

THE AWARENESS ON MUSEUMS AS THE MAIN SYMBOL OF CULTURE ON CITY TOURISM: THE CASE OF ÇANAKKALE

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Abstract. *The museums as a main element and symbol of cultural tourism represent an area of significant economic benefit to the cities. The museums market is heterogeneous with many and varied visitors, who are differently motivated and have different expectations on their tour experience. Therefore having awareness and concern on main theme and sense of the museums, on cultural heritage of the city as a cultural tourism symbol, is very important for the residents and the students who are studying on tourism as the candidates of tourism employers as well as importance of tourist awareness and concern. Thus the purpose of the study was to respond to the question, "What museums really are in opinion of students studying in Faculty of Tourism and do they have awareness about main themes of each museum?". For the purpose of this paper, in depth interview technique was used on students of Faculty of Tourism to explore their awareness and perceptions on museums and observation technique was used on museums and other research fields to gain in depth and right knowledge. According to the results of the analyses, developing awareness of the students as a candidate of tourism employer on museums by its philosophy and thematic requirements in Çanakkale can be feasible in sustainability perspective because of its meaning on cultural heritage of the city as a cultural tourism product.*

Keywords: *Museum, Museum Awareness, City Tourism, Cultural Attractions*

INTRODUCTION

Cultural heritage is increasingly being employed as an essential ingredient to promote tourism products and destination imaging strategies. Likewise, tourism has been integrated into cultural development strategies as a means of supporting cultural heritage, especially in urban areas (Carey et al, 2013; 554). The cities are the main source of cultural heritage and getting extremely importance as a main type of tourism, called urban tourism. Nowadays tourists visit cities for many purposes including; shopping, entertaining, festivals, fairs, sport events, scientific events, and different kinds of cultural heritage attractions etc. Due to high variety of demand to the cities which are touristic and have big prosperity of cultural heritage, urban tourism has gained an increasing popularity as a world-wide form of tourism.

Urban tourism has emerged as a significant and distinctive field of study during the last decades. Ashworth and Pace (2011) specified that the generic term "Urban Tourism" generated over 800 pieces of literature and scopus over 1300 references as a sign of its intellectual health till 2008. According to Pearce (2001), this increase in attention in part reflects the growth of tourism in cities and its resulting associated policy issues. These tend to be of two main types. On the one hand, the growing demand from tourists, particularly in historic cities, has brought a reactive response arising from the problems of coping with increased visitation, a situation perhaps most commonly experienced in Europe. On the other, many urban policies have recently incorporated an increasingly proactive stance towards tourism which is seen more and more as a strategic sector for urban revitalization in post-industrial cities.

Museums in particular are being ‘reconceptualised’ as tourist attractions with the potential to contribute to the economic development of local communities through the crucial role that they play in the success of a tourism destination, where they act as key motivators for enhancing tourist flows (Carey et al, 2013; 554). As called the cradle of civilizations and a country of open air museum, [Turkey](#) is lucky in that it has richness and variety in [cultural](#) and [natural](#) resources and the preservation and development of these have been stipulated by law. Many organizations have been set up in connection with this subject and preservation has now become a subject that concerns many organizations, institutions and people. According to the Turkish Statistical Institute (TUIK) there are 440 museums in Turkey, 201 of them are public and 239 of them are private. 3.4 million Monuments are being exhibited and was visited by 37,6 million visitors in 2018 (www.ktb.gov.tr).

Çanakkale is a city and region of education, culture and history with its past stretching back 5000 years, has been nourished by legacy of ancient cultural treasures such as Iliad by Homer and has come to appreciate enchanting historical sites within its boundaries is now a significant tourism center. In ancient times, Çanakkale was known as the “Hellespond” “Dardanell” and is one of Turkey’s provinces sitting astride both the Marmara and Aegean regions, with 671 kilometers of coastline and where geography and history meet in a meaningful way (Duran 2013). The city of Çanakkale lies at the narrow 1200m entrance to the Çanakkale Strait (Dardanelles) that connects the Sea of Marmara and the Aegean. Passenger and car ferries run daily between Çanakkale on the Asian side and Eceabat and Kilitbahir on the European side. Canakkale is an ancient city of many amazing sites and legends. Set right on the Dardanelles, this city leads us from the battle of Troy through to the battle of Gallipoli. Many civilizations had survived on Çanakkale region such as Trojans, Hittites, Persians, Helens, Romans, Byzantine, Ottomans, and Turkish Republic since 1923. Within the population exchange in first years of the republic, population diversity of the city was formed from immigrants came from Balkans, Greeks in Gökçeada (Imbros), Romans, Yoruks, and Turkmen citizens, with high diversity and prosperity of culture (www.canakkaleli.com). This prosperity of culture, heritage and history is being exhibited in 27 museums in Çanakkale 9 of them are private and 18 of them public and over 700.000 visitors visit these museums annually.

LITERATURE REVIEW

Awareness is repeatedly demarcated as having understanding or knowledge of one’s contiguous environs (Tuan, 2001), however, Murphy & Zajonc (1993) stressed that awareness is prejudiced and shaped intellectually by experience and environment. It has received significant consideration in the perspective of education, place, emotions and social relations, with an overpowering understanding that individuals have a different level of awareness with regard to places, people and events in the development of individual cognitive awareness.

Cultural awareness is particularly focused on immaterial heritage, including the language, customs, traditions, spiritual beliefs, folklore and rules of behavior in a society, without forgetting the influence of past events on that society. Museums are the main units to protect and to gain sustainability of these values with being supported by sustainable tourism perspective. However there are different ways to improve awareness on museums and historic sites in urban settings to develop policies and practices that reflect the approach of sustainable tourism including all alternatives of cultural heritage, comprehensive publications on awareness of museums in literature are insufficient yet. Getting awareness of tourists on museums would gain advantages to tourism stakeholders. For example Silberberg (1995) argues that;

- Getting awareness of tourists on museums can help hotels develop weekend escape packages to overcome a common problem of high occupancy during the week and low occupancy at weekends.
- Also getting awareness on museums can help convention planners who need convenient destinations and activities for delegates' or spouses' programmers.
- They can describe their admission ticket as a full-day pass to encourage visitors to come and go during the day to shop, dine at area restaurants or visit other attractions.
- They can seek trade-offs with downtown merchants and property owners. That is, heritage groups receive free or low-cost space in return for a commitment to performances or special exhibitions during retail promotions, special events or festivals
- They can develop operating schedules that coordinate as much as practical with common retail hours.

Improving awareness on museums on tourism laborers is as much important as tourists and other tourism stakeholders to gain sustainability of cultural heritage of the cities in tourism. There is a need that cultural roots on museum awareness has to be made aware to the students in particular and to all public in general to carry forward the rich culture based city tourism (Wang, Zhang, Han, & Liang, 2017; Srivastava, 2015; Shankar & Swamy, 2013). Srivastava (2015) conducted a study to know the awareness about cultural heritage among the teachers at university level. Campaign on cultural heritage awareness is related to theoretical studies only. Gaining in-depth knowledge from the field can with qualitative quantitative research techniques will meet the deficit of this field of research. From this point of view, examining the level of museum awareness as a cultural heritage exhibitor and protector among students by employing interviews which is an important technique in qualitative methods has been purposed with this study.

MATERIAL AND METHOD

This study, examines awareness and concern of the tourism students on main theme and sense of the museums, on cultural heritage of the city as a cultural tourism symbol for the Çanakkale as a candidate of tourism employers and owners. Çanakkale also has opportunities that can be an important touristic attraction such as possessing geographical advantages, natural beauties, historical and cultural wealth for being cultural heritage city with its 27 museums that are being nourished from an extensive variety of historical, archeological, anthropological, arts, natural, and structural assets. Çanakkale's assets include the Gallipoli Historical Area, with its historical, cultural and moral assets; many archaeological assets and cultural heritage, especially the Troy Ancient City; Assos, which was home to Aristotle's academy of philosophy; Bozcaada (Tenedos), known for its important vineyards and viniculture; Gökçeada (Imbros), famous for its untouched nature, organic products and harmonious multi-culturalism; Mount Ida, with its rich flora and fauna; and the Gulf of Saros, with its broad range of living species. Therefore, this study was focused on awareness of these assets and values via museums in Çanakkale region. Qualitative data via interview technique was used in this study to gain in-depth knowledge about awareness and importance on museums given by the tourism faculty students as the main symbol of city tourism in Çanakkale. The problem of the study is also "*What museums really are in opinion of students studying in Faculty of Tourism and do they have awareness about main themes of each museum?*"

Since social sciences are proved to be a confident field for qualitative research methods, interview technique was preferred to determine the meaning of museums on cultural heritage and tourism of the city in students mind. Furthermore, content analysis was used for solving and

interpreting the findings. Content analysis is a research method which allows the qualitative data collected in research to be analyzed systematically and reliably so that generalizations can be made from them in relation to the categories of interest to the researcher (Haggarty, 1996).

The data were collected primarily through recorded interviews in the study and open ended questions were used. The data analysis starts with reading all data reiteratively to achieve impression and obtain a sense of the whole (Hsieh and Shannon, 2005) like a novel. Then, recorded data were listened and written on Microsoft office word program and read word by word to derive codes (Huberman and Miles, 2002) by first highlighting the exact words from the text that appear to capture key thoughts or concepts. Next the text was examined by making notes of first impressions, thoughts and initial analysis. As this process continues, labels for codes were emerged that are reflective of more than one key thought. Then codes were sorted into categories based on how different codes were related and linked. These emergent categories were used to organize and group codes into meaningful clusters (Patton, 2002). Those systematic were also followed for analyzing the technique which was used in this study.

The interviews were semi-structured and the population was consisted of 33 students, studying at third and fourth grade. The interviewees were selected during the mounts April and May by employing snowball sampling. The questions directed to the interviewees were as follows;

- In your opinion how many museums are in Çanakkale? What are the names and main themes of them?
- How many of them did you visit? What are their names?
- What are your knowledge sources about the museums you visited?
- In accordance with city tourism how can you describe a museum in Çanakkale in a few words?
- In your opinion what is the significance of the museums in Çanakkale tourism? Do they have contribution to the city tourism? If yes what are they?
- What do you think about the importance given to the museums and archeological sites? Is it adequate? What are your suggestions?
- Can you evaluate the museums in Çanakkale according to the tourism with their positive and negative perceptions according to their contemporaries?

Content analysis was used in this study and steps of the analysis conducted are summarized as follows. The data gathered was coded by the researcher and there are various ways of coding (Günlü et al., 2009);

- Coding according to previously identified concepts,
- Coding according to the concepts identified through the data being analyzed,
- Coding in a general framework.

The second coding type "coding according to the concepts identified through the data being analyzed" is preferred in this study since there is no previously defined conceptual structure guiding the analysis of the data.

- Axial coding; coding on classifying the data should be supported with another step as connecting the codes under an axial framework.
- Selective coding; phenomenon of the research is identified and the core category is emphasized.
- Setting and describing codes according to main themes.
- Connecting on the findings, conclusion and discussion.

As long as the data are analyzed, one of the most important things in qualitative research is to test the validity and reliability of the research. In order to test the validity of the research, two independent scholars were selected from Çanakkale Onsekiz Mart University and were asked to investigate the original answers from interviewees, and rate the codes. As soon as they coded and calculated the rates separately, codes from independent scholars and from authors were compared, responses were collected and the right percentage was calculated by the authors. After coding, code lists were classified in themes according to the common directions.

RESULTS AND DISCUSSIONS

The demographic composition of the students profile reflects the nature Çanakkale Onsekiz Mart University. Gender distribution of students was well balanced, with 49 per cent female and 51 per cent male. All of the students are studying at third and fourth grade (41. per cent 3rd Grade, 59 per cent 4th grade). Almost all of the students reported similar monthly income between 2,000 TL (+\$350) and 3000 TL (+\$520). Almost all of the students were attending museum tours with their friends. The frequencies of the codes in themes are emphasized on Table 1.

Table 1. Frequencies of the codes and themes between interviewees

Themes	Codes listed according to themes	Total mentions
Knowledge about number of museums in Çanakkale (Current Total 27)	Less than 5	16
	5 to 10	9
	15+	4
	No idea	3
	25+	1
Most visited museums	Marin Museum	24
	Archeological museum	10
	Gallipoli Battlefield Museum	10
	Troia Museum	9
	Ceramic museum	7
	City museum	6
Information sources about museums	Promotional activities	11
	Individually by books and social media	11
	From friends	8
	Lecturers	6
	School trips	6
Meaning of the museums for Çanakkale tourism	War	19
	History	19
	Archeology	16
	Heritage	14
	Troy	9
	Socio-Cultural life	7
	Tourist	2
Contribution to city tourism	Increases residents awareness	16
	Increases tourist awareness	16

	Increases tourist arrivals	15
	Increases tourism incomes	10
Importance attached to the museums	Inadequate	21
	Should increase empathy and toleration	19
	Adequate	8
	Partially	4
Discussions on museums according to tourism	No idea	17
	Insufficient current applications and techniques	12
	Missing monuments	9
	Inadequate publicity	7
	Inadequate protection	3
	Inadequate guidance	2

As can be seen in Table 1, all of the interviewees don't know how many are in Çanakkale. The vast majority of the interviewees declared that the less than 5 museums in Çanakkale. This result is not only compatible with the data of the second theme "most visited museums" according to the popularity of the museums but also reveals that the students in tourism faculty who must know the theme and the number of the museums as the potential tourism professionals dramatically know the wrong information about the heritage tourism sources of the city. As compatible with the data of the first theme, Marine Museum, Archeological Museum, Gallipoli Battlefield Museum and Troia Museum are the most visited and well known museums for the interviewees. This result shows that only 6 of the 27 museums have been visited by the students. According to the interviews, promotional activities, friend referrals, school trips, and lecturers have been indicated as the main information sources to visit the museums and to have knowledge about main themes of the museums.

The most significant theme was the mean of the museums for Çanakkale tourism. According to this section, the majority of the students have linked the meaning of the museums with war and heritage from Gallipoli Battles and with history and archeology from ancient ruins of Troy Hommer's Illiad. Interviewee 22 emphasized that;

"When I go to a museum in Çanakkale, I feel the sense of empathy, peace and heritage from Gallipoli battles and also feel to dream the legends including deep history, war and honor, from Troy and Hommer's Illiad."

(From Interviewee 22).

Enhancing tourist and resident awareness, increasing tourist arrivals and increasing tourism incomes have been indicated by the interviewees as the main effects of the museums on city tourism. During the last decades, researchers emphasized that improving tourist awareness on specialties of authentic sources of tourism destinations is as important as improving residents awareness to gain sustainability of local tourism development which necessitates high awareness of tourism professionals and laborers.

The vast majority of the interviewees pointed out that, importance attached to the museums and archeological sites are not enough in Çanakkale. Interviewee 18 emphasized that;

"The importance given the meaning of the museums is not sufficient yet. In my opinion museums are the main players on tourism structure of the Çanakkale with their rich contents backs to Trojans to Gallipoli. This high prosperity of the history and culture should be developed as the main tourism strategy of the city which increases the emotions empathy and toleration on all stakeholders including tourists, residents, and professionals".

(From interviewee 18).

More than half of the interviewees indicated that they have no idea about current state of the museums according to their contemporaries. This result points out that awareness on themes and the role of the museums in tourism has not been constituted yet. Other interviewees indicated that the museums in Çanakkale felt behind the current techniques and applications, like augmented reality, virtual guidance and tour etc. Inadequate protection on monuments, inadequate publicity, and guidance has been presented as the other negative arguments by the interviewees.

According to the analysis of the interviews, it is possible to say that developing awareness about museums and their themes on tourism laborers as a touristic phenomenon and as a philosophical item in sustainability perspective can gain positive effects for the city tourism.

CONCLUSION

Nowadays the museums are gaining more importance as the main part of tourism plans to develop sustainable cultural heritage tourism in cities. As we can see, the different national museums can write a success story by serving their own distinct functions in society and the tourism industry which needs telling different stories and offering different types of exhibitions. This condition needs heightened awareness of all tourism stakeholders including students of tourism faculty who are the potential tourism professionals. Each of the 27 museums in Çanakkale tells what Çanakkale is; with their high prosperity of exhibitions portrays cultural heritage of the city towards different time periods, different civilizations, and different phenomenon's including wars, legends, loves, epics and arts.

Our analyses represented that level of the awareness of the students studying in faculty of tourism is inadequate according to number of museums and their themes. Besides that, the students have heightened awareness according to the role of the museums on cultural heritage of the city to gain sustainability of tourism and also have heightened awareness according to current applications to increase the tourists' attention on museums. This means the necessity of that not only employing current applications and technologies to portray cultural heritage and structure of the city with high prosperity of exhibitions effectively but also improving awareness of all the stakeholders by effective publicity companies to gain sustainability of cultural heritage tourism in cities. This approach needs increasing the role of the museums in tourism strategies of the cities as the main cultural symbols.

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