

# Northumbria Research Link

Citation: Batirbaygil, Harun, Alves, Susana, Baser, Bahar and Torun, Ayse Ozbil (2013) Integrated Approach to Museology: Proposal for a Route Linking Archaeological Sites in Çanakkale, Turkey. In: Le Vie dei Mercanti XI Forum Internazionale di Studi, 13th - 15th June 2013, Aversa & Capri, Italy.

URL:

This version was downloaded from Northumbria Research Link: <http://nrl.northumbria.ac.uk/34988/>

Northumbria University has developed Northumbria Research Link (NRL) to enable users to access the University's research output. Copyright © and moral rights for items on NRL are retained by the individual author(s) and/or other copyright owners. Single copies of full items can be reproduced, displayed or performed, and given to third parties in any format or medium for personal research or study, educational, or not-for-profit purposes without prior permission or charge, provided the authors, title and full bibliographic details are given, as well as a hyperlink and/or URL to the original metadata page. The content must not be changed in any way. Full items must not be sold commercially in any format or medium without formal permission of the copyright holder. The full policy is available online: <http://nrl.northumbria.ac.uk/policies.html>

This document may differ from the final, published version of the research and has been made available online in accordance with publisher policies. To read and/or cite from the published version of the research, please visit the publisher's website (a subscription may be required.)



**Northumbria**  
**University**  
NEWCASTLE



**UniversityLibrary**

# Integrated Approach to Museology: Proposal for a Route Linking Archaeological Sites in Çanakkale, Turkey

Prof. Harun BATIRBAYGIL<sup>1</sup>, Dr. Susana ALVES<sup>2</sup>, Dr. Bahar BASER<sup>3</sup>, Dr. Ayşe Özbil TORUN<sup>4</sup>

Department of Architecture, Okan Üniversitesi; Faculty of Engineering & Architecture; Tuzla Kampüsü; 34959; İstanbul- Turkey

<sup>(1)</sup> [harun.batirbaygil@okan.edu.tr](mailto:harun.batirbaygil@okan.edu.tr)

<sup>(2)</sup> [susana.alves.@okan.edu.tr](mailto:susana.alves.@okan.edu.tr)

<sup>(4)</sup> [ayse.ozbil@okan.edu.tr](mailto:ayse.ozbil@okan.edu.tr)

<sup>(3)</sup> Department of Urban Design and Landscape Architecture

[bahar.baser@okan.edu.tr](mailto:bahar.baser@okan.edu.tr)

## Abstract

Museums represent institutions connected to local communities and their cultural life. Museums are not confined to a building and its collections, but may be located in 'open-air' spaces, allowing a tangible relationship between people and the surrounding landscape to be studied. Based on this ecological understanding, we would like to apply Gambardela's idea of an "Mediterranean Museum System of Design and Applied Arts" to the Turkish context. The idea is for an integrated museum system to link different archaeological and handcraft sites along D550 road from Çanakkale to Assos. Archaeological and handcraft sites are chosen due to their heritage significance and impact on tourism in Turkey. The route from Çanakkale to Assos has been less explored in terms of tourism and poses an opportunity to work with the local government to devise sustainable interventions. An inventory of the cultural landscape as well as strategies for landscape branding will be used to promote a sustainable intervention and to serve as a catalyst for the cultural and economic transformation of that region. The paper emphasizes an action-oriented approach to museology and concludes by asserting the role of architecture and landscape design in shaping cultural heritage and tourism in a sustainable way.

**Key words:** open-air museum; museology; landscape branding; archeological sites; architecture

## **1. Introduction**

There is the need to structure and define museums in a new way. Open-air museums have been developed in opposition to the view of a museum as a collection-oriented work. In open-air museums, the means of representation should be accessible to people and connected to the local community. This bottom-up, community-based approach aims to protect valuable cultural and historical artefacts and promote local communities integration within their cultural landscape. A multidisciplinary approach of museology aims to acknowledge museums as a resource for the sustainable development of the environment. Both tangible and intangible aspects of person-environment relations need to be considered.

As a cultural place, the role of an archaeological open-air museum is to exhibit the heritage and cultural artefacts of a region by involving the local community. Cultural tourism has led to the discussion about the relationship between heritage attraction, tourism interests, and the local community. The purpose of this article is to discuss this relationship in the Turkish context and make a proposal for an open-air museum in the Çanakkale region. We propose an action-oriented approach to museology. It is inspired by post-processual studies (Hodder, 1985; 1982) which conceptualizes museum artefacts and the institutions that house them in critical terms--by asking how material objects are appropriated by different stakeholders in societies past and present. This critique to the role of museum can be linked with current views of participatory planning and sustainable tourism development.

Turkey has 11 sites as part of the UNESCO World heritage and 37 nominated sites in UNESCO's tentative list (Turkish Cultural Foundation, 2013). According Hall and McArthur (1998) heritage management refers to the process by which heritage managers try to understand the relationships implicated in heritage practice in a way to accommodate the interests of many of the key stakeholders. The management of archaeological sites is thus shared by various stakeholders with different tasks and cultural backgrounds. While heritage sites have a cultural tourism purpose, they are also closely linked to a local community and to its perception and practices.

In relation to the present project--the process of "opening up a museum" needs--needs to be seen as a process of integrating artefacts with the local environment with the involvement of different stakeholders in Çanakkale. Open air museums may be a primary venue for archaeological research but can as well be integrated with nearby archaeological sites and handcraft sites to promote the economy of Çanakkale region. Turkey's most well know open air museums comprise of the Göreme Open Air Museum in Cappadocia (UNESCO World Heritage List since 1984) with its rock-cut churches and their frescos, and the Zelve Open-Air Museum, which is cave town, with religious dwellings, religious and secular chambers.

In this paper, we propose a museum intervention on the Çanakkale region in Turkey grounded on preservation, protection, and access of living communities in controlling, framing, and interpreting their own pasts. First, we describe tourism development in Çanakkale and next describe a proposal for a route linking archaeological sites in Çanakkale

## **2. Tourism development in Çanakkale**

What are the natural-cultural resources in Çanakkale? Çanakkale has a unique potential for nature-based tourism (Yıldırım, Ak, & Olmez, 2008). The use of an environmentally integrated tourism development in the Çanakkale region will need the involvement of different stakeholders. We have been working with the mayor of Çanakkale on this proposal for an open air museum connecting different sites in that region.

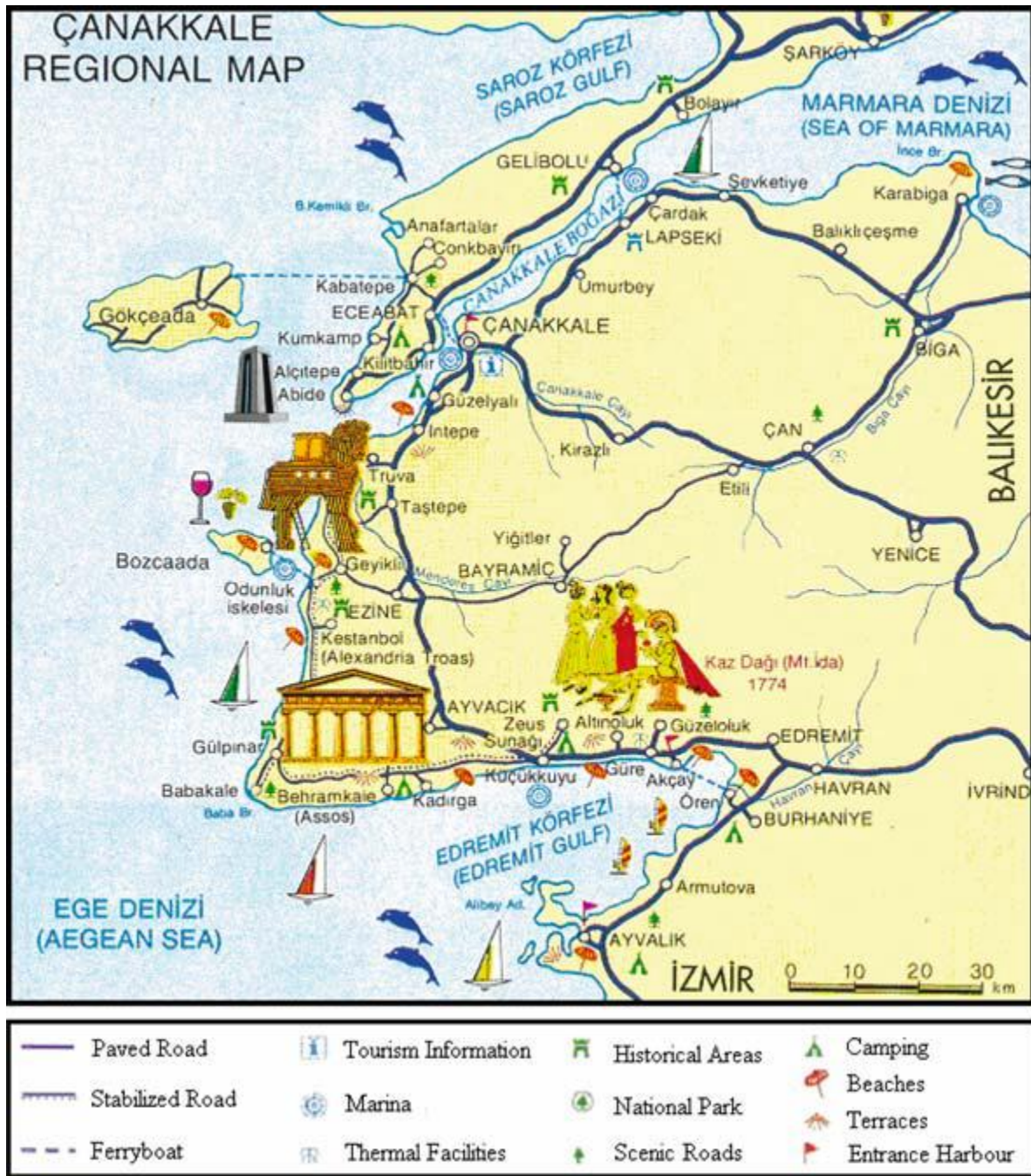


Fig. 1 The natural and cultural resource map of the areas that have a nature-based tourism potential in the Çanakkale City (cf. Yıldırım et al., 2008).

### 3. Proposal for a route linking archaeological sites in Çanakkale

Çanakkale (Fig. 1) is settled at the North-West of Turkey, at the two sides of the Çanakkale Bosphorus that separates the Europe and Asia continents. Its antique name was Hellespont and Dardanelles. The initial idea was originated from a proposal made by Gambardella (2012) for a Mediterranean Museum System of Design and Applied Arts.

Çanakkale has many archaeological preservation areas and monuments dating from 4,000 B.C. These archaeological sites are connected by a route and need to be promoted in an integrated way. Our proposal is done in conjunction with the local municipality. The initial steps will be to work with architecture students through the Erasmus programme. We have planned a Summer school to develop the initial ideas for this proposal. In September 2013,

architecture students together with faculty members will drive through the route and evaluate Çanakkale's different sites. They will meet with local authorities, residents, and local handcrafters to devise a sustainable tourism approach to Çanakkale.

Some of the tasks for the Summer school involve an inventory of the cultural landscape; discussion with local community; discussion and meetings with local craftsmen; and meetings and supervision with researchers in architecture, landscape architecture and environmental psychologists to further develop the proposal. The relationship between Çanakkale's cultural heritage, the local community and cultural tourism needs to be further explored. The tourism and heritage preservation should be focused both on archaeological artefacts and on the general cultural landscape and the type of life it provides to local residents.

### **3.1. Towards the objective: Preliminary steps for an archaeological route in Çanakkale**

In this preliminary stage, the proposal comprises of four main phases which are described below. We propose to develop an open air museum to link six main sites (Ozdem, 2012; Akurgal, 1970/2011).

#### **3.1.1. Inventory of the cultural landscape**

The World Heritage Committee acknowledged that cultural landscapes represent the "combined works of nature and of man". They are illustrative of the evolution of human society and settlement over time, under the influence of the physical constraints and/or opportunities presented by their natural environment and of successive social, economic and cultural forces (WHC, 2013). Based on this recognition, the inventory phase must include all physical and cultural components which shaped the total landscapes in the region. The purpose is to undertake a comprehensive evaluation of the region and map ruins of cultural and historical significance need to be conserved and restored to allow its proper use.

#### **3.1.2. Field research and environmental mapping**

Field research will be undertaken to assess the natural-cultural resources of Çanakkale and to evaluate different archaeological sites.

#### **3.1.3. Focus groups and local meetings**

In order to understand how tourism can be linked to local handcraft activities, we plan focus group meeting to be undertaken. The long-term goal is to promote the economy of the region. For example, traditional handcrafts of the region (pottery, muslin embroidery, carpet weaving) can be introduced to tourists in small workshops by local craftsmen. Also, interim meetings with faculty members at Okan University and other institutions in Turkey and local authorities will take place to discuss how the 'Çanakkale route' can be promoted through tourism.

#### **3.1.4. Landscape and city branding**

In order to promote sustainable tourism in the Çanakkale region, it is necessary to create an image of Çanakkale as a centre of cultural heritage value to be used in local and international markets. The Tourism Strategy of Turkey 2023 (Turkish Ministry of Culture, 2007) proposes a collective approach to marketing touristic regions in Turkey by combining cultural and natural resources to support local communities..

## Figures 1-10. Selected sites with natural-cultural resources in Çanakkale

### 1. Çanakkale



According to the Turkish Ministry of Culture and Tourism, Çanakkale province boasts 175 archeological sites, 34 natural sites and five historic sites of outstanding value

### 2. Dardanos



Hellenistic tombs of the Troad, the Dardanos Tumulus. Findings date back to Archaic periods between 7th and 6th centuries BC and to the Roman period around 11 A.D.

### 3. Alexandria Troas (Dalyan Village)



According to Strabo, this site was first called Sigeia. A Roman colony was created at the location in the reign of Augustus, named Colonia Alexandria Augusta Troas.

The site sprawls over an estimated 400 hectares (1,000 acres); among the structures remaining today are a ruined bath, an odeon, a theatre, a gymnasium complex and a stadium. Also, the circuit of the old walls can still be traced.

Alexandria Troas is an important site for the history of Christianity. It has been mentioned in the Bible -in the 1st century AD with reference to Saint Paul and his missionary journey in Troas.

#### 4. Troy



Human occupation on the site of Troy (Ilion) began in the Early Bronze Age (late 4th millennium BC). Troy II and Troy VI in particular are characteristic examples of the ancient city, with a fortified citadel enclosing palaces and administrative buildings, surrounded by an extensive lower town. Hellenistic tumuli were erected over the supposed burial places of these heroes, such as Achilles, Ajax, Hector, and Patroclus.

#### 5. Neandria



The ruins of the ancient city of Neandria are on Cıgır mountain that is located in southwest of Ezine.

City's acropolis; walls of the city; Sanctuary of Zeus; necropolis; pithoses and monument-graves

#### 6. Assos



Assos has an important historical asset with the 3 km long rampart surrounding the city and with the Athens Temple constructed at the highest point of the Akropol in the Dor style (530 B.C.). A historical theatre, agora, gymnasium, necropolis and the ruins of an ancient harbor are also the important structures of the region.

#### 4. Conclusion

As Tucker & Emge (2010) have argued, the local community has played a minor role the tourism and heritage management processes in Turkey. It is necessary to clarify for the local community in Çanakkale how they can participate and benefit from the cultural tourism and heritage preservation in their area. In order to promote tourism and preserve the local environment in Çanakkale, this proposal for a route linking archaeological sites should be developed considering the sustainable use of natural and cultural resources.

An evaluation of the area's carrying capacity - to evaluate the ecologic and natural structure of the area - together with branding approaches which take local people interests in account should be developed in view of a sustainable planning and management agenda. Within this 'eco-cultural tourism' practice (Wallace & Russell, 2004), participatory planning may be promoted by involving local people in the planning, development and maintenance of archaeological sites.

#### Bibliographical References

AKURGAL, E. (1970/2011). *Ancient Civilizations and Ruins of Turkey*. Net Turistik Yayınlar: Istanbul.

GAMBARDELLA, C. (2008). Company museums: places with zero exposure? In I. Forino (Ed.), *Places & Themes of Interiors Contemporary Research Worldwide*. Milano, Italy: Franco Angeli.

GAMBARDELLA, C. (2012). *Designing museums, designing systems*. Presentation given at the department of architecture at Okan University in Istanbul, Turkey.

HALL, C. M., and S. McARTHUR, S. (1998). *Integrated Heritage Management*. London: Stationary Office.

HODDER, I. R. (1982). Symbols in action: ethnoarchaeological studies of material culture. *New Studies in Archaeology*, 244, 1982.

HODDER, I. R. (1985). Postprocessual archaeology. *Advances in Archaeological Method and Theory*, 8, 1-25.

JONES, H. L. (1917-1932). *The Geography of Strabo*. The Loeb Classical Library: Cambridge, Massachusetts: London.

Ministry of culture & Tourism (2007). *Tourism Strategy of Turkey 2023*.

MINISTRY OF CULTURE AND TOURISM (2007). *Tourism strategy of Turkey 2023*. Ministry of culture and Tourism Publications. Ankara, Turkey

OZDEM, F.(2012). *City of legends and Epics Canakkale*. Yapi Kredi Yayinlari: Istanbul.

TUCKER, H., and EMGE, A. (2010): Managing a World Heritage Site: The Case of Cappadocia. *Anatolia: An International Journal of Tourism and Hospitality Research*, 21:1, 41-54.

WALLACE, G. & RUSSELL, A. (2004). Eco-cultural tourism as a means for the sustainable development of culturally marginal and environmentally sensitive regions. *Touristic Studies*, 4(3), 235-254.

WORLD HERITAGE LIST (2013). Accessed on April 15th 2013. <http://whc.unesco.org/en/list>

WORLD HERITAGE LIST (2013). Accessed on April 15th. <http://whc.unesco.org/en/culturallandscape/>

YILDIRIM, T. B., AK, T., and Olmez, Z. (2008). Assessment of the natural-cultural resources in Canakkale for nature-based tourism. *Environ Dev Sustain*, 10:871–881.