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## **THE ROLE OF TOURISM IN SUSTAINABILITY OF INTANGIBLE CULTURAL HERITAGE, PRINCIPLES FOR ISTANBUL**

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### **Abstract**

Tourism is one of the most important sectors that stimulate the development of cities in terms of space and economy, provide their development and contribute to the promotion of the international scene. Along with globalization, there are many changes in the tourism sector as well as many other sectors in the world. Unplanned settlement and excessive capacity utilization resulting from mass tourism have had negative effects on cities. For this reason, new tourism alternatives have started to be developed in the context of the sustainable tourism concept in order to reduce negative effects on cities. New tourism trends in the world are developing in the direction of history, health, nature, culture and rural tourism depending on changing request. Alternative tourism types serve much more for the purpose of sustainable tourism than mass tourism. Sustainable tourism can be expressed as preserving and sustaining regional and local attractions as a source. In this respect, cultural heritage values have great potential for the sustainable tourism. People produce culture and these cultures differ depending on time and geography. When time is added to human actions as a separate factor, the concept of antagonistic inheritance comes out. After a certain period of time over the actions, what remains a legacy. Cultural heritage is a group of resources that distinguish the day-to-day values, beliefs, knowledge, and traditions as an expression and reflection. The cultures are witnesses to the next generations of themselves, the dates of their emergence. In this respect, the protection of cultural heritage means the protection of the past of the societies. Thus, the sustainability of cultural diversity can be ensured. Culture, which is a sum of man's production, includes tangible and non-tangible aspects. The article will explore the reciprocal impact of the intangible cultural heritage with the tourism sector. The intangible cultural heritage is a cultural memory born of the need to protect everything that humanity has contributed, experienced, and daily delivered to nature since its existence. Traditional handicrafts are an element of the cultural heritage that manifests itself with such features as common identity, emotion, and sense of belonging, and the cultural memory formed by the codes of this heritage. Istanbul city was covered in the article. Istanbul's own handicrafts, traditional production and cuisine and so on. the elements of intangible cultural heritage have been examined in support of the historical architectural background and suggestions have been made in order to increase the tourism potential of the city by ensuring the sustainability of the values of intangible cultural heritage.

Keywords: Intangible Cultural Heritage, Tourism, Istanbul, Sustainability

## **Introduction**

Tourism has developed in the form of mass tourism for many years. Along with these developments, irreversible damage to natural and cultural resources has begun to come to the fore. Unconscious consumption by people, increasing population and technological developments in recent years, these destructions have increased even more. The environment and ecological degradation that the world has faced and keeps facing along the years, necessitated the conservation and sustainable use of resources. This consume-oriented lifestyle on the world has led to increased concerns about the future of resources and has triggered the development of sustainability. This concept, which has taken its place in our lives since the recent past, is rapidly spreading to many fields and gaining even more importance as the time passes.

From the time when the concept of sustainable development has emerged, it has begun to spread to different disciplines. Tourism sector, with its progression potential, can be characterized as the motor motive of economic development that holds the second place in the world, after the largest industry petroleum, which makes tourism a part of sustainable development (Uzun, 2012). The adverse effects of tourism are mainly caused by mass tourism based on consumption. This massive use, referred to as mass tourism, combining with unplanned structuring and the use of the sources overcapacity, causes unfavorableness which is difficult to compensate. Although the tourism pressure created by the increase of the competitiveness of the cities is considered as an economical means of generating income in the short term; in the long run it causes the cities to lose their hallmarks which constitute their character, . From the rising population and the pressure of global tourism to the construction of high-rise buildings and the changes of function in urban centers, many problems, which are generally related to each other and become increasingly complex, cause the values of cities to gradually disappear. The negative impacts of tourism activities on the social structure as well as natural and cultural resources and the understanding that these effects jeopardize the future of tourism has reflected to the understanding of sustainability among in the tourism sector

After the economic, technological and industrial developments in the 1960's, with the force of environmentalists' premise movements, the search for "alternative tourism" started instead of the concept of "aggressive tourism". The "Sustainable Development Commission" was established by the United Nations, and the priorities of "sustainable tourism" were determined. In the years 1970 's many international organizations have provided various supports and incentives in order to prevent damage to the environment and nature. As in many sectors, the concept of sustainability has been developed also in the tourism sector (Ibiş, 2013). The sustainable tourism approach has been in use since the late 1980s, with the adapt of the Brundtland Report to their respective sectors by the academics and tourism professionals. Since 1990, studies on sustainable tourism have gained momentum and many seminars and conferences have been organized in this area.

The World Tourism Organization (WTO) defines sustainable tourism "Sustainable Development in Tourism is; to supply the needs of the host in the regions and the tourists who visit while considering the protection and development of future opportunities. In this way; management of all resources, cultural integrity, compulsory ecological processes has to met the social and aesthetic requirements.. Sustainable tourism products; are the ones that operates in harmony with the local environment, society and cultures instead of being harmed by tourism development "(TUSIAD, 2012).

In short terms the concept of sustainable tourism is; "an approach that minimizes environmental and cultural degradation, aims to increase tourist satisfaction and maximize long-term economic development fort the region."

The development of sustainable tourism in an area is only possible with the right planning. Planning in tourism is a series of processes. Identifying the problem, analyzing the problem, setting out the best

solution options for the goals and targets, determining the strategies for the common reason and common action and the transformation of the decision into actions and repeating these processes with feedback constitute the planning processes (Uzun, 2012). In this respect, in order to ensure the sustainability of tourism in the future, it is important to determine the right types of alternative tourism aspects that are suitable to the cities. Countries with high potential for tourism supply, countries with untouched natural, historical and socio-cultural attractions should use their resources in accordance with planned and conservation-use principles and alternative tourist activities should be developed to provide product diversity in tourism in addition to these tourism supply sources. Although tourism is known to have negative effects such as the loss of cultural values of the local people, it is thought that it is also possible to protect the cultural values in the planned tourism activities within the scope of sustainable tourism. From this point of view, the study will explore the potential of tourism created by intangible cultural heritage values, in short, how the elements of "ICH" can be protected and developed through alternative tourism types. For this purpose, the concept of culture and intangible cultural heritage and the tourism potential created by these values will be explained in the first place. Afterward, good examples of projects implemented in the world in the context of ICH will be examined and the approach taken within the context of the article will be dealt within the context of Istanbul City, which has significant values for ICH.

### **The Intangible Cultural Heritage Concept and Tourism**

In recent years, with the economic, social and technological changes in the world, tourism has gained different dimensions. These changes have affected both international travel quality and quantity. Traditional tourism, which is common in the 1960s and 1970s, and whose standard mass and main motivation cannot be anything more than the sea, sand, sun, and surf, has left its place to a variety of culture and nature-oriented tourism. Thus, after the 1970s, alternative tourism varieties emerged (Aliğaoğlu, 2004). The new trend in tourism involves visits to areas of cultural heritage in which natural resources are preserved intact and community-specific cultural resources are preserved. With changing tourism concept; cultural tourism which tourists started to prefer more; includes visits to archaeological and historical sites, as well as the traditional life of local cultures and the purchase of local cultural products. In this respect, cultural tourism serves much more than the mass tourism, for the purpose of sustainable tourism in the long run.

Cultural tourism - which is often referred to as experiential tourism because visitors often want to get away from historical surroundings and experiment- is the presentation of; the places; traditions, art forms, celebrations and experiences that human beings have accumulated from the past to the present. According to another definition cultural tourism is; such as participation in a festival for cultural reasons or visiting a site or a monument, or experiencing cultural diversity in a wider area, or wanting to live a cult of a region (Durak, 2014). The resources that serve the realization of cultural tourism are quite diverse. The most important difference that distinguishes cultural tourism from other tourism types is its learning function. Culture includes elements of what people think (attitude, beliefs, ideas, and values), what they do (behavior and way of life), and what they create (artworks, crafts, other cultural products). Therefore, culture includes processes (people's thoughts and ways of living) and the products (buildings, handicrafts, arts, and traditions) that are formed at the end of these processes. In this regard, cultural tourism is not only a visit to places and monuments but also a learning of the traditional lifestyle in the area visited (Türker ve Çelik). Within the scope of the article, the tourism potential created by the intangible heritage values which are important in this respect has been examined.

Culture comprises all relations formed by the preservation, interpretation, acceptance, and transfer of the values assigned to events over time. Conflicts between different cultures and their relationships

have created cultural evolution, and new forms of relationships (values) have emerged as a dialectical consequence of this evolution (Erbey, 2017). Cultural values is the most popular touristic products in our country when it comes to cultural tourism. Cultural assets belonging to many civilizations that lived in the Anatolian lands such as ruins, palaces, inns, antique cities are regarded as touristic products in terms of country tourism. Cappadocia, Topkapı Palace, Ephesus Antique City, Aspendos Theater and many other cultural values are used in tourism as a museum today. When it is evaluated in terms of intangible cultural heritage, it is possible to state that cultural elements such as handwork (marbling, traditional calligraphy, mother of pearl, etc.), sketches and folk dances are now regarded as tourist products (Türker ve Çelik).

"Intangible cultural heritage" has been revealed as a natural consequence of tangible cultural heritage studies for "preservation of cultural assets." during the programs that UNESCO has carried out. Intangible cultural heritage approach, legislation to protect Turkey in the year 2006 5448 No. of Ratification of the Intangible Cultural Heritage Protection Convention Concerning The Law that was put together with the appropriate location (Law No. 5448).

In the scope of UNESCO, the "Intangible Cultural Heritage of Humanity"; the representative list, emergency protection list, and a list of best practice examples are prepared. In Article 2 of the Convention for the Protection of Intangible Cultural Heritage 2003, the concept of intangible cultural heritage is defined as follows (UNESCO, 2003):

"Intangible cultural heritage" means communities, groups, and in some cases individuals, practices, representations, narratives, knowledge, skills and tools, materials and cultural spaces that they define as part of their cultural heritage. This intangible cultural heritage, conveyed in an unbroken circle, is constantly recreated, depending on the interactions of communities and groups with their environment, nature and their history, which gives them a sense of identity and continuity; thus contributing to the respect for cultural diversity and human creativity. Here, in the context of this Convention, only the intangible cultural heritage that conforms to the principles of international human rights documents and which is in accordance with the mutual respect of the communities, groups and individuals and the principles of sustainable development will be taken into consideration. With the dimensions emphasized in the definition; monumental constructions, examples of civil architecture and all other concrete values; creates an integrity with practices, representations, narratives, knowledge, skills and tools, materials and cultural spaces related to them which must be preserved and protected.

According to this definition, intangible cultural heritage; oral traditions and narratives that serve as a carrier in the transmission of intangible cultural heritage, demonstration arts, social practices, rituals and festivals, knowledge and practices related to nature and the universe, tradition of handicrafts. Conservation refers to guarantee the continuity of this heritage (UNESCO, 2003).

The areas of intangible cultural heritage are listed below:

a) Oral traditions and narratives together with the oral that serves as a carrier for the transfer of intangible cultural heritage;

Turkish epics, folktales, legends, traditional poem singing, lullabies, threnody .

b) Performing arts; Shadow puppetry, eulogy show of traditional theater culture puppetry, traditional town games, children's games, folk instruments, folk sports.

c) Social practices, rituals, and feasts;

Birth, circumcision, wedding, farewell, death, nawruz (old turkish-persian new year celebration), Hıdırellez (traditional Anatolian spring fest), traditional mesir paste festivals ...

d) Knowledge and practices related to nature and the universe;

Conventional wisdom, folk medicine, folk calendar and meteorology, traditional folk cuisine (keşkek, aşure ect..)

e) Handicraft tradition;

Weaving, coppersmith, gilding, embroidery, felt, tile art, folk architecture.

While the intangible heritage values have the potential to be evaluated as tourist products, when it comes to reuse of preserved cultural values, we can only count the touristic products which has well-planned creation processes.. The use of cultural values as a touristic product in an uncontrolled and unplanned way may create devastating effects on tangible and intangible cultural values. Damages on tangible cultural heritage may result in the form of destruction of buildings which may partially be compensated, on the other hand damages on intangible cultural heritage causes irreversible losses. The intangible cultural heritage that has been transmitted from generations to generations is constantly being recreated under the influence of various factors, and in this way it provides the sense of identity and continuity. Thus, tangible cultural heritage contributes to cultural diversity together with its values. In order to ensure the continuity of ICH, it ensures the continuity of the cultures to ensure that the society receives the appropriate measures for the appreciation of this heritage and ensures that it is reached, preached and taught. Tourism is an important tool in the transfer of intangible cultural heritage through generations. However, the intangible cultural heritage values offered to sale as touristic products today are due to wrong marketing activities; corruption, loss of originality, inability to be exhibited at its true value. For this reason, preservation of intangible cultural heritage values is also important in terms of sustainable tourism. It should not be forgotten that the main purpose of UNESCO is to protect the cultural elements, and that these elements should be defined as the basic principle to be transformed into touristic products while maintaining and possibly improving them in the framework of sustainable tourism.

### **Practices for the Protection of Intangible Cultural Heritage**

UNESCO is the most important and decision-making institution for international regulation in the formation of concepts related to the protection of intangible cultural heritage and the taking of decisions. UNESCO has a cultural program content aimed at preserving the diversity of these areas and transferring them to future generations through tangible and intangible cultural heritage. In this process, various rules have been put forward in order to preserve and develop cultural heritage and to prepare necessary contracts, recommendations, and declarations.

Intangible cultural heritage is the foundation of cultural diversity and sustainable development. UNESCO offers projects and programs aimed at preserving intangible cultural heritage in cooperation with various institutions and organizations. These are either approved by the Committee for financial aid requests or financed by the implementation of projects designed by UNESCO and by regular or extra-budgetary funds. In Table 1, examples of international projects are explained.

The Living Human Treasures Program is an important program implemented in many countries in terms of the development of the intangible cultural heritage. Living Human Treasure Systems prepared by Japan, Republic of South Korea, Thailand, Republic of the Philippines, France, Czech Republic, Senegal, Nigeria are sample systems (Erkal, 2010).

Table1: Examples of Projects to Protect Intangible Cultural Heritage

PROJECTS FOR THE SAFEGUARDING OF INTANGIBLE CULTURAL HERITAGE			
PROJECTS	COUNTRY (IES)	DATES OF IMPLEMENTATION	FINANCIAL ASSISTANCE
Strengthen the capacity for the safeguarding and management of intangible cultural heritage in Zambia	Zambia	02.04.2018 - 01.04.2021	334,820 US\$
Identification, definition and inventory of the intangible cultural heritage in the Cuban province of Guantánamo	Cuba	06.03.2018 - 05.03.2020	65,745 US\$
Strengthening national capacities in the field of intangible cultural heritage safeguarding in Senegal	Senegal	25.07.2018 - 22.01.2020	99,889 US\$
Promoting intangible cultural heritage education in institutions of higher learning in Uganda	Uganda	04.08.2018 - 30.06.2020	97,582 US\$
Intangible cultural heritage as a basis for resilience, reconciliation and construction of peace environments in Colombia's post-agreements	Colombia	18/07/2018 - 30/09/2019	99,400 US\$
Promotion of earthen ware pottery-making skills in Kgatleng district	Botswana	17.02.2017 - 30.06.2018	68,261 US\$
Programme in support of the education system for the transmission of intangible cultural heritage (PASS-TPCI)	Haiti	06/2018	98,970 US\$
Inventory and promotion of intangible cultural heritage in Burkina Faso	Burkina Faso	29.04.2013 - 31.03.2018	262,080 US\$
Strengthening the capacities of NGOs active in the field of intangible cultural heritage in Mauritania	Mauritania	03/2018	94,300 US\$
Promotion of traditional pottery making practices in Eastern Kenya	Kenya	14.09.2016 - 11.12.2017	23,388 US\$
Climate change and preservation and valorization of intangible cultural heritage linked to craftsmanship	Morocco	24.05.2016 - 31.12.2017	103,623 US\$
Improving the capacities of intangible cultural heritage related NGOs in Mongolia	Mongolia	17.04.2015 - 31.12.2015	24,900 US\$
Establishing the national inventory of the intangible cultural heritage of Belarus	Belarus	26/12/2011 - 31/10/2013	133,600 US\$
Action Plan for the Safeguarding of the Woodcrafting Knowledge of the Zafimaniry	Madagascar	01/12/2004 - 01/06/2008	160,489 US\$
Enhancing Women's Role as Custodians and Artisans of Egyptian Handicrafts	MISIR	01.01.2005 - 01.05.2006	253,177 US\$
The Safeguarding and Revitalization of Lithuanian Cross Crafting and Its Symbolism: Phase I of the Action Plan	Lithuania	01.04.2003 - 01.05.2005	45,834 US\$

Source: <https://ich.unesco.org/en/project>[Access Date: 4.08.2018]

Programs, projects and activities that best reflect the principles and objectives of the UNESCO Convention on SOCOM are selected as Best Protection Practice for Registration since 2009. Examples of good practice are described in Table 2.

As can be seen in Table 2, examples of good practice include more awareness of people about the values of intangible cultural heritage, training strategies and programs for the conservation of traditional handicrafts. When studies of intangible cultural heritage are examined; it is seen that

Papers from The 11th Tourism Outlook Conference

2-5 October 2018, Eskişehir, Turkey

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traditional cultural products, has principles to support the survival and development of the crafts and folklore rather than causing them retrogression and standardization. On the other hand, intangible cultural heritage is one of the main motivations for tourists who want to explore the richness of traditions, get in touch with new cultures and experience various performing arts, crafts, rituals and cuisines around the world. When the protection and development of this heritage are evaluated for tourism purposes; can create employment, alleviate poverty, prevent migration, and nurture a sense of community belonging.

Table2: Examples of Projects to Protect Intangible Cultural Heritage

UNESCO Register of Good Safeguarding Practices		Country
2017	Bulgarian Chitalishte (Community Cultural Centre): practical experience in safeguarding the vitality of the Intangible Cultural Heritage	Bulgaria
	Margilan Crafts Development Centre, safeguarding of the atlas and adras making traditional technologies	Uzbekistan
2016	Community project of safeguarding the living culture of Rovinj/Rovigno: the Batana Ecomuseum	Croatia
	Regional Centres for Craftsmanship: a strategy for safeguarding the cultural heritage of traditional handicraft	Avusturya
2014	Safeguarding the carillon culture: preservation, transmission, exchange and awareness-raising	Belgium
2013	Methodology for inventorying intangible cultural heritage in biosphere reserves: the experience of Montseny	Spain
2012	Strategy for training coming generations of Fujian puppetry practitioners	China
	Xtaxkgakget Makgkaxtlawana: the Centre for Indigenous Arts and its contribution to safeguarding the intangible cultural heritage of the Totonac people of Veracruz	Mexico
2011	Programme of cultivating ludodiversity: safeguarding traditional games in Flanders	Belgium
	Revitalization of the traditional craftsmanship of lime-making in Morón de la Frontera, Seville, Andalusias	Spain
2009	Education and training in Indonesian Batik intangible cultural heritage for elementary, junior, senior, vocational school and polytechnic students, in collaboration with the Batik Museum in Pekalongan	Indonesia
	Safeguarding intangible cultural heritage of Aymara communities in Bolivia, Chile and Peru	Bolivia – Chile – Peru

Source: <https://ich.unesco.org/en/project>[Access Date: 4.08.2018]

### **Principals for the Relevance between Istanbul's Intangible Cultural Heritage Values and Tourism**

Istanbul is one of the rare cities where nature, history, and culture all together, providing highly sufficient conditions available for tourism. While tourism policies are being developed in Istanbul; taking partly decisions and developing projects that distort the central plan's unity, prevents the establishment of a holistic tourism plan in Istanbul. Due to the limited resources allocated to infrastructure investments in Istanbul in terms of tourism, the financing and resource shortage in the projects, the lack of advertising and promotional strategies of Istanbul are not enough to attract tourists and the low average duration of tourists coming to Istanbul when compared to similar cities are important problems (1 / 100,000 Scaled Istanbul Environment Plan Report Chapter Four - SWOT Analysis).

The coasts of Istanbul, forests, historical texture and culture plays an active role in creating tourism alternatives. The presence of cultural and historical assets in the historical peninsula-Galata-Beyoğlu with the potential of tourism, the presence of various properties such as Kizkulesi, Galata Tower, palaces, Bosphorus villagers, waterfront residences, lighthouses and fortresses and the organization of international cultural and artistic festivals (biennial, jazz festival etc.) are important potentials in terms of tourism activities of Istanbul. Kucukcekmece's Marmara Sea and lake coasts and Silivri has archeological sites dates back to prehistoric times (ex: Yarımburgaz cave) and along the marmara sea costs like Bakırköy, Yeşilköy there are old summer country sites and settlement areas. Bosphorus coastal streets, coastal palaces, housing zones that are interconnected horizontally and the sea-based transport system of the Bosphorus complements the city's identity and the culture. The Bosphorus Coastal Strip is an important cultural landscape that forms the identity of Istanbul in terms of geographical features, settlement texture and culture that these features shape. At the same time, Istanbul has been the capital of the East Roman, Latino and Ottoman Empires for a total of 1600 years, and each of these cultures, which are quite different from each other, carries deep traces. Istanbul has many historical sites such as city walls, palaces, pavilions mosques, water cisterns, aqueducts, fountains, covered bazaars, towers, squares, and monuments. Handicrafts such as calligraphy art, marbling art, historical handwriting, ceramics, tiles, coppersmith, and mother of pearl inlaid, which have an important place in our culture, are presented to tourists as an alternative tourism product. Istanbul Eminönü Inns Region has a deeply rooted historical background. Historical Eminönü inns have significant potential in terms of their concrete cultural heritage values in terms of intangible cultural heritage values. The inns, which are located in the Inns region of Istanbul, has been determinant for the city's social, economic and cultural history with trading and crafts. The inns exist not only as tangible values, but also because of the economic activities, the rooming system, the artisans dealing with various crafts in the inns, and many other factors from the past to today. However, cities like metropolitan Istanbul that accept change through global influences are forced to lose traces of their history (Erbey, 2017). Some of the craft types that have been forgotten and lost with the effect of urban, social and economic dynamics that changed over time, has left traces only in the names of the places.

The intangible heritage values that Istanbul possesses can be categorized into three groups as shown in Table 3 when considering the intangible cultural heritage classification of UNESCO: Handicrafts, Eating and Drinking Culture and Social Practices, Rituals, and Feast.

The existence of production knowledge that constitutes the important cultural values of Istanbul, the reference of the continuity of the traditional production of the small workshop productions, the continuation of the food culture that constitutes an important value of Istanbul for the past, the fact that the ferry and trams have an important place in Istanbul transportation history, yearly festivals are creating significant potential for the context of intangible cultural heritage for Istanbul.



Table3: Intangible Cultural Heritage Values of Istanbul

Handicrafts	Eating-Drinking Culture	Social Practices, Rituals and Feasts
Beykoz Glass Decoration Art	Beyoglu Chocolatier	Steamer Culture
Traditional Toy of Eyup	Pearl Pastry	International Istanbul Jazz Festival
Istanbul Cymbals	Vefa Boza	International Jewelry, Gold, Silver Jewelry, Watch & Material Fair
Silversmithing	Istanbul Simid	International Istanbul Music Festival
Coppersmithing	Kanlıca Yogurt	International Istanbul Film Festival
Master-Apprentice Relationship	Palace Kitchen	International Istanbul Puppet Festival
		Beyoglu Second-Hand Bookseller Festival
		International Istanbul Opera Festival

**Handicraft:** Handicrafts are also an important intangible cultural heritage value for Istanbul (Photo 1) Although the product obtained as a result of the work done is tangible, these elements are also evaluated as intangible cultural heritage elements due to the construction process. The fact that the third biggest bell-maker of the world is the Istanbul Agop Cymbals and the handmade Istanbul Cymbals are an important potential for the city. At the same time, with the silvering tradition in Eminönü-Inns district, it is still a matter of importance for the city that the relationship of mastery-apprentice still continues.



Photo 1: Handicrafts (Source: Google Images)

**Eating-Drinking Culture:** The Turkish cuisine has a richness in the first place among the world cuisines with different tastes spread in every region of Anatolia. This wealth in cuisine is being introduced to the world by restaurants in Turkey and Europe and tourism businesses. Istanbul has an important place with the traditional palace cuisine it has (Photo 2).

**Social Practices, Rituals and Feasts:** Feasts and rituals have an important place in the intangible cultural heritage. Istanbul is a city with significant potential in this respect. The city hosts many international festivals that are important from the past to the present. The transformation of these festivals into more professional organizations, the introduction at international venues and the transformation of these components into touristic values in a planned way are crucial for the preservation of these cultural heritages.

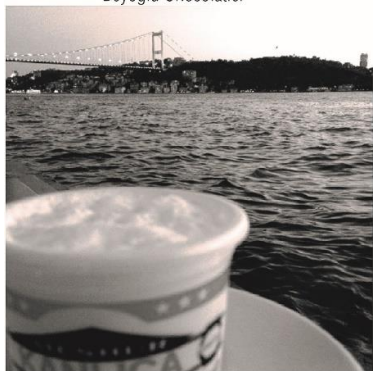
A local cultural heritage that countries have as a result of the use of local foods, traditional handicrafts and social practices in tourism is preserved and gaining a universal dimension and these regions are beginning to be included in tourists' travel plans. In addition, these values have made a significant contribution to the regional economy as well as to the promotion of the cultural significance of the region. However, mimicry with commercial concerns and unplanned applications that are not appropriate cause cultural degeneration (Çapar and Yenipinar, 2016). In the context of Istanbul, because of the high production costs of small workshops, the fact that traditional handicrafts cannot compete with serial production, craftsmen with production knowledge cannot transfer their knowledge to new generations, increasingly master-apprentice relations are disappearing in today's conditions. With the effect of sociological causes like new generations looking at the past as old and untrendy because of the global fashion trends and climate change, wars, migrations, and threats of terror are causing the destruction of local intangible cultural values. Taking measures to protect these values, development of applications and evaluation of these values as alternative tourism elements are important for Istanbul city.



Beyoglu Chocolatier



Vefa Boza



Kanlica Yogurt



Istanbul Simid

Photo 2: Eating-Drinking Culture (Source: Google Images)

## **Conclusion**

The tourism sector is an industry that heavily needs natural, environmental and cultural resources and uses them as inputs to the economy. For this reason, tourism sustainability is not only important in terms of the natural environment but also in terms of architectural, economic, social and cultural environment. Cities with high potential for tourism supply and having untouched natural, historical and socio-cultural attractions should use their resources in accordance with planned and conservation-use principles and alternative tourist activities should be developed to provide product diversity in tourism in addition to these tourism supply sources. When assessed from this point of view, culture tourism is serving much more for the purpose of sustainable tourism compared to mass tourism in the long run. Today, tourists want not only to observe the cultural values of the regions they visit but also to test them. In this respect, folk dances, handicrafts, meals and many other elements constitute a significant potential for tourism as a value of unintended heritage. However, as described in the article, misapplications of intangible cultural heritage elements presented today as touristic products cause the disappearance of these values and their disappearance. In other words, it is a planned movement needed to solve these problems. If economic gain for the locals, conservation of the original, careful presentation and experience of the cultural heritage can be achieved, the intangible cultural heritage values will both be transformed into more efficient tourist products and will be minimally affected by the tourism negative effects.

One of the basic requirements of sustainable tourism is that tourism revenues are spread to the local people (TUSIAD, 2012). When intangible cultural heritage values are developed as tourist products, improvements must first be made to increase the income of local people. Thus, the local people who provide economic gains from these activities will show an attitude towards tourism as well as the value of the intangible cultural heritage that they gain. Attention should be paid not to consume any of the values such as crafts, local cuisine, manuscripts, folk songs, social practices when they are converted into economic gain elements.

In particular, considering that experience tourism has gained as much importance as mass tourism in the recent period, the presence of intangible cultural heritage in this area cannot be denied. Tourism demands are now for people to experience old knowledge and experience as well as new discoveries. People want to experience the arts and crafts still preserved by traditions and customs, still using old techniques, tasting local, original tastes, learning to cook and do and want to discover tangible values as well as intangible values of cultural heritage.

When assessed in the context of Istanbul, preservation of tangible cultural heritage values in relation to tangible spaces and the provision of alternative tourism will ensure the sustainability of cultural heritage and the development of tourism enriching students. For this purpose, firstly, inventories of intangible heritage values should be established and studies should be carried out to keep these values alive and worthy.

The intangible cultural heritage inventory of the city of Istanbul should be formed under the headlines determined by UNESCO as; "Oral traditions and narratives that serve as a carrier in the transmission of intangible cultural heritage, performing arts, social practices, rituals and festivals, knowledge and practice on nature and the universe; the tradition of handicrafts." The inventory to be created under these titles will be; experience tourism roots, places, and programs. In order to avoid the risks of fragmented approaches, such as in all areas of planning, it is important to take a holistic approach to tourism planning and cultural heritage management in parallel. Instead of planning approaches that deal with cultural heritage and tourism, which have significant impacts on each other, should be addressed with a comprehensive planning approach.

One of the most fundamental objectives of a comprehensive tourism management plan is to ensure the preservation and sustainability of intangible cultural heritage values with the support of the tourism sector.

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