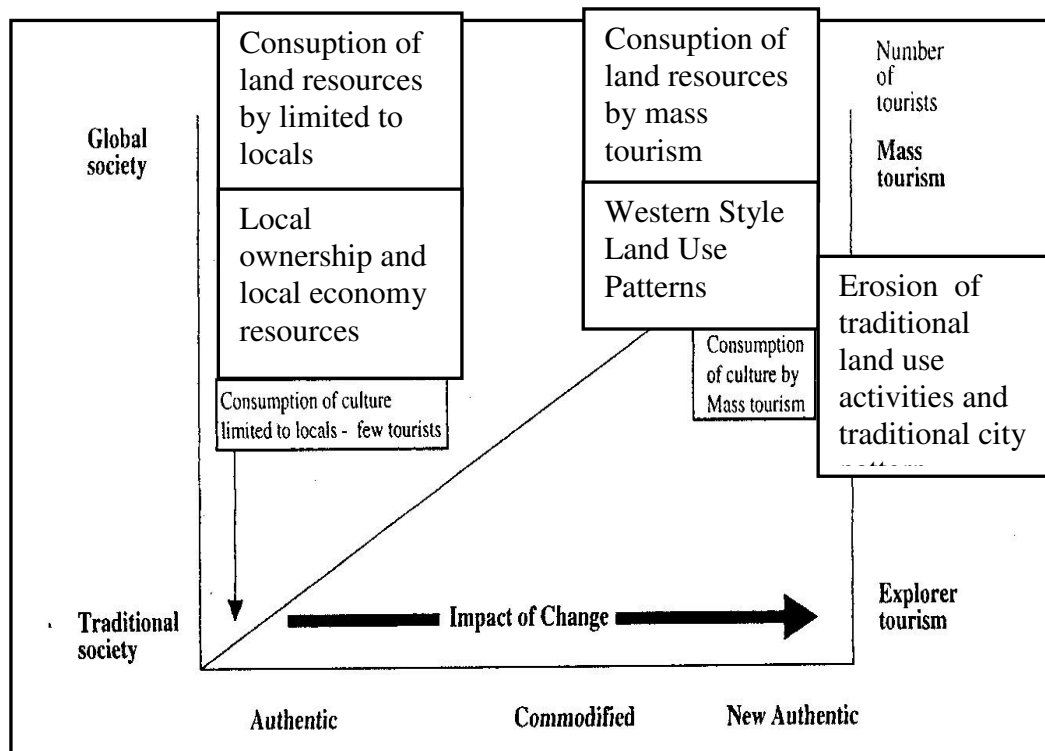


Figure 1: Impact on Culture and Land as Tourism Moves from Small Scale to Mass Scale (Timothy & Prideaux , 2008: 3 [modified by Author])

2.2.2. Sustainable Tourism Development

Because of the mass tourism movement's negative socio-cultural, economical and environmental impacts on destinations as discussed above, Agenda 21 expands its sustainable development tourism principles on the tourism industry. Agenda 21 which arose from the 1332 Earth Summit at Rio de Janeiro published a document entitled

“Agenda 21 for the Travel and Tourism Industry: Towards Environmentally Sustainable Environment” (WTTC, 1995) where the duties placed upon central, local governments and national tourism authorities and representative trade organisations such as WTTC and UNWTO in facilitating sustainable tourism development.

The Agenda 21 document, includes the role of sustainable tourism development in local policies, was published and approved on May 8, 2004 in Barcelona, and submitted to the UN-HABITAT and UNESCO. World Tourism Organisation (UNWTO, 1996) which is a United Nations Development Group related to tourism, define sustainable tourism as:

“tourism which leads to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.”

Moreover, development of sustainable tourism is described as;

“ a process which meets the needs of present tourists and host communities while protecting and enhancing needs in the future.” (UNWTO, 1996)

In addition for executing Agenda 21’s principles, two new commissions called Commission on Sustainable Development and Inter-Agency Committee on Sustainable Development for sustaining coordination between agencies for development issues were constituted within United Nations. These commissions are important because of their facilities and studies about sustainable tourism issue.

In addition, European Commission has started important attempts about the issue. Commission published the Green Paper in 1995 for the role of European Union for tourism development. (EU, 1995: 1). Between 1995-1996 European Community Network for Environmental Travel and Tourism (ECONETT) was installed which is a internet network for tourism and environment informations. (WTTC, 2008)

Similarly, the General Assembly of UN (1998) proclaimed 2002 as the International Year of Ecotourism in order to increase the benefits from tourism resources for the population in host communities while maintaining the cultural and environmental integrity of the host communities and enhancing the protection of ecologically sensitive areas and natural heritages. (UN, 1998)

Except these developments after 1990s, lots of conferences were summoned about sustainable tourism approach. Some important ones of these conferences are;

Human Ecology Tourism and Sustainable Development Seminar; held in 1990, Bali Island, Indonesia, by a private organization called Bali Human Ecology Study Group, (Source: <http://www.iictd.org>, last visited on 20.12.2012)

GLOBE 90 and 92 Conferences; held in 1990,1992 respectively, Vancouve , Canada, by the GLOBE Foundation about tourism planning an integrated and sustainable approach,

Conference of Canada Charter of Tourism Research Association; held in 1991, Quebec, Canada about sustainable tourism development and environment, (Source: <http://www.tiac.travel>, last visited on 20.02.2012)

1995 World Conference on Sustainable Tourism; held in Canary Islands, Spain by UNESCO, UNEP, UNDP and WTO,

Adoption of Malè Declaration on Sustainable Tourism Development; held in 1997, *Maldives by WTO*,

Sustainable Tourism and Competitiveness in the Mediterranean Conference; held in 2000, Capri, Italy by WTO,

Seminar on Planning, Development and Management on Ecotourism in Africa; held in 2001, Maputo, Mozambique by WTO,

Seminar on Planning, Development and Management on Ecotourism in Africa; held in 2001, Maputo, Mozambique by WTO, (UN-WTO, 1995-2001)

Tourism Planning and Management for Natural World Heritage Sites in Central and Eastern Europe Conference, held in 2007, Mbombela by UNESCO, (UNESCO, 2008)

International Conference on Sustainable Tourism Management in Heritage Sites; held in 2008, Mount Huangshan World Heritage site in China by UNWTO and UNESCO, (UNWTO, 2008)

T.20 Summit; held in 2010, South Africa by UNWTO, a meeting of tourism ministers' of major for underscoring tourism's contribution to global economic recovery and the long-term 'green' transformation. (UNWTO, 2010)

2.2.2.1. The Principles of Sustainable Tourism

Agenda 21 defines its principles of sustainable development under four sections; Social and Economic Dimensions includes eliminating poverty, changing consumption patterns, promoting health, change population and sustainable settlement; Conservation and Management of Resources for Development includes atmospheric protection, combating deforestation, protecting fragile environments, conservation of biological diversity (biodiversity) and control of pollution...etc. (Agenda 21, 1992)

In addition, for evaluating the impacts of tourism on a destination; World Tourism Organization also sets 140 indicators under three groups of environmental, social and economical in order to control and supply sustainable tourism development.

Some of these indicators consists of tourism contribution to local economy, the ratio of foreign ownership, ratio of existing tourism facilities managed by local actors, market and production local enterprises...etc. as economical indicators; control and management systems, tourism's social impact on employment, general education level, women employment in tourism, urban population, accessibility to touristic sites, local participation level, tourist security, awareness of cultural heritage protection...etc. as social indicators and energy ratio used by touristic facilities, clean water usage ratio, the effectiveness of treatment systems, the number of hotels which have treatment system, emission and acoustic level, capacity of energy rezervoirs and networks...etc. as environmental indicators. (Kuntay, 2004)

In sum, principles and indicators commonly emphasises public participation in decision making, government policies and regulations, partnerships, local economic development, conservation and development of resources, involvement of indogenous people in tourism...etc for achieving sustainable tourism development.

2.2.2.2. New Tourism Types of Third World

We have discussed above the main source of the new tourism movement and challenges of finding alternative tourism types which is based on the “Sustainable Development” and “Sustainable Tourism Approach”.

While researchers are defining new types of tourisms, they usually use common terms such as 'sustainable', 'no-impact', 'responsible', 'low-impact', 'green', 'environmentally friendly'...etc. It is claimed that an industry for this kind of tourism has been tried to develop, involving smaller scale producers (guest houses, instead of international chain otels, craft artefacts rather than mass produces souvenirs) in publications like Wanderlust, the New Internationalist or Green Magazine which demands ecotourists, backpackers and independent travellers rather than the masses. (Mowforth, 2009)

Hampton (2005) suggests that in the new types of tourism, there is a less leakage of profits from the local community and more use of local material and labour. With these new alternatives of tourism, host population can come into the new tourism activities as local entrepreneurs, as local elites, as applicants for government funds, as local service providers and local operators rather than simply as the objects to be viewed. (Zapata, 2011) Against the dominance and control of Third World destinations by forein-owned mass tourism interests, the central argument is: could new forms of tourism has the potential to reinforce the local?

Table 1: Shifts in Contemporary Tourism (Source: Mowforth, 2009: 26.)

Economic Trend Tourism	OLD FORDIST Mass Packaged Ss (sun, sea,sex) Unreal Irresponsible (socially, environmentally, culturally)	NEW POST-FORDIST Individual Unpackaged/Flexible Ts(travelling,trekking,trucking) Real, Responsible, nature sustainable
Cultural Trend	MODERN The work and leisure ethic	POSTMODERN The Conservation ethic
Ethic Power	Merchants and new service providers, foreign owners	Socio-environmental organizations+NGOs+local owners

Mowforth (2009) argues that with the new alternative tourism types, new terms have also emerged a new range of travel agents and tour operators which offer their clients individually centred, flexible, personalized holidays referred to as 'individuated' or "specialized" as distinct from "mass".

In addition to sustainable tourism types, in a conference sponsored by the World Bank's Cultural Assets for Poverty Reduction Unit by an organization of Yale University, alternative types of travellers are argued who can spend more and stay longer in a destination than the average tourists thus generating a higher yield but with lower impact on the community's life (World Bank, 2000)

2.2.2.2.1. Sustainable Tourism Examples of the World

China

Before 1978s, The Chinese Communist Party (CCP), has fully integrated local tourism development philosophy into its political strategies and policy-making by supporting and maintaining a large rural population to service a much smaller urban, industrialised workforce. (Lin, 2002). Ma, 1997 states that:

"Decentralisation of decision-making powers has had a significant impact on local, administrations where localities now have considerable powers in revenue collection, government expenditure, credit allocation, Investment project approval, price and wage control, foreign trade management and industrial policy formation. Furthermore, there are strong incentives for involvement in economic entrepreneurship since complex revenue sharing arrangements permit the retention of a larger proportion of locally derived income" (Ma, 1997)

In addition, the deregulation and marketisation of the economy since 1978 has opened up opportunities for local entrepreneurship at an individual level where opportunities have not previously existed (e.g. Guangrui, 2003; Lin, 2002).

As a result of these conditions, new forms of rural-urban developments are emerging in China. Chinese scholars refer to this as rural-urban integration, (Lin, 2002). (urban development associated with these entrepreneurial activities in rural locations.) The effect has been the development of clusters of rural settlements inter-dispersed with non agricultural activities and in what were formally relatively homogeneous rural landscapes. (Marton, 2000).

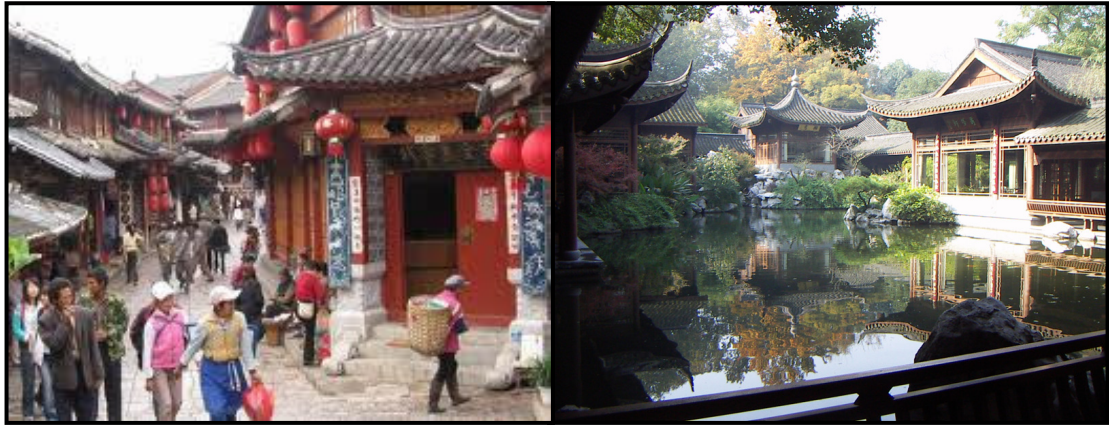


Figure 2: Images from Lijiang and Hangzhou in China (Source: <http://eclpblog.com/blog>, last visited on 14.12.2010)

This is a phenomenon that distinguishes China from other developing countries, and has significant implications for local tourism development as small-scale tourism developers and operators emerge in rural areas inter-dispersed with industrial development.

Belize

In the early 1990s, Belize had emerged as the ecotourism capital of the world, hosting a number of international conferences. The government developed an Integrated Tourism Policy and Strategy acknowledging the significance of tourism to the government, which had made it the second economic priority next to agriculture. Government policies stressed the maximization of economic benefits on long stay and upper income travellers. (Belize, Government of 1989)

Mowforth states that the government bought back the northern two-thirds of the 20,000 acre Ambergris Caye (the biggest off shore island of Belize) from its US owner and set up a semi-autonomous development corporation, appointed by Tourism and Environment Minister. It was planned to earmark approximately half of the 20,000 acres for conservation and 2,500 acres for Belizeans. But it was on the remaining 7,500 acres that the corporation proposed a US\$50 million “sustainable development”. (Mowforth, 1998)

Costa Rica

Since the 1970s Costa Rica gained an international reputation as a leader in environmental conservation and ecotourism with its national parks and a quarter of the

country's land protected areas. (Mowforth&Munt, 2003) Outside San Jose, the capital city, its tourism industry has been largely based on small-scale, locally owned lodges and hotels which form an integration of communities and natural environments.



Figure 3: Images from Belize in Central America

(Source: <http://www.rainforestreefbelize.com>, last visited on 10.12.2011)



Figure 4: Image from Costa Rica in Central America (Source: <http://ww1.prweb.com>, last visited on 02.01.2012)

As we stated before, some of the new tourism types which researches defined are eco-tourism, community - based tourism, fair trade and ethical tourism, indigeneous tourism, sustainable tourism, heritage tourism ... etc. Since the studies of the forms of new

tourism is still new, there is no clear boundaries within the definitions and aims of these types. However, they share, in common, a concern for 'sustainable development' and take account of the environmental, economic and socio-cultural impacts of tourism. They also share a common concern against participation and control to be assumed by 'local people' and the degree to which they engage and benefit the poor. Hence, since heritage tourism is one of the new tourism types, decisions and policies improved for the case study location which is inside a World Heritage site, will include all new tourism types' concerns for environmental, economic and socio-cultural impacts of tourism on localities.

2.2.2.2. Heritage Tourism

A basic contemporary definition of heritage tourism, developed by National Trust for Historic Preservation is:

“travelling to historic and cultural attractions to learn about the past in an interesting and enjoyable way.” (cited in Richards, 1997)

The World Tourism Organization (1992) defines heritage tourism as:

“an immersion in the natural history, human heritage, arts, philosophy and institutions of another region or country.”

Similarly, Craig (1995: 6) defines cultural tourism as:

“Cultural tourism involves customised excursions into other cultures and places to learn about their people, lifestyle, heritage and arts in an informed way that genuinely represents those cultures and their historical contents.”

Internationally, there is an increasing acknowledgement of the economic and social significance of cultural and heritage landscapes as tourism resources (Shackley, 2001). The advantages of heritage tourism are seen as extending visitors length of stay and increasing income for a wider cross-section of the community, improving local standards of living through education, public health, beautification built and natural environments, development of infrastructure, accelerated process of modernization with the local governments efforts and aids, vitalizing, continuity, preservation of cultural and natural environment, education opportunities, learning and introducing different cultures.

2.2.2.2.3. Development of World Heritage and Sustainability Approach

In order to understand the development of cultural heritage approach and its importance for a sustainable tourism development better, first the development of World Heritage concept should be summarized. The development of conservation and heritage approaches include various charters, congresses and guidelines. The key international documents, events and institutions that include and emphasize the importance of “Heritage” and “Conservation” concepts are;

The Athens Charter for the Restoration of Historic Monuments; a seven point manifesto adopted at the First International Congress of Architects and Technicians of Historic Monuments in Athens in 1931. (ICOMOS, 1996).

Roerich Pact; After World War II, some considerable changes have occurred for heritage conservation approach of nations . It was one of these treaties on Protection of Artistic and Scientific Institutions and Historic Monuments, signed in USA, 1935 which has been ratified by more than 10 countries. (ICRC, 2011)

The Hague Convention for the Protection of Cultural Property in the Event of Armed Conflict; an international treaty that requires its signatories to protect cultural property in the case of a war, signed in Netherlands, 1954 and ratified by more than 90 countries. (ICRC, 2011)

ICCROM; was established in 1959 which was the only intergovernmental organization in the World that works for all types of heritage.

II. International Charter for the Conservation and Restoration of Monuments and Sites; a charter established in 1964, Venice which mentioned “urban” concept with historic monuments and conservation principles.

ICOMOS; was established in 1965 through the Venice Charter’s advice to UNESCO. In 1972, ICOMOS was named by the UNESCO World Heritage Convention as one of the three formal advisory bodies to the World Heritage Committee, along with the World Conservation Union (IUCN) and the International Centre for the Study of the Preservation and Restoration of Cultural Property.

Convention Concerning the Protection of the World Cultural and Natural Heritage and Sustainability Approach; was established by UNESCO in 1972, Paris. It defines 16 detailed principles that described the protection, conservation, presentation and rehabilitation of national and cultural heritage. Also, from this convention, the international community has adopted the “sustainable development”. (UNESCO World Heritage Centre, 2005) It was realized that, giving a function to the heritage by conserving it provides the sustainability of it and laid the foundation of the functional sustainability.

World Heritage Committee; was established as an intergovernmental committee to protect the natural and cultural heritage as a result of the convention held in 1972, Paris. World Heritage Committee established a fund for protection of world heritage called “World Heritage Fund”. (UNESCO, 2003)

Cultural Resource Management Conference and the Airlie House Conference; two conferences held in 1974, the term Cultural Resource Management was used. (Kerber, 1994) However according to Kerber, the term first used in 1972, by the National Park Service.

Burra Charter; a charter held in 1979, Australia by ICOMOS which adapted the decisions and principles of the Venice Charter and mentioned of the “participation” concept. (Madran&Özgönül, 2005)

Convention for the Protection of the Architectural Heritage of Europe that is called as Granada Convention; held in 1985 which provide a comprehensive share of culture between European countries. (Gülersoy and Günay, 2005)

International Charter for the Conservation of Historic Towns and Urban, Washington Charter ; held in 1987, Washington by ICOMOS . It integrated the conservation policy into the planning. It is a key document for the deveopment of conservation policy and planning approach.

Charter for the Protection and Management of the Archaeological Heritage; held in 1990 by ICOMOS. It can be accepted as the starting point of the cultural heritage management approach and determined the global management principles.

Guidelines for the Management of World Cultural Heritage Sites; prepared in 1992 by ICOMOS and UNESCO. They set the main principles of the heritage management and were revised in 1993 and 1998. It emphasizes the importance of management plans to provide the sustainability of the management policies.

II. Burra Charter; held in 1999, Australia by ICOMOS includes both the conservation and management of cultural heritage places. It emphasizes the importance of the maintenance issue and physical, functional and organizational sustainability is recommended.

Managing Change: Sustainable Approaches to the Conservation of the Built Environment; an international symposium held in 2001 by ICOMOS explores the issues of sustainability through conservation as a new model for stewardship as it relates to design, technology, economics, development, and social viability. (ICOMOS, 2001)

Operational Guidelines for the Implementation of the World Heritage Convention; guidelines prepared firstly in 2002 and revisioned by UNESCO in 2005. These guidelines are prepared in order to control and guide the implementation of the World Heritage Convention principles. These guidelines are mostly used for management implementations in the World. The necessity of the management plan was seen as one of the most important criteria by UNESCO to be listed in the World Heritage List as (UNESCO World Heritage Centre, 2005):

“Each nominated property should have an appropriate management plan or other documented management system which should specify how the outstanding universal value of a property should be preserved, preferably through participatory means.”

This guideline mostly emphasizes the sustainable use of the heritage by conserving it by legal and organizational tools to provide the physical, functional and organizational sustainability. The guideline states about the sustainability issue that (UNESCO World Heritage Centre, 2005):

“World Heritage properties may support a variety of ongoing and proposed that are ecologically and culturally sustainable. The State Party and partners must ensure that such sustainable use does not adversely impact the outstanding universal value, integrity and/or authenticity of the property. Furthermore, any uses should be ecologically and culturally sustainable. For some properties, human use would not be appropriate.”

In sum, after World War II, “heritage conservation approach” has gained importance and some considerable changes have occurred for heritage conservation of nations. In 1970’s, the “sustainable development approach” has begun to gain importance. In 1980’s, “integrated conservation approach, the urban concept and planning principles within the context of physical sustainability” has gained importance. Finally after 1990’s, “cultural heritage management” issue within the context of functional and organizational sustainability has started to be discussed.

2.2.2.2.4. Sustainable Heritage Tourism Planning

As we stated before, Agenda 21 document for the Travel and Tourism Industry, “Towards Environmentally Sustainable Environment” (WTTC, 1995) included the duties placed upon central and local governments . One of the most important priority and objective of Agenda 21 is to develop and implement effective land use planning and minimize environmental and cultural demand by working with government planning authorities in order to sustainable tourism development. Since “planning” is a major tool for sustainable tourism development in Agenda 21 and will be the main tool for this thesis’s problematic, its relationship with heritage which is composed of culture, economy and urban form should be brought into light.

2.2.2.2.4.1. Integrated Conservation and Planning

As well as the buildings or structures which have historical and aesthetic values, the urban structure should also have priority of protection and should be planned by examining and taking into account their physical environment, form properties and privileges.

Izgi (1999) states that although it is a fact that while internal parts of the historical houses belong to their owners, the outer parts of them belong to all citizens or even belong to the people of the World especially in a world heritage area. In fact, the importance of conservation of the city pattern as a whole has been included in most of international documents. The key documents emphasize the importance of integrated conservative urban planning are:

The First International Congress of Architects and Specialists of Historic Buildings; held in 1957, Venice that emphasizes co-operation between architects, town planners, archaeologists, conservation integrate with town planning,

Venice Charte; held in 1964 that emphasizes ‘urban’ concept with heritage,

European Architectural Heritage Year 1975; organized by the Council of Europe Committee on Monuments and Sites in 1975 which emphasizes necessary legislative, administrative, financial and educational steps to implement a policy of integrated conservation for the architectural. (ICOMOS, 2008)

Amsterdam Declaration; held in 1975, European Architecture Heritage Years facilities, emphasizes “Integrated Preservation” concept for the first time as declaring the definition of the concept is preserving not only nature, structures buildings but also preserving other cultural values, physical environment, people who lives within and around them. (ICOMOS, 2008)

Charter for the Conservation of Historic Towns and Urban Areas; held by ICOMOS in 1987, Washington, emphasizes planning and protection of historic urban areas. (ICOMOS, 2003)

Granada Conventio; held in 1996 by Council of Europe; emphasizes protection and integrated conservation. (ICOMOS, 2003)

Istanbul Settlement Human Declaration; organized by UN, held in 1996, İstanbul, emphasizes the issues of protection, repair and maintain of historical, cultural, architectural, natural, religious and spiritual value of the structures, monuments as well as it emphasizes the protection or re-establishing of open spaces, landscapes and urban forms. (UN, 2011)

Integrated conservation is not only important for sustainability of cultural and natural values but also for economic benefits rises from tourism sector. Butler and Hinch (1996) argues that integrated conservation includes a focus on “habitat” (Smith, 1989) has gained momentum with adventure tourism and ecotourism operations, enabling visitors to travel through natural areas with indigenous guides which can be wieved as ecocultural experiences.

Butler and Hinch (1996) stated that New Zealand tourism industry uses its cultural landscape to differentiate itself from competing destinations in the global market since it may offer a truly authentic and unique selling point. Thus for a commercial perspective, they argue that indigenous tourism operations providing quality interpretation such as guided walks with a cultural focus are emerging as important contributors to New Zealand's diversifying cultural tourism product.

Hence what are the principles of a successful heritage tourism planning in a destination in order to benefit economically by the integrated conservation of local culture and urban form?

According to Mike Rowse (1999), former Tourism Commissioner of the Government of Hong Kong Special Administrative Region, preservation and planning of cultural tourism attractions and products are key components of cultural tourism development. A five-Ps approach to successful cultural tourism development was delivered as: Preservation, Planning, Packaging, Promotion, Partnership which means properly planned and managed, urban tourism can be a significant tool for development.

2.2.2.2.4.2. Balancing Conservation and Development in Planning

Since the market of tourism activity is strongly linked to physical space (territory) and abstract space (culture), preservation and conservation gain importance for sustainability of both economy and environment. However, the preservation of historic district is a very difficult issue because of globalization, rapid urbanization and technological development processes. In this case, planning appears out as an important tool.

According to Renwick (2003), there are three approaches for the aim of protection and development of natural values which are preservation, conservation and development which will be in this case;

- Preservation; includes maintenance of a site,
- Conservation; includes preservation plus restoration so sites can be used,
- Development; includes new sites around existing ones.

In the first chapter, where the effects of mass tourism on host communities are illustrated, extreme examples of development cases were given. Such as Guatemala, where the Padaung communities were forced relocation in Burma for the development of

a tourist complex, Costa Rica where The Four Seasons Resorts and associated golf courses have entered into competition with agriculture areas and Mexico where local lands were exploited because of the building of a large and comfortable foreign-owned hotel complex (Villas Arqueologicas) (Mowforth, 2009:53)

Although these development examples are negative, actually sometimes it can also be a useful planning strategy for tourism development.

However as discussed before, since cultural heritage destinations are very sensitive to tourism impacts, the strategy of development could only be used outside urban protection sites or impact transitional areas, a place where traditional pattern and natural visualities would not be affected by new construction. Rather the heritage plan should focus on conservation and preservation strategies. However is it possible to achieve preservation and conservation recognizing the pressure of globalization, modernization and technological development? Can the balance between conservation and development be achieved especially in an area where the local people have to continue their daily life and economic activities like the case of Ortahisar?

2.2.2.2.4.3. Culture-Economy-Urban Space Relation

If the aim of preservation and conservation is for the protection of cultural heritage, first we have to analyse the meaning of culture and heritage in order to answer these questions. According to German sociologist Georg Simmel (1971) culture refers to:

"the cultivation of individuals through the agency of external forms which have been objectified in the course of history."

In addition UNESCO defines cultural heritage under three categories;

"monuments: architectural works, works of monumental sculpture and painting, elements or structures of an archaeological nature, inscriptions, cave dwellings and combinations of features, which are of outstanding universal value from the point of view of history, art or science; groups of buildings: groups of separate or connected buildings which, because of their architecture, their homogeneity or their place in the landscape, are of outstanding universal value from the point of view of history, art or science and sites: works of man or the combined works of nature and man, and areas including archaeological sites which are of outstanding universal value from the historical, aesthetic, ethnological or anthropological point of view." (UNESCO, 2006)

So as can be seen from the definitions, cultural heritage concept not only consists of monuments or buildings but also works of man or the combined works of nature and man. Therefore, cultural heritage can not be separated by human because all cultural values are interacted and generated by human presence such as traditional activities and landuse practises.

In fact, UNESCO's first approach for heritage areas is a strict distinction as natural heritage and cultural heritage which overlooked and oversimplified the long standing human presence and outstanding landscapes designated for their nature.

For example; in 1987, Uluru National Park was declared in the World Heritage List as only a natural property by UNESCO. In 1993, the official name of the park changed to Uluru-Kata Tjuta National Park and the following year it was listed in the World Heritage List as both a cultural and natural landscape. In other words, it is recognised for both its natural and cultural values representing years of work by the host community called Anangu. (Prideaux&Timothy, 2008) Prideaux also states that:

“Uluru-Kata Tjuta National Park case is a bold attempt to extend the official categories of what heritage is and to see it as living cultural processes rather than as the cold stones of depopulated monuments.” (Prideaux, 2008)

In addition, Sofield & Li (2003) argues that Chinese approach have a different cultural relationship to the environment. They claimed that:

“ instead of the biocentric approach inherent in Western ideology, which emphasises the maintenance and enhancement of natural systems and the reduction of evidence of human intrusion, the Chinese take an anthro-pocentric position. The anthropocentric position embraces the notion that improvements to the environment can enhance human use and enjoyment.” (Sofield & Li, 2003)

The Dragon Well tea producers in the Xihu District of Hangzhou City, China are illustrative of this trend, where teahouses, bed and breakfast establishments and secondary attractions such as recreation and ecotourism activities are within tea production areas.



Figure 5: Images from Xihu District in Hangzhou (Source: <http://indochinabiketours.com>, last visited on 10.12. 2008)

In sum, we need to recognise heritage as a conceptional construct based on a set of values regarding the relationship between nature and culture. Since the culture belongs to the local owners and it has not only a natural value but a cultural value in a heritage site, the planning process should respect the community, their culture, their traditional land uses and find out answers to the host community needs in a sustainable manner. Even some researches like Trousdale (1999) and Hall (1994) strongly advocated the solution to a change in planning attitude lies in empowering the host community to determine their tourism future rather than remote entrepreneurs.

In addition to host communities, of course plan should also take into account foreign investors and their needs for regional development. In fact, the key word for balancing preservation and development is “in a sustainable manner” regarding to environmental sustainability of cultural and natural values as a whole with the traditional city pattern.

Another key word for balancing of preservation and development is “size” and “scale”. Scale is a important issue since in a destination where the economy is local and small, the invasion of big scale of tourism will harm the balance. The same condition is also valid for other economical activities within the destination. For sustaining balance, size and sustainability of all activities should put into in great consideration within the planning processes.

CHAPTER 3

THE CASE RESEARCH

3.1. Physical and Historical Evaluation of the Town

Bölüm 1.01 In first part of the third section, we will evaluate potential cultural and natural values and the town's historical macroform and its relationships with economical, social and cultural factors briefly. In addition, the town's physical structure will be discussed in order to understand the problems of tourism and storage sector in the urban space. In order to simplify the research, the town will be divided by zones which differentiate according to their location, structural condition and intensity of natural and cultural values.

3.1.1. Important Cultural Values

Ortahisar Castle

Ortahisar Castle is the biggest and the most important natural landmark of the town which gives its name to the town . It can be seen from Nevşehir-Ürgüp Highway and the town center because of its vertical structure. During the time of the Hittite Empire, it had been used as a shelter for the Silk Road karavans and had been carved by Hittites for the first time. It had also been used by the Romans, Byzantines, Seljukians and Ottomans. (Kaptan&Koçak, 2010) The castle with an height of 1.200 meters is surrounded by natural beauties such as canyons, valleys and brooks.

Ishak Castle

It is the second important castle of the town. Its name was given because of an historical event. Ishak Pasha, one of Fatih Sultan Mehmet's army commander, used this castle as an operation center for the military which had gone forward Anatolia over Cilicia. (Kaptan&Koçak, 2010)



Figure 6: Ishak and Ortahisar Castles (Source: <http://www.ortahisar.bel.tr>, last visited on 02.03.2010)

Churches and Mosques

The Town “Ortahisar” was conquered by Hittites in B.C 1500, by Phrgians in B.C. 1200, by the Lycians in B.C 657, by Persians and the Roman Empire in B.C 27. In the time of Romans, Christianity emerged and spreaded. (Kaptan&Koçak, 2010) Due to its natural richness and volcanic composition, Cappadocia became an ideal place for the Christians who came from Taurus Mountains in order to hide and pray without any interventions. The Christians hid in Cappadocia’s caves. (MacEvitt, 2008) Besides many churches around the town, there are also a great number of graves, stone rubbing ornaments and dining rooms.

There are also examples of 6 Byzantine churches inside the town which were forecasted as parts of a monastic complex, or a group of buildings. Other churches are located outside the city center, between the valleys and stream beds as single structures. The Byzantine churches located in Balkanderesi Valley of Ortahisar were carved in 6th century and painted in 9th century as the earliest known examples in Cappadocia Region. (Ortahisar Research, Evaluation and General Protection Project, 1975). The examples of these churches outside the town are St. Paul, Kepez, Hallaç Deresi, Aynalı, Pancarlık, Tavşanlı, Canbazlı, Balkan Deresi, Fırkatan, Üzümlü, Sarıca, Saklı and Sütünlü Churches. In addition, the access to the churches which are located in İbrahimpaşa Village and Kepez Region is via Ortahisar.

Abdioğlu, Aladdin, Ali Reis and Çukur Mosques which are forecasted to be made after the second half of the late Ottoman period located in inside the town.

Table 2 : The List of the Cappadocia CTCDR Monumental Cultural Assets
(Source: General Directorate of Cultural Entities and Museums, 2005)

District	Town	Village	Ruin	Arc. Sites	Monumental pieces	Civil arch. pieces
Avanos	Center		1	4	7	136
		Aktepe	2	2	1	-
		Çavuşin	1	1	2	-
Center			-	-	-	-
	Çat		-	1	2	-
	Göreme		1	2	29	52
	Sulusaray		-	1	1	-
	Uçhisar		1	1	3	13
Ürgüp	Merkez		2	1	44	96
	Mustafapaşa		2		6	86
	Ortahisar		2	1	21	46
		İbrahimpaşa	-	-	3	-
		Ayvalı	-	-	1	-
		Cemil	-	1	2	-
		Bahçeli	-	-	1	-
		Ulaşlı	-	-	-	-
		Boyalı	-	-	1	-
		Karacaören	-	-	1	-
		Karakaya	-	-	1	-

In sum, as can be seen from Table 2, Ortahisar has more monumental pieces than Avanos, Sulusaray, Uçhisar and Mustafapaşa; more civil architecture pieces than Sulusaray, Uçhisar and has monumantal and civil architechture pieces nearly as much as Göreme. It proves that Ortahisar has a valuable cultural potential in the Region.

Ortahisar Houses: “A Cultural Heritage”

The very first Ortahisar traditional houses carved on rocky structure of the Castle once used as shelters and defense points. This fact implies that the first settlement had started at high

altitudes of the topography and then developed into the skirts surrounding the Castle as the necessity for defending the Castle diminished. (Ortahisar Research, Evaluation and General Protection Project, 1975)

The rock carved spaces are not in use today but they served once as cellars for food storage after the development of the evaluation of half-carved houses on the surroundings of the Castle and movement of people to these new houses.



Figure 7: Traditional Ortahisar Houses around Ortahisar Castle

(Source: <http://tr.wikipedia.org/wiki/Ortahisar>, last visited on 11.12.2011)

According to the on-site interviews (2010), the old houses entail a high price for restoration and for this reason are sold for very low prices to the native or foreign investors. The houses will be discussed in more detail later in this part of the section.

3.1.2. Important Natural Values

Balkanderesi Valley

Balkanderesi Valley is the greatest and longest valley within the borders of the town. Pancarlık and Hallaç Valleys are the continuing valleys of Balkanderesi. Although, the Valley is on first degree natural protection zone, because of its natural advantage which will be discussed later, some of the dip slopes of of rock formations within the Valley are still used for lemon storage in an illegal way. There is also an important photography and observation point on the opposite side of the valley where traditional urban pattern of Ortahisar can be observed.



Figure 8 : A Look from the East of the Castle to Balkanderesi Valley (Source: On-site Observations, 2010.)

Güvercinlik and Kızıl Valley

Güvercinlik Valley is one of the known valleys in the Region and 6300 meters in length. Garip Bağ River course is passing through this valley. Kızıl Valley is a big valley within the borders of Göreme Open Air Museum which is 2 km far from Ortahisar, 1 km from Çavuşin and 5 km from Ürgüp settlements. It is full of Cappadocia's famous chimney rocks. The valley is also declared as first degree natural protection zone.

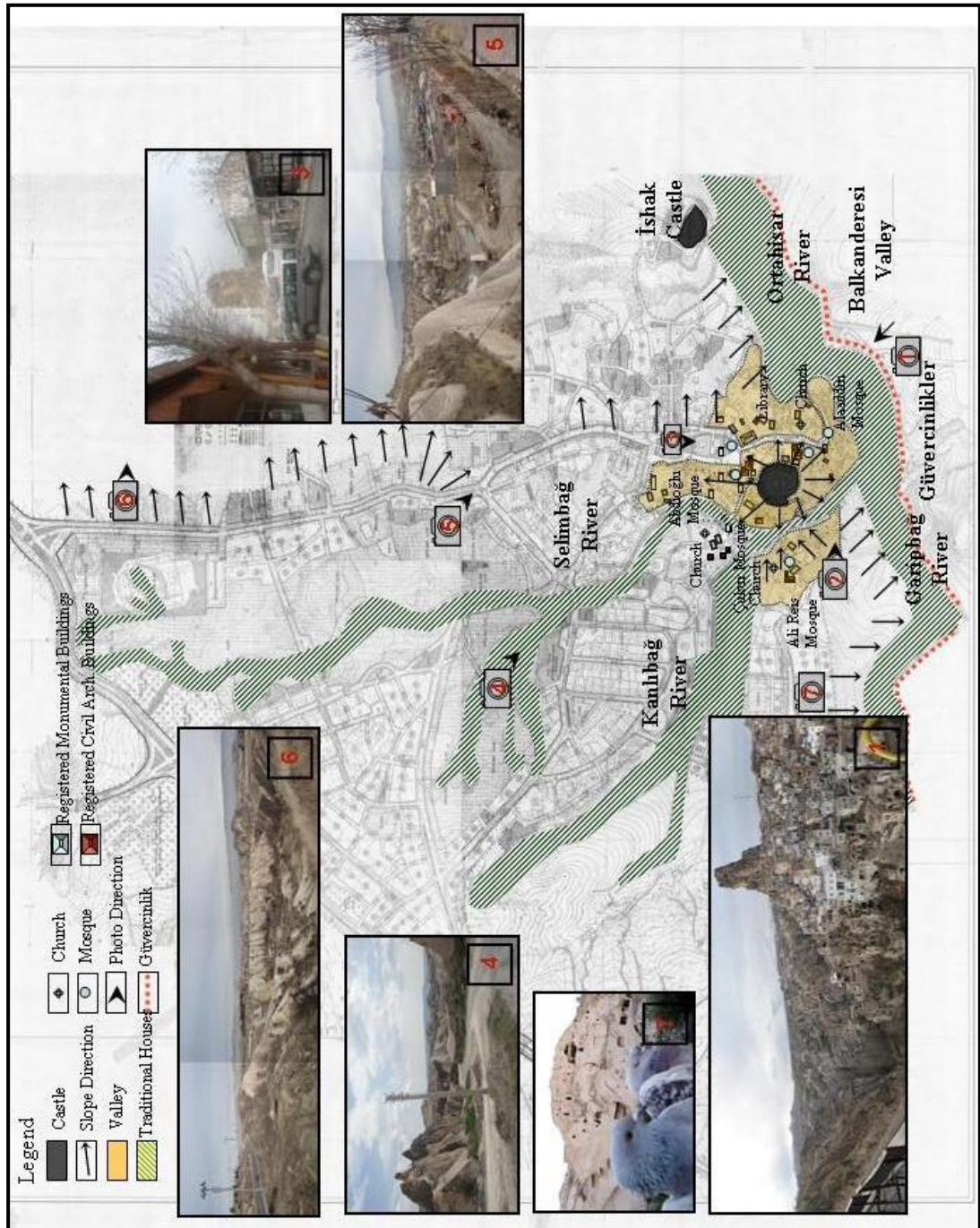


Figure 9: Natural and Cultural Values of Ortahisar

3.1.3. Geographical Location

Ortahisar is a town of Ürgüp District in Nevşehir and locates in the center of Cappadocia Region. It is situated on Nevşehir-Ürgüp Highway, 6 km to Ürgüp, 3 km to Göreme, 4km to Uçhisar, 17 km to Nevşehir, 748 km to Istanbul and 294 km to Ankara. Its favourable location near Göreme and Ürgüp is an advantage of the town in terms of tourism and storage sectors.

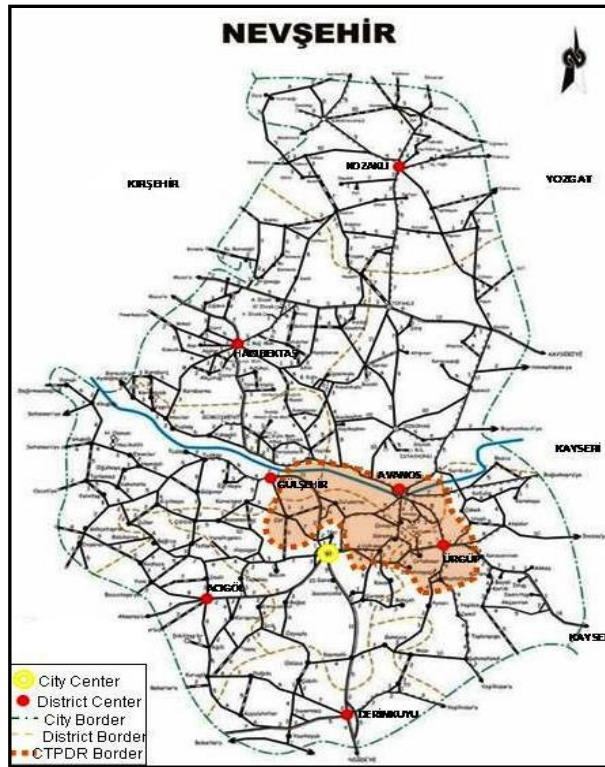


Figure 10: Location of Ortahisar in the Region

3.1.4. History of Urban Macroform

The main element of the town's historical macroform is the Castle and its surroundings with traditional houses. The Castle is an most important natural landmark since it can be seen from Nevşehir Ürgüp Highway and the town center because of its vertical structure. As we stated before during the time of the Hittite Empire, Ortahisar Castle had been used as a shelter for

the Silk Road kerhans and carved by the Hittites local people for the first time. (Koçak&Kaptan, 2010) The macroform of the town implies that the first settlement had started at high altitudes of the Castle and then developed into the surrounding skirts of the Castle as the necessity for defending diminished.

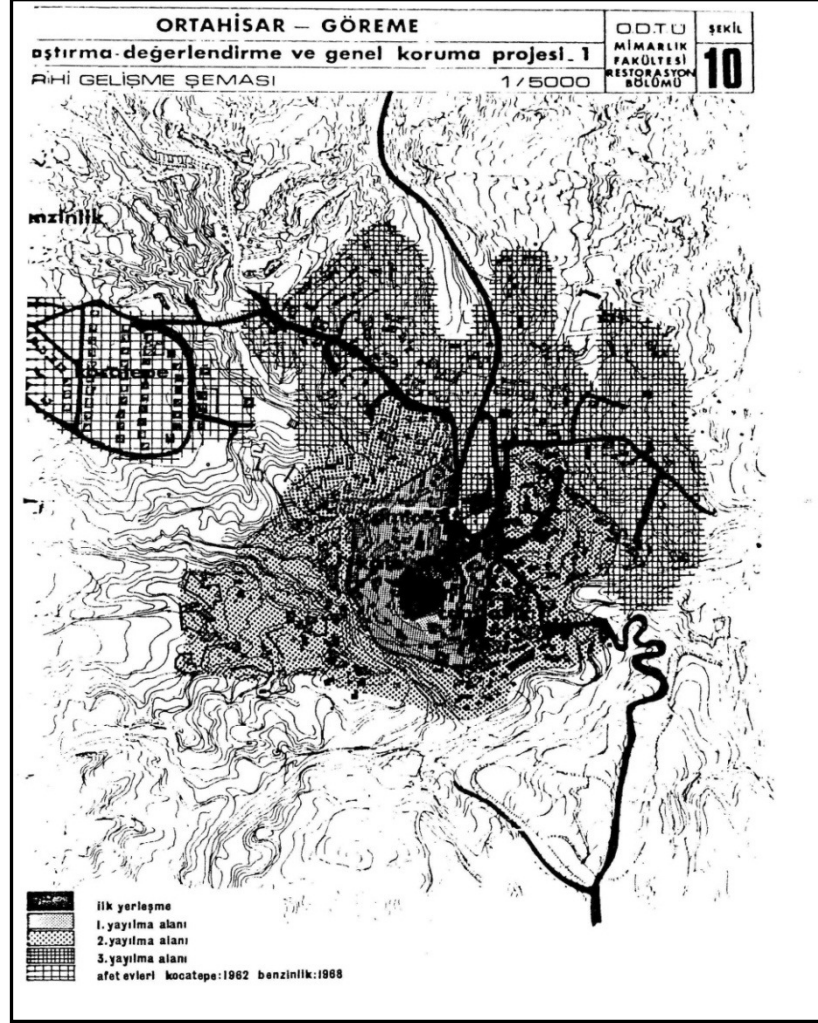


Figure 11: History of Settlement (Source: Ortahisar Research, and General Protection Project, 1975)

Beginning of the nineteenth century with the development of the Region in terms of production, the local people built additional cutting tuff structures on the front parts of carved houses conforming with the structure of the topography and moved to these new areas. (Ortahisar Research, Evaluation and General Protection Project, 1975). These semi-caved houses which have conformity with natural topography and which had been located from the outskirts of the Castle to the south-west and east sides of Balkanderesi Valley are

the most interesting second cultural value after the Castle. Because they reflect organic local architectural features of the town perfectly.



Figure 12: Ortahisar Urban Macroform (On-site Observations, 2010.)

After the development of half-carved houses on the surroundings of the Castle, local people had began to use old rock carved dwellings as storerooms, animal barns and stables. In fact using of these caves as cellars, ensuring a cool temperature in summers and mild temperature in winters, date back to the time of Hittites. The Hittites once had used these cellars called “ayça” where they could store their foods in all seasons. Those storerooms were also used by the Romans, Byzantines, Seljukians and Ottomans.

In other words, the houses on or in front of the storerooms had been constructed after the formation of these cellars. In addition to household storerooms, there were also storerooms used for commercial purposes. The storerooms in Ortahisar, once used as cellars, converted into a storage sector progressively since 1952 owing to the increasing demand from Mersin’s lemon producers. Mersin has a hot weather and it is costly to store lemons in Mersin. Hence, lemon producers has began to gradually prefer natural stone caved storerooms in Ortahisar which are located in the middle of the lemon market between Mersin and Ankara, İstanbul, Bursa. As the storeroom demand has increased by Mersin producers, the existing storerooms in Ortahisar were extended and new ones have been opened inside the town, on the west part of the center.

In sum, from 1952 to 1986, the dominant economic sector of Ortahisar had been lemon storage because of its advantageous location, near to the rock structures of Balkanderesi Valley which is favourable to storeroom caving and on the middle point of lemon markets between Mersin and Ankara, İstanbul. In addition the same dominance can be seen in politics as well as in economics because of the political existence of shippers and storagemen

within municipality and provincial council members. The sector was also supported by 1984 conservation plan decisions which will be discussed later in detail.

This dominance of storage sector inevitably affected the urban macroform. Between the plains of north-west and south-west of the town small-scale rock-carved storeroom areas took place. The storeroom areas have an interesting form since there are no buildings or constructions on the surface of them. The only thing which can be seen on the surface is storerooms' chimneys. The chimneys, entrances of the storerooms, organic roads within the entrances conforming with towns' organic traditional pattern give the town's image a specific and interesting urban pattern that distinguishes Ortahisar from other rival settlements in the Region.

After declaration of Göreme Historical National Park in 1986 which consists of Ortahisar settlement, in 1999, Nevşehir Cultural and Natural Assets Board (CNAB) made a revision of all cultural and natural protection zones within the Region and declared Transitional Period Construction Provisions which brought about strict conditions that limit usages in natural protection zones. Since Ortahisar was surrounded by first degree natural protection zones, caving new storerooms on these areas was banned by the Board.

In addition, after the declaration of the Region in World Heritage List by UNESCO in 1986, tourism sector has begun to develop gradually as large amounts of tourists began to invade to the Region because of World Heritage advertisement. With the development of tourism sector in the Region between 1998-2008 years, new construction of hotels targeting mass number of tourists from packaged tours has begun on the west side of Nevşehir-Ürgüp Highway. The interesting part is most of these large scale hotels had been constructed on the storeroom areas.

Another wrong construction that affects the macroform is the construction of disaster houses. Over time, because of the dangers of landslides, rock falls and collapse risks, Ministry of Reconstruction and Settlement, General Directorate of Disaster Affairs, had vacated an important part the houses located on the west and south of the Castle. The abandoned houses' owners had moved to disaster houses called "Kocasekisi and Benzinlik Disaster Homes" constructed on the north-west of Ortahisar Settlement between 1958-1962.

These disaster houses are the most contrary forms to the city's visual integrity and organic urban pattern with their grid-shaped settlement plans, tile roofs, more than necessary wide windows and without their forecourts.

In general, the macroform of the town has been orienting to the North because of vacation of the houses on the North, topographic barrier of Balkanderesi Valley on the South and first degree natural protection zone's barrier on west and east sides of the town. The center is also expanding from the outskirts of the Castle to the North on a linear path which includes trade buildings, administrative buildings, in other words, all kinds of central activities.

In sum, the historical macroform of the city is a distinctive feature of the town. The thesis' aim should be focused on a planning approach that integrates storage and tourism sectors from a conservative and sustainable perspective without damaging the town's historical macroform.

3.1.5. Evaluation of Physical Structure of Ortahisar

We have focused on the formation of the town's historical macroform and its relationships with economical, social and cultural factors briefly. However, it is necessary to discuss the town's physical structure in order to understand the problems of tourism and storage sector and their opportunities. To simplify the analysis purposes, the city is separated into zones that differentiate according to their location, structural condition and the intensity of natural and cultural values

The 1st Zone

This completely vacated region, located just to the south and south-east of the Castle, looks like historical ruins. However, as its relationship with the Castle, river beds and Balkanderesi Valley, reflects the nature and architecture duality. This region is a potential tourism zone having many traditional architectural and natural assets. However, its connection with the other parts of the town is only through small paths. The reasons that the structures in the zone mostly lie in ruins are geological problems and limited protection and new utilization possibilities of the Municipality. Nevertheless, because of its assets mentioned above, this region should be primarily included in restoration projects.

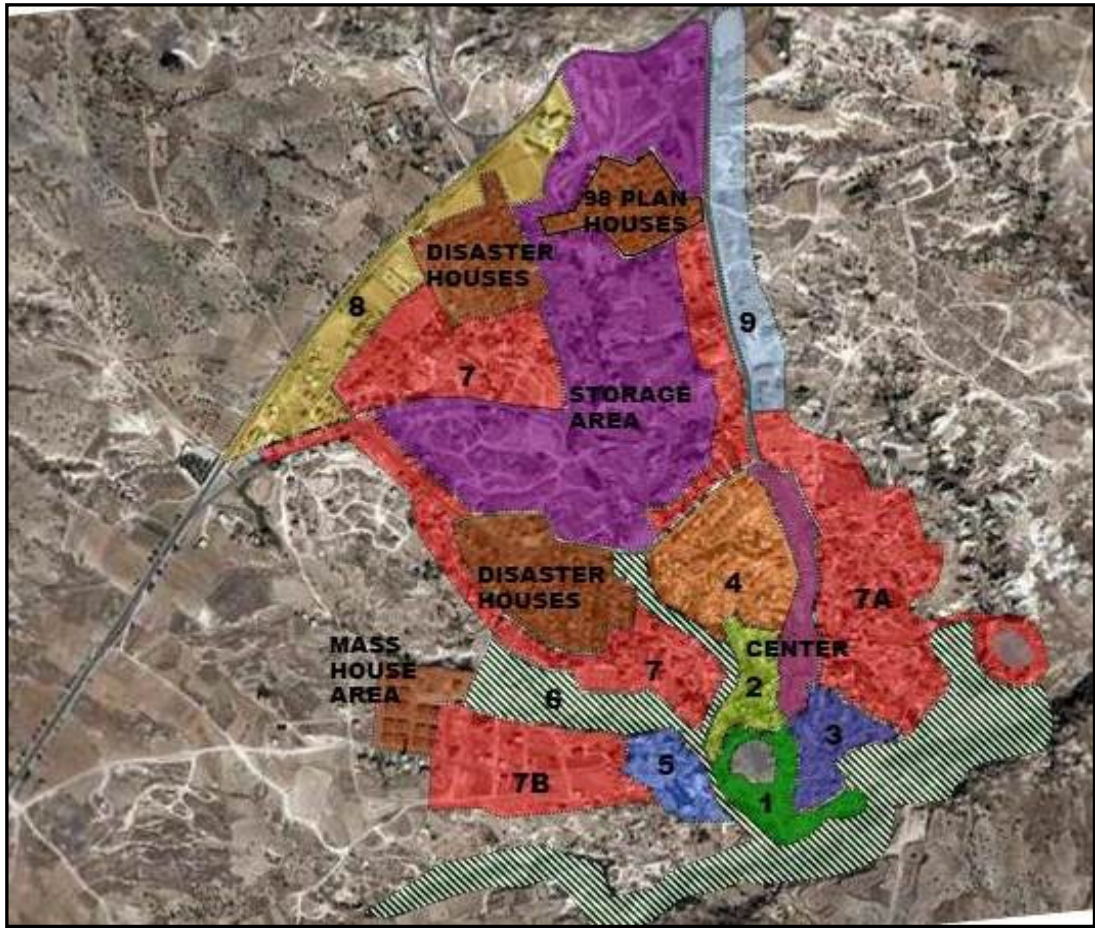


Figure 13: Zones that will be used in the Evaluation of Physical Structure of Ortahisar
(Source: Google Earth, 2011.)

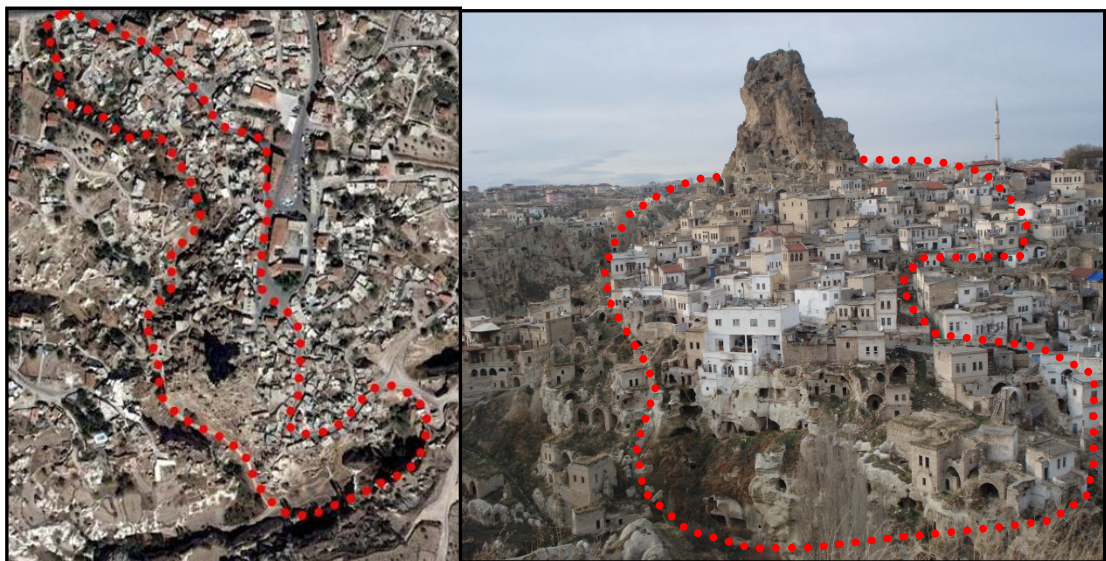


Figure 14: Views from 1st Zone (Source: Google Earth, 2011.)

The 2nd Zone

This region was also vacated by General Directorate of Disaster Affairs because of the same reasons for the 1st Zone. The structures in this zone also strongly reflect the local street structure and local architectural features. The houses near the central region are in good conditions whereas they become more like ruins as we move closer to the Castle. The houses in the zone are located on an organic street system and the streets provide continually changing viewpoints of the Castle and its outer skirts. Çukur Mosque which is known to be the oldest mosque in the town is also located in this region.

The zone have more potential for development than the 1st Zone because it is located next to the residential areas of the center. Because of its tourism potentials, this zone should also be primarily included in restoration projects.



Figure 15: Views from the 2nd Zone (Source: On-site Observation, 2010.)

The 3rd Zone

Two important mosques of the town are located in this zone. The housing areas next to the Castle has been vacated. Other structures apart from this area are in good condition since they still serve as residential buildings. These houses, although less densely compared to 1st and 2nd zones, still reflect the local structural and architectural features. This zone has residential and non-residential use potential because of its closeness to the centre. However, first requirement for this zone is solution of the problems caused by the surrounding ruins.

North-eastern part of this zone which is far from the Castle is a dense residential area. The structures are in good condition, but they have been mostly repaired and restored. However, physical and visual relationship of these structures with the Castle and its surroundings are poor. However, this zone should be included within the boundaries of the protection areas, owing to the facts that it is a visual continuation of the Castle and its surroundings.

In fact, the zone has relatively lesser problems related to protection. It is a residential zone out of the geologically problematic area and structures are in good condition. This zone enjoys and it maintains a vivid environment. Nevertheless, the ways for maintenance of the residential houses should be limited by plan provisions.

The 4th Zone

The structural condition in this zone is good. And it still enjoys the residential zone characteristics. A problem of the zone is storage and alike functions has started to expand to

the centre. Because of expanding storage functions and related transportation problems (the growing traffic caused by the transportation trucks), the road lying down the center in this needs to be widened.



Figure 16: A View from the 3rd Zone (Source: On-site Observation, 2010; Google Earth, 2011.)

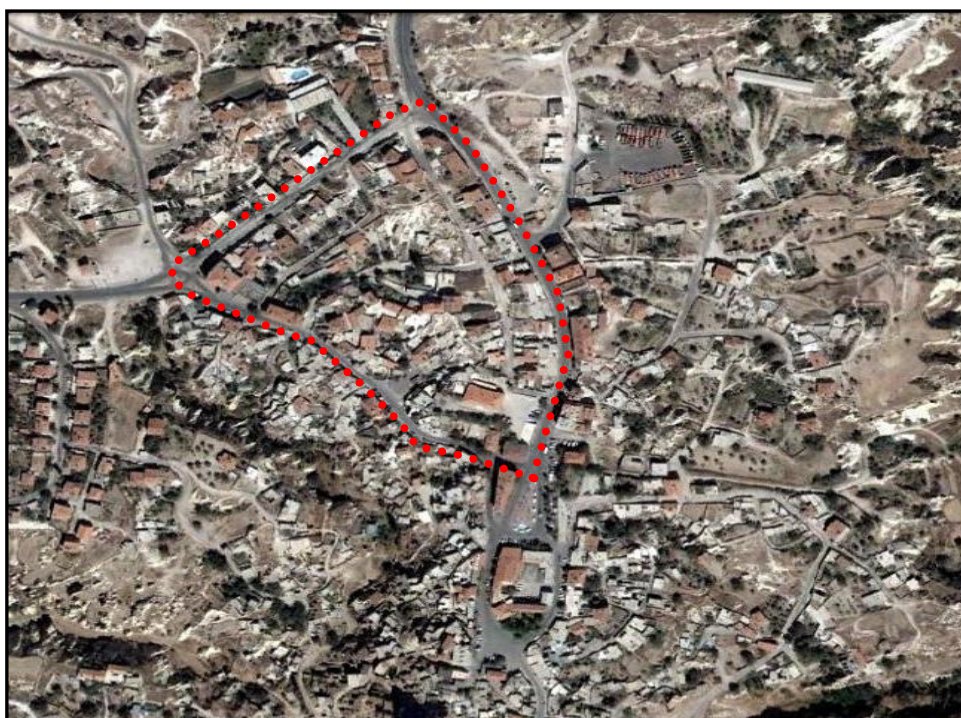


Figure 17: A view from the 4th Zone (Source: Google Earth, 2011.)

The 5th Zone:

This region, located at the opposite side of the Garipbağ water course, is physically and visually a continuing part of the 1st Zone. It is the most favourable zone for small scale tourism developments. Because it is the most secure zone closest to the Castle and surrounding traditional houses. The zone provides the opportunity of observing the local traditional houses located around Castle from its organic narrow streets. Moreover, there is an availability of accessibility to this zone from Ürgüp-Nevşehir Highway which is another potential for tourism facilities. Because of these facts, this zone should be completely added into the urban protected zone by the Board and primarily included in restoration projects in order to develop tourism facilities.



Figure 18: A View from 5th Zone (Source: On-site Observation, 2010.)

The 7th Zones

These zones located on the east, west and north-west of the town centre, are the new development areas of the town. It is observed that architectural and structural assets vanish and new materials and architectural forms are used in these zones. Moreover, north-western

part of these zones differ from other 7th Zones. Because these parts have rich visual relationships with Balkanderesi Valley and the fairy chimneys . Hense these parts of the 7th zones are named as 7-A and 7-B Zones . However, although 7-A Zone has rich visual potential, the truck depots and the petty industrial areas were located on the zone.

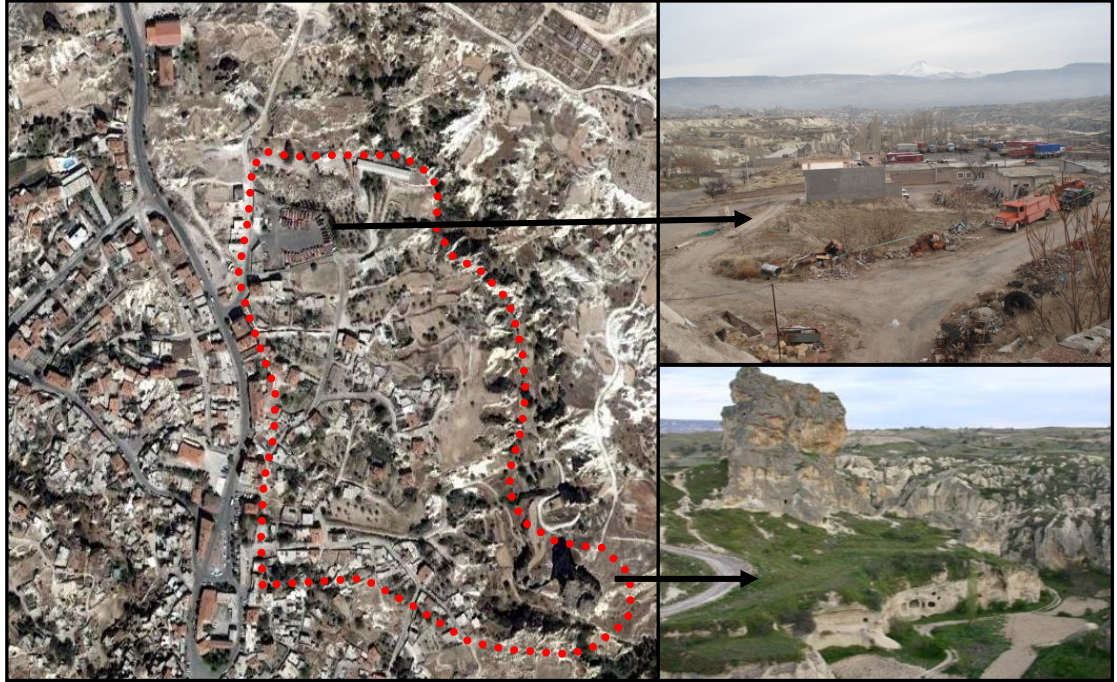


Figure 19: A View from the 7-A Zone (Source: On-site Observation, 2010; Google Earth, 2011.)

Mass Housing Area

This area is the most unfavorable area in terms of the city structure enforced by 1998 plan. 1998 plan proposed “Mass Housing Areas” on the south-western part of the city. Large scale mass housing areas are residential buildings without gardens, having large masses and different roof styles which are totally contrary to the historically formed organic structure of the city.

The Residential Area Constructed by 1998 Plan

This residential area was constructed over the storeroom areas located on the northern part of the city. These residential buildings, concerning their roof plankings, outer coverings, house, garden, window and door proportions, can not also be called as traditional.



Figure 20: A View from Mass Housing Area Constructed by the 1998 Plan Decisions
(Source: On-site Observation, 2010; Google Earth, 2011)

The 8th Zone

This zone is located on the eastern side of Ürgüp-Nevşehir Highway. This is the most rapidly developing area in the Region. Five-star hotels are located on this zone. In fact, new developments can occur on this area because the location of the zone is far away from the historical center and the zone is poor regarding to the natural assets. So large scale touristic facilities may be built on both sides of the road with some construction limitations.



Figure 21: A View of the 8th Zone and a Five-Star Hotel from Ürgüp-Nevşehir Road (Source: On-site Observation, 2010)

The 9th Region

This zone is located on the eastern side of the town center and on the border of first degree natural protection zone. Fairy chimneys and natural geological formations are observed from the zone. Since this zone is topographically higher than these mentioned natural formations, it has a visual richness. However, constructing buildings on this area will prevent the visitors from seeing the Valley and the beautiful landscape. Therefore, it should not be allowed to build any structures here except for the daily excursion facilities and landscape view points.



Figure 22: A View of the 9th Zone from Ürgüp-City Center Road (Source: On-site Observation, 2010.)

Center Zone

Central functions of the town are gathered on the northern skirts of the Castle, around the triangular plaza of the center. Since the center is located to the north of the Castle and is on a higher topography than its surroundings, it serves as a first observation point providing a close view for the Castle. Thus, it may be stated that the center is an important point of attraction for tourism facilities.

The biggest mosque of the town together with the library, district government house, cafes and small shops are located at the center. There are 34 small scale offices used for the storage enterprises.



Figure 23: Views from the Town Center (Source: On-site Observation, 2010; Google Earth, 2011.)

Selim Bey Street, lying towards the new north-western residential zones, is occupied by some of the central functions, especially the commercial ones. Some of the storage enterprises' offices are also located on this street which has a potential to become one of the main central roads of the town.

During the storage season between March and August, as the tourism season starts at the same time, town center gets very overcrowded in these months. Storage enterprises' offices serve as a meeting area for the merchants, commissioners and seasonal workers. In other words, storage enterprises' offices make up a significant amount of population in the town center. Furthermore, the small squares in the town center are used as parking lots by the truck drivers during this period, which in turn results in a traffic jam.

It is very important concerning the improvement of tourism activities at the center. So the storage sector activities' density should be limited by planning decisions such as removing the storage enterprises' offices to the second main road of the center and pedestrianization projects.

Storage Zones

Rock caved storerooms located on the basement floors of the houses are used for storing the common agricultural products of Ortahisar like grapes, apricots, quinces, wild apricots, plums, together with the other goods, tools and instruments used in vine cultivation and gardening purposes. Apart from these storage places under the houses, there are also other storerooms used for commercial. Organic passageways between storerooms and the chimneys above them have become important historical elements of Ortahisar's urban structure. A more detailed analysis of mentioned commercial storeroom areas will be given in the next part of this section.

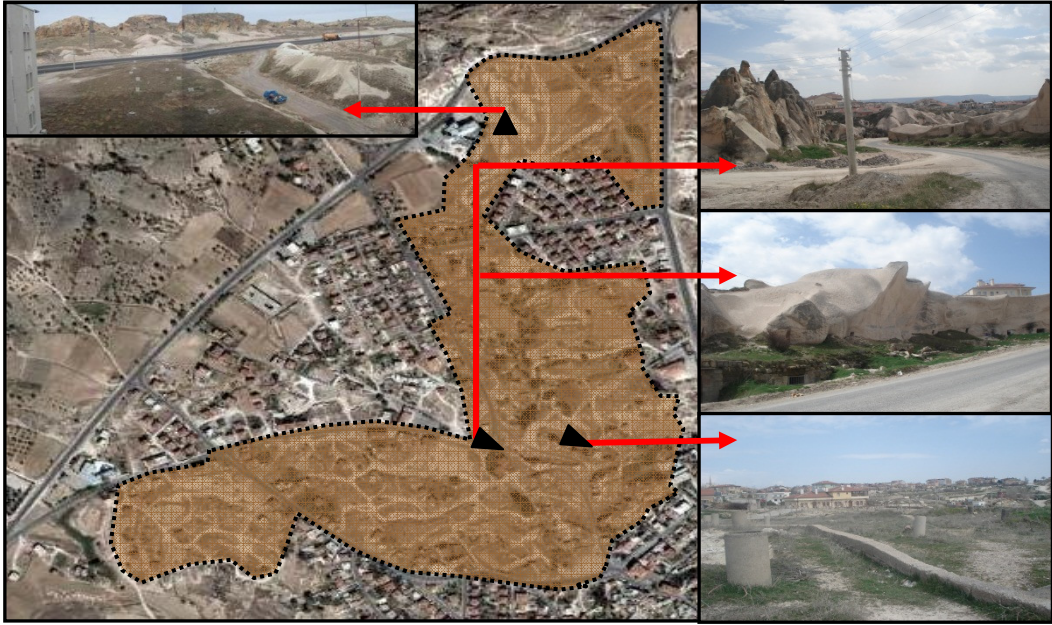


Figure 24: Views of Storeroom Areas of the Town (Source: On-site Observation, 2010; Google Earth, 2011)

Ortahisar Castle – Disaster Area

As we stated before Ortahisar Castle is the highest and the most important natural landmark of the town and is surrounded with natural beauties such as canyons, valleys and brooks. However, similar to the overall geological structure of Cappadocia, Ortahisar Castle has been facing the erosion problem. Human made caves weaken the geological structure which in turn quickens the collapses and falling rocks and creates potential dangers for the residential areas around the Castle.

The residential areas built on the Castle's skirts had been emptied in order to prevent the hazards caused by the falling rocks. Since the Castle and residential buildings around it make up the traditional housing structure and macroform of the town, this geological problem is the most important issue for the development of local tourism sector and it should be the immediate priority intervention area



Figure 25: A view of Ortahisar Castle from the Town Centre (Source: On-site Observation, 2010.)

The 6th Zone

The 6th Zone contains river course areas. The courses of Selim Bağ and Kanli Bağ Rivers on the western part of the settlement together with Garip Bağ River at the south are among the most important elements of the natural structure. Kanli Bağ and Selim Bağ River's courses are joined in Garip Bağ River course in Balkanderesi Valley. Concerning the visual relationship between the area where all three courses are joined and the traditional houses, courses should be evaluated for tourism and residential activities as recreational purposes .

Disaster House Areas

As we have stated before, these houses were constructed between 1958-1962 by the General Directorate of Disaster Affairs because of the disaster risk of the Castle and its surroundings. These disaster houses have contrary forms to the city's traditional visual integrity with their grid-shaped settlement plans, tile roofs and standart typologies. In addition, these houses seem to be also a prestige measure within the social community. So the development of new residential areas also discourages people to live in the old city center which leads to the unconservation and unmaintenance of the traditional houses around the Castle.



Figure 26: River Courses and Valleys of the Town (Source: Google Earth, 2011.)



Figure 27: Disaster Houses Constructed Between 1958-1962 (Source: Google Earth, 2011.)

3.2. Population

According to the data given by Civil Registry Office of Ürgüp in 2009, the total population of Ortahisar was 3478. Ortahisar has the biggest population in Ürgüp District. However, the population of Ortahisar has not been increasing because of immigration since educational level is high. According to Municipality statistics, there are approximately 200 local people working in Germany and 1000 people who settled in Ankara. The growth of population is less than 1%. As compared to the fact that Turkey's population growth is 2,5%, it can be said that Ortahisar growth population is below the country's average. However, the population seasonally increases to 7500 owing to the migration of seasonal lemon workers. Since population growth is low, the region is in no need for new development areas for housing.

Table 3: Population Change in the Region. (Source: TÜİK, 2011)

Kapadokya CTPDR	1980	1985	1990	1995	2000	2005	2010
Ürgüp	6998	9018	11040	12669	4538	16458	18.631
District Center							
Ortahisar	3249	3276	3543	3734	3936	3745	3564
Mustafapaşa	2054	1700	1781	1792	1804	1772	1740
Avanos	8927	9320	10010	10924	11921	12103	12.288
District Center							
Uçhisar	2601	2948	3159	3490	3856	3786	3717
Göreme	1858	2818	2425	2505	2587	2386	2200
Çat	2500	2598	2405	2486	2559	2451	2339
Sulusaray	2231	2786	2418	2345	2275	2217	2161
Total	30418	34464	36781	39945	43476	44918	46640

3.3. Socio-economic Situation of Ortahisar

As we have stated before, local people of Ortahisar have earned their main livelihood by stone-carved lemon storerooms since 1950s. There are 5 important work definitions in the storage process. Management, shipping, handling of bruised lemons, packaging and portraging. As the chairman of Ortahisar Storagemen Cooperative stated, there are 34 businesses responsible from storerooms management with a total number of 140 workers. There are 300 local people working in package business. In addition, the number of local people working in handling business is 150 and in lemon packaging is 300.

However, these are the number of local persons working in lemon sector. Since wage level in Mersin is cheaper than Ortahisar especially for handling process, workers come to Ortahisar from Mersin. The chairman stated that the total number of workers coming from Mersin is nearly 3.800 for a year. Every year storage sector absorbs nearly 1.000 workers for portrage and 2.800 for handling process from Mersin.

The other important branch of storage sector is shipping. Chairman of Ortahisar Truckmen Cooperative reported that there are 75 lorries in the town; and each of them has at least 2 drivers. This means that the number of people working in shipping sector could be estimated as 150.

There are nearly 30 local merchants. The number of personel working in tourism sector is not clearly known since there are workers without any insurance. According to Municipality statistics, there are 154 people with insurance working in the tourism sector. Rest %75 as the remaining part is retired people from shipping and storage sectors.

In addition, the other main activity of agriculture is grape viniculture. According to Ürgüp District Directorate of Agriculture estimates, 7.000 decares of grape vineyard is produced every year in Ortahisar. However, this only provides local people's annual needs. (Ürgüp District Directorate of Agriculture, 2009).

Other agricultural products produced in small amounts are the vegetables, fruits, beans, peas ...etc. There is also a slaughterhouse in the center where daily average of 250 cattle were slaughtered and marketted to Ankara.

Table 4: Ortahisar Employment Structure (Source: On-site Survey, 2011)

	No of Workers	%	
Handling	150	21	
Shipping	150		
Portrage	150		
Storage Management	140		
Packaging	300	75	
Retired	2640	0.8	
Merchant	30	4.3	
Tourism	154		
Total	3564	100	

In sum, 750 people of the total 3564, accounting for 21% of the total population work in storage sector. Remanining % 75 is retired people from shipping and storeroom management. This data shows that the storage sector is an important economic activity for both old generation and younger generation of Ortahisar. Since there is no need for skilled workers in the sector, it becomes the most favoured sector for unqualified people as opposed to the tourism sector.

This sector also provides job opportunities for not only local people but also for people from other cities as seasonal workers. This shows that sector creates employment within local, regional and national boundaries. Ortahisar storage sector contributes to the economy since it enables business opportunities to many people in the fields of picking, packaging, shipping, storing and selling, transport stages. So instead of a planning attitude that disregards the storage sector, a planning attitude that accepts the sector and allows its facilities within limitations for the sustainability of the environment is the correct one. Hence the question of whether this sector is sustainable or not for the environment should also be discussed. This question will be answered in details later.

3.3.1. Storage Sector Research Methodology

In this chapter, we will analyse natural rock-caved storage industry, which has been the major economic sector of Ortahisar since 1950s. The analyse is based on the onsite observations and in-depth open-ended interviews with 34 storage enterprises, Chairmen of Ortahisar Storagemen, Truckmen Cooperative and Ortahisar Municipality. I also made onsite observations about the small scale storerooms and gathered information about physical and functional conditions of the storerooms (area, condition, used-not used, capacity, income per year.)

The questions asked to storage facility actors aimed at finding out answer to the main question of “Is it possible to integrate storage and tourism sector in order to enhance local economic development considering conservation priorities? The other questions which are aimed to find out answers are: What is the importance of the sector within local, regional and national boundaries? What is the scale of the activity? How are distribution channels and actor relations situated in the geographical space? What are the problems of each sector caused by the another? What are the similarities and differences between sectors in terms of cultural, economic capital and networks of the relations in geographical space? Are transitions possible among these sectors?

In order to answer to these questions, I asked to storage enterprises about stages of production in geographical space, about their income and expenses during the storage period, problems concerning the sector regarding to tourism, actors’ educational backgrounds, their other jobs or resources, quality and number of workers, ownership pattern ...etc.

3.3.2. Storage Sector Research

As we have stated before, the major economic sector in Ortahisar has been the stone-carved storage sector for agricultural purposes. Totally, there are 700 storerooms inside the town. These are either used for commercial purposes or personel purposes by households. Approximately 400 of these are used for lemon storage, for commercial purposes.

The demand for lemon existed every month of the year. Thus, except for the period of production, storing is also very vital to keep lemons fresh in every season. In addition, the price of lemon increases by six times at the end of 9 months after the harvest. This shows

that the storage is one of the most important stage of lemon production and trade. Hence, it is reasonable to study the importance of the storage sector by comparing local, national and international lemon production trade statistics.

3.3.2.1. The Production and Trade of Lemon in Turkey and in the World

According to 2009 statistics, Argentina was the country in which lemon production is the highest since it met 25% of the production. The north hemisphere was liable for 70% of the production. USA and Turkey was the most important lemon producers in the North Hemisphere.

Table 5: Lemon Production, Consumption and Trade in Turkey and in the World (tones)
(Source: FAO, 2009)

No	Country	Production(ton)
1	Arjantin	1.260.000
2	China	1.017.166
3	USA	827.350
4	Turkey	783.587
5	Spain	620.300
6	İtaly	522.700
7	Egypt	330.000
8	South Afrika	214.415
9	Peru	211.159
Total	World	13.949.600

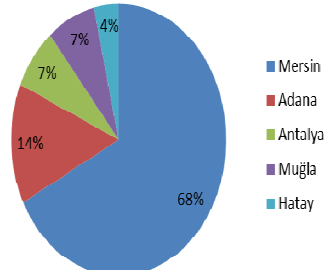
Turkey is the fourth in lemon production with 783.587 tones, approximately %19 of the North total. In other words, lemon production and export has taken an important place in Turkey's economy comparing to other countries in the World.

3.3.2.2. Production in Turkey and Mersin

The lemons stored in Ortahisar rock-caved storerooms are coming from Mersin. Thus, it is important to study lemon production and market in Mersin. According to the 2010 statistical data, in Turkey, lemon production is made in five provinces of the Mediterranean Region.

Mersin produces 68% of lemon in Turkey. This is followed by Adana (14 %), Antalya (7%), Muğla (7%) and Hatay (4%) as the other lemon producer provinces.

Table 6: The Distribution of Lemon Production by Provinces (Source: TÜİK, 2010)

No	Province	Production (tones)	Ratio (%)	
1	Mersin	527.976	68	
2	Adana	111.900	14	
3	Antalya	57.379	7	
4	Muğla	57.297	7	
5	Hatay	29.039	4	
Total	Turkey	787 063	100	

3.3.2.3. Lemon Exports in Mersin

According to the 2011 statistical data, 134.864.000 kg lemon amounting 25% of Mersin's overall production is exported. This export brings Turkey 93.000.000 US dollars per year. Rest of the production is sold and consumed in the domestic market.

Table 7: The Amounts of Mersin Lemon Exports and Values (kg/\$) (Source: TÜİK, 2011.)

	Mersin		Türkiye	
	Quantity (Tones)	Value (\$)	Quantity (Ton)	Value (\$)
Lemon	134.864	93.000.000	412.089	282.000.000

The highest amount of export of lemon from Mersin is made to Mersin Free Zone, having an exchange of 6.766.202 \$ and 11.836.355 kg in amounts. Ukraine comes second when considering lemon export. 3.409.736 kg lemon is sold to Ukraine in exchange for 1.692.563 \$ and 1.932.746 kg lemon is exported to Italy in exchange for 1.358.642 \$. Lemon, moreover, is also commercialized through local grocers, commission merchants, wholesales market.

In sum, Mersin is the province where the most lemon production is done which constitutes 66% of lemon production in Turkey. In addition, according to 2003 statistics, 8% of Mersin's lemon production is exported. Since lemon production and export have taken an important place in Turkey's economy, Mersin is the most important province for Turkey by its 66% of its lemon production share.

3.3.2.4. Lemon Storage in Nevşehir, Ortahisar and Kavak

As we stated before, there are 400 stone-caved storerooms which are used for commercial purposes in Ortahisar. The storerooms are generally small scale having areas between 100-600 m². These storerooms are used especially for storing lemons, citrus products produced in Mersin.

According to Ortahisar Storage Cooperative statistics in 2010, the capacity of the storerooms for commercial purposes in Ortahisar is 4 million trunks. When considering that 1 trunk is 18-22 kg, approximately 80.000-100.000 tones lemon of Mersin is stored in Ortahisar storerooms. In other words, 100.000 tones of lemon out of 527.976 tones of Mersin's total production, which constitute approximately 19% of the total, are stored in Ortahisar. This is a remarkable value for the town. In addition to lemon, 4.000 tones orange and 1.000 tones grapefruits are also kept in the storerooms of Ortahisar.

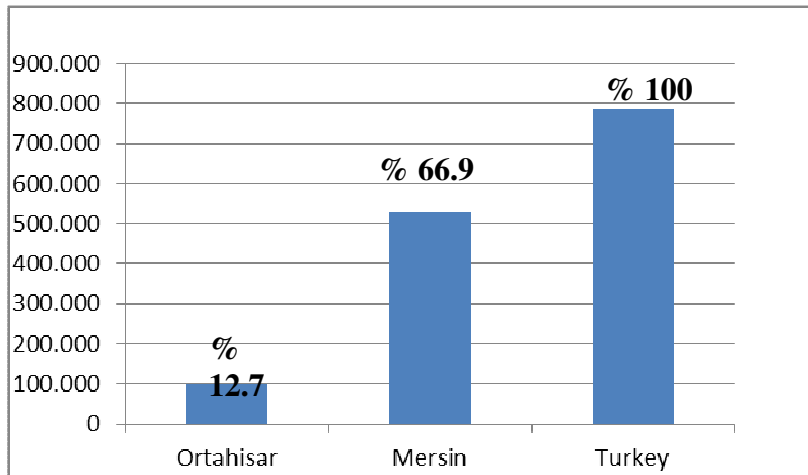


Figure 28: Quantities of Lemon Production in Mersin, Turkey and Storage in Ortahisar
(Source: TÜİK, 2011 ; On-site Observations, 2010.)

According to Ortahisar Warehousemen Cooperative 2010 statistics, 15.000-20.000 tones of lemon that are stored in Ortahisar storerooms and valued approximately 334.000 \$, exported to countries such as Russia, Romania, Bulgaria, Armenia and Georgia.

In sum, %66 of Turkey's lemon production is in Mersin and %18,9 of lemon produced in Mersin are stored in Ortahisar storerooms and %25 of lemons stored in Ortahisar storerooms are exported. This means that lemon storage sector is an important part of the business network and generates income from local, national and international boundaries.

3.3.2.5. Sustainability of Rock-caved Natural Storage in Ortahisar

As we have stated before, since the demand for lemon exists in every month of the year and price of lemon increases by six times after 9 months of its production, storage is very important in lemon business line. So why do Mersin producers prefer to store their products in Ortahisar rather than their original location?

In fact, the rest of 78% of lemons produced in Mersin are stored in their original location. They are stored in producers' own storerooms in Mersin. In other words, big scale producers who have their own storerooms are preferring to store the product in their original location while small scale producers which of whom also consists of 3-4 storeroom managers in Ortahisar, prefer Ortahisar storerooms since its economical gain is more than its economical costs. Because weather temperature of Mersin is high between March-August months and Ortahisar is located in the middle of lemon market between Mersin and other larger cities such as Ankara, İstanbul and Bursa. It will be helpful to examine the other favourable aspects of Ortahisar storerooms in detail.

The condition for lemon storage is 10 degrees celcius temperature and 85-90% humidity. The natural morphological structure of the stone-carved caves provides approximately the same temperature both in summers and winters. (10+-3 degree celcius). (Çukurova University Report, 2010) The temperature and humidity remain stable in these storerooms during the seasons due to their natural morphological structures, making them very suitable to be used for storage purposes. According to Çukurova University report of 2010, 10% energy efficiency is obtained through this morphological characteristics of the caves. Besides, the construction and technological equipment expenses of these caves are less than

normal ones by 1/3 ratio. Moreover, the weight of a trunk of lemon (18-20kg) coming from Çukurova and Mersin increases to 20-22 kg after a period of storage for 3-9 months.

In addition to these natural advantages, stone-carved storerooms do not pose any contamination and environmental friendly unlike the other industry brunches. They ensure energy efficiency and contribute to the local economy. Therefore, these storerooms are called “Turkey’s Industry without Chimneys” by the storagemen in Ortahisar. In other words, the storerooms in Ortahisar formed naturally contribute to the sustainability of the environment, lower the costs and save energy.

So isn’t it possible to protect local storage sector, which contributes to local-regional employment and environmental sustainability by regulating its facilities’ negative effects within the town such as seasonal population increase and uncontrolled development of new storerooms in natural protection zones?

3.3.2.6. The History of Rock-Caved Storage Sector in Ortahisar

As we have stated before, the history of rock caved storage dated back to the times of Hittites. The Hittites once used cellars called “ayça” where they could store their foods in all seasons. Those storerooms were also used by the Romans, Byzantines, Seljukians and Ottomans and gradually took place on the surroundings of the Castle. However, the storerooms used as cellars has begun to be used for commercial purposes progressively owing to the increasing demand from Mersin lemon producers since 1952. The storerooms have been developed and new ones have been started to be caved.

Most of the storage enterprises said that they have undertaken this occupation from their fathers and grandfathers. This shows that the storage sector passes on from generation to generation in Ortahisar. Most of the people in Ortahisar earn their living by these storerooms and there is no other town that puts so much emphasis on this sector in the Region because of its historical development. This shows that rock-caved storage sector itself is an intangible value for the community which should be evaluated with a conservative point of view.

However, after the declaration of Göreme and its surroundings including Ortahisar settlement as a historical national park and as a World Heritage by UNESCO in 1986, Nevsehir Cultural and Natural Assets Board had made revision studies for the natural protection sites within the Region.

After Nevşehir Cultural and Natural Assets Board's revision, Ortahisar's settlement which is located in Göreme National Park, was announced as a third degree and its surroundings as first degree natural protection zones. The Board prepared transitional period construction provisions for these natural protection zones and restricted the caving of new storerooms in first degree natural protection zones since the Board accepted that these facilities would harm the ecology and the geography.

In addition, after the declaration of the Region as a World Heritage, the tourism sector has begun to develop gradually. Large amounts of tourists began to invade the Region because of the World Heritage advertisement. With these developments between 1998-2010, new construction of hotels targeting mass number tourists from packaged tours has begun on the east side of Nevşehir-Ürgüp highway most of which constructed on the storeroom areas.

As a result, the domination of the storage sector which affects socio, cultural and urban character of city have begun to regress and city's traditional pattern have begun to disappear because of mass tourism developments .

Because of conservatiob concerns, storage sector has started to flourish and develop in the towns called Nar and Kavak since 2000. Neither these settlements situated within the borders of the national park nor have any of natural protection areas. In Nar and Kavak, new big scale rock-caved storerooms, accessible for lorries and trucks, are planned and caved after the approvement of the plans. This approach of the plans badly affect the economy of Ortahisar where the main way of living is its small scale storerooms.

According to chairman of Ortahisar Storage Cooperative, the small scale storage sector in Ortahisar has started to regress since large-scale modern storerooms have been opened in Nar and Kavak. Chairman of Ortahisar Shipping Cooperative also stated that the number of lorries in Ortahisar has decreased from 150 to 75 and some neglected storerooms have been closed. Although both of them claimed that the sector have begun to regress because of large scale storeroom establishments, the sector's condition should be discussed according to more trusty statistics and data which will be discussed in the next parts of this section.

The storagemen in Ortahisar, as a result, demand an area for new, large scale storerooms. They want to cave storerooms in the first degree natural protection zones of Balkanderesi Valley located outside the town settlement. Hence, recently the Municipality has prepared a 1/25.000 scale revision plan and the plan has been sent to Ministry of Culture and Tourism and to the Board for approval. However, the Board did not approve the plan because it sees the large scale storage activities as an important threat for sustainable development of touristic activities and the protection of ecological and natural values.

In addition to conservation problems, there are critical issues related to development of tourism sector. At first, although Ortahisar has great potential of cultural and natural assets and situated in Göreme National Park borders, declared as a World Heritage, local people insist on storage sector rather than tourism sector. Interestingly, in the town's previous plans, tourism sector has been neglected which will be discussed in the next section.

Can't tourism be an alternative sector instead of a rival one for local welfare in Ortahisar? Can't both sectors be carried out together, not as competing sectors bur as the ones sharing the positive contributions of one another? Isn't it possible to plan and sustain storage sector, which creates local and regional employment, which have a historical continuity and intangible value, by regulating it? How can the balance be maintained between protection, storage and tourism facilities? Can storage sector be evaluated a distinct cultural feature of the town in the Region? What should be the limits, scale and type of each sector's growth in order to ensure conservation and economic sustainability objectives? In fact these questions constitute main problematic of the thesis.



Figure 29: Women Working in the Lemon Storerooms during Handling Process
(Source: Onsite Observations, 2010)

3.3.2.7. Big Scale Storage Sector in Kavak, Nar and Çat

Since 2000, the storage sector has started to develop in Kavak, located on the south-western border of Ortahisar. The town is not within the boundaries of any national park or natural protection zones. Thanks to the technological developments, large-scale storerooms have been built with air-conditioning systems and modern isolation equipments. The average size of the built-up area is around 2.000-3.000 m². Big trucks and long vehicles can also pass through these newly-built storerooms' entrances.

In fact, these large storage areas are used to store potatoes. 1.000.000 tones of potatoes and 60.000 tones of lemons (approximately 3 million trunks) are stored in Kavak in a year. 2 million tones of potatoes (out of 5 million tones potatoes in Turkey) are consumed in the production phase and 1 million equivalent to approximately 25% of the total production are stored in the Kavak underground storage areas. In other words, Kavak is becoming an important center for big scale potato storage sector.

However, since the price of lemon is much higher than potatoes, the storeroom rent price for lemon is higher. In addition, potato storage yield more large scale storerooms. After the storage of potatoes, the storeroom should be ventilated and rested because of potatoes organic verminous wastes. In sum, it can be said that small-scale storerooms are much more appropriate for lemons than potatoes and although they are smaller, they are more income-generated.

In addition to Kavak, between 2008-2009, in Nar and Çat towns, which are located near the Capadocia Cultural Protection and Development Region's west borders, large scale storage areas has begun to develop. This region's border was declared in 2005 by Ministry of Culture and Tourism in order to support and develop tourism potentials. It is an administrative border within where 1/25.000 scale master plan revision studies are executed by the Ministry. In fact, 1/1.000 scale plans of 3 large scale storage areas in Nar and Çat has already been approved by the Municipality. Moreover, because of many new storage area demands from these towns, Ministry planned the west side of the Region for big scale storage activities in 1/25.000 scale master plan revision draft. In other words, the big scale storage sector are also supported by plan decisions.



Figure 30: Large-scale Rock-caved Storerooms in Kavak (Source: Şenkavaklı, 2009)

According to 2010 statistics given by Kavak Municipality, 60.000 tones of lemon and 2.000.000 tons of potatoes were kept in Kavak underground storage areas. Although the amounts are big, there were only 9 storage establishments in Kavak, 5 of which belong to the big companies. There is also no cooperative organization among storagemen in Kavak like Ortahisar because of member numbers are low. These big companies are Frito Lays, Talex, Gomeç, Konya Şer and Özgörkey and potatoes are usually brought from Konya, Ödemiş, Sivas and Adana to Kavak storerooms.



Figure 31: Inside of Large-scale Rock-caved Potatoe Storerooms in Kavak
(Source: <http://www.webrehberi.net/>, last visited on 01.10.2010.)

According to the chairman of Ortahisar Storagemen Cooperative, because of the expansion of large scale storage sector in Nar, Çat and Kavak, the demands toward small-scaled storerooms in Ortahisar have started to decline. However, he also stated that although some of producers in Mersin prefer to store their products in Kavak, they still prefer Ortahisar for accomodation during storage season. In addition to producers, seasonal merchants, women workers, commissioners coming to the town for storage facilities prefer Ortahisar for accommodation. In the interviews, storage enterprises' managers stated that the reason for this situation are strong social relationships built by the towns' 50 year history and experiences of the sector. They also stated that workers and merchants found Ortahisar people more hospitable and open minded. For example, the employment of women in Kavak is seen shameful within the community. Thus, given the fact that most of the handling workers coming from Mersin are women, it is a disadvantage of Kavak town. Besides, the marketting of the lemon from storerooms to the commissioners or merchants are also made in 34 storeroom enterprises offices located in the center of Ortahisar. Moreover, according to 2004 Mersin master plan statistics, most of the lemon producers are small scale in Mersin which means in fact, a potential demand there exists toward small-scale storerooms in Ortahisar.

All these still make Ortahisar as a market place for lemon sector. As we have stated before, there is also no cooperative organization for the storage sector in Kavak since the number of members are low. This for us is a strong side of Ortahisar in terms of organizational structure of the economic sectors.

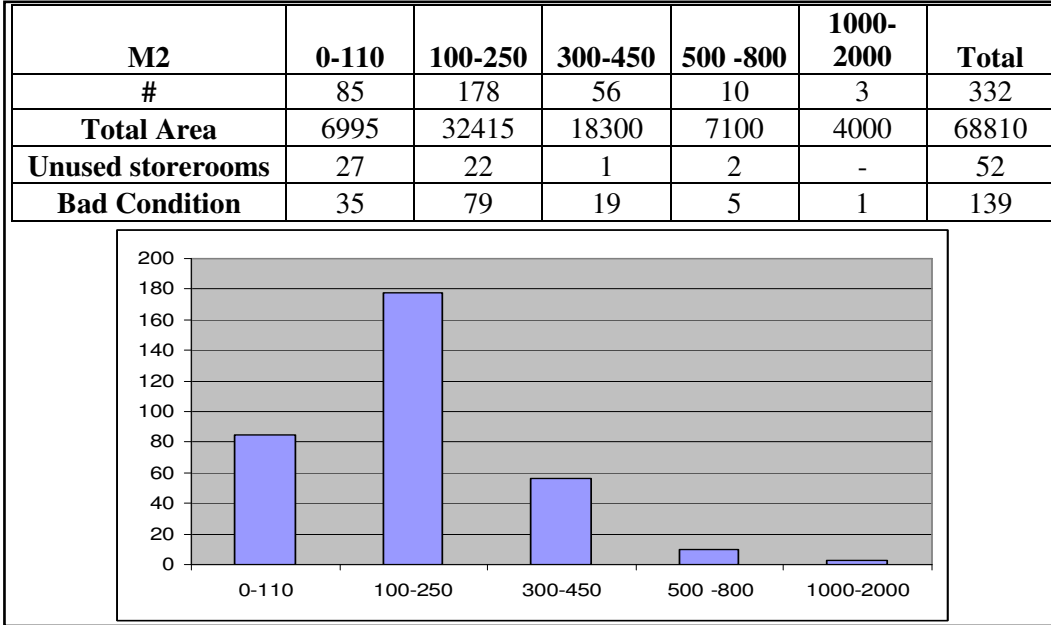
In sum, although large scale storage sector in Nar, Kavak and Çat has developed and encouraged by plan conditions, all of these potentials listed above show that small scale storage sector in Ortahisar can still survive.

3.3.2.8. Scale of Ortahisar Storerooms

In Ortahisar, there are approximately 400 storerooms used for commercial purposes. Their area sizes range between 100-600 m². The storerooms in Ortahisar are human made and they are small-scaled unlike the ones of Kavak. During the shipment of lemons, small size lorries and vagoons have been used parallel with the size of the storerooms. According to the data received from Ortahisar Storagemen Cooperative (2010), 178 of 332 storerooms are between 100-150 m² which constitutes of 53 % of the total. There are only 3 storerooms of whose total areas ranges between 1.000 - 2.000 m². In addition, since the area of the

storerooms are small scaled, they are managed by family enterprises. This is in fact an advantage for environmental sustainability of the Region because big scale storage areas are affecting the natural topography and geology of the Region negatively.

Table 8: Number of Storerooms, Their Sizes and Capacities in Ortahisar
(Source: Onsite Observation, 2010.)



Total number of storerooms which are used for commercial purposes are 332. However, it is conducted that % 15,6 of them are unused because of lack of care. % 41,8 of them are in bad condition and have no technical equipment. According to Çukurova University's report (2010) regarding to Ortahisar storerooms, some rehabilitation measures can be taken in order to improve the storerooms such as fixing isothermic doors, palettes, differential thermostats, air conditioning and intermittent relay. In sum, in fact most of the storerooms are still functioning and used for commercial purpose and unused ones can be rehabilitated by technical equipments.

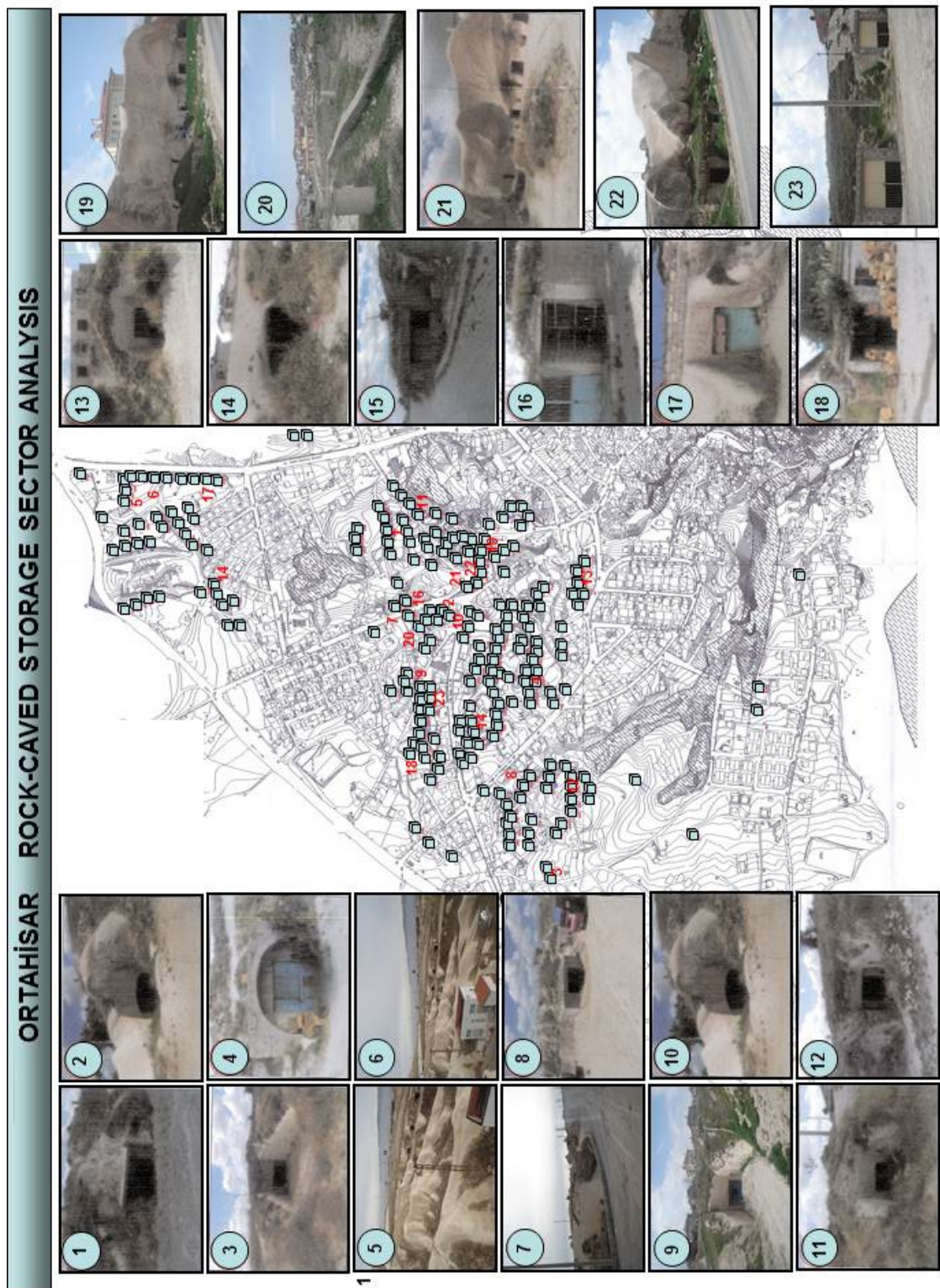


Figure 33: Distribution of Storerooms in Ortahisar

3.3.2.9. The stages of Production and Sale

There are 4 stages for the storage sector from production to consumption:

Storage Stage

In the field of research, it has been seen that different persons are identified with different tasks in lemon trade. However, the most influential ones are producers from Mersin, merchants and commissioners from the Region.

According to Mersin Master Plan statistics (2004), the lemon production in Mersin are small in size. The producers do not organize under a cooperative or a union and most of the clients of Ortahisar storerooms are small scale producers from Mersin.

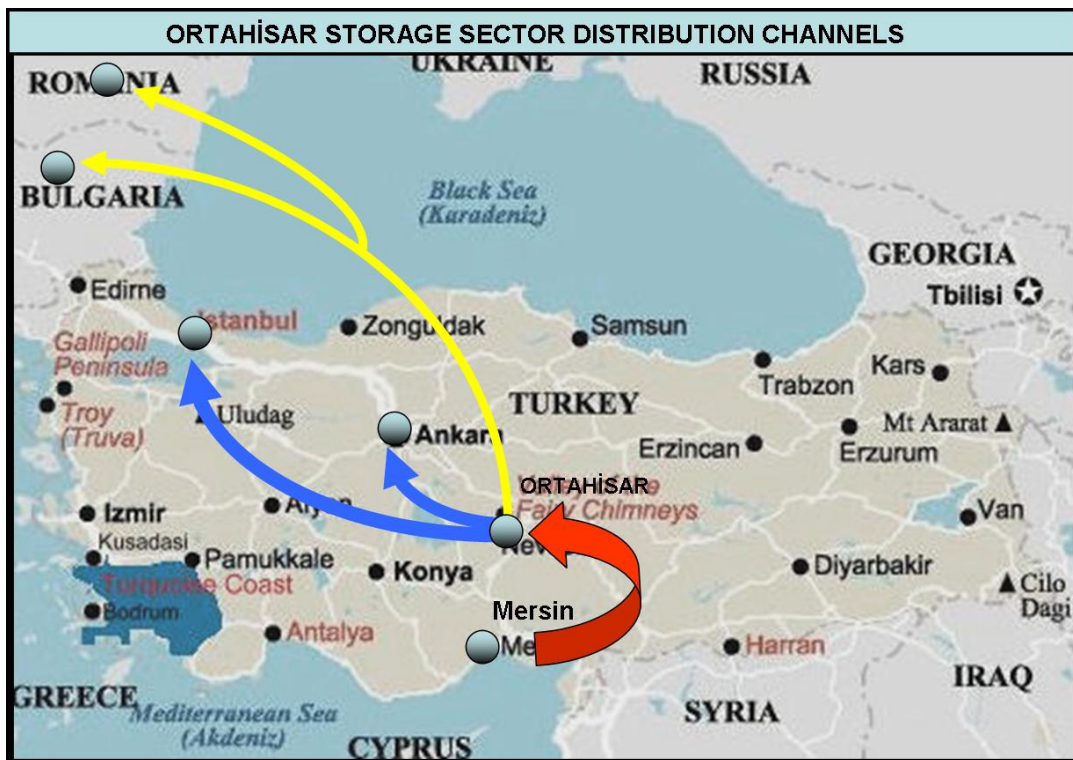
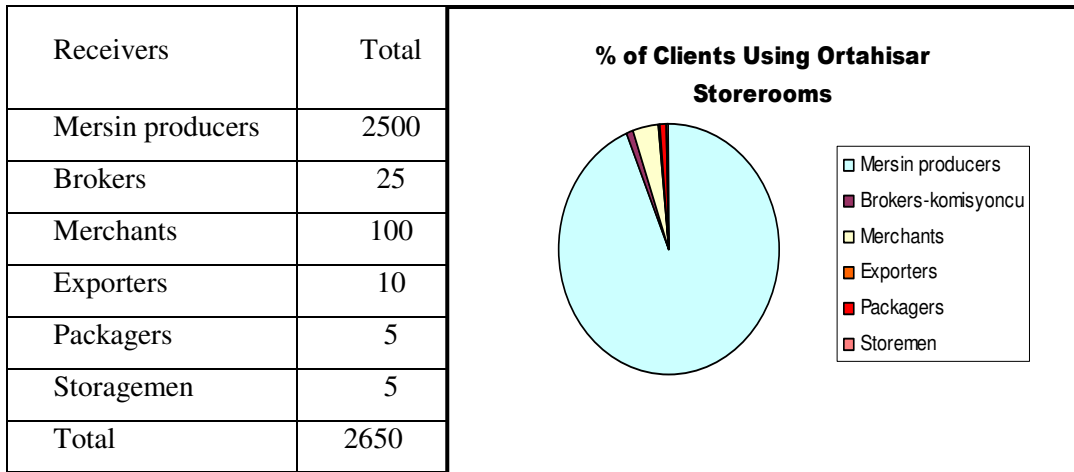


Figure 34: Distribution Channels of Lemon Production and Sale in Ortahisar

There are 34 storage enterprises in the town whose offices are at the center. The workers in the enterprises are varies between 2-3 persons . According to in-depth interviews with storage managers, %60 of the working staff are graduated from elementary school. This shows the low employment and educational level of the labour in the local storage sector.

After production, collection, processing, packaging-packing processes and storing in a short duration in Mersin, the products are shipped to the storerooms in Ortahisar. The table shows the distribution of actors who store their products in Ortahisar storerooms. 85% of clients are local Mersin producers, who are approximately 2.000-2.500 in number. Although the number of Mersin producers is high, they store small scale products in the storerooms varies between 2.000-3.000 boxes. These are the local producers being also merchants at the same time. The second influential actor who store lemons in Ortahisar are the merchants number of which ranges between 100 and 150. Although the number is small, the merchants store large scale products in the storerooms varying between 50.000-70.000 boxes.

Table 9: The Distribution of the Actors who Store Their Products in Ortahisar Storerooms
Source: Interviews with Local Warehousmen, 2010



There are also storemen who make production and sale as producer-merchants in Ortahisar but they are very small in number consists of %8 of the total. The other actors who store their products in the storerooms are packagers, exporters and commissioners. However they are not influential on the storage stage.

Since the rest %92 of the storagemen are not included at production stage, it can be said that they only play a passive role in lemon business network by receiving storeroom rents. In other words, those storagemen are playing a mediator role in lemon production. However, when storeroom managers were asked whether they engaged with another occupation, it was seen that most of the storeroom operators involved in local politics. The chairman of Ortahisar Truckmen Cooperative at the same time is the deputy chairman of Ortahisar Municipality. In addition, the chairman of Storage Cooperative is one of the district councilors and one of the storeroom managers is one of the province councilors. It is easily seen that storage sector's actors take part in local politics.

While this interference of storagemen in politics brings about certain potentials, it also poses threats for Ortahisar. Up to now, domination of storage sector vision in management of the town has led to the undevelopment of tourism facilities. For instance, Ortahisar Castle has been closed for six years, restoration studies and works which should be done immediately keep waiting and the area which have a potential beautiful landscape vision of Balkanderesi Valley is stil used as a lorry and truck garage...etc. In addition, there has been emerged no local reaction against undevelopment of tourism facilities. This shows us the domination of storage sector vision on local development.

The ratio of ownership among enterprises are 82,4% . In other words, most of the storerooms belong to local storagemen in the settlement. The remaining part carry on storage activities in rented storerooms.

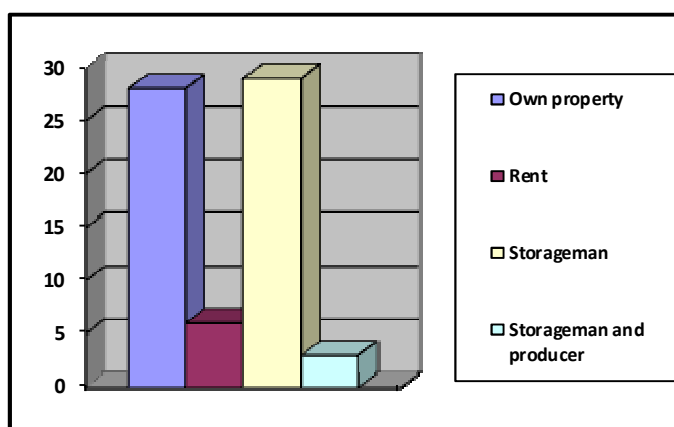


Figure 35: The Ownership of Storerooms (Source: Onsite Interviews with Storagemen, 2010.)

In sum, as we have stated before %95 of the total clients who store their products in Ortahisar storerooms are small scale local producers from Mersin. The presence of small scale producers are a potential for Ortahisar storage sector since storerooms are small scale. However, %92 of the storagemen of Ortahisar is not included in production and marketing stages which means they only have storeroom rents passively. Also they do not shoulder responsibility for the stored fruits which leads to neglect of storerooms, leaving them unmaintained and unrehabilitated.

Handling – Packaging Stage

As we have stated before storage stage is done until August-September and just before the sale, the fruits are examined and the rotten ones are taken from the boxes. This process is called “handling” by the storage men. The population increased from approximately 3.500 to 7.500 when the seasonal workers come for handling, packaging and portaging from Mersin to Ortahisar. The workers are coming from Mersin because the labour in Ürgüp is more costly. For this reason, producer-merchants prefer to employ workers coming from Mersin.

Furthermore, most of the handling workers coming from Mersin are female. This means there is a remarkable contribution of female work force to the economy in the storage sector. Chairman of Ortahisar Storagemen Cooperative stated that women workers prefer Ortahisar for accomodation since they found Ortahisar people more hospitable and open minded. They also stated that employment of women in Kavak is seem shameful within the community. In addition, as we stated before he also stated before, although some of Mersin producers prefer to store their products in Kavak, they still prefer Ortahisar for accomodation because of historical business relations. Lemon producers and merchants are generally staying at 3 star hotels which are located on the east side of the center. Some of the seasonal workers are staying inside the storerooms and a small part of them prefer to stay at local rented houses. This shows that storage sector is partly supported tourism sector in terms of accommodation requirements.

Apart from positive contributions of storage sector within local, regional and national borders listed above, there are also negative sides. The high population density in the center between spring and summer months which is also the period for tourism sector affects tourism facilities negatively.

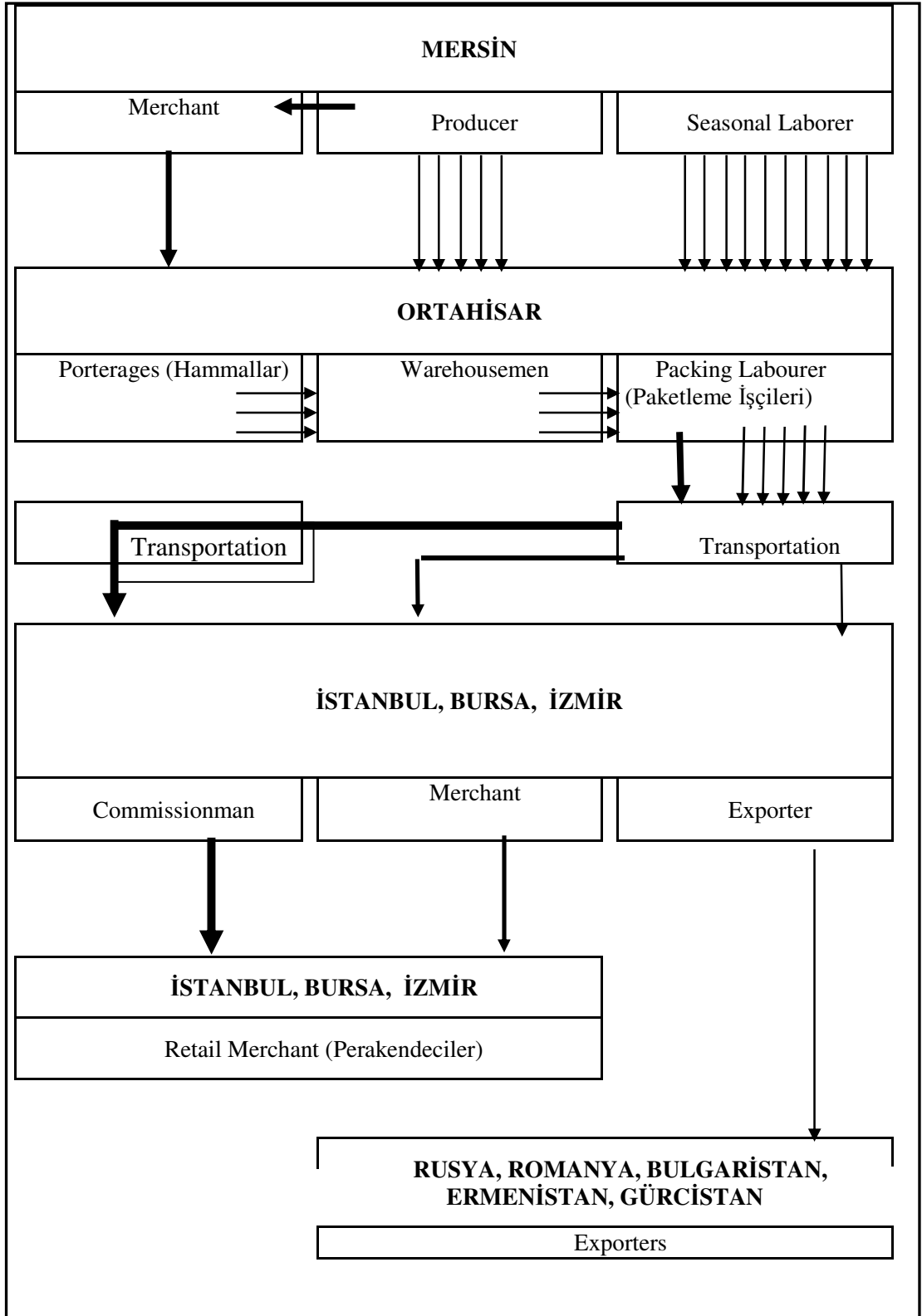
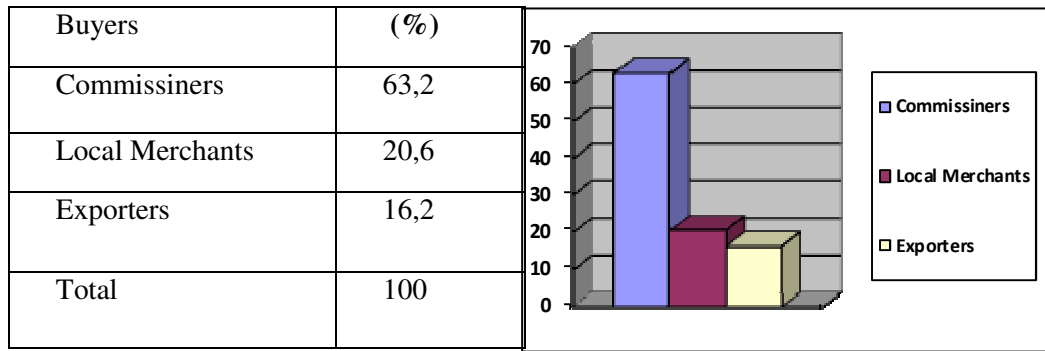


Figure 36: Ortahisar Storage Sector Cluster Analysis (Onsite Interviews with Warehousemen, 2010)

Purchase Stage from Storerooms

As we have stated before, in storage process, the most influential actors are lemon producer - merchants. However, at the purchasing stage from storerooms, the main actors are commissioners. In other words, commissioners play a very important role in the marketing of stored lemons. More than 60 % of the lemons that are stored in Ortahisar are marketed to the commissioners. The commissioners and merchants coming from Istanbul, İzmir and Bursa purchase big tonnages of lemon from Ortahisar storerooms. They sell these to big markets such as Migros, Carrefour in larger cities like İstanbul and İzmir.

Table 10: The Distribution of People Doing Lemon Purchase from Storage Enterprisers
(Source: Onsite Interviews with Storagemen, 2010.)



The exporters, consisting of %16.2 of the total sellers, directly make the product purchases from the producers, merchants, commissioners or storagemen. Exporters purchase lemon from storerooms until May. The remaining fruits are sent to fruit juice processing factories. These fruits are considered as second quality products.

As we have stated before 15.000-20.000 tones out of 80.000 tones of lemon in Ortahisar are exported. Along with the commissioners and merchants, a small amount, %8 of the storeroom enterprises stated that they do purchase-sale of approximately 40.000 boxes in a year. The amount of lemons purchased by these storeroom enterprises was 800 tones in the year of 2009 with an the average price of 897.336 TL/kg. That is, the total amount gained from these sales is around 720 million TL on a yearly base.

In sum, as during the production stage, except a small percentage, Ortahisar storagemen also do not take part at the purchasing stage. At the same time, Ortahisar is the market place for the lemon sector since local producers, merchants and commissioners are making trade transactions in the offices of storage enterprises located in the center of Ortahisar. Being the stock market of the sector is an advantage of the town. However, the high density of population in the center caused by merchants, commissioners, their cars, lemon shipping trucks parked on the squares of the center, leads to congestion and generates heavy traffic jam during the tourism season. This negatively affects Ortahisar's tourism facilities since the center of the town is a strategic place for tourism sector where the tourists have the first impression of the urban pattern and Ortahisar Castle.

Shipping Process

According to the open-ended interview with the chairman of Ortahisar Truckmen Cooperative, there are 75 members who own a truck in the cooperative. For each truck two persons work as drivers which means 225 persons in total earn their living by shipping in Ortahisar. He stated that there are 75 trucks in the town which have the capability of carrying 800 boxes, nearly 180 kg of lemon. Since transport of one box of lemon costs 2.7 TL, for each time of transport of one truck, an income of approximately 2.000 TL is gained, 700 TL of which is given to the truck driver. Chairmen also states that each year, nearly 800 tones of lemon are sold and shipped and one truck makes 50 times shipping during a year. In other words, the income of one truck is 100.000 TL on a yearly basis. In addition, as we have stated before, 75% of the population people are retired from transport service. In sum, shipping sector is the second important flourable sector of the town which has also a historical continuity as a part of local, regional and national business network.

3.3.2.10. The Income and Expenses During Storage Period

The storeroom rents are the most important source of income for the storage enterprises. The storeroom rents are received per box for a yearly storage season. According to Cooperative statistics, storerooms rents range between 30-40 TL per box in 2010. The storage managers stated that in a storeroom which have 130 m² area and 3 meters in height, nearly 24.000 lemon boxes can be stored. In other words, yearly income of a 130 m² storeroom is approximately 7.200 TL.

The expenses of the storeroom operators are very low. These expenses are tea expenses for the workers, brokers and merchants, transport expenses of workers to storeroom areas and cleaning materials' expenses. The cost of rent is not influential since %86 of the storagemen have the ownership of the storerooms.

The income, expenses and responsibilities of the merchants who keep their products in Ortahisar storerooms in order to sell products to the commissioners are much more when compared to storage enterprises'. The average storeroom rent of the producer-merchant is about 57% of the total expenses.

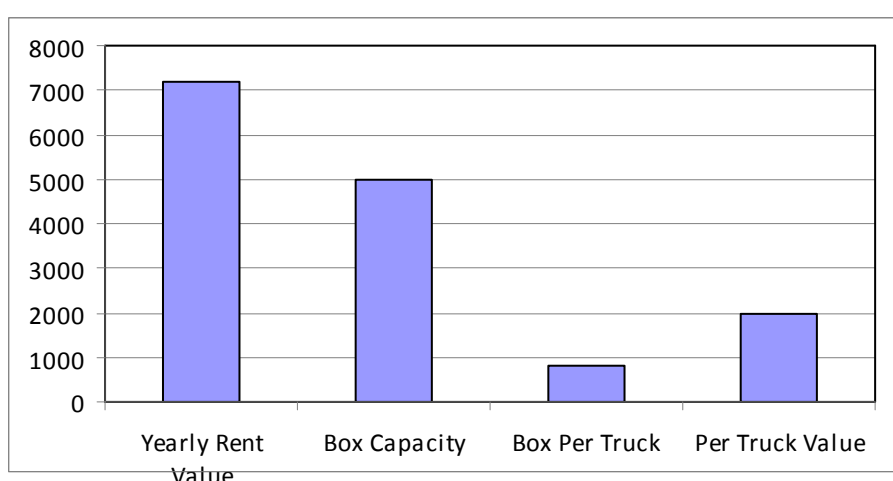
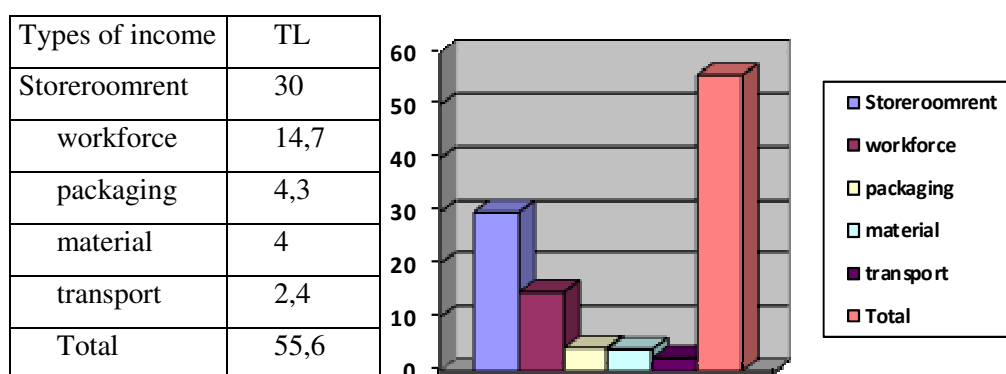


Figure 37: Capacity and Income of a 130 m² area and 3 m Height Storeroom
(Source: Interviews with Local Warehousemen, 2010.)

Table 11: Average Storage Income per one Lemon Box (18-22 g) (Source: Onsite Interviews with Warehousemen, 2010.)



3.3.2.11. Social Institutions

There are two important cooperatives regarding storage sector in Ortahisar which are Ortahisar Storagemen Cooperative and Truckmen Cooperative. It is an advantage in terms of organizational structures since there is no other cooperatives regarding the sector in the Region except of Ortahisar. However the chairmen of the cooperatives stated that there is no technical or economical support to the sector from the Municipality, Ministry or provincial administrations. Because of limited resources, they defined the duty of the cooperatives only to do the standardization of the prices considering seasonal changes.

3.3.2.12. Problems Concerning the Sector

The most raising problem of the sector stated by storage enterprises are the expansion of big scale and technically equipped storerooms in Nar, Çat and Kavak and the decrease of demand to the local small-scaled storerooms in Ortahisar. Another problem is that the storeroom owners do not make any investments in the storerooms such as air conditioning, isolation on the doors, hygiene and disinfection works.

However, as we stated before, technological and hygienic rehabilitation can contribute to the conservation of storerooms and efficiency gain. It can also be stated that rehabilitation of the existing storerooms could decrease the demand of opening new storeroom areas .

In addition, the storage operators complain that adequate incentives and support are not granted for this sector. It is supposed that because of the increase in lemon production, the demand decrease in the domestic market shall be solved through export. Hence, it is pointed out that the exporting firms should be supported for foreign trade. The other problems of the storage enterprises can be listed as: the malfunctions of the products during the transport transactions, the inadequate research in the techniques of lemon storage and the lack of control over lemon market prices.

During in-depth interviews, when questions about the local initiative toward entering the tourism sector are asked to the storagemen, they stated that they want their traditional houses turn into touristic establishments through restoration. However, because of unaffordable restoration costs, they are forced to sell their houses to the investors. The

investors undertaking the restoration expenses prefer buying houses rather than paying rent to the local owners. In other words, the historical buildings are sold to non-local people because of restoration expenses. Thus, local people can not benefit from tourism receipts as hotel and pension managers.

Apart from these problems, on-site observations show that one of the most important threat of tourism sector against storage sector is the invasion of the space which is the product for both sectors. It is seen that two five-star hotels had been constructed over rock-carved storerooms located on the eastern side of Ürgüp-Nevşehir Highway. The storerooms around one of these hotels are still in use whereas storerooms which remain under the hotel construction are not used. However, the hotel manager stated that some of the storerooms under the hotel are used for food-drink storage as cellars. This verifies our argument that the scale of tourism development in the settlement is important and not properly planned, tourism activities could lead to the invasion of storage sector facilities' areas.



Figure 38: A Five-starred Hotel which had been Constructed over the Storerooms (Source: Site Observation, 2010)

The manager of other five starred hotel constructed over stone-carved storerooms stated that they refunctioned one of the storerooms under the hotel building as a disco. However because of humidity, tourists do not prefer this place much. In addition, this functional transformation contribute to neither storage facilities nor conservation principles since it disregards the traditional feautres of the storerooms such as chimney, entrance and unconstructed surface.



Figure 39: A Storeroom which is used as the Hotel's Disco under the Hotel Building
(Source: On-site Observation, 2010)

For us, the construction of tourism establishments on the storerooms can not be accepted as a positive planning approach, because these planning attitudes disregard the towns historical background, cultural and natural values and eradicate the town's historical traditional pattern.

In addition, a planning attitude does not bring precautions for local economy and disregards storage sector, which has an intangible value and historical continuity, cooperative organization of labour and supplies job opportunities for a large population and even women in local, regional and national borders, can lead to the destruction of traditional city pattern and economical, cultural and social values.

3.3.3. Tourism Sector Research Methodology

In this part of the section, statistics relating to tourism sector will include only the settlements within administrative planning borders of "Cappadocia Culture and Tourism Protection and Development Region" (CTPDR) announced by Tourism Promotion Act No.

2634 on 06.01.2005. According to 2634 no law Culture and Tourism Protection and Development Regions are:

“... regions which are rich in historical and cultural values along with their high tourism potential and announced by the government related to Tourism Promotion Act No 2634, on purposes of ensuring the sectoral development and planned improvement.”

“Cappadocia Culture and Torism Protection and Development Area” (Cappadocia CTPDR) is one of these areas announced by the government in 2005. Its borders are defined including settlements which have common historical, cultural and physical assets and have the most tourism develoment and potential within the borders of Nevşehir Province.

As can be seen from the figure 40, the Cappadocia CTPDR borders include Ürgüp Center, Göreme, Ortahisar, Mustafapaşa Towns’ settlements which belong to Ürgüp District, Uçhisar, Göreme Town’s settlements which belong to Nevşehir Center District and Avanos Center Town’s settlements which belong to Avanos District. There are also villages in the Region which are Ayvalı, Ulaşlı, Çavuşin, Aktepe, Karain, Karacaören....etc.

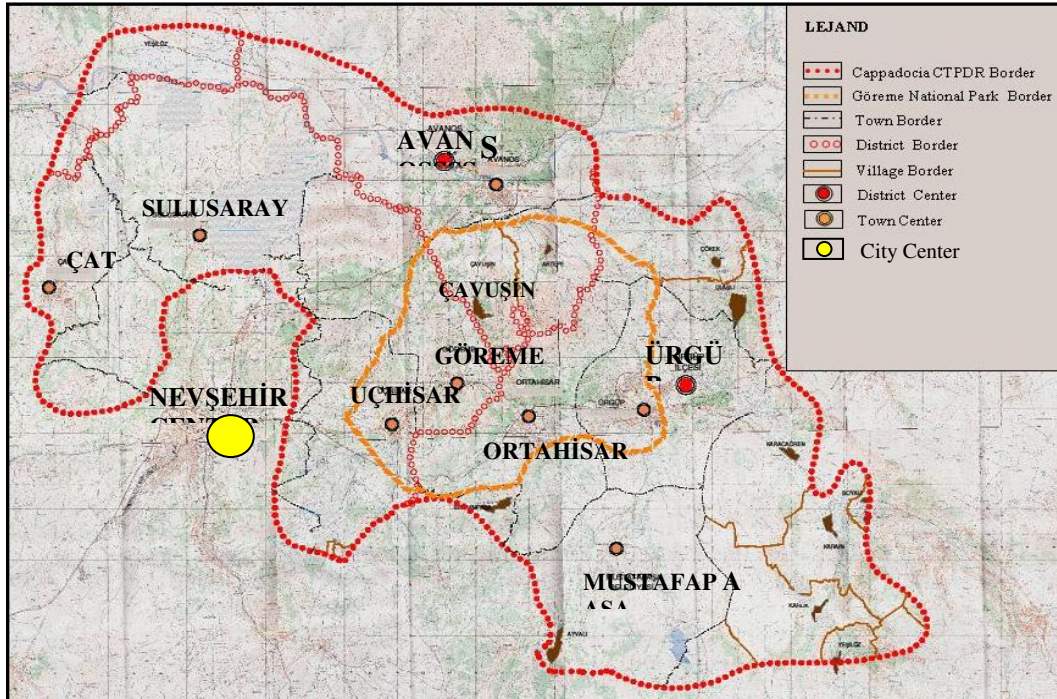


Figure 40: Cappadocia CTPDR Borders including Towns and Villages

In addition to this statistics, on-site study includes one type of questionnaire applied on 5 accommodation enterprises and open-ended in-depth interviews with 3 restaurant enterprises, 4 gift shopping workers which are located in Ortahisar and 12 tourism agents located in Ürgüp since there is none in Ortahisar.

The questions asked to tourism facility actors aimed at finding out the answers to 4 main questions. Can tourism sector be an alternative and even supportive sector to storage sector? Can storage sector and tourism sector be together without being rivals in the town? Is it possible to labour transitions within these sectors? What are the environmental and economic sustainability of each sector in order to balance conservation? The sub questions aiming at finding out the answers to these 4 main questions are; What are the problems of each sector caused by the another? What is the towns' tourism development capacity within the Region? What are the similarities and differences of these sectors in terms of distribution channels, local and regional income and employment, labour structure and what is the contribution of tourism sector to the local economy in the town?

Questions asked to hotel, restaurant managers and gift shop workers are about type of the management, capacity, the owner's origin, the owner's working background, the owner's educational background, tourists typology, the number of workers, their local origins and educational status, the source of their food-drink needs, the relations with to storage sector, the negative and positive effects of the storage on tourism sector. Questions asked to travel agencies within in-depth interviews aimed at finding out the distribution channels and tourism sector actor relationships in geographical locations. This includes their work definition and capacities, whom they work with and their relationships to other actors.

3.3.4. Tourism Sector Research

After the declaration of the Region in the World Heritage List by UNESCO in 1986, the tourism sector has begun to develop gradually and large amounts of tourists began to visit to the Region because of the World Heritage advertisement.

According to data between 1986-2010, the total number of foreign tourists came to Nevşehir in 1986 was 112.337 while 639.757 in 2010. This means that the total number increased dramatically by 600% in the Region. The number of foreign tourists visiting Ürgüp was estimated 180.292 in 2010, given the fact that 28% of the tourists visiting Nevşehir belongs to Ürgüp District where administrative borders of Ortahisar are included.

The new tourism investments seek mass tourism based on packaged tours. This new development has begun to take place on the east side of the Nevşehir-Ürgüp Highway between 1998-2008 in Ortahisar.

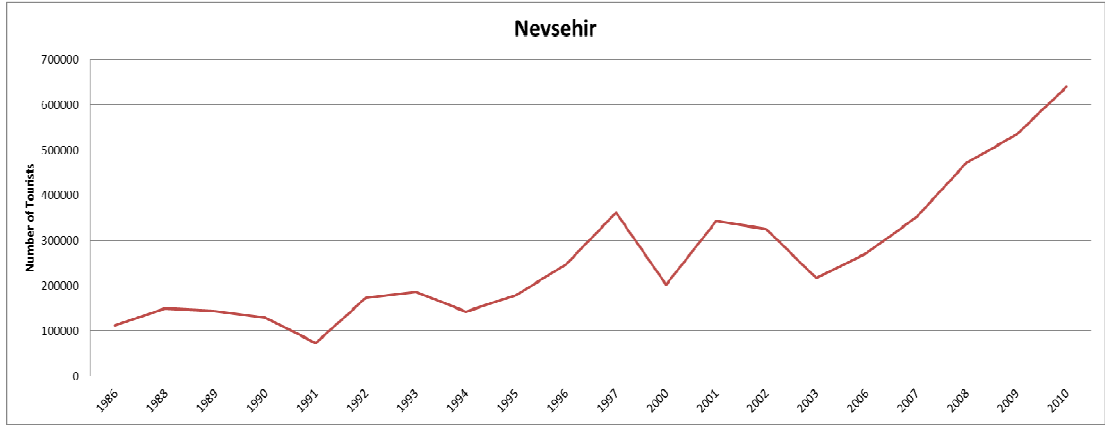


Figure 41: Number of Tourists visited Nevşehir between 1986-2010 (Source: TÜİK, 1886-2010.)

However, except for these developments, generally there is no tourism sector development on other areas because of planning and management policies although Ortahisar has many natural and cultural tourism potentials and located on a favorable area near Ürgüp and Göreme in terms of accessibility to tourism facilities.

Although Ortahisar Castle and surroundings hold important potential to build boutique hotels, those places are within the boundaries of disaster area and closed to tourism facilities since 2004. In addition, the traditional houses within the urban protection zone around the Castle can not be protected because there is no construction plan made for this zone since 1984.

After 1999, declaration of Ortahisar and surroundings as first degree natural protection zone, carving of new storeroom areas was banned by the Board and storage sector has begun to recess. In addition, new hotel buildings on the east side of the town constructed on storeroom areas.

In sum, instead of being complementary sectors which can create alternative avenues to the local economy, both tourism and storage sector has been existed as rival sectors till the recent time because of wrong planning decisions. The unbalance development of both

sectors leads to negative results. Domination of storage sector till 1990s leads to neglect of tourism facilities and conservation of traditional houses around the Castle. However recently large-scale tourism investments also threat the traditional economy and urban pattern.

3.3.4.1. Tourism Demand in the Region and in Ortahisar

Nevşehir District Center comes first when we compare the share of the distribution of foreign tourists. This is because tourism development in two important towns, Uçhisar and Göreme, are concentrated at the center. Ürgüp district within which Ortahisar administrative borders are, comes the second for foreign tourist number arrivals. The number of domestic tourists visiting Ürgüp District is 50.229. This shows that Ürgüp is the second potential district of the region and domestic tourism has an important position for tourism demand in Ürgüp.

Table 12: The Share of the Districts in terms of Foreign and Domestic Tourists in the Region (Source: Ministry of Tourism and Culture, 2009)

Districts			
	Foreign	Domestic	Total
Merkez	194 846	134 503	329 349
Avanos	43 465	10 564	54 029
Kozaklı	4	45 308	45 312
Ürgüp	180 292	50 229	230 521
Total	418 607	240 604	659 211

The average accomodation time of the tourists in Ürgüp is 2,1 day. According to the open-ended interviews with tourism agents in Ürgüp, the reason for short length of stay is that Cappadocia is not seen as the main destination center. In fact, tourists' main tour destinations are İstanbul and Antalya. They only come for 1-2 daily tours to the Region as a part of the main tour package. So it is the disadvantage of the Region since more length of stay means more economical gain.

Table 13: Average Length of Stay in the Region (Source: Ministry of Tourism and Culture, 2010)

Districts	Average Stay Length		
	Foreign	Domestic	Total
Merkez	1,8	1,4	1,6
Avanos	2,1	2,3	2,1
Kozaklı	3	1,9	1,9
Ürgüp	2,1	1,5	1,9
Total	1,9	1,6	1,8

When we examine the nationalities of foreign tourists, we found out that Spanish tourists are highest in number respectively. Japan and South Korean tourists comes second with 24.487 total tourists which means cultural tourism has an important potential in Ürgüp District. So storeroom areas in Ortahisar has the potential of being marketted as a cultural product since they have an as a historical and intangible value.

The tourists are generally over 35 and retired. They prefer boutique hotels while young tourists prefer camp or complex touristic facilities including sport and social activities, depending on their income. So when we look at the tourists profile, it can be said that the urban protection zone of Ortahisar an important potential area since tourist profile is appropriate for cultural tourism facilities.

3.3.4.2. Accomodation in the Region

When we look at the total number of Ministry and Municipality certificated hotels, Ürgüp District' center comes the first with its 4.696 and Göreme comes the second with its 1896 bed-capacities. Ortahisar enjoys the 5th place with 786 bed capacity although having only 4 Culture and Tourism Ministry certificated hotels. This is the proof of domination of big capacity hotels in the town. From 2009 statistics, we can see that Ürgüp and Göreme are the rivals against Ortahisar's tourism accommodation. They are only 3 and 5 km far from Ortahisar respectively. It is a weak side of the town in terms of accommodation facilities.

Table 14: Number of Tourism Accommodations and Types in the Region (CTM, 2010)

		MUNICIPALITY CERTIFICATED		MINISTRY CERTIFICATED	
TOWNS	ACCOMMODATION TYPES	#	BED CAPACITY	#	BED CAPACITY
AVANOS	HOTEL	3	345	4	1088
	PENSION	11	365	-	-
	CAMPING	1	-	-	-
	TOTAL	15	710	4	1088
ÜRGÜP	HOTEL	29	2649	4	1533
	PRIVATE FACILITY	-	-	7	326
	PENSION	25	577	1	10
	STONE CAVED BOUTIQUE HOTEL	7	171	-	-
	STONE CAVED CAMPING	1	16	-	-
				1	
	TOTAL	62	3413	2	1869
ORTAHİSAR	HOTEL	7	340	3	669
	PRIVATE FACILITY	-	-	2	24
	PENSION	3	45	-	-
	CAMPING	1	65	-	-
	TOTAL	11	450	5	693
MUSTAFAPAŞA	HOTEL	7	191	1	262
	PRIVATE FACILITY	-	-	1	45
	PENSION	4	93	-	-
	STONE CAVED BOUTIQUE HOTEL	1	16	-	-
	STONE CAVED CAMPING	4	93	-	-
	TOTAL	16	393	2	307
UÇHİSAR	HOTEL	3	382	1	291
	PRIVATE FACILITY	-	-	4	312
	PENSION	21	518	-	-
	TOTAL	24	900	5	603
GÖREME	HOTEL	10	341	2	251
	PRIVATE FACILITY	-	-	3	168
	PENSION	40	1045	-	-
	CAMPING	4	525	-	-
	STONE CAVED BOUTIQUE HOTEL	4	161	-	-
	STONE CAVED CAMPING	10	265	-	-
	STONE CAVED CAMPING	2	275	-	-
	TOTAL	70	2612	5	419
	REGION TOTAL	198	8478	3	4560

When we examine the distribution of boutique hotels and pensions in the Region, Göreme comes first, Uçhisar comes second with 1.322 and 444 bed capacities respectively. Ortahisar is the last regarding the number of boutique hotels and pensions although it has many potentials such as the Castle and its surroundings. However Ürgüp, the most important of touristic rival of Ortahisar in the Region, also comes third and inefficient in the Region respect to boutique' hotels and pensions' numbers which can be a potential for Ortahisar.

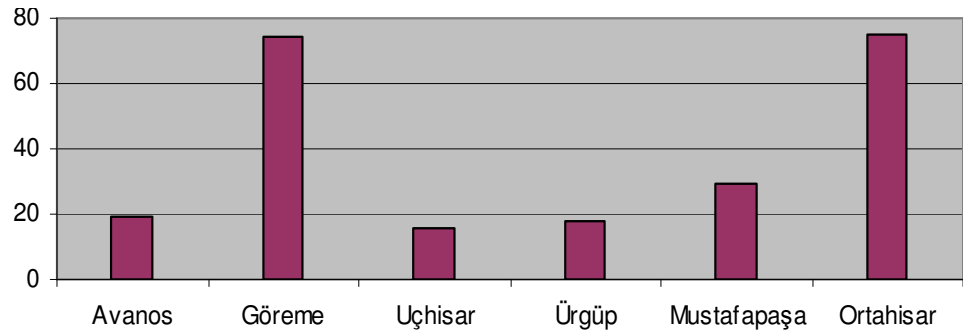


Figure 42: Number of Touristic Accommodation Facilities in the Region

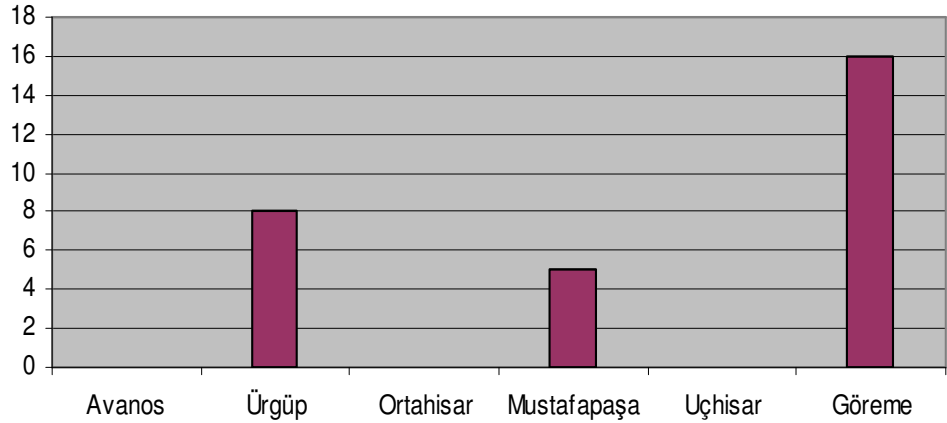


Figure 43: Number of Stone-Caved Accommodation Facilities in the Region
(Source: Ministry of Tourism and Culture, 2010.)

When we look at the towns which have hotel investment certificates, it can be seen that Ortahisar is not included in. It shows that a new hotel construction is not expected in the town.

Table 15: The Rest Areas Possessing Tourism Investment Certificate

(Source: Ministry of Tourism and Culture, 2010)

District	Town	number	# of rooms	# of beds
Avanos	Center	1	169	356
Ürgüp	Mustafapaşa	1	29	58
Center	Uçhisar	1	15	48
Center	Göreme	1	22	44

When we examine the occupancy rates of the hotels, occupancy rates of January, February and March are low whereas this rate is higher in April, May, September and October. The highest occupancy rates are found to be 80-90%. In some months when the occupancy rates are low, some of tourism enterprises are closed.

Table 16: Occupancy Rates of Hotels and Average Length of Stay in Region

(Source: Ministry of Tourism and Culture, 2009)

DISTRICTS			
	Foreign	Domestic	Total
Merkez	30.16	16.83	46.99
Avanos	39.65	10.34	49.98
Kozaklı	0.00	14.41	14.41
Ürgüp	42.70	8.95	51.65
Total	28.42	13.39	41.81

According to the data in 2009, the total number of tourists visiting Ürgüp is 230.521 and the average accommodation time is found to be 1,9 day and occupancy rate 0,42. Considering it, we can estimate that the bed demand is calculated as $230.521 * 1.9 / 365 * 0.42 = 3.636$.

In sum in 2009, the total bed demand in Ürgüp is found as 3.636. The certificated tourism establishments have a capacity of 2.686 beds; the Municipality-certificated tourism establishments' bed capacity is 2.173 and the total bed supply is 4.859. Here it is important to note that in 2009, the bed supply is more than the demand. The difference between supply

and demand negatively affects the quality of touristic enterprises and this situation leads to the price competition, the decrease in the income of facilities, the decrease in the expenses of personels, the drop in service quality ...etc. In addition, this shows that it is rather risky to establish hotels with high bed capacities since in most of the seasons the total demand is lower than the total capacity.

Table 17: The number of tourists and occupancy rates according to the facility type in Turkey and Nevşehir (Source: Ministry of Tourism and Culture, 2005.)

	TURKEY	NEVŞEHİR	RATIO
HOTEL	13.305.646	248.338	1.87
MOTEL	162.849	6.663	4.09
RESORTS	371.685	2.570	0.69
PENSION	234.544	22.531	9.61
CAMP/CARAVAN	87.900	6.591	7.50
HOTEL YOUTH PARK	140.985	14.371	10.19
OWNER'S HOUSE	323.849	1.427	0.44
HOUSE FOR RENT	185.297	46	0.03
HOUSE OF A RELATIVE OR FRIEND	1.942.203	5.955	0.31

In addition, when we look at the number of tourists and occupancy rates according to the facility types in Turkey and Nevşehir, the occupancy rates are lowest for hotels and resorts while they are the most for pensions and youth camps. It means that pensions and youth camps have the potential for long time visits than resorts or high capacity otels especially for the destinations where the length of stay is short like Cappadocia.

3.3.4.3. Accomodation in Ortahisar

There are 3 big-scaled and 2 small boutique hotels in the settlement of Ortahisar Municipality. The boutique hotels have private certificated and bed capacity of these private facilities are lower when compared with the other hotels . The other big-scaled hotels are also Ministry of Culture and Tourism certificated. The high season of tourist accommodation

are generally in April, May, September and October. In the case of Ortahisar , we can say that tourism season and storage sector season come across the same time which leads to the population density on these months.

Table 18: Bed capacity, Average Length of Stay of Hotels in Ortahisar Settlements
(Source: Open-ended, in-depth interviews with Ortahisar Hotel Owners, 2010.)

	Quality of facility	# of rooms	# of beds	ALS	High season
Burcu Kaya	4-stars	82	166	2.2	April, May and September
Yükseller	3-stars	57	117	2	September, October
Kapadokya Inn	4-stars	160	329	2.2	September-December
Alkabris	Private facility	5	12	4	April, May, September, October
Keydilax	Private facility	6	12	3	September, October

From the Table 18, we can claim that although boutique hotels have small capacities, the average length of stay of them, which is 3-4 days, is longer than big scale ones. The average accommodation time of the tourists in big-scaled hotels is 1,9 days. This is because the big-scaled hotels are based on mass tourism. The tourists whose main destination points are Antalya and İstanbul visit Cappadocia for only 1-2 days. In addition, hotel managers stated that the hotels are available only for overnighiting and do not have sufficient social activities in order to lengthen the staying time. In other words, although capacities of boutique hotels are low, average length of stay in boutique hotels are longer, which is an opportunity for more economical gain. However, there should be more cultural activities for tourists in order to make them stay longer in the town.



Figure 44: Boutique Hotels in the Region (Source: On-site Observations, 2010)

According to the interviews carried out with mass-tourism-targeting hotels, 99% of these hotels work with the travel agencies in Antalya. The tourists coming to Antalya are brought into these hotels during the Cappadocia part of the tour conducted by travel agencies in Antalya. Some hotels state that they work with the travel agencies in İstanbul but the number of is low. Most of the tourists staying at these establishments are German, French and Spanish (highly European-origin). This is because, the target group of the travel agencies in Antalya is European. The travel agencies in Istanbul bring South-Korean, Japanese and American tourists to the Region. The tours are travel and cultural- purposed and most of the tourists are retired and old- aged and the foreign tourists accomodating in high capacity hotels are more than domestic tourists especially in high capacity hotels.

The case is different for boutique hotels. Domestic tourists prefer them more than high-capacity hotels. 70% of Keydilax and 40% of Alkabris' client profile are domestic families. Besides boutique hotels reach their clients generally by advertisements, acquaintances or via internet more than travel agencies. In other words, domestic tourists and acquaintance relations are important for boutique hotels. Besides it is an advantage of these type of hotels to be more economic since they reach the clients directly without agency mediators and profit is not divided by the agencies.

Two of the hotel managers of high capacity hotels are from Ortahisar and the other managers (operators) live in İstanbul, Duzce and Antalya. Almost all the managers are busy with an additional work. All the managers are university graduates and have fulfilled an occupation in the tourism sector for many years. As a matter of fact, one of the managers is a tour

operator at the same time, one of the boutique hotels' manager gives tourist guidance and another boutique hotel manager operates a hotel in Trabzon. Hotel managers stated that they attract tourists using their job advantage and personal relationships.

Table 19: Nationalities and Ages of Tourists in Ortahisar Hotels

(Source: Open-ended, in-depth interviews with Ortahisar Hotel Owners, 2010.)

	Nationalities of the tourists	Age average	Rate of domestic tourists	Means of arrival of tourists to facilities
Kapadokya Inn	German, French and Spanish	50 and above	10%	Antalya Travel Agencies
Burcu Kaya	German, French	40 and above	15%	Antalya Travel Agencies
Yükseller	German	40 and above	10%	Antalya Travel Agencies
Alkabris	Russian, Turkish, French	35 and above	40%	The Internet, acquaintances, advertisement
Keydilax	Turkish, French	30 and above	70%	The Internet, acquaintances, travel agencies

Burcu Kaya's hotel manager, born in Ortahisar, is a public accountant in Ankara at the same time. The hotel manager handed over the hotel to his son, a university graduate. Yükseller's hotel manager stated that his father set up the hotel with the money he earned through storage sector in Ortahisar. She graduated from Erciyes University and has a Masters degree as well.

In other words, 90% of the managers are high-educated and have additional jobs. Some of them handed the hotel management to their new generations which took education about restoration, architecture, management etc. which is a potential for tending of new generation

to tourism sector. Then, it is appropriate to say that people can cross from one sector to another is only possible for younger generation which have tourism related education except unqualified, low-wage part-time jobs in tourism establishments.

Table 20: Additional Work, Education and The Birth Place of Hotel Owners

(Source: Open-ended, in-depth interviews with Ortahisar Hotel Owners,2010.)

	The birth place of the manager of the hotel	The education of the manager	Additional work
Kapadokya Inn	Antalya	Tourism and hotel management	Antalya Tour Manager
Burcu Kaya	Ortahisar	Nevşehir University	Public accountant
Yükseller	Ortahisar	Erciyes University	-
Alkabris	Duzce	Philology (French)	Guidance
Keydilax	Istanbul	University	Trabzon Hotel Director

As another potential, it can be said that for some hotels constructions, the capital came from storage facilities was used which is an indicator that storage sector can be a capital supporter for tourism investments.

However, the managers are university graduates and have another income especially from tourism related activities. This shows us that the tourism sector in Ortahisar is a risky sector entailing much more experience and cultural capital. Besides 4 of 6 investors has come from out of the Region which means revenue leakage out of the Region is a high possibility.

Table 21: Number of Hotel Employees according to their Homeland)

(Source: Open-ended, in-depth interviews with Ortahisar Hotel Owners, 2010.

	No of employees	Ortahisar- origin employees	Region- coming- empolyees	Out-of-region
Kapadokya Inn	69	19	20	20
Burcu Kaya	30	10	20	-
Yükseller	18	18	-	-
Alkabris	2	-	-	2
Keydilax	5	3	1	1
Total	124	50	41	23

When we have examined the number of employees in the hotels, the total number is 124. It is found that most of them are from Ortahisar. (40%, 33% and 23% come from Ortahisar, the Region and out of the Region respectively.) It is also found out that except of the cleaners, almost all the personnel received TÜGEM and a course certificate and there are university graduates at workplaces as well. In other words in 5 hotels there are 124 workers while 34 storage enterprises have only 150 workers. It means tourism sector needs more number of workers since it is a service based sector unlike storage sector. Besides, since workers are from Ortahisar and the Region, it can be said that tourism sector contributes to local and regional economy.

However, tourism sector workers need to be qualified and workers are monthly paid between 650-850 TL. It means storage workers' (130 m²'s economical gain is 7.200 TL/year) monthly income is the same amount without putting into much effort like tourism sector workers.

The hotels usually buy fruits and vegetables from Ortahisar, meat from Ürgüp and cleaning materials from Nevşehir City Center. Alcoholic drinks are brought from Kayseri. However, one of the manager of a big-scale hotel stated that they provide freezed meat products from

Antalya. The hotel manager stated that the meat products coming from Antalya are cheaper, qualified and firm-guaranteed. In other words, big scale hotels can be a threat against the local economy as long as they supply the needs out of the Region while other medium and small size hotels make contribution to the local economy more since they supply their needs from Ortahisar. In other words, if there will be a tourism development in the town, the scale and type of the development should be considered.

Table 22: The Destinations where the Hotels' Requirements are Bought

(Source: Open-ended, in-depth interviews with Ortahisar Hotel Owners,2010.)

	Meat and meat products	Fruit- vegetable	Cleaning material	Alcohol drinks
Kapadokya Inn	Antalya	Ortahisar	Nevşehir Center	Antalya
Burcu Kaya	Ürgüp	Ortahisar	Ürgüp	Kayseri
Yükseller		Ortahisar		Nevşehir Center
Alkabris	Ürgüp	Ortahisar	Ürgüp	Kayseri
Keydilax	Ürgüp	Ortahisar	Ortahisar	Nevşehir merkez

3.3.4.4. Hotel Accommodation's Problems

The hotelmen and managers are asked about the problems of tourism in the town. They complained from the Municipality's deficiencies in terms of infrastructure problems of the town such as sewerage, garbage...etc, insufficiency of the town's promotion, lack of activities the tourists can do, the number of cafe-bar-entertainment spots in the town, the intolerance of the Municipality to alcoholic drinks ...etc.

Regarding the negative effects of storage sector over tourism, the hotel managers generally stated that since the storagemen offices are in the center, the touristic activities are badly affected because of high population, parking of lemon shipping trucks in the center. They also added that spoiled and decayed fruit wastes after the handling process leads to bad odour and obscure view of the town.

In addition, they stated that the methods employed in order to open large-scale storerooms and roads for the entrance of lorries and trucks badly affect the geological structure of the town and harm the cultural, natural and historical values of valleys which directly influences the tourism facilities negatively.

3.3.4.5. Restaurants, Cafes and Bars in the Region

There are only 4 Ministry-certificated restaurants in the Region. Göreme is known as the center for cuisine tourism with its 42 restaurants. Göreme and Avanos are also known as entertainment centers in the Region. The entertainment centers are small in number and the stone-caved restaurants are the most known refreshment facilities. Except for some hotels in Göreme and Ürgüp, the service and personel quality in hotels are considered poor.

Table 23: Ministry-certified Tourism Facilities (Source: Ministry of Tourism and Culture, 2010)

District	Type	Class	Capacity (person)
Avanos	restaurant	1.class	400
Avanos	restaurant	1.class	100
Ürgüp	Private facility	Private facility	650
Ürgüp	Private facility	Private facility	300

Generally there is no lunch service at the hotels and because of this reason, the agencies take the tourists to the restaurants in the Region. These restaurants do their best to attract the attention of the travel agencies by presenting the most suitable prices.

Table 24: The Distribution of Refreshment Facilities According to the Settlements and Their Capacities (Source: Coşkun&İlhan, 2005.)

District	Town	Bar	Municipality restaurants	Cafe	Disco	TOTAL
Avanos	Center	-	24	-	1	25
Center	Göreme	5	24	10	3	42
Center	Uçhisar	1	12	-	-	13
Ürgüp	Center	-	21	-	-	21
Ürgüp	Mustafapaşa	-	4	-	-	4
Ürgüp	Ortahisar	-	11	-	1	12

3.3.4.5. Restaurants in Ortahisar

There are 3 restaurants which are used for touristic purposes while the others are used for local clients, merchants, commissioners or producers generally coming from Mersin and Adana in Ortahisar. None of these are Ministry- certificated. The owner of the 2 restaurants which are generally used for packaged-tour tourists is the same person and this person is also working in storage sector in Kavak. He stated that he started his professional life as a waiter when he was 15. After many years of experience, he invested money gained by the restaurants to storage sector. He said the tourism sector is very fragile and he stepped into the sector of storage to get a more secure additional income. In fact, this statement summarizes local people's point of view about tourism and explains the local insistence on storage sector.

One of the owner's restaurants called Dede Efendi Kaya Restaurant, was initially a storeroom with an area 500 m². The refunctioning of the storeroom was made by keeping the traditional features of the storeroom such as the entrance, chimneys and there is no construction on the surface of the storeroom. This example illustrates that lemon storerooms can attract the attention of the tourists with their cultural and natural features and can differentiate Ortahisar from its other rivals in the Region.



Figure 45: A Storeroom Refunctioned as a Restaurant (Site Observation, 2010.)

This storeroom restaurant hosts 150-200 tourists daily for spring-summer period and 50-100 tourists daily in autumn and winter seasons. The manager stated that the daily turnover of the restaurant reaches 3.000 TL in spring-summer period and the net benefit of the restaurant on a yearly basis reaches 700.000 TL. However he also stated that the expenses to rehabilitate the restaurant in order to convert it into a restaurant amounted for approximately 500.000 TL.

There are 7 employees in the restaurant except from the manager, all of which have a course certificate. None of them are from Ortahisar, but from regional towns such as Avanos, Hacıbektaş and Ürgüp. They supply meat from Ürgüp and fruits and vegetables from Ortahisar. Similar with Dede Efendi Restaurant, Müze Hotels' owner also stated that the net benefit of the restaurant on a yearly basis reaches 750.000 TL. However she also stated that they had been invested approximately 900.000 TL in order to rehabilitate and convert it into a restaurant. There are 7 employees in Müze Restaurant, %90 of which are from Ortahisar. They supply meat from Ürgüp, vegetables from Ortahisar and other needs from Nevşehir City Center. The owner is also working as a financial advisor in Ankara.



Figure 46: Inside of a Storeroom Refunctioned as a Restaurant (Site Observation, 2010.)

In sum, it is noteworthy that tourism sector is far more beneficial when we compare yearly net benefits of tourism and storage sector regarding to a 500 m² area storeroom, which are 700.000 TL and 32.000 TL respectively. It also can be said that the sector makes local and regional contribution since workers are from the Region and Ortahisar. However, the amount of capital for tourism investment is also far more costly than storage sector investments. Besides, all of the tourism enterprises' owners have additional works and education since they see tourism sector as a risky one.

3.3.4.6. The Shopping Centers

According to the 2008 statistics of Ministry of Culture and Tourism, it can be said that there is a deep gap between the scales of shopping centers in the Region. There are street hawkers, ateliers operated by 1-2 person and stores whose number of workers range between 50-100. Avanos comes first with its 47 pot centers. Göreme comes second with a total number of 37 gift shops. Ürgüp comes third with a total number of 33 shops which of them are mostly carpet stores. Ortahisar become last with a total number of 4 shops 2 of which are carpet shops.

According to 2 large scale carpet shops' workers in Ortahisar, the carpet stores can accomodate 10-15 groups of people at the same time (1group=40 persons) and the total number of tourists visit the shops are approximately 30.000 in a year. The workers stated that all big-scale shopping centers pay commissions to the travel agencies in order to bring the

tourist groups to their shops. As a matter of fact, the travel agencies prefer the shopping centers which contain a wide variety of goods and whose personel are convincing since they took commission from each sold product. The biggest problem of the souvenir shops is the commission extending 10-15% of the world standards. The stores can not profit since they pay high amount of commissions.

Table 25: The Distribution of Types, Numbers and Capacities of Shopping Centers according to the Settlements (Source: Coşkun&İlhan, 2005.)

		Types of Shopping Stores					# of Big Scale Shops		
District	Town	Pot	Carpet	Gift	Jewel ery Onix	TOT AL	Carpet	Jewe le ry + Onix	TOTAL
Avanos	Center	47	12		1	60	2	3	5
	Center		9	27	1	37	1	-	1
	Uçhisar		8	13	4	25	1	4	5
Ürgüp	Center		22	11		33	1	-	1
	Mustafapaşa		-	-	-	-	1	-	-
	Ortahisar		2		2	4	2	-	2

According to the open-end interviews with 4 small scale gift shop workers located in the city center, 90% of the souvenir sales are done in big-scale shopping centers and 10% of the rest is carried out from small-scale shopping centers. The small-scale ones have small number of customers since most of the tourists do shopping in big ones. An employer owning a small-scale carpet store stated that he had to close down his store in Ortahisar because of the client recession.

In sum, there are many rivals that have far more number of shopping centers in the Region, especially Avanos with 47 pot centers located in the rock-caved underground rooms It means that the alternative of refunctioning of the storerooms into gift shops is risky. Besides the more big scale the shopping center is, the more benefit the shopping center make and Ortahisar storerooms do not have enough capacity for big scale gift centers.

3.3.4.7. Travel Agencies

According to the open-ended interviews made with 12 travel agencies in Ürgüp, it is estimated that 90% of the personels working in travel agencies are university-graduates and nearly all of them know English. According to 2010 year Ministry of Tourism and Culture statistics, there are 64 travel agencies in Nevşehir, 18 of which are in Ürgüp. There is no travel agency in Ortahisar. These agencies are small-scaled when the number of tourists they brought is considered. Their tour groups varies between 10-15 persons which consist of the exessed amount of tourists of big scale travel agencies or independent tourists.

3.3.4.8. Distribution Channels of Tourism Sector in Ortahisar

According to the open-ended interviews with Ürgüp travel agencies (2010) , 90% of the total number of tourists visit Cappadocia Region are coming from Antalya or İstanbul whose length of stay is 1-2 nights since Capadocia is one of the destinations included in the package tours. These package tours are organized by Antalya or İstanbul Travel Agencies. 90% of the tourists visiting Cappadocia Region join the package tours noted below:

- İzmir-Pamukkale-Konya-Cappadocia-Ankara-İstanbul
- İstanbul-Bolu-Ankara-Cappadocia-Konya-Pamukkale-Bergama-İzmir
- 2 days package tour for tourists coming from Antalya

Namely, the main destination point for European tourists is Antalya and for American, South Korean and Japan tourists is İstanbul. The number of tourists directly come to Cappadocia constitutes only 10% of the total tourists. These tourists stay 10-15 days and participate in sport activities such as trekking, mountaineering and bicycling.

The travel agencies in İstanbul and Antalya work with small scale agencies in Ürgüp if they have small number of tourists or exessed amount of tourists as 10-15 persons who want to visit Cappadocia Region. They prefer agencies who offer the most suitable prices.

Similarly, some Japan travel agencies such as Hankaya, Look JTB and HIS make it possible for Japan tourists to arrive in Turkey and these agencies work with big scale Turkish agencies like Dorak, Erguvan, Magister, Tigris, Club, Setur, ITS, Flex and Fortis for

welcoming the Japan tourists. Some agencies such as TUI bring the European tourists in Turkey and big scale Turkish travel agencies like ITM, Corendon, Bronze and Tan Tour welcome the European tourists. In brief, the travel agencies play a role as mediators and international, national and regional agencies pass tourists each other and each step they take commissions from the tourists.



Figure 47: Tourism Distribution Channels of Ortahisar

Small scaled Ürgüp agencies take the tourists from airport and direct the tourists to hotels from where they have commissions. The agencies in Ürgüp also gather the tourists wanting a regional trip from the hotels. Local travel agencies work with “Rent a car” or “Shuttle” companies for special tours in the Region. However, if the tourist group is more than 20 people, big travel agencies organize the tour and bring the tourists to Ürgüp with their own transportation companies. These tours entail a “one or two nights accomodation” and include:

- Arrival to Nevşehir and overnight (hotel)
- Waking up, walking and shopping (Carpet)
- Lunch, walking, underground cities, shopping (Pot, Onix and jewellery shops)
- Wake up and departure from Cappadocia.

The walking and shopping routes of the tourists are generally Ürgüp, Uçhisar, Derinkuyu, Ihlara Valley, Göreme Open Air Museum, Zelve, Hacıbektaş Veli and Avanos. The tour routes do not include Ortahisar.

As seen above, the travel agencies are the ones who take the tourists to the restaurants and shopping centers. The agencies prefer to bring the tourists to the restaurants that offer the most available prices since the excessed money will remain in agencies' pocket. The agencies bringing the tourists to gift centers are also given commissions. For this reason, they prefer the big-scale shops in order to make it suitable for the tourists to buy more. The relation established with agencies is crucial for the tourism investors. The more relations with agencies, the more tourists come to the hotels and shops.

In other words, the payment of the tourist is increasing with the increasing number of agency mediators. In fact, it is more economical for the tourists to get in touch with the local-based travel agencies or hotels directly via internet in order not to pay the commission amount to travel agencies and other mediators.

In sum, in storage sector the product's production process and market line is within national, regional and local borders which means the sector actors have direct control over the product while in tourism sector, the target market should be brought from international borders. In other words, tourism sector depend on international travel agencies which bring the clients to the product and these international establishments take their share of total revenue to their own countries and this gives arise to revenue leakage out of the nation's economy .

A second issue which should be pointed out is that Cappadocia's tourism capacity and organization is not as big, consistent and beneficial as Antalya or İstanbul which have a developed tourism sector with longer length of stay as the main destinations. So in Ortahisar, local enterprises want to protect themselves from risky and inconsequent tourism sector since storage income is more reliable for them.

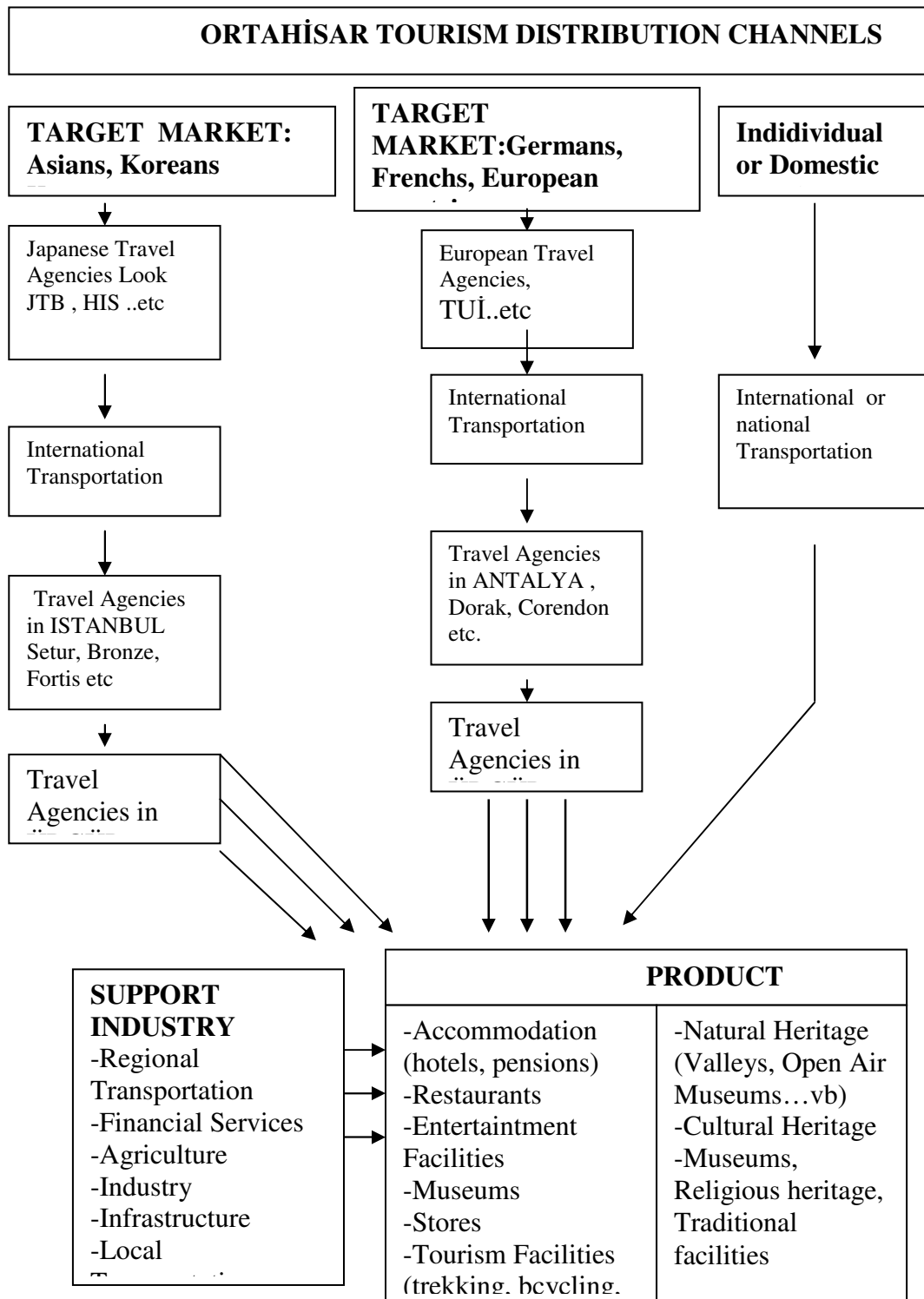


Figure 48: Tourism Cluster and Distribution Channels for Ortahisar (Source: Open-ended interviews with Ürgüp Travel Agencies, 2010.)

CHAPTER 4

PLAN AND ADMINISTRATIVE STATUS OF CAPPADOCIA REGION AND ORTAHIŞAR

In this section of the thesis, existing plan status of the Region and Ortahisar will be discussed within the context of Sustainable Heritage Tourism, Integrated Conservation, Conservation-Development Balance concepts.

4.1. Planning Process of Cappadocia Region

Historically, Strabon describes the borders of the Cappadocia Region, in his 17-volume book “Geographika” (*Geography*) written in his maturity in Rome during the era of Emperor Augustus, as a very large area surrounded by Taurus Mountains in the south, Aksaray in the west, Malatya in the east and all the way up to the Black Sea coast in the north. (Strabon, 1975) In the present day Cappadocia Region borders usually refers to the area covered by the city provinces of Nevşehir, Aksaray, Nigde, Kayseri and Kırşehir.

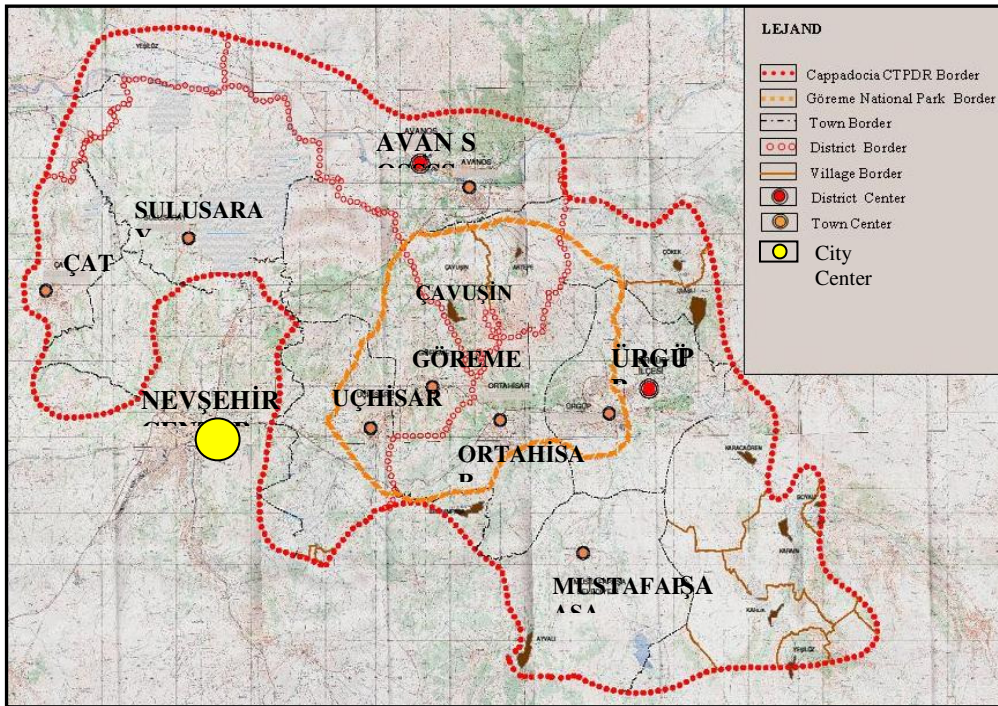


Figure 49: Cappadocia CTPDR Border announced by 2634 Law on 06.01.2005

4.1.1. First 1/25.000 scale 1981 Cappadocia Master Plan

As we stated before this thesis' argument will be discussed within the administrative plan borders of the Region. Thus, Cappadocia Region in this plan, will consist of first 1/25.000 scale Cappadocia Master Plan borders which was prepared by the Ministry of Culture and approved by the Ministry of Public Affairs on 06.11.1981. First master plan borders consist of Avanos and Ürgüp Districts', Göreme, Ortahisar, Uçhisar, Derinkuyu Towns', Çavuşin and Aktepe Villages' settlements.

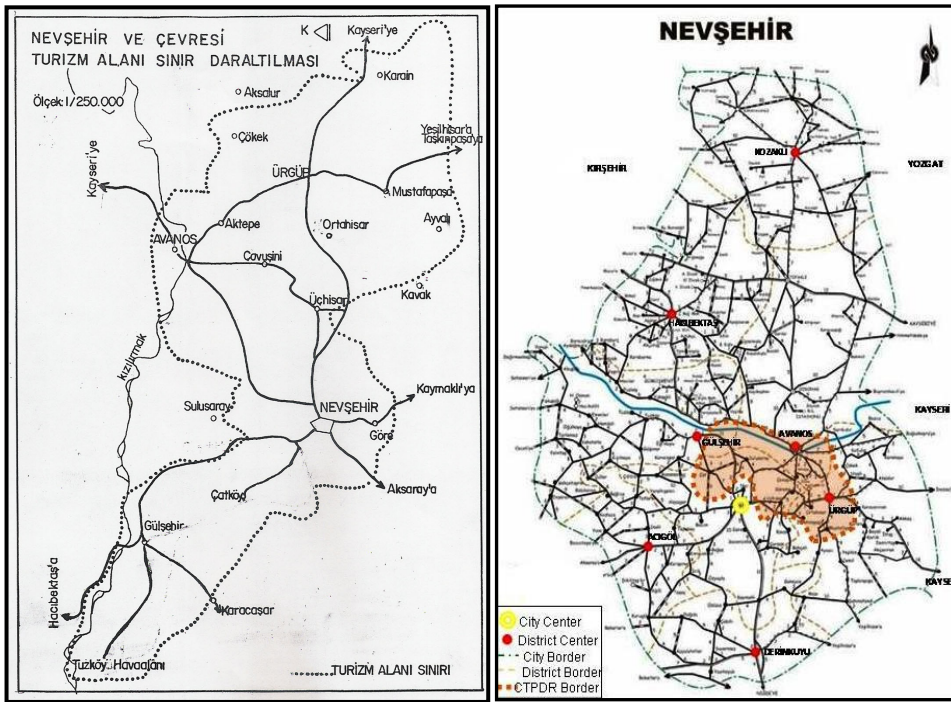


Figure 50: 1981 Cappadocia Master Plan Borders and 2005 Cappadocia CTPDR Borders (Source: Tourism and Culture Ministry, 2011.)

It is rather an old plan whose borders are very limited and does not cover the potential tourism areas such as Çat Village, famous for its Çat Valley as a first degree natural protection area and town of Uçhisar, famous for its Uçhisar Castle as an urban protection zone. The plan has only 4 types of main plan decisions which are; “Settlement Areas”, “Natural Protection Areas”, “Agricultural Areas” and excluding these areas “Rocky Areas” [Kayalık-Taşlık Alan].

The plan doesn't differentiate between degrees and values of protection zones such as archeological, natural and urban although the Region is on Cultural Heritage List because of its distinct geological features. There is only one type of protection zone which was "Natural Protection Zone". In other words, there is only one strict plan condition for all natural assets which claims that they will be protected exactly except scientific investigation for protection.

In the plan, addition to natural protection zones, there are also "Settlement Areas". However, there are no urban site protection areas inside the settlements. There are also no recommended tourism potential areas and construction conditions for these areas. Moreover the plan's usage decision for the areas excluding of natural sites, residential and agricultural areas, is "Rocky Areas" which has construction conditions of hmax: 6,50 m, minimum 20.000 m² parcel of land with maximum 250 m² building plot. In other words, the plan conditions for the areas outside the protecting zones and residential areas are also very strict which means there will be no alternative functions and usages except 250 m² cottages on big land areas.

In sum, the plan neglects heritage community needs. It is very inadequate for development and usage decisions like storage sector and tourism developments. Because it does not differentiate protection zones and their usage plan conditions. It has just strict general decisions including very wide areas. As a result, a revision of the master plan for the Region has been required due to the developmental needs by the local administrations.

4.1.2. Transitional Period Construction Provisions in the Protection Zones

On 05.08.1988, until a new 1/25.000 scale Master Plan for the Region will be accepted, all the implementation and planning process responsibility for the protection zones had been given to "Nevşehir Cultural and Natural Assets Protection Board" (Nevşehir CNAPB) by 1148 decision of Directorate of Nevşehir CNAPB. On 26.11.1999, the new protection zones were determined and categorized as "First, Second, Third Degrees of Natural Protection Zones", "First, Second, Third Degrees of Archeological Protection Zones" and "Urban Protection Zones". After the announcement of new protection zones, according to no 3386 Law's 17th matter, "The Cappadocia Transitional Period Construction Provisions" of the revised protection zones has been published and become valid until a new 1/25.000 scale master plan will be prepared and approved.

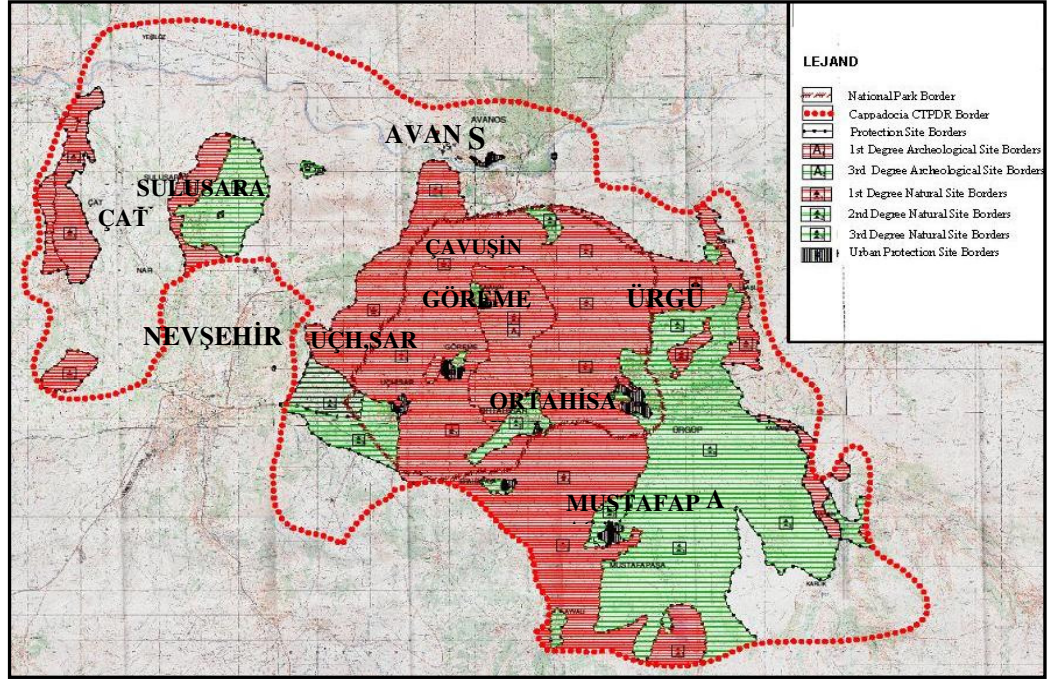


Figure 51: The Borders of Cappadocia CTPDR, Göreme Natural Park and Protection Zones
(Source: Ministry of Culture and Tourism, 2011.)

The Protection Zones in Cappadocia CTPDR

The first borders of the Region's protection zones have been designated through No: 69 Decision on 10.07.1976 by the "High Council of Ancient Arts and Museums" [Anıtlar ve Müzeler Yüksek Kurulu]. However as I stated before the transformations and developments in the Region has resulted in a series of demands by administrations and local people. So Nevşehir CNAPB made a revision of natural protection areas on 12.11.1999 because of these demands.

As can be seen from figure 51 , the protection areas cover 60% of Cappadocia CTPDR and the whole area of Göreme Historical Natural Park. These were the new protection zones decided by Nevşehir CNAPB. According to transitional period construction provisions, there should have not been any 1/5.000 or 1/1.000 development plan approval of new development areas before a new master plan for the Region is approved. In other words, the provisions generally focused on conservation, protection and neglected development issues. There were 3 main general issues of transitional period construction provisions which are;

Table 26: Protection Zones in the Region (Source: Ministry of Culture and Tourism, 2008)

Cappadocia CTPDR Protection Zones (hectars)		Urban Protection Zones (hectars)	
1st Degree Protection Zone	17075	Ürgüp	97,753
2nd Degree Protection Zone	422,853	Ortahisar	7,674
3rd Degree Protection Zone	9504	Mustafapaşa	53,368
1st Degree Archeological Protection Zone	1408	İbrahimpaşa	17,255
3rd Degree Archeological Protection Zone	39,273	Avanos	29,574
Urban Protection Zone	288,804	Çavuşin	14,068
Göreme Historical Natural Park		Göreme	39,078
Cappadocia CTPDR	48191	Uçhisar	30,034
		Çat	0
		Sulusaray	0
		TOTAL	288,804

On the First Degree Natural Protection Zones, no intervention that may change the natural characteristics was allowed. It was stated that “Agricultural activities may be carried on but no new carved rock spaces for agricultural and touristic purposes will be opened”. Another usage that was allowed on these areas were structures for public infrastructure and for the day [günübirlik] service facilities.

On Second Degree Natural Protection Zones, agricultural activities were allowed, new carved rock spaces for agricultural purposes were not allowed to be opened as first degree natural protection zones’ conditions. Different from first degree natural protection zones , on second degree protection zones, touristic purposed constructions were allowed.

In sum, we can say that Transitional Period Contruction Provisions banned development including storage facilities within first and second degree natural protection zones. However, compared to the first Master Plan, provisions allowed limited use such as agriculture, public infrastructure and for a day facilities within these zones.

Transitional Period Construction Provisions for third degree natural protection zones is important for the thesis since it will deal with Ortahisar Settlement Area which stands on third degree natural protection zone. So we should examine and make an evaluation of the provisions of these zones.

According to Transitional Period Construction Provisions, on third degree natural protection zones residential, agricultural and touristic purposed usages were allowed. However the provision stated that these usage decisions should have taken into account of local potentials and features of the area and should have aimed at protection and development of the natural structure.

With no 659 decision; the Board included all residential areas of towns and villages as third degree natural protection zones. However, in the decision it was stated that on these areas, for any construction, topographic, landscape and silhouette features should have been taken into account .

Briefly, we can claim that this condition impacted all the residential settlement areas which were included as third degree natural protection zones. However, although the conditions were related to 9 residential areas of Municipalities and Villages, they were very inadequate. They included uncertain, open ended claims about the protection and development issues saying only taking into account local potentials and features.

For example, there weren't any directive decisions about the exterior architecture, maintenance and rehabilitation conditions which directly affects the urban pattern. There were just general, uncertain statements such as "Compliance with the local architecture and front cross-sectional features of the plan is expected to be taken into account." Decisions related to agricultural storages were;

"The storages can only be opened inside the parcels which have minimum 25 m frontage to the road, the carving of the storerooms can only be made after the geological and geotechnical reports are approved and proper view of Board is taken. While opening the storerooms dynamit shouldn't be used, the area of the storeroom should be max. 600 m², and the max height should be 3 m. There shouldn't be made any buildings or constructions on the surface of the storeroom areas." (Nevşehir CNAPB, 1999)

These provisions were correct and conservative decisions from a sustainable point of view since they limited the capacities of the storages, secured small scale storerooms and banned the constructions on the surface.

However, provisions also had very important implementation deficiencies so they could have not been applied. According to the 2863 no Protection of Cultural and Natural Assets Act which was published on 21.07.1983 after 1999 revision of protection zones, the new conservation plans for these areas should have been completed within 3 years. So Transitional Period Construction Provisions were in fact only valid till 2002.

In the Region, none of 9 municipalities revised their conservation plans after the 1999 revision within 3 years. Unfortunately, until 2002 to 2011, after 12 years passed from the 1999 revision, there were no 1/1.000 scale conservation plans approved by Ministry of Culture and Tourism. In fact, the conservation plans of the towns within the Region has just recently come to hand to the Ministry such as Uçhisar, Ortahisar and Avanos.

Table 27: Dates of Existing 1/1.000 scale Plans of the Towns in the Region

(Source: Culture and Tourism Ministry Plan Archive, 2011.)

Avanos	15.05.1998	Aktepe	NONE
Ürgüp	06.02.2002	Uçhisar	07.04.1989
Mustafapaşa	25.09.2008	Sulusaray	12.12.2007
Göreme	NONE	Ortahisar	01.04.1984
Çavuşin	NONE	Çat	01.05.1987

That is, between the years 2002-2011 even though previous 1/1.000 scale development plans were inadequate, these plan decisions were used for constructions by Municipalities. Because Transition Period Construction Provisions were only valid in law between years 1999-2002.

This results in violation of construction norms, ignorance of local architectural features, the formation of standart type of building structures such as disaster houses, ignorance of conservation and restoration workings, undevelopment of small scale boutique hotels and pensions in the urban protection zones and invasion of mass tourism purposed big scale hotels on new development areas.

Urban Protection Zones

Transitional Period Construction Provisions for urban protection zones addressed 659 no decision of the Board and the decision defined urban protection zones as;

“Areas which reflects the combination of urban and regional characteristics, physical features in terms of architecture and art history, and the environments that reflects the socio-economic, socio-cultural structure and life style in a combination and show pattern integrity with these aspects.”

A definition of an “Impact Transition Area” is also made as:

“Areas which impact actively the protection and development of the urban protection area within its environment and enable the integration of urban protection area with the city.”

Although there was a definition of “Impact Transition Area” which should have been also evaluated on third degree natural protection zones, there was no decision generated for these areas . So the existing old plans did not generate any impact transition areas for the whole settlement areas which stand on third degree natural protection zones.

In addition, the decisions for urban protection zones which are very important for small scale tourism sector were very inadequate. There were not any directive plan decisions which support boutique hotels and pensions inside urban protection site and also no decisions related to restoration, reinstitution, building survey or construction conditions. Hence these deficiencies brought about the invasion of large scale hotels in the region, undevelopment of boutique hotels and pensions in urban protection zones and unmaintanened and unprotected urban protection zones.

In sum, both 659 and Transitional Period Construction Provisions for third degree natural protection zones were inadequate within the context of conservation principles and prepared just for a 3 year process. In fact, the Board should have known the time consuming process of preparation and approval of conservation plan revisions and should have prepared Transitional Period Construction Provisions which could bring solutions for development facilities by detailed plan decisions.

4.1.3. Göreme Historical National Park and its 1/25.000 scale Long Term Development Plan Draft [Uzun Devreli Gelişim Planı]

After involved in World Heritage List as both cultural and natural entity by UNESCO in 1986, Göreme and its surroundings were also accepted as a natural park by the decision made by the government on 30.10.1986 with the name of “Göreme Historical National Park” encompassing an area of 9.572 hectares. Göreme National Park covers eastern part of Ürgüp District settlement, Uçhisar-Ortahisar-Göreme Town settlements, Çavuşin, Aktepe Village settlements. Entire national park is a first degree natural protection zone excluding settlement areas which stand on third degree natural protection zones.

Within the framework of procedures and principles designated by no 4856 Law, published on 01.05.2003, 1/25.000 scale master plan authorization within national park borders was granted to the Ministry of Environment and Forestry. According to Law, The Ministry of Environment and Forestry’s primary duties are to prepare, materialize, approve and implement the master plans within national parks which are called Long Term Development Plan [Uzun Devreli Gelişim Planı]. According to the law, they are the plans for the purpose of ensuring rational use of natural sources which makes it possible to think economic and ecologic decisions together in accordance with the aim of steady and constant development. (MEF, 2005)

Because of organizational problems, “The Long Term Development Plan” regarding Göreme National Park has not been approved yet. However the draft of the plan was prepared by Ministry of Environment and Forestry and was delivered to the Ministry of Culture and Tourism who also has the authority within Capadocia CTPDR borders by Tourism Promotion Act No 2634 published on 2005.

According to the plan’s report, the aim of the plan is to provide the protection of the continuity of ecological balance, control the demands of the settlements inside the national park for improvement and raise the local awareness. (MEF, 2005)

As we stated before the national park area was divided into 5 types of protection zones by the Board, as first, second, third degree natural protection zones, first degree of archeological zones and urban protection zones.

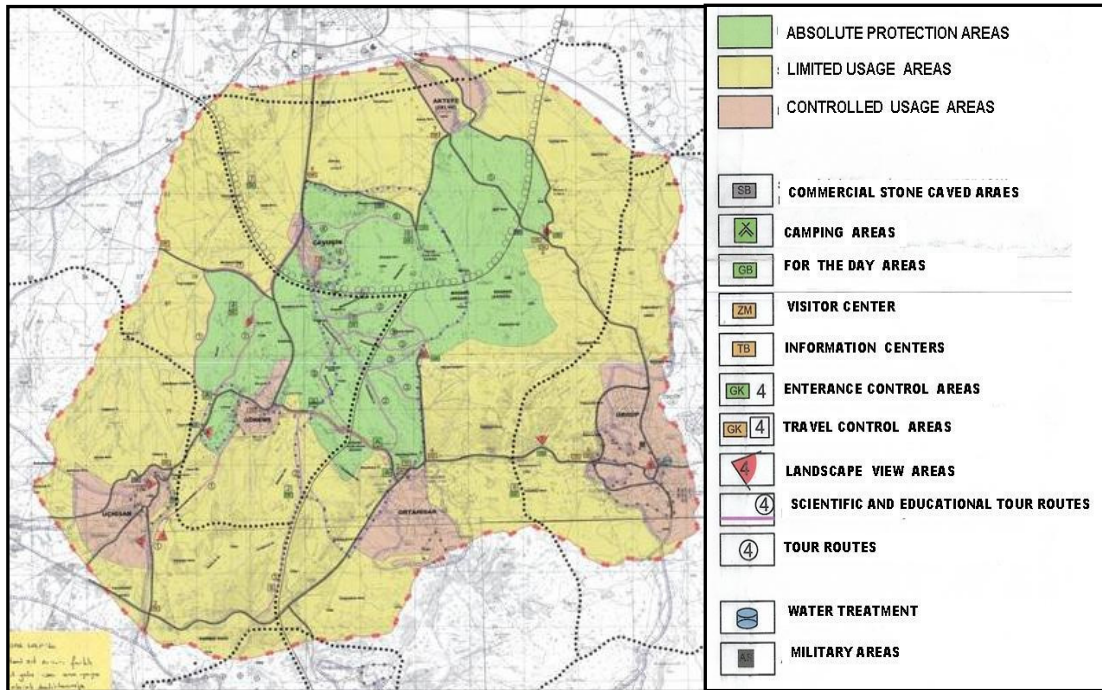


Figure 52: Göreme National Park LTDP Draft with a Scale of 1/25.000 (Source: Ministry of Environment and Forestry, 2005)

However in Cappadocia LTDP case, the national park is divided by 4 areas for not only protection but also usage purposes. The settlements with their urban protection zones are predicted as “Controlled Use Areas” (brown areas), other first degree protection zones are divided into “Limited Use Areas”(yellow areas) and “Absolute Preservation Areas”(green areas). This means the plan draft improves 2 alternative development regulations for first degree natural protection zones sites while the Board decision improved just one. In other words, the plan allows limited use of first degree natural protection zones as opposed to the Board decision.

Absolute Protection Areas (Green Areas)

This area is a protection site which includes rare ecological and geological formations, fairy chimneys inside Goreme Open-Air Museums, Zelve, Rose, Red and, Zindanönü Valleys and important archaeological church remains. No activity in these areas is allowed except scientific research investigations, observations and scientific presentation aimed tour routes and the activities for daily use for these routes such as WC, buffet, otopark, fountain, lighting projects and information boards. The tour routes are planned for non-motorized pedestrian

access. The open air activities which do not change the structure of nature such as balloon tours are also allowed. The plan decisions includes very detailed, directive statements for all of these activities.

Limited Use Areas (Yellow Areas)

On these areas some limited activities are allowed and except these activities, the decisions for these areas are the same as absolute conservation area decisions. These limited uses which are allowed are small-scale agricultural fields, limited pastures for livestock operations, landscape cruise ports, control points, tour routes and tour route rest points, low-intensity rural and eco tourism activities.

According to the draft plan, farm houses and country houses can take part in limited use areas performing the rural life. The plan brings about low-density use decisions related to rural tourism areas. It is a positive improvement since the plan allow limited development of tourism facilities in first degree natural protection zones of the Board.

Controlled Use Areas (Brown-Residential Areas)

This area which located within the boundaries of National park, consists of existing settlements and settlement development areas on third degree natural protection zones with urban protection zones. The decision about these areas is a general one that refers to the Board's provisions on urban protection zones and third degree natural protection zones. In other words, the plan decisions for urban protection sites and third degree natural protection zones are still very inadequate in terms of conservation principles. The plan decisions even remove the limited construction conditions for the storerooms determined by transitional period construction provisions. This clause prevents progressing of storage sector on a sustainable basis within national park boundaries.

The tourism activities within the boundaries of first degree natural protection zones are allowed and at the same time limited with protection concerns. Balloon flights, low-density rural tourism areas, pedestrian tour routes are defined. This is a positive side of the plan, since it takes into account tourism development demand in the Region.

In contrast to Transitional Period Construction Provisions of the Board, this plan's decisions include all matters of protection and usage includes detailed directions. It gives guidance

about warning, representation, guidance and information boards, and implementation of infrastructure services such as energy transmission lines, transformer stations, distribution centers, sewer, garbage area, waste water, etc.

It also includes statements for transportation from a protective perspective. In addition to the main transport routes, no new road constructions or the extension of existing roads is allowed. Even the roads which should be closed to the vehicle traffic were identified. It prevents standart, one type construction of social infrastructure buildings such as education, health care and administration buildings. It gives guidance to the protection decisions about fairy chimneys, churches and monasteries in detail.

It continuously emphasizes the protection of natural geological structure and the ecosystem within the national park area. Changing the structure of the natural topography of the land is not allow by the filling or any excavation of land.

As opposed to Transitional Period Construction Provisions, it gives guidance not only for conservation but also adopts the principle of using while conserving development facilities in the light of the Regions' important touristic, agricultural and other sectoral needs. The plan ensures use-conservation balance and uses with limitations in first and second degree natural protection zones as opposed to transitional period construction provisions' strict conservation statements.

However, there are also negative sides of the plan. The plan is still inadequate about the conservation decisions on third degree natural protection zones and use decisions on urban protection zones as its decisions for these areas still adress no 659 Decision of the Board.

It encourages big scale storage sector activities on third degree natural protection zones by removing Board's provision limit. In addition, there are no statements about conservation of the local external architecture on these areas. There are also guidance to restoration and financing possibilities within urban protection zones in case of refunctioning the local houses with touristic purposes. This kind of plan deficiencies lead to undevelopment of boutique hotel facilities in the urban site, neglecton of maintanence and unconservation of the urban site.

As we stated before, "Istanbul Settlement Human Declaration" organized by UN emphasized to implement a policy of integrated conservation for historical, cultural, architectural,

natural, religious and spiritual value of the structures, monuments, open spaces, landscapes and urban forms since traditional life which is an important element of heritage tourism consists of culture, heritage and human activities as a whole.

Third degree natural protection zones need protection as well as first, second degree natural protection zones and urban protection zones. The plan decisions regarding to these areas, may not be as strict as the decisions of other protection areas, but should protect these areas by limiting construction conditions. Because these areas are especially more vulnerable to development pressures and these areas should be taken into account in the plan with other protection zones as a whole since they affected the traditional city pattern.

In this context, all conservation plans are generally categorized as two distinct parts; urban protection zone and other settlement plan. And it is always perceive that the aim of conservation is valid only for urban protection area. In fact, this type of wrong misperception and this type of conservation plans are the common problem of Turkey.

4.1.4. Culture and Tourism Protection and Development Region of Cappadocia (CTPDR) and its 1/25.000 scale Master Plan Draft

As we stated before, this thesis will be discussed within the administrative plan borders of the the “Culture and Tourism Protection and Development Region of Cappadocia” (CTPDR) announced by Tourism Promotion Act no 2634 by the Government on 06.01.2005. Its borders constitute of Çat, Uçhisar, Göreme, Sulusaray, Avanos, Ürgüp, Ortahisar and Mustafapaşa settlements and also “Göreme Historical National Park” (Figure 49). The law Tourism Promotion Act no 2634 revised on 01.08.2003, has given the authority of making, approving and enacting on every scale of plan in “Tourism Centers and Culture and Tourism Protection and Development Regions” to the Ministry of Culture and Tourism.

The plan draft prepared by Ministry of Culture and Tourism generally does not generate additional changes within national park borders and protection sites. However, there are 3 important additional plan decisions. First one is, the plan foresees “Eco Tourism Areas” on potential vineyard areas of Ortahisar, Uçhisar and Çat villages comforming with LTDP decisions.

Secondly, on the eastern region of the borders, there is an suggested area of big scale underground potato storages because of the high demand of the storage sector investors. Another change is the tourism zone which is located on the east part of Uçhisar, Nevşehir-

Ürgüp Highway for big scale tourism establishments and for the day establishments [günübirlik tesisler] for tourism facility purposes.

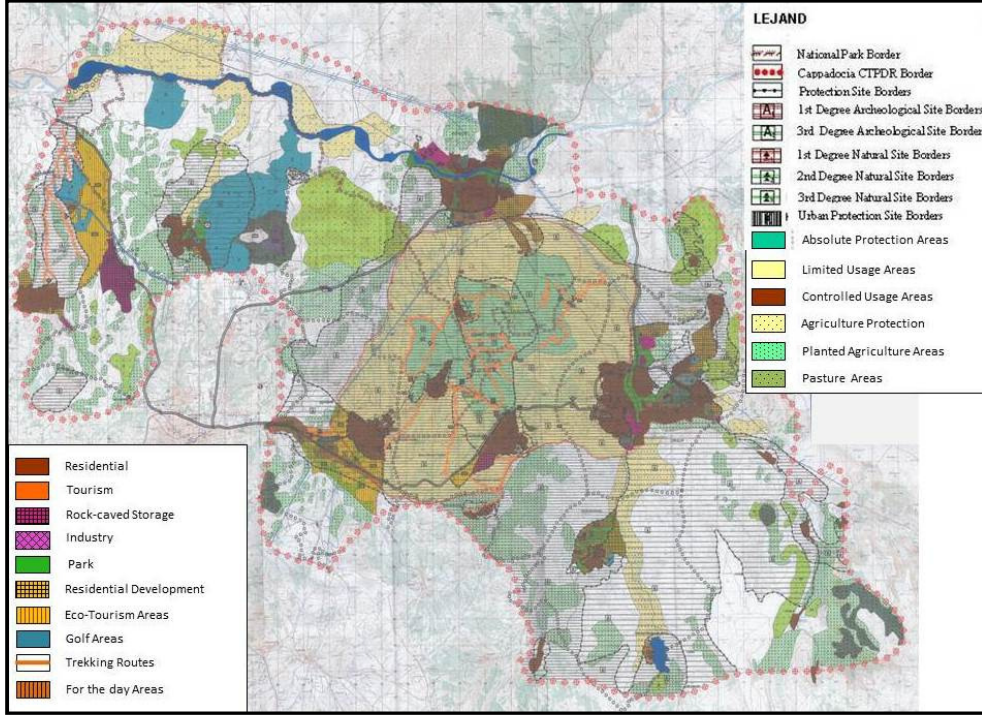


Figure 53: Cappadocia 1/25.000 Scale Master Plan Revision Draft (Source: Culture and Tourism Ministry Plan Archive, 2011.)

In other words, the plan draft encourages large scale storage areas outside the borders of the natural protection zones and big scale tourism establishments instead of small scale tourism facilities within the historical centers which are both wrong strategies from a conservative point of view.

4.2. Planning Status of Ortahisar

4.2.1. Transitional Period Construction Provisions for Ortahisar

According to revisioned protection sites in 1999 by the Board, the surroundings of Ortahisar are determined as first degree natural protection zones. In addition, Ortahisar's settlement area is situated within both Cappadocia CTPDR and Göreme Natural Park borders.

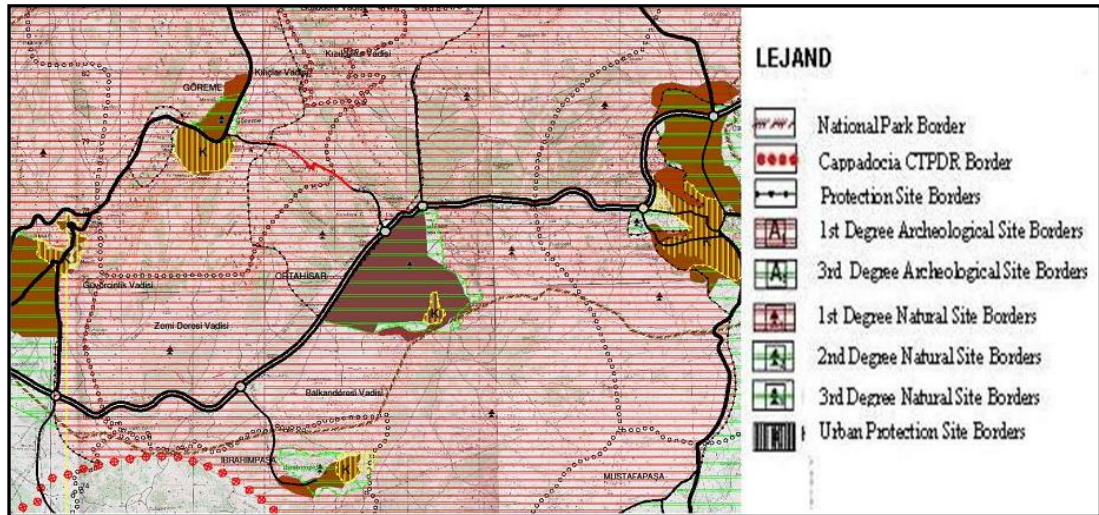


Figure 54: Ortahisar Protection Zones according to Nevşehir CNAPB Revision in 1999 (Source: Culture and Tourism Ministry,2010)

The settlement of the town (brown area) stands on third degree natural protection zone and there is also urban protection zone within the settlement (yellow area) which includes Ortahisar Castle and surroundings.

According to Nevşehir CNAPB provisions, no intervention that harm the natural characteristics on the first degree natural protection zones was allowed and construction conditions of storerooms had been limited as max. area of 600 m² and max. height of 3 m. So in terms of this regulation, more lemon or potatoe storage areas could not be opened because Ortahisar settlement's surroundings are in first degree natural protection zone borders. The rock-caved storages could be opened only within third degree natural protection zones inside the settlement and should have been small scale as stated above.

In other words, the provisions encouraged a balance between conservation principles and storage sector facilities from a sustainable point of view. It banned storage facilities on first and second degree natural protection zones and limited the scale and construction conditions of storerooms in third degree natural protection areas.

4.2.2. Ortahisar in 1/25.000 scale Long Term Developmant Plan Draft of Göreme National Park and CTPDR Master Plan Draft

Ortahisar settlement constitutes the status of “Controlled Areas” in the draft of “Göreme Historical Natural Park Long Term Development Plan” and the surroundings are foreseen as “Limited Use Area” (Figure 55). According to the draft plan of both LTDP and CTPDR, additional to Transitional Period Construction Provisions, tourism facilities which serve a programme that tourists can join rural facilities and accomodate in farm houses are allowed in “Limited Use Areas”.

The both plans’ drafts decisions also highlight that no activities that will change the natural topography, geological and geomorphological structures shall be allowed.

In addition, in LTDP draft, Balkanderesi Valley is not included in Göreme National Park borders and in tour routes although Balkanderesi Valley is one of the most important natural and cultural values with its churces and monastries.

The Protection Decisions for Urban Sites, which are very important for small scale tourism sector, are again very inadequate, there is not any guidance about conservation of traditional interior or exterior architecture, guidance about restoration and financing.

Although the Castle which is in the border of disaster area needs the first immediate geological intervention in the Region, there aren’t any plan decisions about the rank of emergency areas and stages of geological investigation projects.

In sum, 1/25.000 scale LTDP and CTPDR plan drafts’ decisions for Ortahisar unfortunately can not develop effective plan decisions regarding to protect third degree natural protection zones where tourism and housing developments are intense and regarding to use urban protection zones where small scale tourism development can be encouraged. In addition, both plans encourage large scale storage areas outside the natural protection zones removing the limited construction provisions of transitional period.

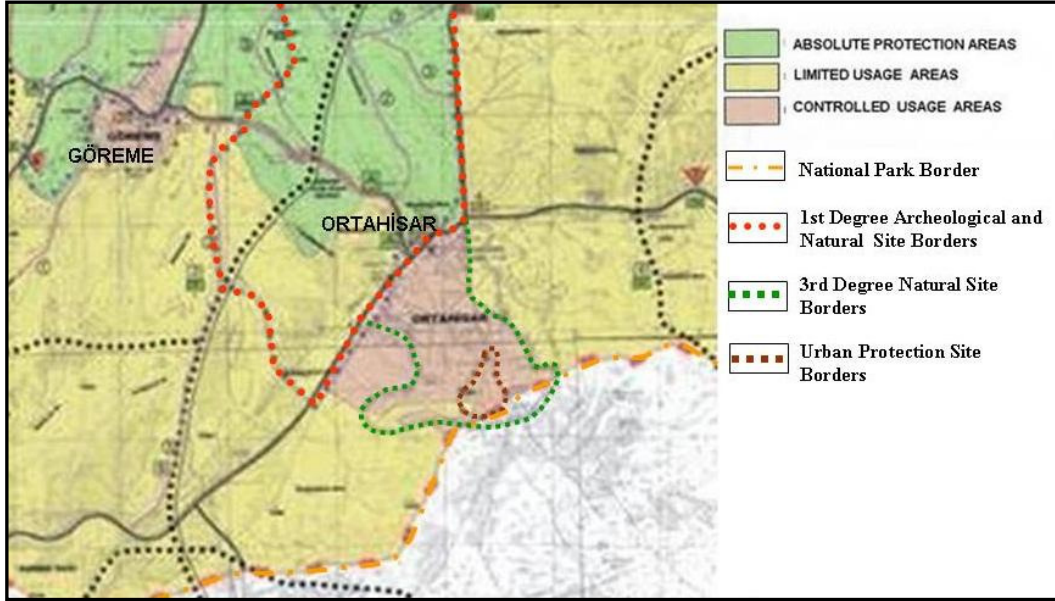


Figure 55: Ortahisar in 1/25.000 scale Göreme National Park Long Term Development Plan Draft (Source: Ministry of Environment and Forestry, 2005.)

4.2.3. 1/25.000 Scale Master Plan Revision Suggested by Municipality

When we look at the results of sectoral analysis of Ortahisar which made on the second chapter in detail, it can be said that main economic sector in Ortahisar is storage sector although town has many tourism potentials. However, these storerooms are small scale and exist on third degree natural protection zone inside the settlement. Since Ortahisar is situated in the borders of Göreme National Park and is surrounded by first degree natural protection zones, new storerooms can not be opened in the Region.

As a result, storerooms has started to flourish and develop in Nar and Kavak towns since those towns are not situated within the borders of the national park or of protection zones. In Nar and Kavak, large scale storerooms accessible for lorries and trucks are being caved. Ortahisar Municipality and storemen states that this badly affects the economy of Ortahisar.

The storagemen and Municipality in Ortahisar, as a result, demand an area for new, large and modern storerooms. The municipality prepared 1/25.000 scale Master Plan Revision Suggestion and delivered it to the Ministry of Culture and Tourism. In the plan suggestion, big scale rock-caved storerooms keeping higher tonnages of products and having suitable entrances for trucks and articulated lorries like Kavak and Nar' storerooms are considered to

be caved on first degree natural protection zones of the west of Balkenderesi Valley (pink colored area) by removing of the small-scale storerooms outside the city center.

However the area which is chosen for small scale storerooms is situated within the borders of Göreme National Park and has the status of first degree natural protection zone. On the west part of the area, Balkenderesi Valley is situated which have a potential of cultural and natural entities.

Therefore, large scale storage sector facilities with lorries and widened roads, can harm and change the topography and geology of the Valley. In addition as we have stated before 1/25.000 scale CTPDR plan decisions have already adressed a new region which is on the west of CTPDR borders including Çat and Nar settlement borders which includes no protection zones. So the place chosen for big scale storage sector facilities is unquestionably wrong as both 1/25.000 scale plan decisions and the Board's provisions are also stated.

In sum, it can be resulted from this plan suggestion that large scale storage areas are encouraged by the Region's plans and Ortahisar's small scale storage areas are badly affected. This attitude of the plans leads to increasing demand of large scale storage areas. Anyway the thesis main problematic is not this issue. The main debate should be made on the conditions of the existing small scale storerooms inside the city and their future uses.

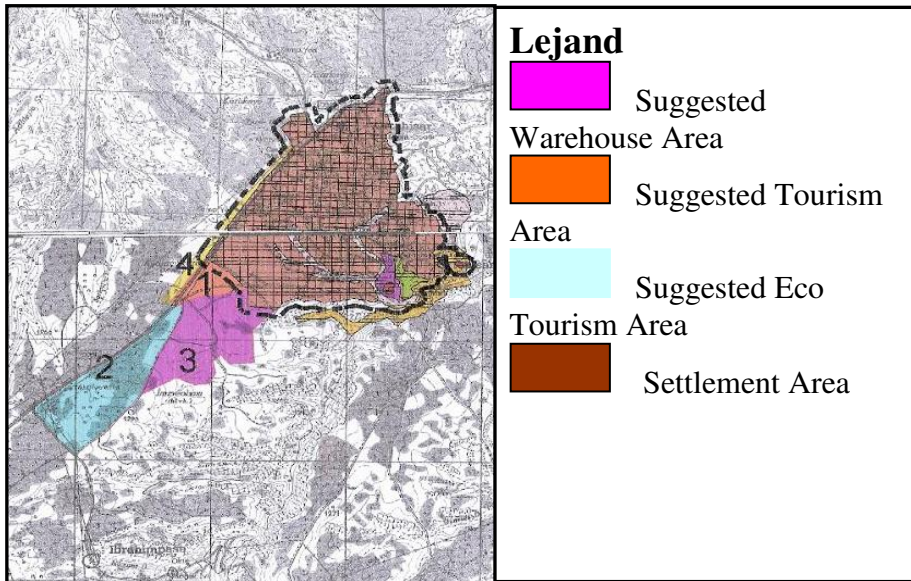


Figure 56: Master Plan Revision Suggestion with a Scale of 1/25.000 (Source: Ortahisar Municipality, 2010.)

4.2.4. 1984 1/1.000 Scale Ortahisar Development Plan

1/1.000 scale development plan of Ortahisar was approved by the Municipality in 1984. However, as we have stated after the revision of protection zones by the Board in 1999, a new conservation plan revision is necessary.

In general, the plan had the characteristics of a conservation plan in terms of its conservation decisions. It provided statements regarding to construction conditions of first degree conservation area including the Castle and its surroundings and second degree conservation area including an impact transition area. [Etkileme Geçiş Alanı]

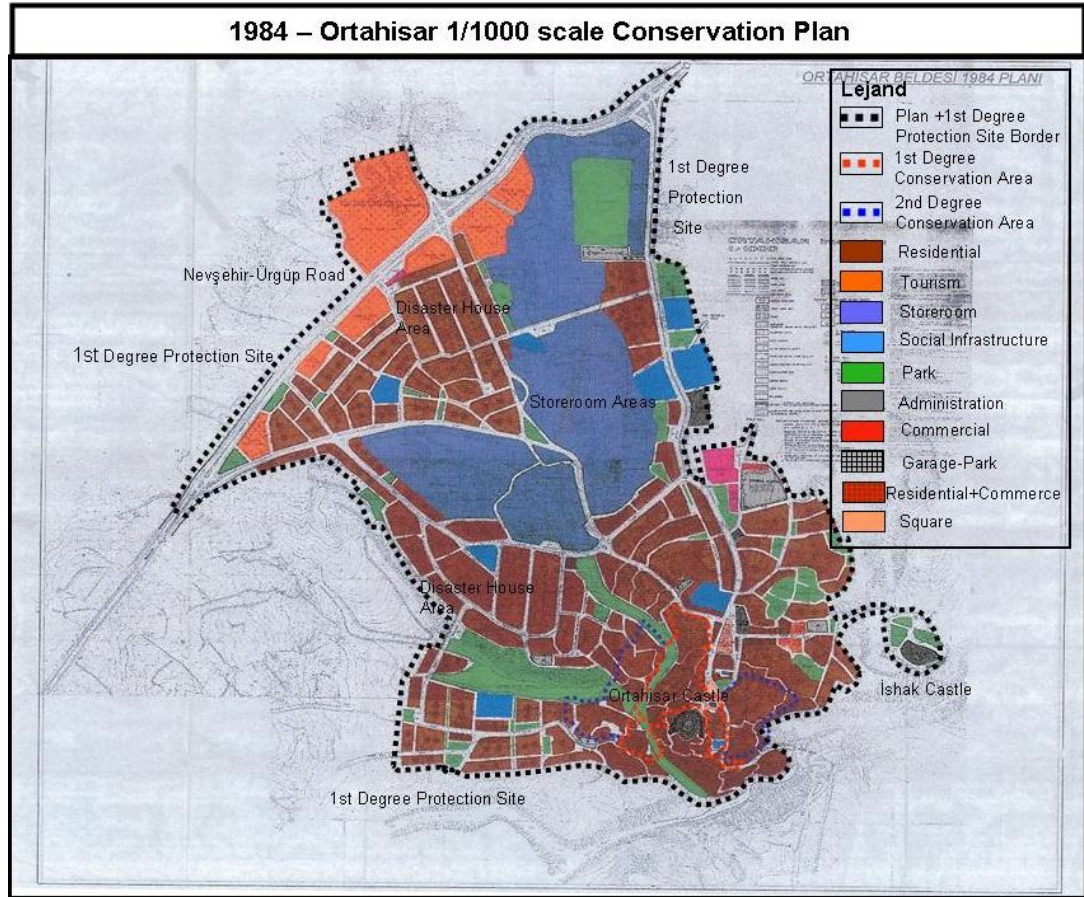


Figure 57: 1984 1/1000 scale Ortahisar Construction Plan (Source: Ortahisar Municipality, 2010.)

Nearly 30 % of the total settlement area was devoted to the storeroom areas. In addition, a large truck garage area on the east of the center was determined. However, the area of the garage have potential visual of fairy chimneys and valleys. (7-A Zone) With this usage decision, existing tourism potential of this area could not put in use effectively. The area is being used for storage sector transport trucks recently.



Figure 58: Tractor-Lorry Garage for Shipping of Lemon on the East Side of the Center (Source: Onsite Observations, 2010.)

There were no plan decisions about the biggest tourist attraction, Ortahisar Castle which was declared as disaster area. There were also no planning notes for preventing standart, single types of disaster housing or social housing projects which have a negative affect on the local city pattern. In the same way, there were no planning decisions about the center where tourists will get the first impression of the city since it is also the best place where the Castle is perceived. Moreover, there were no plan notes about touristic hotels construction conditions.

However, the borders of 1st and 2nd degree conservation areas were well determined and plan decisions about issues of conservation of exterior architecture, maintenance and repair conditions existed for these protection zones.

In short, 1984 plan was a plan that favoured storage sector landuse facilities which have a direct effect on the city pattern. Although conservation areas and plan decisions related to these areas were well defined, it did not have any decisions about the most important touristic appeals such as the Castle, city center and the city's eastern first degree natural protection zones' borders and its surroundings, disaster and geological precautions, guidance about construction of tourism establishments.

4.2.5. 1998 1/1.000 scale Ortahisar Development Plan

The 1984 plan, at least, supported local economic storage sector and its activities. In addition, it specified first and second degree conservation areas and conservation decisions within this borders. However, 1998 plan's decisions yield very unfavorable results on city structure and economy regarding both storage and tourism sectors.

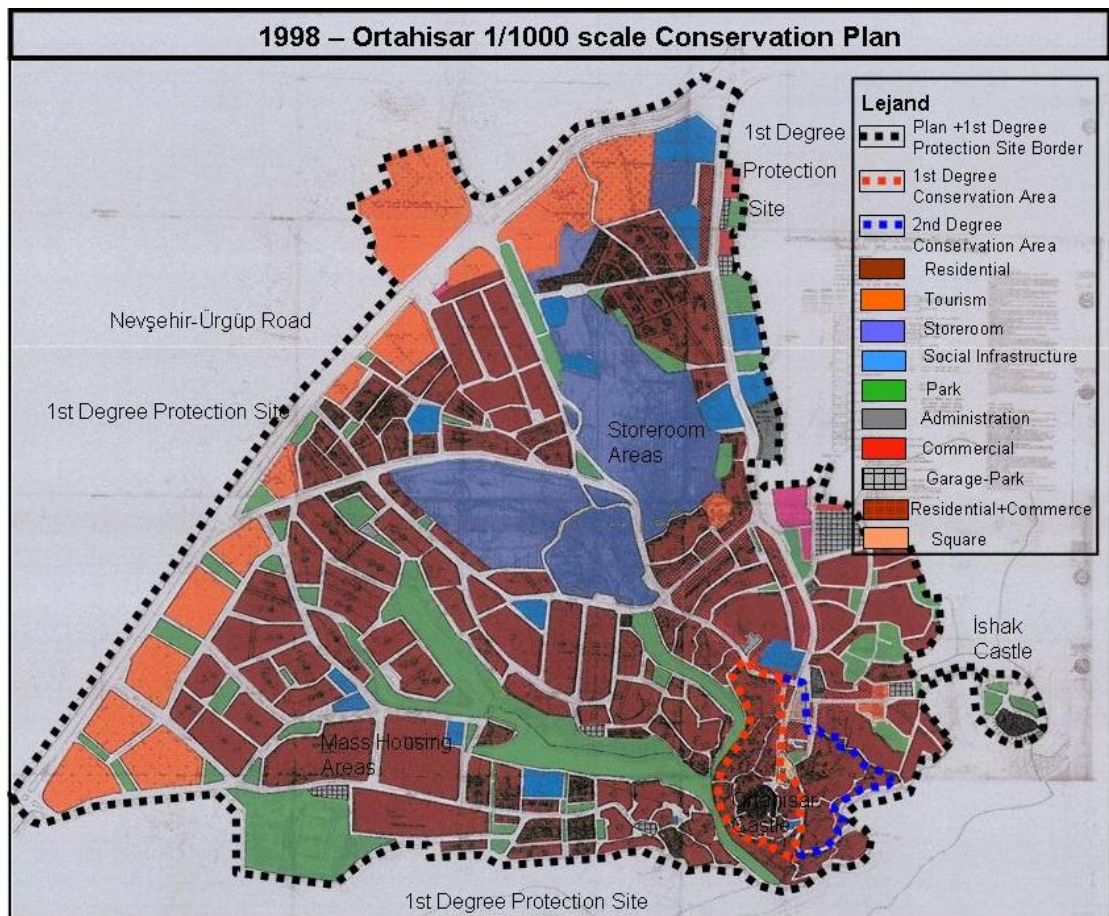


Figure 59: 1998 1/1.000 scale Ortahisar Development Plan (Source: Ortahisar Municipality, 2010.)

1998 plan decisions limit the storage areas and cause negative results for the storage sector. The plan define an “Touristic Accommodation Area” over the storerooms located in the north-western part of the city. This decision has negative effects for both storage sector and traditional city structure.



Figure 60: A Five-star Hotel which was constructed on the Storerooms (Source: Onsite Observations, 2010; Google Earth, 2011.)

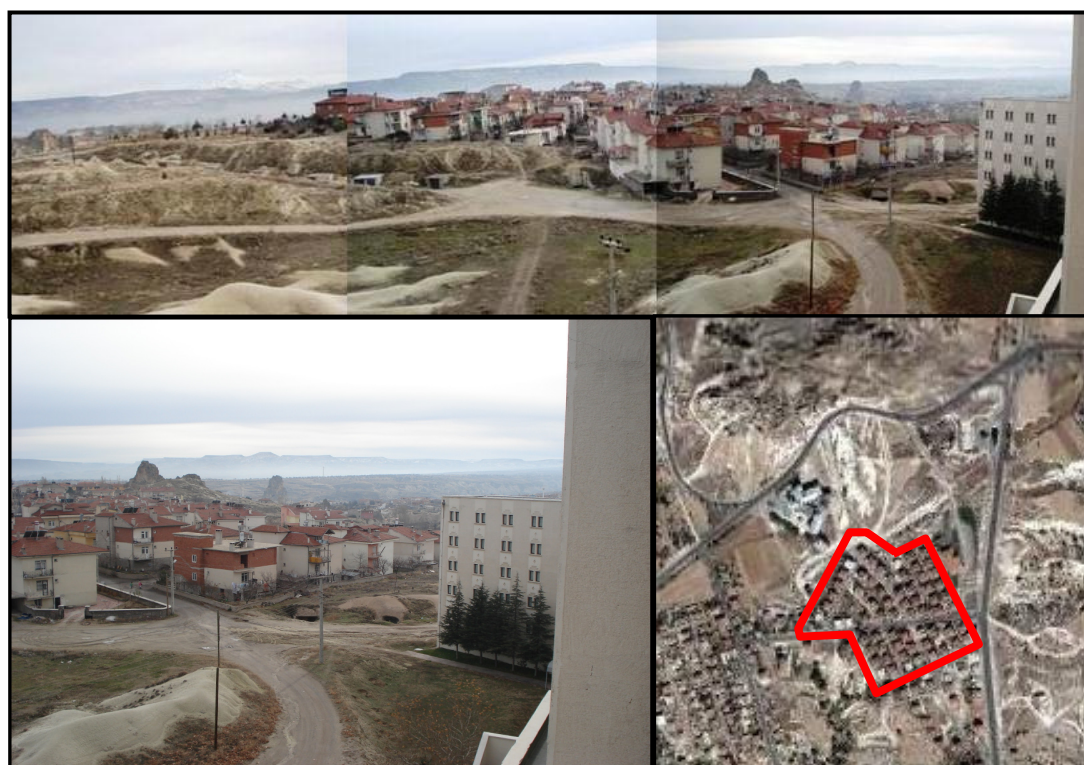


Figure 61: Houses Constructed by 1998 Plan. (Source: Onsite Observations, 2010; Google Earth, 2011.)

The most unfavorable decision regarding the city structure enforced by the plan of 1998 is the decision that envisages the construction of “Mass Housing Areas” in the south-western part of the city. Large scale mass housing areas with high construction density were constructed in this part of the city. These residential buildings without gardens, having large masses and different roof styles are totally contrary to the organic small scale structure of the city. These are the housing examples which do not reflect the traditional pattern of the city in anyway.



Figure 62: Mass Housing Areas, on South of the Town constructed by 1998 Plan Decisions (Onsite Observations, 2010; Google Earth, 2011.)

In the other decision of 1998 plan, new development areas as residential houses and tourism establishments are determined on the east side of Ürgüp - Nevşehir Highway. The protection decisions do not improve the decisions of 1984 and plan and the plan even narrows the borders of first and second degree conservation areas proposed by 1984 plan.

Briefly, 1998 plan is an unfortunate one ignoring the storage sector facilities and conservation objectives, supporting the large scale touristic facilities and development of new residential areas which encourages the evacuation of historical city center.

34.2.6. 1/1.000 Scale Development Plan Revision Suggested by the Municipality

The suggested 1/1.000 scale development plan of Ortahisar has been submitted recently to Culture and Tourism Ministry by Ortahisar Municipality. It can be said that the generally aim of the plan revision is to support and implement 1998 plan decisions. In addition to 1998 plan decisions, rock-caved storerooms in the city have been foreseen to be moved outside the city center and refunctioned as “Housing Areas”, “Tourism Establishments” and “Commerce Areas”.

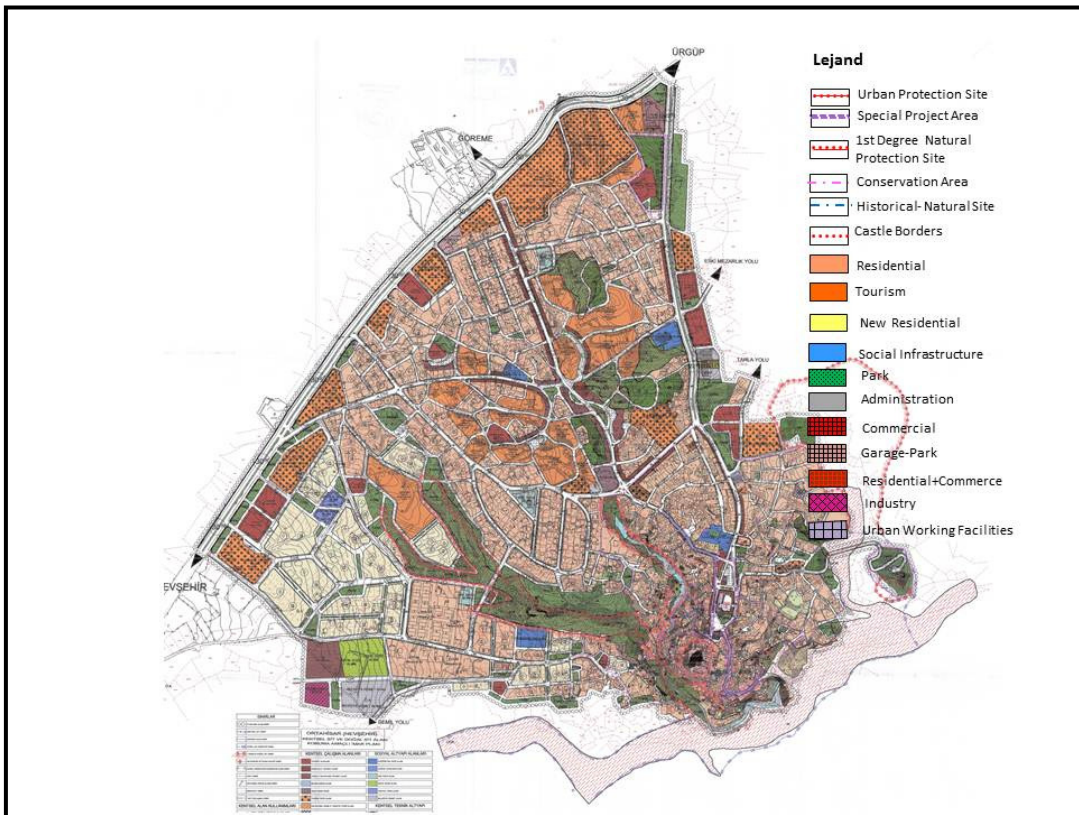


Figure 63: 1/1.000 Scale Development Plan Revision Draft Suggested by Ortahisar Municipality (Source: Ortahisar Municipality, 2010.)

However, if the storerooms are removed from the center, hotel buildings will have to be constructed on the surface of them since inside of the storerooms are small and have not enough space for accommodation. It also means the eradication of all traditional-cultural history of the town, invasion of hotels over the organic traditional city pattern.

However, is it logical to give these so many storerooms commerce or touristic accommodation functions as the plan suggests and is there really a demand for these kind of usages in the Region? As we have seen from the tourism analysis, Göreme and Ürgüp are already accommodation and cuisine tourism centers in the Region. Moreover, as we have seen from storeroom sector analysis that most of the storerooms have been still used for lemon storage.

In fact, for the integration of each sector, it is possible to give new functions to a few appropriate storerooms without losing their existing traditional values such as their entrances, chimneys, and their non-constructed surfaces. The storerooms can be refunctioned for touristic commercial activities such as restaurant, gift shop, wine house ...etc. without losing and damaging traditional pattern of the city. Indeed, in the tourism sector research, we have seen a restaurant which is a good example of refunctioning.

Moreover, Ortahisar Castle and its surroundings has a high tourism potential. The traditional local houses were abandoned due to the risk of disaster and because of lack of care and maintenance these houses turned into ruins. Instead of promoting development of new touristic establishments on storerooms, promoting small scale tourism and refunctioning of these local houses as boutique hotel and pension establishments will both make contribution to local economy and conservation of traditional houses.

When we examine the positive decisions of the suggested plan, it can be said the plan develops 4 Special Project Areas regarding to the Castle, its surroundings and center but the details such as how projects will be implemented and projects contents are not explained.

In addition, as opposed to 1984 plan, the eastern first degree natural protection zone surroundings' tourism potential are put into use by giving the area tourism related usages.

Since the access to the south-west of the Castle is very difficult, the suggestion of a new road opened from Ürgüp-Nevşehir Highway to the Castle is a positive foresight for the development of tourism facilities. Moreover, it includes an explanatory report which gives guidance to restitution-restoration-survey projects and financing conditions that will be applied to traditional houses.

CONCLUSION

As we have stated before the aim of the thesis is to develop socio-spatial planning policies to integrate traditional local economic sector and tourism sector within the context of sustainability and conservation priorities in the case of Ortahisar. Hence, in this section, we will try to draw a conclusion from Ortahisar case researches that will produce planning policies in order to balance local development, external development dynamics and conservation objectives.

For us, culture can not be separated from human presence. Because all the cultural values are produced by human presence such as traditional activities and land use practises through the history. Since traditional life which is an important element of heritage tourism consists of culture, heritage and human activities as a whole, the conservation plan should be based on the benefits of local people from tourism development. Tourism development should be built upon both the objectives of maintaining the cultural and economical integrity of the host community and enhancing the protection of ecologically sensitive areas and natural heritages.

For achieving sustainable development, the needs of the town should be defined by local participation in decision making processes. In a cultural heritage site, since the culture belongs to the local owners, the planning process should investigate and find out answers to the host community needs from a conservative point of view. The host community needs and traditional activities based on land use activities should be given priority as compared to big scale tourism activities through planning policies. Since tourism is a risky sector because of external factors, it should be seen as an alternative income generator to the host community. Tourism activities can be given priority only when it is a tool for the development of local, involvement and ownership of community and environmental sustainability.

In the case of Ortahisar, small scale storage sector have become the piece of traditional culture for years and it also affects traditional city pattern and creates a distinctive feature from other cities of the Region as Ürgüp, Göreme...etc. It contributes to local, regional and

national employment and income. So the sector should be protected in a sustainable manner and evaluated as a complementary traditional activity with other natural and cultural values since a city is a whole form of culture - space- traditional economy relation in a cultural heritage area. As a result, small scale storeroom sector should be preserved and developed .

The storeroom owners should benefit from technology in order to prolong the life of storerooms, rehabilitate their storerooms with airing systems and modern isolation equipments like thermo-isolated gates. The technologic renewal of storerooms and rehabilitation should be encouraged by the conservation plan, Municipality, Storage Cooperative and Culture and Tourism Ministry.

As a second important issue, since traditional life which is an important element of heritage tourism consists of culture, heritage and human activities as a whole, conservation plan's principles should not only be limited to buildings or urban protection zones but also has principles for open spaces, landscapes, traditional land use practises and urban city pattern in a cultural heritage area.

In other words, conservation plan's principle should be an integrated principle for the protection of not only "Urban Protection Zones" but also "Transition Impact Areas" and "Third Degree Natural Protection Zones". Third degree natural protection zones need protection as well as first, second degree natural protection and urban protection zones. These areas should be taken into account with other protection sites as a whole since they affect the traditional city pattern. The plan decisions regarding to these areas may be not as strict decisions as the decisions of other protection areas, but should be protected by limiting construction, maintenance and repair conditions since these areas are especially more vulnerable to mass tourism pressures and new development areas.

In fact, scale of the development facilities should be an important issue for planning decisions especially in a destination where the economy is local and based on small scale enterprises. The scale and type of tourism is important in ensuring balances between tourism development, conservation objectives and the living local economic sector. For sustaining balance, size of the proposed activity should be critically evaluated. So the utilization of the resources should not contradict with the conservation of the city pattern.

There should be plan decisions which support and encourages small scale tourism activities such as boutique hotels and pensions inside urban protection zones rather than encouraging

big scale ones. Because promotion of small scale tourism facilities and refunctioning of the local houses surrounding Ortahisar Castle as boutique hotels and pensions will both make contribution to local economy and supply the necessary care, maintenance and conservation for heritage houses.

The scale limitation is also applicable for the storage sector. New development of big scale storage areas in the Region should also not be allowed since it prevents the rehabilitation of existing ones. In addition, the methods employed in order to open large-scale storerooms has harmful effects on cultural, natural and historical sustainability of the nature and valleys.

Hence, small scale storerooms should be allowed with an maximum area of 600 m² and maximum height of 3 m limitation in a sustainable manner and should be carved by only human methods not by explosive materials such as dynamite that can harm natural values. Moreover, the constructions on the surfaces of storerooms should be banned and they should only be used for recreational purposes.

Apart from conservation principles, the plan principles should also allow uses in the light of the Regions' important touristic, agricultural and other sectoral needs. The plan decisions should include all matters of protection and use with detailed directives.

The plan should suggest effective land use planning providing opportunities for both of the sectors and include decisions that make each sector complementary with each other. The plan decisions should integrate and balance tourism and rock caved storage sector. The key word principle of the plan for balancing this two sectors should be "sustainability". Both facilities of tourism and rock caved storage sectors' facilities should be evaluated from an environmentally sustainable point of view.

In fact, balancing and integration of the two sectors can be achieved with physical plan decisions. With 1/1.000 scale conservation plan, new development can only be allowed on the South, using storerooms as a buffer zone (since they have no constructions on the surface) between new development area and the old historical center.

Storerooms should be arranged by a touristic pedestrian axe with stone pavement material. Storerooms' enterances and chimneys can be rehabilitated comforming with the city texture and recreatinal activities on the surfaces of the storerooms such as lemon festival area , region park or city park can be planned . So within the roads between storerooms, tourists

will have the chance to see lemon storage activities by on-site monitoring . Within their tour routes on these areas, they will learn about history of this traditional activity, they will rest on the surfaces of the storerooms rearranged as recreational areas and parks. They can also have the chance to eat in a storeroom refurnished as a restaurant or buy wine, lemon juice or gifts from storerooms refurnished as touristic commercial shops. However, refurnishing of the storerooms should be made without harming their authenticity, keeping their traditional forms, chimneys and entrances, constructing no buildings on the surfaces. As a result, lemon storage sector will be an activity that distinguishes Ortahisar from other touristic settlements in the Region and complementary of tourism facilities.

In addition with physical plan decisions, storage enterprises' offices and truck garage should be removed from the center and vehicle entrance to the center should be banned in order to prevent high density population of the center in touristic seasons. Likewise, for transportation trucks, alternative garage areas on the new development areas should be determined.

However, in a cultural heritage area, just 1/1.000 scale physical conservation plans are not enough since the balance between conservation and use is a difficult issue to achieve. In order to reach a successful result, in these areas cultural heritage management plan preparation is mandatory in order to achieve organizational and financial sustainability. The plan should contain special project areas including detailed information about management organization, implementation and action plan that have detailed info about financing, implementation, timing and project actors.

In the management plan, first immediate intervention area should be the Castle, traditional houses on its surroundings and their restoration. Because these areas are the most important areas that have tourism potential for small scale tourism facilities such as boutique hotels and pensions.

Apart from 1/1.000 scale conservation plan and management plan policies, socio-economical policies that supports these planning principles should also be developed. For example, from the storage sector analysis, we have comprehended that storage sector is only a mediator sector in the lemon network (It is found that only 3 out of 34 storage operators join the production process in Mersin) since production is not done in Ortahisar. For the economic sustainability and continuity of the sector, local people in Ortahisar should also take part in the production and trade stages as merchants and producers. Then at least they can store their

own products in the storerooms. It is important since it can provide the continuity of small scale storage sector and guarantee the usage of the storerooms at least by their owners' in order to store their own products.

In addition, the ownership of the historical and cultural structures pass to foreign people because of high restoration expenses and the local people can not benefit from local-economy-supporting-activities such as boutique hotel and pension managements. In addition, since the managers of the accommodation facilities are mostly the investors coming from outside of the Region, the revenue leakage of the gains outside the Region is a high possibility.

So in order to make the local people benefit from tourism activities, government policies and regulations should support local economic development, involvement of indigenous people and ownership of local community in tourism...etc . State should supply financing aid, credits and incentives for small scale investments or technical aid for finding financial resources for the restoration local people's houses in heritage destinations.

The education policies are also important since the tourism enterprises' managers interviewed are people who are university graduates and have another tourism related income activities and experiences. This shows us that the tourism sector is a risky sector entailing much more experience and cultural capital. So the new generation of the local people should take education about tourism sector such as architecture, restoration or tourism management in order to benefit actively from tourism facilities.

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