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INCREASING IMPORTANCE OF CULTURAL TOURISM: TREASURES OF TROY AND JEWELRY AS A TOURISM PRODUCT

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ABSTRACT

Tourism is foremost a form of economic development which has cultural resources at its foundations. One of the global sustainable tourism criteria is, the business uses elements of local art, architecture, or cultural heritage while respecting the intellectual property rights of local communities. Handicrafts often form an important dimension of a region's cultural tourism experience. In this paper, it is emphasized the importance of preserving and promotion of cultural heritage. As the case study, the treasure of Troy is examined from two different perspectives. And, some proposals are made to promote jewelry as a cultural and touristic product in Canakkale.

Keywords: Cultural Heritage, Cultural Tourism, Treasure of Troy, Jewelry, Tourism Trends, Handicrafts

INTRODUCTION

Tourism is an important vehicle for economic and social development. The tourism industry has the potential to generate foreign exchange earnings, create employment, promote development in various parts of the country, reduce income and employment disparities among regions, strengthen linkages among many sectors of the national economy and help to alleviate poverty (ESCAP, 2001). In its forecastTourism: 2020 Vision, the World Tourism Organization (WTO) predicts that cultural tourism will be one of the five key tourism market segments in the future, and notes that growth in this area will present an increasing challenge in terms of managing visitor flows to cultural sites (NWWHO, 1999).

WHA (2011) The World Heritage Alliance Principles, define sustainable tourism as tourism that sustains or enhances the geographical character of a place—its environment, culture, aesthetics, heritage, and the well-being of its residents. The World Heritage Alliance seeks to promote tourism that helps preserve both the environmental integrity of World Heritage sites as well as the cultural heritage of surrounding communities. To make tourism industry sustainable, the World Bank (2010) suggests that private investors, public authorities, and local community groups need to work on several fronts:

- forge an investment climate of policies, frameworks, and public infrastructure that conserve heritage assets and tourist sites;
- help local communities develop attractions and businesses; and
- build business linkages between investors and local producers and services.

Cultural Heritage and Tourism

Tourists have been amongst the first to recognize the diversity of cultures along with cultural heritage. The desire to encounter and experience different cultures and their material and immaterial expressions is one of the key motivations for tourists and lies at the very heart of many tour operators’ business. Harnessing the cultural creativity of communities is a significant strategy in encouraging greater participation in the tourism development process and can assist in spreading the benefits of tourism throughout society (Robinson and Picard, 2006). The World Bank (2010) emphasizes that “Sustainable tourism relies on the authenticity of a heritage area and the “living culture” to attract tourists interested in participating in uniquely cultural experiences. There is huge potential to positively impact residents’ economic and social well-being since cultural tourism is not a small niche of tourism but is sustained by a large global market. Such a large market can ensure sustainable backward linkages, a range of products and services which can be produced by the host community and beyond without high import content to support cultural tourism thus contributing to long lasting economic development”.

World Heritage sites are places around the world that have been internationally recognized for their outstanding value as natural and cultural treasures. They are one of the most important assets for a country and play very important roles in developing of tourism industry. There are currently 851 World Heritage sites (660 cultural, 166 natural and 25 mixed properties) in 141 countries. All sites are protected by the 1972 World Heritage Convention (WHA, 2011). Troy in Canakkale, Turkey is one of the World Heritage sites.
Cultural Heritage - Handcrafts

Handcraft has been existed from the beginning of the human being depending on the environment conditions. It has given its first samples for protecting, covering human beings and providing with the necessities of them. The handicrafts, which has later improved and changed according to the environment conditions, has gained a traditional character by becoming an art which reflects the artistic sense of taste and cultural characteristics of the community TBB, 2010). One of the Principles of the Cultural Tourism Charter ICOMOS (2002) is the promotion, distribution and sale of local crafts and other products should provide a reasonable social and economic return to the host community, while ensuring that their cultural integrity is not degraded. In the Universal Declaration on Cultural Diversity UNESCO (2001) declares “In the face of present-day economic and technological change, opening up vast prospects for creation and innovation, particular attention must be paid to the diversity of the supply of creative work, to due recognition of the rights of authors and artists and to the specificity of cultural goods and services which, as vectors of identity, values and meaning, must not be treated as mere commodities or consumer goods”.

Purpose of the study

In this paper, first of all, it is tried to emphasize the importance of preserving and promotion of cultural heritage on sustainable cultural tourism development. Secondly, as the case study, The treasure of Troy will be examined from two different perspectives. On one hand, efforts related to the return of the Treasure of Troy homeland is searched. On the other hand, one survey is being held among jewelers in Canakkale and it is tried to expose, if it is profitable to produce and sell “The treasure of Troy” styled and designed jewelry items to tourists as a cultural tourism product. And finally, some proposals are made to promote jewelry as a cultural and touristic product by searching successful cases like Dubai Mall’s Gold Souk and Tari project in Naples.

Troy from Myth to Reality

We first come across the name of Troy in Homer’s epic poem Iliad. This poet of the VIII century B.C. recounts to us the events which took place four centuries before his time. A war between the Trojans and the Achaean – proved by archeological finds – took place about 1200 B.C. (Aksit, 1995). Every student knows of the story of Troy, the tale told by Homer in the Iliad thousands of years ago. For centuries, it was believed that it was just that, a story, while the city of Troy lay buried beneath the sands of Turkey and the mythology of the past. Furthermore, for two thousand years, education in Europe and then in the United States centered on the study of Latin and Virgil. Thus, every schoolboy knew about the Trojan War and how the exiled Trojans led by Aeneas went to Italy, where their descendants founded the Roman Empire. Rome became the eventual seat of the Catholic Church and the center of developing European civilization. Ruling families in England and Europe claimed descent form Aeneas. Thus there were continuous links from the Trojan War to European history (Thompson, 2004). When the nineteenth-century German entrepreneur-turned-archaeologist Heinrich Schliemann unearthed the first traces of the Bronze Age city of Troy in an eroded mound at Hisarlik in northwestern Turkey, he brought to life the world of Homer’s eighth-century B.C. epic, the Iliad, previously considered by many experts to be legendary (Acar, 2001; The Columbia Electronic Encyclopedia, 2004). For many people, the “Great Treasure” proved that Troy, or Ilium – King Priam’s city – was not mythological fiction but historical reality (Alexander, 1996). Troy’s story sprawls across cultures, time and geography. Few places on Earth have so much helt in the human imagination (Fleischman, 1992).

Wealth of Troy

Long before the era of Helen, Troy was already a place to be reckoned with. The recent reappearance of the treasures from the second city of Troy is vivid testimony to its centrality during the early Bronze Age, that is during the third millennium B.C.E. Troy’s continuing development throughout the Middle and Late Bronze ages bears witness to the importance of this settlement. Troy’s position in the World of Bronze Age was clearly important (Wright, 1998). As Professor Korfman has eloquently demonstrated (1986) during the entire Bronze age, Troy was a gatekeeper between the Aegean and the Black Sea. No traffic could make its way without calling at its port. And thus it secured its wealth and power.

Treister has argued that Troy was “one of the leading centers of jewelry making in western Asia Minor and Aegean during the middle to the third quarter of the 3rd millennium B.C.”, and Troy was a source for finished metal goods for the circumpontic region and central Anatolia. Troy was a source of acquiring tin is strong when consideration is taken of the extent to which a tin – bronze industry was early established (Wright, 1998). Troy was often destroyed and rebuilt, subject as it was to raids and wars, due to its important – and accessible –
coastal position controlling the straits between the Aegean and the Black seas, which probably allowed it to grow very rich from trade. So, though we speak of one Trojan War, there were actually many. And though we speak of Troy as a single entity, there were actually several settlements, each superimposed a top another (Reilly, 2004). Hisarlık is not a natural hill. It is, as Schliemann discovered, a mound of dead citadels, a layer cake of Troys. Considering that nine separate 'cities' of altogether 46 settlement-layers were found on the same spot. They are numbered from Troy I, a substantial Early Bronze Age settlement built around 3000 B.C. The layer closest to the surface is Troy IX, site of the elegant Roman city that lasted until the sixth century A.D. (Fleischman, 1992; Fields 2004).

Exploration of Troy

Many travelers and savants came to Troy and the province of Troad before Schliemann. Although, the Englishman Frank Calvert is known as the first man who explored Troy (Aksit, 1995; Heimlich, 2002; Wood, 2005). He began to excavate in 1865 at Hisarlık and immediately uncovered remains of the Athena temple and the wall of Lysimachus, the beautifully built classical city wall whose remains were to be swept away by Schliemann (Wood, 2005). It was because of this that when Schliemann landed at Canakkale in 1868, he was in need of Calvert’s guidance. But Schliemann never admitted getting key information on Troy’s whereabouts from Frank Calvert (Schatz, 1997; Heimlich, 2002).

Hisarlık, nicknamed “mountain of fate for archeology”, has held the greatest fascination since Schliemann unearthed it in 1871. Schliemann excavated at Hisarlık on and off for twenty years – 1870-73, 1878-79, 1882, 1890. Systematic excavations of Troy continued after Schliemann’s death in 1890 and were conducted by Wilhelm Dorpfeld (1890-94), Carl Blegen (1932-38), Manfred Korfmann (1988-2005) and, Ernst Pernicka (2005–) (Easton, 1996; Krystek, 1999). In the intervening years, archeology has undergone radical changes, not just technologically but in terms of ethics and attitude (Schatz, 1997).

The Treasures of Troy

With Homer’s Iliad as his guide, Heinrich Schliemann went hunting for ancient Troy in 1870. In 1871 he claimed to have found Homer’s Troy carrying a spade in one hand and the Iliad in the other. Schliemann’s main aim was sensation. Two years later he discovered a cache of gold artifacts that he promptly named “Priam’s Treasure” (after the king of Homer’s Troy), though this hoard could not have belonged to a Late Bronze Age king; the Trojan War is often dated to about 1200 B.C., but most of the pieces date to a thousand years earlier. Even worse, it now seems certain that Priam’s Treasure was not a single hoard but a collection of pieces from different time periods and find-spots that Schliemann passed off as a single find (Ebert, 1995; Alexander, 1996; Lemonick, 1996; Heimlich, 2002).

Lemonick (1996), and Abrams (1996) emphasize that Schliemann unearthed one of the richest archaeological troves ever found. The marvelous ancient artifacts known as the “Gold of Troy,” or “Priam’s Treasure,” are among the most important antiquities in existence. The ‘treasure’, comprised copper salvers and cauldrons inside which were cups in gold, silver, electrum and bronze, a gold “sauceboat”, vases, thirteen copper lance heads, and, most beautiful of all, a mass of several thousand small gold rings and decorative pieces, with gold bracelets, a gold headband, four beautiful earrings, and two splendid gold diadems, one of which comprised over 16,000 tiny pieces of gold threaded on gold wire. This last, which became known as the “Jewel of Helen” (Krystek, 1999; Wood, 2005).

Schliemann’s original dig was done without a permit from the Ottoman (now Turkish) government. He concealed the find from Turkish authorities and smuggled it out of Turkey to Athens, had published a now-famous photograph of his young Greek wife, Sophia, modeling the “Jewels of Helen,” that was one of the most famous images of the nineteenth century, exhibited the treasure in London for three years. And then, after flogging it to European museums, finally donated it to the Ethnological Museum in Berlin and it was moved to a flak tower for safe-keeping during World War II. Despite this precaution at some point during the chaotic final days of World War II, the treasure vanished in 1943, swept away to parts unknown by the chaos of war. Rumors abounded about its fate – it had been melted down, it was in the vaults of a Texas oil baron, it had been seized by the Russians (Alexander, 1996; Lemonick, 1996; Holoka, 2005; Avril, 2010).

The Treasure and the Site Today

In August of 1993, the Pushkin State Museum of Fine Arts in Moscow announced that the gold of Troy had long been hidden in its vaults, taken as booty by the Red Army during its occupation of Berlin. The more valuable objects are in the Pushkin Museum in Moscow, the less valuable in the Hermitage Museum in St. Petersburg. Russia, Germany and Turkey are all voicing their claims to ownership. A treaty now exists between Russia and Germany under which cultural goods which have gone astray should be returned. Russia favors a ‘quid pro quo’ approach; Germany, with less available to return, favors an absolute interpretation. Turkey, too, wants the treasures back, arguing that they are illicitly exported cultural property and should be returned in line with the
UNESCO Convention of 1970. The case will keep lawyers and politicians busy for years (Alexander, 1996; Easton, 1996).

The Iliad has made Troy one of the most tangible mythological events in the world and few can resist the chance to tread among its remains (Fields, 2004). Archaeological Site of Troy has been added to the World Heritage List of cultural and natural sites, in UNESCO’s World Heritage Convention in Kyoto, Japan in December 2, 1998. Troy itself does not possess a museum. However, objects coming from the various settlement-layers of Troy are well displayed and arranged chronologically in the Archaeological Museum of Canakkale (Fields, 2004). A few of the Troy Treasures were stated by Schliemann with the Turkish State (Ottoman that time) and are in the Archaeological Museum in Istanbul. The Turks would like to gather the Troy artifacts from Russia, Germany and the other countries where they have been dispersed and display them in a museum near the actual site (Easton, 1996; Lemonick, 1996). A new museum will be built at Troy. A competition has been announced for the project of Troy Museum in December 2010 (Gezen, 2010). Lessing (2000), and many others think that a large and well planned Troy Museum is very important, and he adds “History will repeat itself as Troy once again becomes the meeting place for East and West and a symbol of the fruitful interaction between economy, archaeology, and ecology. What would Homer make of it all”?

Jewelry as a Tourism Product

Jewelry is one of the most popular holiday gifts, and jewelry is accepted as the traditional gift of love, romance and sentiment. A survey was conducted among jewelry stores in Canakkale to expose, if Troy treasure design jewelry is known and sold as a tourism product. A survey sheet was prepared, and face to face interview was held with owners, partners or managers of jewelry stores in Canakkale. There are 28 jewelry stores in Canakkale, and all of them was included in this survey.

Following datum were obtained:

- 50 % of jewelry stores do not make any sale to tourists. Total sales volume consists of only 1.5 %, for foreign tourists, and 5.3 % for Turkish tourists. There are two reasons of this low sales volume, firstly; tourists do not come for shopping 85.7 %, and secondly; tour operators do not bring tourists 14.2 %.
- It is asked, if they have any knowledge about “The Treasure of Troy”. 35.7 % does not have any knowledge, 46.4 % has very few knowledge, and 17.8 % has few knowledge.
- It is asked, if customers ask for “The Treasure of Troy” design jewelry. 57.1 % never asked, 35.7 % rarely asked, and 7.1 % sometimes asked.
- It is asked, if they sell “The Treasure of Troy” design jewelry. 14.2 % of stores sell, 85.7 % does not sell.
- It is asked, sale frequency of “The Treasure of Troy” design items. 82.1 % answered as never sold, 17.8 % answered as rarely sold.

It can be said that, in Canakkale, jewelry and particularly “The Treasure of Troy” design items are not tourism products yet. And jewelry store owners and managers are not aware of “The Treasure of Troy” neither as a cultural heritage nor tourism product.

On the other side; the importance of jewelry as a tourism product increases over time. For example; in November 2008 the Dubai Mall located in Dubai, United Arab Emirates opened to be the world’s largest shopping mall with 1,200 stores of which 220 make up Dubai Mall’s Gold Souk, a wall to wall display of gold and jewelry outlets. The Dubai Mall, one of 40 other shopping malls in Dubai, has a mall version of the gold souk found in the street market. To spark tourism in 1996, The Dubai Shopping Festival was initiated and it takes place every year for approximately a month (jewellerytourism.com, 2010).

European Commission (2010) gives the following case; Neapolitan jewelers launched an idea to create space for expansion of the Naples goldsmiths’ quarter. At Caserta, just outside Naples, one of Italy’s most important centres for the jewelry trade has been built. Some 190 jewelry companies created a consortium and launched the ‘Tarì’ project (Tarì was an ancient Neapolitan gold coin). The idea was to create a versatile centre plus permanent exhibition areas and make Tarì a crossroads in the European jewelry business. The centre soon included wholesale operations, training and research facilities. To preserve the age-old traditions in the old goldsmiths’ quarter, the consortium members kept their shops there. The investment makes it one of the most important in the Mezzogiorno by the private sector for years. The consortium’s initiative accounts for about 40% of the jewelry trade in the province of Naples and 30% of regional activity. Sector employment grew from 500 in 1982 to some 1,500 in 1996 as a result of the project.

Istanbul is an important destination of jewelry production and trade too. In 2005 Istanbul Jewelry Show, marketing consultant Rick Bannerot stated that “Turkey’s commitment to building and reinforcing its role in
worldwide jewelry design and production is not only enlightened but refreshing. Dating jewelry production back to 700 B.C. Turkey actively draws upon its inspiration as the very cradle of Western Civilization and its location at the very heart of the cross roads of where East meets West”.

CONCLUSION

Statistical datum shows that the tourism industry is one of the biggest industries in the world. As international tourism continues to expand, trends also changes. The natural and cultural heritage, diversities and living cultures are major tourism attractions. Tourism is foremost a form of economic development which has cultural resources at its foundations. Cultural tourism has close relationship with sustainable tourism. One of the global sustainable tourism criteria is, the business uses elements of local art, architecture, or cultural heritage in its operations, design, decoration, food, or shops; while respecting the intellectual property rights of local communities. Cultural tourism also attracts quality tourists who spend more money per day, and are more interested in cultural attractions.

Archeological Site of Troy in Canakkale, Turkey is on the World Heritage List of cultural and natural sites. In 1873, German entrepreneur-turned-archaeologist Heinrich Schliemann discovered the Royal Treasury of ancient Troy, and called as the "Treasure of Priam". Schliemann's research at Hisarlik represented the archaeological discovery of a Homeric civilization, previously considered by many experts to be legendary. But he smuggled the items out of Turkey. Today, nearly every student knows of the story of Troy, the tale told by Homer in the Iliad thousands of years ago. There are dozens of computer games, and even slot machines inspired by Treasure of Troy.

Handicrafts often form an important dimension of a region's cultural tourism experience. New or renovated attractions raise tourist numbers and location popularity. Refurbishing museums, visitors' centers, and cultural heritage in general gives more for the tourist to see and raises their willingness to pay for it. More and quality tourists mean greater turnover and better business. Jewelry is a special souvenir, full of passion, love, culture, and history. For the tourist this gives an incredible ambiance of not just jewelry shopping but combines with it a feel for Troy, Helen of Paris. It is estimated that jewelry, particularly “the Treasure of Troy” design items can be an important tourism product of Canakkale in the near future, in spite of jewelers are not aware of “the Treasure of Troy” and they do not make an effort to sell to tourists today.

REFERENCES


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