

DETRIMENTAL TOURIST BEHAVIOR AND DE-MARKETING OF CULTURAL HERITAGE VISITS

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ABSTRACT

Tourism industry uses cultural heritage as an input for its products. This use creates a bilateral dependency and a symbiotic life for tourism and cultural heritage environments. The use of cultural heritage by tourism becomes very dense and frequent in some cultural heritage spaces such as old monasteries, churches, mosques, palaces. The close interaction between tourism and cultural heritage requires a sustainable approach. In this perspective cities and countries need to transfer conserved cultural assets to future generations. This task is of greater importance particularly in certain geographical areas. As an example, Mediterranean Basin, where a large array of cultural heritage has been accumulated through a deep history, possesses several fragile resources.

This paper aims to stress the proactive approach in conservation and protection of cultural heritage. Cultural heritage and especially historical monuments are often discussed with conservation problems such as damage caused by visitors, local community, and so on. Nearby human-based problems are natural hazards those threaten cultural heritage such as inundation, sun light, temperature variations, and earthquake. While both human-induced and natural hazards can be limited to a certain extent with correct precautions human-caused damages might be prevented before the damage occurs. This paper tries to discuss and emphasize the preventive and proactive cultural heritage management practice in relation with tourist visits.

Tourists (domestic and international visitors) are deeply interested in visiting cultural heritage zones. These visits may destroy cultural settings. Sometimes the damage caused by tourists is defined as vandalism on cultural heritage as they deliberately destroy cultural zones. Therefore, there is a need to understand the detrimental tourist behavior during cultural heritage visits. Reasons purporting these detrimental behaviors needs clarification. Consequently, the practice of damaging tangible cultural heritages (ancient sites, historical buildings, temples, monuments...)

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will be questioned in this study through an interview from a field expert.

Generally speaking, cultural heritage areas are fragile resources which have identity connotations. For this reason, different interest groups of the society may have different priorities in conservation efforts. For instance, during the early developmental phase of Turkish Republic the government had created several cultural projects for city habitants and rural settlements such as Village Institutes, People's Orators, and People's Houses/Rooms. These cultural projects were aiming to enrich components of the national cultural identity [12]. For tourism industry practitioners; cultural heritage is a marketable product. Branding cultural heritage (e.g. UNESCO World Heritage List) creates awareness and curiosity on heritage elements, which in turn becomes targets of tourists. UNESCO have quickly understood the need for sustainable tourism in heritage areas and developed preservation actions [13]. If there is a growing demand for certain cultural resources tourism firms try to maximize their revenues by organizing tours to the attraction. This profit-seeking approach may be shared by local authorities who try to increase visits to the region. This marketing-oriented approach may harm the local authenticity. As a result some cultural heritages are over-marketed in tourism industry. In fact, the case of cultural tourism is not suitable for over-marketing. Cultural tourism is better experienced with strong local contribution, close contact with local people, and participation of art events [14]. The need for de-marketing efforts seems important in conservation efforts in a preventive way. Another aim of this study is to discuss how de-marketing policies can be implemented for cultural heritage consumption via tourism industry.

INTRODUCTION, EXPERIMENTAL, RESULTS & DISCUSSION

In this paper the term of cultural heritage is used interchangeably with that of tangible cultural heritage which are concrete forms of the heritage. For this reason, we have excluded the concept of intangible heritage and concerns about its safeguarding. This exclusion is based on UNESCO's heritage classification (natural, tangible cultural, intangible cultural), which is a logical trend from nature to human made, from material to nonmaterial heritages [15]. Cultural heritage is a fragile resource for tourism industry.

1. CULTURAL HERITAGE CONSERVATION PROBLEMS

Cultural heritages are fragile resources which need continuous conservation efforts. Cultural heritage conservation differs for intangible and tangible elements. Tangible heritage includes immovable resources (buildings) and movable resources (old documents, objects in museums) [16]. While intangible elements are generally about human practices, tangible heritage encompass concrete human productions. In this research, tangible cultural heritage will be the focal point. Both types of cultural heritage need conservation efforts. When tangible cultural heritage is the concern two main threats stem from human-beings and nature. Natural threats are generally inevitable and impossible to measure the magnitude, type, and timing of the phenomenon. By contrast, humans are rational creatures and may be convinced on respect to the cultural heritage. Cultural heritage may be in form of mobile (movable) objects and immovable assets. Movable objects are easier to protect inside buildings such as museums while immovable objects are generally large and voluminous and stays under direct natural threats. Conserving or protecting cultural heritage from human-caused and natural hazards should adapt to changing situations. The negative impact from external sources or from within the heritage composition may arise suddenly or gradually. Suddenly arriving hazards (mostly disasters) leave little time and chances to the heritage protection experts. Gradual deterioration produces signs which are clues for

conservationists. Both human beings and nature can damage cultural heritage suddenly and/or gradually (in long term).

a. Nature-caused Threats on Cultural Heritage

Natural impacts on cultural heritage are known facts such as humidity, temperature, light, rainfall, snowfall, earthquakes, inundations... Nature does not threaten heritage in a unidirectional manner, because the natural hazards occur as an interactive process between the heritage and the nature. The elements constituting cultural heritage (stone, wood, glass, clay, bricks, metal, dyes etc.) are fragile materials under time and nature pressure. Nearly all cultural heritages are under risk of deterioration and corrosion in a certain time span under certain climatic conditions. Therefore, cultural heritage cannot survive forever without conservation efforts of later generations. There may be variations depending on the material used in heritage items, climate conditions of the given geography, and the physical environmental conditions and time which all define the life of a tangible cultural heritage. Global warming has increased UNESCO's interest on natural risks [9]

Deterioration of cultural heritage is generally dependent on more than one physical environment elements. In many cases the deterioration process develops secretly and only conservation experts can understand the negative impacts of the nature. For this reason, timing of conservation efforts is crucial for the conservation. After a certain moment, it is too late for the cultural heritage. Natural forces can damage the heritage elements quickly (earthquake, fire, and lightning) or at a relatively slower pace (inundation, humidity, sun light exposure).

Figure 1. Some Recent Disasters Affecting Cultural Institutions Around the World

(please put Figure 1 here, submitted in the separate document)

Source: [4]

b. Human-caused Threats on Cultural Heritage

Conservation of heritage items requires longitudinal research regarding the tourist and local residents' impacts [17]. Cultural heritage may be deteriorated by various human segments. Threats originating from human may have two basic categories. Firstly, there are deliberate harmful acts on cultural heritage such as breaking, burning, and theft. Secondly, there are threats on cultural heritage stemming from unconscious and unwilling behaviors of individuals. We can define the former one as *intentional* human threats and the latter *accidental* human threats on cultural heritage.

Harmful acts of human on cultural heritage may have different layers. There are explicit and hidden damages given to heritage items. Some destruction has collective nature (, social crises, and war time) and others are individual acts. Some threats are local community-driven, while some others are visitor driven. There are also threats from the people employed in heritage areas (in-site risk). There may be human threats aiming at physical destruction of the heritage and some people may damage the image of the heritage in an intangible way such as undervaluing, disrespecting heritage items orally or behaviorally. Heritage zones are generally of great interest to real estate traders and the land around may become very expensive. This in turn, increases the conservation costs of the heritage. As a result of "heritagization" process an object, building or area becomes focal point due to inherent symbolic meanings carried [18].

Socio-cultural developments, infrastructural developments, highway constructions, large urban plans and industrial buildings shape the environment and threaten cultural heritage seriously. Some cultural heritage elements are simply forgotten as people moved away from its vicinity. In Mersin province of Turkey some historical public fountains are destroyed because of road construction, some others were renovated without conserving authentic styles leading to kitsch. Epitaphs of some fountains from Ottoman Era were stolen. There is however a recent concern on protection of historical fountains with their complementary elements (arcades, rest-rooms etc.). A typical example is that of Istanbul Water and Drains Directorate, aiming to prepare a comprehensive list of historical fountains of the city [2]. On the other side, while human beings leave some heritage elements isolated, some other elements are prioritized according to the temporal values and perceptions. For instance, during recession, crisis and other difficult times people endure better with help of heritage (souvenirs, memories, objects from the past) [19].

Visitor-originated theft has been a severe problem of many heritage sites and museums. Especially, some very rare or unique collections are under risk of highly systematic and experienced theft organizations. Aiming to respond this growing threat on cultural heritage, The Getty conservation Institute has published theft response procedures in 2001. This booklet offers checklists and preventive measures for cultural heritage managers [3].

2. UNDERSTANDING DETRIMENTAL TOURIST BEHAVIOR ON CULTURAL HERITAGE

Understanding tourist behavior is a hard task because like other human beings or consumers tourists have continuously changing ideas, tastes, preferences, and perceptions.

War is a collective destructive act over cultural landscapes and heritage items. During war times military powers may deliberately harm cultural artifacts and other heritage forms in order to erase the existing national and cultural identity of war area. This is generally part of a historical and political purpose of rewriting the history of that geography [7].

Terror attacks damage cultural institutions differently. Terror is a form of political violence. Terrorists aim to damage and threaten unity and values of a nation or community. Identity is under threat because of terrorism. As cultural heritage is accepted as part of national or local identity many terrorist attacks aim them intentionally. Staying indifferent to some types of cultural heritage results an invisible attack on the heritage. A nationalistic or racist view point may neglect the right of existence of otherness in a specific geography. Some heritage items are thus valorized and conserved while other heritage elements are accepted as threat to national unity. Some heritages are associated with shame and the political system and intelligentsia of the country try to bury this “bad” souvenir. In this case some heritage elements are just left to collapse, and this is an indirect attack on heritage if deliberately done. Large, highly populated, multi-cultural societies may experience detrimental behaviors from domestic tourists as well. For example in India where six religions (Buddhism, Hinduism, Jainism, Sikhism, Islam, and Christianity) are largely practiced, religions themselves may become conflict generator especially when used for political-economical interests, such as chasing after votes of one group. Therefore, the power conflicts within a country may result unexpected detrimental impacts on the local or national heritage. In India, for instance, Hindu nationalists destroyed the disputed *Babri Masjid* mosque (16th century, Mughal Period) in Ayodhya in the state of Uttar Pradesh in 1992 [20].

Fire may sometimes burn cultural heritages and this can be a deliberate damage. Especially historical wooden buildings or constructions are under great risk of fire. Fire can greatly damage a

historical environment, especially in summer time during dry weather and wind conditions. One serious threat on cultural heritage has been robbery and illicit trade of heritage elements. Many ancient sites, graveyards, temples have been targets of treasury seekers, illicit trafficking of coins and other cultural objects belonging to the past.

Not all of human-caused hazards are intentional. There are unintentional or accidental damages created by human beings on cultural heritage too. For example; a peasant or a shepherd with no education and awareness on history and cultural heritage can use a historical temple as a refuge for his cattle. Likewise, children with no educational background on historical assets can play and damage some objects belonging to heritage. One similar act has been noted during the early republican years in Turkey. When the president of the country visits a small town having some ancient columns, he finds to his great astonishment that lower parts of the marble columns were painted with white liquidated chalk of limestone. The local people have done this to please the president as a proof of how they keep clean and tidy the environment. President then informs people on the value of cultural heritage and makes them clean the columns.

Economic, demographic, urban and social developments also threaten the cultural heritage. As the number of residents increase in a given area the population need new habitat, new residential quarters, new infrastructure such as sewage system, transport channels (roads, pipelines, railways, airports and other terminals). All these development-related issues can threaten the existence of cultural heritage. Economic installations are sometimes very influential on the cultural settings. Factories can severely change landscape as mining industry, military zones, trade zones do.

3. CULTURAL HERITAGE MARKETED VIA TOURISM INDUSTRY

One of the crucial issues of marketing management is the demand. Managing demand is a top priority for marketing managers especially in service industries like tourism, education, health and so on. There are several states of demand in a given business situation such as [5]:

- a. Negative demand: there is a strong dislike against the product, consumer even pay to avoid it.
- b. No demand: consumer does not have interest for the product, s/he is indifferent.
- c. Latent demand: the wants of the consumer is not satisfied by actual products, new product is required suitably.
- d. Falling demand: in time consumers interested in the product get less
- e. Irregular demand: great variations in demand which cause over or under working capacity
- f. Full demand: optimum amount of demand, quality service provided, desirable situation for the enterprise
- g. Over full demand: excessive demand causing dissatisfaction among consumers and poor service for the enterprise. This situation calls for *de-marketing* efforts to reduce the demand for a suitable period.

Cultural heritage of a certain area is sometimes marketed by several parties. These parties may create fluctuations in the demand as they do not collaborate during marketing activities. For example; Ephesus ancient site constitute a larger complex including the House of Virgin Mary, the Ruins of Temple of Artemis (Diana), the Basilica of Saint John, the Castle of Seljuk, the Archeological Museum and the modern town of Selçuk (İzmir). The tour operators and travel

agencies market Ephesus in their catalogs and websites as part of their tours or just to valorize other simple products such as room reservation. Hospitality firms around Ephesus (İzmir, Kuşadası, Aydın) promote their facilities with an emphasis that Ephesus is close and easily accessible. The town of Selçuk promotes the area through publications and websites of municipality (belediye), sub-governor (kaimakam), tourist information office linked to the ministry, the trade and business associations. On the other hand, the provincial marketing campaigns also include Ephesus as the provincial governor produces many publications and disseminate them online/offline. The provincial Directorate of Tourism, which is directly under supervision of Turkish Ministry of Tourism and Culture, participates to the marketing communication at the widest possible campaigns. Finally, at national level the Turkish Ministry of Tourism and Culture contribute to the marketing efforts through advertising campaigns, trade fairs, and official web site. In brief, for the case of Ephesus it is possible to see that a multitude of marketers exist from the destination, the tourism industry, the larger environment (region), and central authority. These marketing efforts all are generally similar to each other and are not coordinated by a single power. As a result there are great fluctuations in the visitor demand to the area.

Over-marketing of Cultural Heritage and the Need for De-marketing

Cultural heritage is a fragile resource of tourism industry and generally this heritage has importance for local community and for the nation. The problem of over-marketing in tourism is demonstrated by traffic and visitor congestion at certain heritage centers during certain time periods. There are peak times which can be defined as cyclical peak times such as ski centers in winter time and sea side resorts in summer time when schools are closed and families take holidays. In a given year managers of a heritage attraction may receive excessive number of visitors causing crowd for several reasons. The crowd is not only the result of over-marketing, because there may be social and temporal reasons igniting people to visit heritage zones with no marketing efforts. For instance, organization of a global-scale meeting in the city can create very high level of demand for heritage areas during a few days. Arrival of a cruise ship, an international soccer match, arrival of a celebrity to the heritage area, commemoration of anniversaries linked to the heritage center, as the case for houses of famous poets, authors, singers, heroes, and politicians. Studies indicate that heritage marketing should be differentiated according to market segmentation. Currently, heritage zones are interpreted weakly and the marketing efforts are not differentiated, that is taking into account psychographic characteristics of different visitors groups. This marketing approach aims to market a heritage to any tourist and to all tourists ready to visit (experience) the product. As a result of this approach a considerable amount of visits are of low quality for the visitors [21].

De-marketing can be assured in different ways. Actions those can be implemented for de-marketing include [5]:

- a. Raising prices (entrance fees)
- b. Reducing promotion
- c. Reducing services offered

Raising prices can limit the demand effectively. For instance entrance fees paid at the museum, ancient site, car parking area will decrease the number of visitors to the attraction. Reducing promotion can decrease the demand in long-term and should be the latest choice for de-marketing. Reducing services offered can decrease the demand as well as the visitor satisfaction. From these three alternatives raising prices seem the most suitable as most of the excessive demand problems

have short life spans (a couple of months, seasonal). Raising prices can reversely create a marketing impact among higher income visitor groups.

EXPERIMENTAL

This study focused on an ancient site in Turkey for the experimental (field) data. For this purpose and interview with Turkey's most visited archeological site museum management (Ephesus) has been realized. Ephesus is the most popular ancient site in Turkey having Greek, Roman and Byzantine elements at once. Dating back to Prehistoric times the urbanization had arrived peak time during Classical Greek Civilization. Ephesus had been an important Ionian commercial center thanks to its port. During Greek period several monuments were built in the city such as the monumental theater and Temple of Artemis (one of the seven wonders of the antiquity) of which Scopas had served as sculptor during the construction. Romans added among others the Library of Celsus, Fountain of Trajan, Gymnasium of Vedius, and Prytaneium. During late Roman period and Byzantine era the Basilica of St. Jean was built nearby the ancient site, the Church of Mary, and other churches. The ancient site of Ephesus covers a rich collection of Hellenic, Roman and Byzantine periods. The ancient city was close to the mouth of River Caystrus, which later caused serious problems of silting. The origin of the name Ephesus is believed to be the Hellenized version of *Apasa*. Natural disasters and political unrest have been two major causes of damage in the ancient city [22]. Following Byzantines Turks have built mosque of İsa bey (Seigneur Jesus) close to ancient temple of Artemis and Basilica of St. John. Until 19th century Ephesus ancient site was forgotten until the arrival of John Wood who started excavations [11]. Ephesus ancient site and museum vice-president has participated to the in-depth interview on research theme as a key-informant.

To get the relevant primary data from the field a thorough interview has been realized with management of Ephesus Museum (Selcuk district, Izmir, Western Turkey) on January 8th 2010. Interview based on open-ended questions probing the excessive demand problems in Ephesus site/museum and solutions realized or envisaged was recorded for further analytical process. The analysis of the data was followed with the interpretation in this study.

Ephesus Archeological museum is one of the most visited museums of Turkey thanks to the rich collection of cultural objects exhibited. The museum actually possesses 16,406 archeological pieces, 39,438 coins, and 1,386 ethnographic objects mostly found in Ephesus ancient site nearby. Ephesus ancient site has been excavated for 110 years, findings date mostly to Roman ages following the Greek existence. Currently approximately 1, 5 million visitors visit Ephesus ancient site [1].

Ephesus Museum is an archeological museum bounding two collateral sites. One of these sites is the ancient Ephesus site preserving ruins of the once glorious city. The other site managed by museum's management team is the Basilica of St. Jean in ruins close to the ancient temple of Artemis, known as one of the Seven Wonders of Antiquity. In Turkey museums are directed at national level by the General Directorate of Museums and Cultural Assets being part of Turkish Ministry of Tourism and Culture. At provincial level, local representative of Ministry of Culture and Tourism leads the managers of museums. The Museum of Ephesus holds 16,406 archeological finds, 3,978 ancient coins, and 1,386 ethnographic pieces.

During the interview with vice-director of Ephesus Museum our conversation focused on the problem of over demand and the methods used to manage this excessive demand in Ephesus Museum's managerial zone. The responsible of the museum told that hazardous behaviors of

tourists are mostly unintentional, stemming from lack of education or awareness. Tourists walk on fragile archeological pieces; write some words or draws with pencil on historical artifacts. There are cases that tourists steal small pieces of stone from ruins. Several tourists take photos of their friends and family members hugging ancient monuments, touching some parts of these fragile items in total naivety. On the other side, when museum and site directors protect the historical zone very strictly –such as with big iron chains and many warnings around- this time the visitor feels oppressed from them and the quality of visit decreases.

Ephesus Museum Management tries to control the area with great care but there is a limited budget and few personnel. During peak season (June-September) approximately 10,000 visitors come to the ancient site per day. This is a very high level for the management to control all the visitors. Number of guardians need to be increased. Only five guardians can not patrol the entire ancient site which is a vast area. Another concern of the management is that visits to Ephesus site and museum are generally quick, daily excursions and visitors are generally in rush-rush situation. This seems a worsening factor to the environment. Museum management expects more tourists staying close to the Ephesus area so that these people can visit the ruins and museum quietly, in tranquility, maybe in a couple of days.

Museum management believes that a closer cooperation of tourist guides and cultural heritage site management can bring out many positive results. Tourist guides can change their timing of visit daily, or they can affect decisions of travel agencies and tour operators to spread tour dates to off-the-season period. Museum management would limit access to the historical and archeological zones at certain periods of the year but they do not have authority and permission to do this. Limiting entrances to the historical zones require central decision, which means in Turkey the Ministry of Tourism and Culture and its provincial representative (Provincial Tourist Office).

New itineraries should be set by the Ephesus Museum Management but this is possible with close partnership with the archeological research team, local and central ruling authorities. In Ephesus, there are only two gates for entrance/exit of visitors. These gates receive thousands of visitors per day in summer and excessive demand decreases the service quality. Groups have to wait for their entrance tickets, tourist guides have to keep their groups members together, and visitors have to follow the group and the guide with great effort. Once the tour groups enter to the ancient Ephesus site there are several nationalities and visitor profiles creating a vivid influx. Tourist guides have the greatest difficulty with their groups following them, because they have to visit the site in a limited time period, generally one to two hours. When multiple visitor groups arrive momentarily they have to follow mostly one itinerary which causes queues.

In historical areas the cleaning, hygiene and health issues are also critical. Under excessive heat tourists may get ill but there is no refreshment in historical ruins where one can get rest for a while.

RESULTS AND DISCUSSION

The interview with the Vice-Manager of Ephesus Museum had provided insights from the practice. These insights regarding the de-marketing efforts in cultural heritage areas where tourism business has crucial impact are multi-faceted. The analysis of the verbatim from the interview resulted with an interpretation. This analysis puts forward a twofold solution for the human-induced hazards on cultural heritage during the commercialization via tourism industry.

The first proposal deals with tourism enterprises or the sector in global terms. Individual tourists (visitors) in heritage areas generally seem more respectful to the heritage elements than tourism enterprises. These visitors are also experts or amateurs of the heritage visited in many cases. But tourism enterprises create massive visitor flows which results lack of control and supervision. The visitor traffic caused by tourism enterprises are mostly managed by one or two personnel such as tourist guides. Therefore, tourism enterprises need to work in close relation with heritage site managers. Bilateral understanding (heritage management/tourism enterprise) is crucial for an effective management of the visitor flow. Typical example may be sharing the approximate numbers of visitors envisaged in a calendar. Tourism enterprises should be informed constantly about the latest changes, novelties, modification occurring in the heritage zone. Some tourism enterprises promote the heritage area with their very old information and the visitor feels surprised during the visit.

Travel agencies and tour operators are the two basic intermediaries which have direct and frequent business contacts with heritage zones. Some tour operators and travel agencies create difficulty for the heritage site managers because of inadequate coordination. There are sometimes tourist guides with inferior interpretation of the heritage elements and they do not get help of the site experts during the visit. Tourist guides are also key parties of heritage protection from visitor-induced hazards. If tourist guides make concise warnings about the heritage area before the visit visitors would be more respectful to the area. Tourist guides have to observe and follow the tour group members closely during the visit and should not allow them to walk or sit on forbidden parts of the zone. Filming, taking photos, voice recording secretly are also prohibited acts in some heritage areas. Cruises and their quick snapshot tours in Ephesus case create an enormous tension in the heritage area. Cruise groups arrive all together, sometimes hundreds of visitors flowing very quickly in the heritage zone, and this movement is stressful for all parties. Opening Ephesus to visits at night is an idea that needs maturity. If tourism enterprises and tourism personnel linked to these firms cooperate successfully with the heritage site management detrimental visitor behaviors can drop severely. Off-season periods such as winter months are ideal to develop and establish this type of partnerships.

The second axe to give priority in offering solution to hazardous tourist behavior is built on the destination as a whole. A destination has to diversify its attractions even if it has few core products. In Ephesus case, the ancient site and its surroundings create the main attraction for visitors but there are not adequate secondary and tertiary attractions where excessive demand can be oriented. Heritage sites are also under pressure of destination policies. For instance, if the Major and the city council decide to move the bus terminal to a further point, or increase the parking fees for private visitors the demand will be impacted to the cultural heritage areas. In Turkish museums and heritage zones the personnel are employed centrally, which means by the Ministries in Ankara. This type of central employment do not necessarily take into consideration the local expectations and experiences. The cleanliness and hygiene of the city where heritage elements are located are also critical subjects for destination managers. Insufficient infrastructure generally results congestion, waiting lines and increase the dissatisfaction among visitors.

In a destination there are several parties interested with the heritage management of the region but their interests and expertise conflict in some cases. The local representative of the provincial governor is generally more interested with political, economic and security related issues before the tourism and heritage. Municipalities are interested with infrastructure, city cleanliness, new residences, urbanization but they collect taxes from tourism enterprises. The provincial and local tourist offices (representing the Ministry of Tourism and Culture) operate generally as state

institutions under heavy political and bureaucratic burden such as correspondences, investigations, human resources matters. When the stake holders are differently interested and participated to the cultural heritage matters it becomes difficult to fix relatively simple problems timely in some cases. For instance, in Ephesus ancient site there are two gates which are obviously insufficient and visitors stuck because of this problem. However, enlarging the existing gates or opening new gates seems very difficult despite the clear need.

CONCLUSIONS

Several factors affect the deterioration process of cultural heritage including geological, climatic, physical, chemical, biological, location-related, heritage itself, and human-related factors [6]. UNESCO World Heritage Committee has analyzed over 2000 State of Conservation reports for the period of 1986-2004 to describe the most influential factors threatening the cultural heritage. These hazards, natural and human-induced were; floods, earthquakes, armed conflicts, poaching, mining, development pressures, and tourism [10]. For the moment, tourism is not the primary threat on heritage areas. All of tourists are not creating hazardous behaviors. But the number of tourists will increase according to forecasts and the negative impacts of tourists may increase on heritage zones in near future.

Managers of museums, art galleries and other single building or concentrated cultural complexes which are not very large in size may find several publications tackling solutions for problematic visitor behaviors. These publications are generally in form of emergency plans, operational and managerial guidelines, and safety-security guidelines [4]. Ecomuseology is one of the conservation forms that can be implemented to combine multiple heritage items in a spacious eco museum [8]. An outline of de-marketing efforts in tourism industry aiming to conserve cultural heritage shows us the necessity of partnership between heritage site managers, destination, and tourism industry. Pricing, promotional campaigns, and service level - diversity (quality) are three marketing tools that heritage site managers can use in coordination with destination and tourism industry representatives. Increasing prices can limit the excessive demand for heritage and create an image of high esteem among the visitors. The pricing policy can be differentiated. For instance; some parts of the heritage area can be visited for lesser prices and some parts for higher prices. Heritage areas should be designed in a modular way. This means they should be flexible in providing extra spaces and personnel.

In the case of Ephesus, analyzed in this paper, multiple use of the heritage area seems a realistic alternative for future. Why not visiting heritage zones at night? Why not organizing concerts, gala dinners, special meetings, international competitions and other celebrations? How can a heritage zone develop light shows at nights?

The best heritage conservation seems to start at the conception and design phases of heritage construction/building. After the construction or production it is too costly to turn back and to protect a building or a monument. Buildings, monuments and other types of cultural heritage are not generally built with the purpose of heritage production; rather they are functional or useful elements of daily life during production. The time passed defines and nominate an element as heritage in parallel with human preferences/politics. During the design stage in new buildings and restoration efforts future visitors should be taken into consideration.

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