

## → Comprehensive strategic approach towards cultural heritage

**Country** Turkey

**Project title** Integrated management of cultural heritage in Bergama

**Twinning** Municipality of Alkmaar (the Netherlands)

Municipality of Bergama (Turkey)

**Project period** 1 June 2008 to 30 November 2009

**Project budget** € 75.054,07

### **Project objective**

To develop a comprehensive and integrated policy to improve the quality of the restoration & conservation of monuments and to increase their accessibility.

### **Project summary**

The project aims to identify the many historical and archaeological treasures of Bergama which are under threat by lack of awareness and the fast pace of urban growth. Raising awareness, policy development, and a heritage management program were components of the project.

### **Core information**

Bergama is an ancient Turkish town of 55,000 inhabitants with various renowned historical and archaeological treasures. Agriculture, trade and tourism are the main pillars of the local economy. The municipality of Bergama is the local administration serving citizens especially in the fields of infrastructure, city planning, and social services. The Restoration Office is a department within the municipality dealing with the protection of cultural heritage.

### **Problem analysis**

The cultural heritage of Bergama, dating back over 3000 years, has undergone substantial damage and there is a progressive loss of identity of these places. Lack of cultural awareness and knowledge is consequently destroying the authenticity of the cultural assets. Lack of technical and financial resources and tourism planning further contribute to the problem. A comprehensive strategic framework and policy to tackle several different issues from economical indicators to social issues, as well as demographic problems and new urbanization is needed to preserve the cultural heritage.

A practice to improve the service delivery of local governments

### **Project implementation**

In order to complete missing studies to prepare a layout for further studies, a missing area survey was completed in rural areas to mark unknown possible monuments; 800 maps were digitalized to form an effective monument monitoring and research, and data was collected regarding the conservation areas. A research on restoration and conservation criteria was completed and measures on the restoration process were formulated. Towards policy formation, a strategic framework has been developed concerning the restoration and conservation process. Finally, to raise awareness on cultural heritage in Bergama, initially 1000 questionnaires were used to find out the priorities of citizens in conservation areas. Promotional material has been produced and distributed to citizens regarding the new policy. A website was launched about policy results and implementation process as well as useful information about Bergama and cultural heritage. Areas which are well restored and contributed to economic and social life were visited with possible investors.

### **Process management**

The municipalities of Bergama and Alkmaar, with major contributions from the Restoration Department, have worked on this twinning project. Cooperation was received from the German Archaeological Institute and Koç University in preparation of the Cultural Heritage Management Plan. Administration of Turkish Association of Historic Towns and Cities was informed of the project, and it was suggested to use the project as guidance to those municipalities that may need it. Through this project, Bergama created an inventory of its rich cultural heritage, and established this inventory on an easily manageable digital format, with maps and databases. The development of the new policy and the inventory are introduced to the public to show them what is at stake and what needs to be done.

### **Recommendations: do's and don'ts**

- Conduct research to identify heritage places and monuments, create inventory.
- Prepare maps and databases containing information about existing situation.
- Conduct surveys to assess citizens' degree of awareness and opinion on priorities.
- Develop a conservation/restoration policy.
- Promote the policy through various media to the citizens to raise awareness.