CANAKKALE AS TOURIST (CULTURAL) DESTINATION IN TURKEY

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ABSTRACT: Canakkale, a city and region of education, culture and history with past stretching back 5000 years, has been nourished by the legacy of ancient cultural treasures such as The Iliad by Homer and has come to appreciate the enchanting historical sites within its boundaries and is now and significant tourism centre.

Canakkale is one of our country's most important cultural and tourism centre, with the hospitality of the local people, unspoiled nature, unique buildings, ancient cities, historical walls, cemeteries of those who fell in the war, examples of civil architecture, its clean shores and beaches that have been awarded the Blue Flag, enchanting islands, thermal spas, mild climate, rich range of agricultural products, local dishes, a wide range of fresh and very varied fish, handcrafts and artists. Canakkale reveals a different beauty for all seasons, with the geography of the sea passing through it, the fertility of its lands, and the glamour of its history it is an ancient, natural and modern province.

As well as many beauties of Canakkale, which is a well known site by foreign tourists, there are some weaknesses and problems of the region in tourism. The purpose of this study is to promote Canakkale with regard to its 5000-year history, mythology and cultural fabric and natural beauty, to set forth the advantages and disadvantages of the region in tourism, to discover the opportunities, to touch upon threats of tourism. In the region, a total of 50 people were interviewed, the responses were compiled and grouped and presented as research findings. Also, based on the information provided by the respondents, suggestions were presented for the tourism problems of the region.

Key Words: Canakkale, Hellespont, Dardanel, Troy, Trojan War, Gallipoli Campaign, Cemeteries

Introduction

In ancient times Canakkale was known as the "Hellespont" and "Dardanel" and is one of Turkey’s most beautiful provinces, sitting astride both the Marmara and Aegean regions, with 671 kilometres of coastline and where geography and history meet in a meaningful way. [1]

The Gallipoli Historic National Park, where one of the most important events in Turkey's history and that of the First World War, the Gallipoli Campaign, took place; and two of the most important ancient centre in western Anatolia, Troy and Assos, which are of the indispensable value as historical and tourism sites, are all in the province of Canakkale. [2]

Stretching from the Trojan War to the Gallipoli Campaign the ancient cities and the sacred land have added peace as a characteristic of the identity of the province. Canakkale reveals a different beauty for all seasons, with the geography of the sea passing through it, the fertility of its lands, and the glamour of its history it is an ancient, natural and modern province.

Canakkale is also a tourism and aquatic centre with very productive clean seas; with Mount Ida (Kazdagları) where the God Zeus sat, watched and interfered in the Trojan War, where Hellenistic myths and Turkmen legends intertwine; and with Gokceada (Imbros), the largest of Turkey’s islands and the tourism attraction of the island of Bozcaada (Tenedos). Nowadays, the provincial capital Canakkale is a modern city where daily life is easy with its hospitality people. [3]

Canakkale’s History and Stories From Myths

Dardanelles and Hellespont are the old names of what is now Canakkale. The word Dardanelles comes from Dardanos, a mythical ancestor of one of the survivors of Troy. Canakkale’s other ancient name, Hellespont, also comes from mythology. According to the mythological story of the "Golden Fleece", that was intensely used ancient writers, the region was named after means Helle, who legend says fell into the waters...
of the Strait and drowned while riding on a flying ram with a golden fleece when she and her brother were fleeing to the Black Sea city of Colchis. [4]

Apart from its being on a crossing point between two continents, Canakkale attracted the attention of the Eastern Roman Empire, later to become the Byzantine Empire the Mediterranean countries for trading with the Black Sea, famous for its fish, and the Black Sea countries for whom the Bosphorus and the Dardanelles were the only opening from their inland sea to the world. At times in history, armies from one continent crossed to the other by building bridges of boats or bridges supported by buoys. [5]

Also, Canakkale has a love story from mythology. [6] In ancient times the Dardanelles was called the Hellespont. On the European side of the Strait, in the city of Sestos, there was a large temple dedicated to the goddess Aphrodite and a beautiful priestess serving in the temple, Hero. At a spring festival in Sestos, the handsome Leander from Abydos, a city on the opposite Asian side of the Dardanelles, on seeing Hero, was stricken by a lightning bolt of love when was presenting his offerings. Hero initially rejected this love but such was the passion of Leander that finally the priestess also succumbed to the fires of love.

Even though they were living on the two different sides of the Strait love proved it was more powerful than the seas. Nightly, Leander would swim across the Strait, guided by a lamp Hero lit in a tower of the temple to help fishermen find their way. Each night the light burned and every night Leander and Hero met. But the seasons started to turn and the waves began to assert their power. According to the ancient writer Heseidos, in his book "Works and Days", written in the 8th century BC, "Once winter came and the winds began blowing in all directions, instead of stepping into the sea that was turned to the colour of wine, pull the boat on land and surround it with stones, carefully warp up the sails, hang the steering oar on a corner over the fireplace and wait for the sea season to return." But would love wait?

Leander forgot about the promise he had made Hero that he would not return until spring and began swimming towards his lover. He fought against the storm and the waves. As he swam, the lamp lit by Hero was blown out by the wind and he lost his way. The next morning, when Hero went to the shore she found her lover's body. Not being able to cope with that pain she committed suicide. The two lovers were placed together in grave on the shore of the Strait and the mourners.

Though there have been no specific find from Dardanos and Hellesont it is believed that its history goes further back than that of Troy. While the history of Troy I, discovered after excavations that were carried out over a period of years, goes back to 3000 BC, the earliest known settlement in the region has been dated to more than 5000 years ago. The city of Troy that was founded in 3000 BC was destroyed by an earthquake 500 years later. Troy, which was to re-established and destroyed nine times after that, founded a great civilisation. [7]

At the same time; Canakkale has fairy tale from the myth of Troy. [8] Hekaba, the wife of Priam, the King of Troy, had a dream in which flames came from her stomach and smoke covered the city walls. She sought the advice of the oracles about the dream. It came about the Queen was pregnant and the oracles said the child would bring disaster to the city. When the child was born, in order to protect the city, he was left on Mount Ida. However, the child was found by a shepherd who raised him and named him Paris. In the meantime the goddess of disputes, Eris, had been angered by not being invited to a wedding and threw an apple that had written on it the words "for the most beautiful goddess of all" before the gods and goddesses. None could agree on who deserved to have the apple.

In the end; they agreed on the candidates to be Athena, Aphrodite and Hera. They consulted the supreme god Zeus and he told them to refer to Paris’s judgment as referee. The three beautiful women came to Mount Ida to face Paris. Athena promised Paris victory in all wars, Hera the kingdom of all the world and Aphrodite the most beautiful woman on earth. The most beautiful woman on earth that Aphrodite promised to be Helen, the wife of the King of Sparta. Paris fell in love with Helen, abducted her and took her to Troy. This is how, in mythology at least, the beginning of the merciless ten year long Troy War is explained.

The Athenians attacked Troy with the support of the other states in Greece and the islands beginning a war that lasted so long that at times Zeus and other gods and goddesses would intervene. One day the Athenian hero Achilles and the Trojan hero Hector fought a duel to their death, with Achilles winning. However, the story and the war did not end there, with the shepherd of Ida, Paris, then slaying Achilles.
The Athenians came to realise that they could not conquer the city by force so, after consulting with the gods, they prepared a ruse. They built a horse from wood and hid their bravest soldiers in it, left the horse near the gates of the city and then embarked on ships and set sail for the open seas. In fact, the ships were hidden offshore at the nearby island of Tenedos. The Trojans dragged the horse into the walls of the city as a war tribute held a feast of victory. Due to their exhaustion from the long years of war and the effect drinking much wine everyone fell asleep. The Athenian warriors inside the wooden horse got out quietly and opened the gates of the city. The Athenian fleet had returned in the night, the troops disembarked and entered Troy slaughtering most of the inhabitants. Those women who were not killed were taken as slaves, the Athenians winning the war by a trick where force had failed.

Canakkale has seen this and other civilisations rule the region at different times. In 500 BC, it was the Persians that flooded overall of Anatolia. In 386 BC, with the "Peace of Kings" between the Persians and the Spartans, Persian sovereignty in the region was reinforced. The Persian King Xerxes build a bridge of ships and buoys across the Strait in order to cross into Greece and Macedonia, passing his army over the Strait from Abydos to Sestos. [9]

Persian rule in the region was destroyed with the defeat inflicted by the Macedonian King Alexander the Great on the Persian army at the battle of Granicas (the Biga stream) in 334 BC. Shortly after the death of Alexander, there were conflicts between the Macedonian commanders over control of the region. Under the rule of the Pergamum Kingdom the region was renamed Galat. It gained importance during the times of the Roman and Byzantine Empires. The first territory seized by the Ottomans in the region was the town of Gelibolu at 1462. It was only later that full Ottoman sovereignty over the region was attained. [10]

Canakkale progressed towards becoming a city up to the 18th century, due to the increasing economic importance of the Straits, growing more prosperous as it developed into a port city. With the decline of the Ottoman in the 19th century, many of the Muslims living on the Aegean islands, the Crimean Peninsula and the Balkans began migrating to the Anatolian mainland. Some of those who found their homelands unsafe moved to Canakkale. The unstable political atmosphere at the beginning of the 20th century created a quite mixed migration wave. In the process, this stretched over a period of 50 years, nearly all of the non-Muslim left Canakkale, to be replaced by refugees from the Balkans and Aegean islands. [11]

One the greatest conflicts of the recent history, the Gallipoli Campaign of World War One, started when the Allied Forces, consisting of England, France and Russia, used part of their large navy force to bombard the defences of the Dardanelles on 3 November 1914. [12] The objective was to pass through the strait, defeat the Ottoman Empire and to open the way to support Russia. As the Allied fleet could not force the Strait, British forces and troops from the British Empire landed on the Gallipoli Peninsula on the morning of 25 April 1915. French troops briefly landed on the Asian side of the Dardanelles before being transferred to the Cape Helles sector.

The first to come ashore were 1500 Australians who landed at the Arisburnu, on the Aegean shore of the peninsula. There were only some 160 Turkish troops stationed in the area, most becoming casualties early in the battle. The Australians were soon reinforced by other troops, including New Zealanders. The landing on 25 April was carried out rapidly As the Australian forces reached Hill 261, Mustafa Kemal, a Turkish officer who was later to become the founder of modern Turkey, lead the 57th Regiment in this direction, holding the high ground and stopping the Allied advance. The Allied commander General, Sir Ian Hamilton, realising the landing had failed, ordered his troops to dig in.

The fighting spread to the whole area. Strategic points would change hands a number of times in a day. Millions of bullets were used and hand to hand combat was common. However, the Ottoman forces could not be driven from their positions. One result of this failure by the Allies was that Winston Churchill, Britain's First Lord of the Admiralty; in effect the British Naval Minister, and Admiral Jackie Fisher, the navy's senior admiral, both left office. The war started on 25 April 1915 and ended on 20 December when the Allied forces successfully evacuated their positions.

The British suffered a total loss of 205,000, killed, wounded and missing, including 1745 officers. The losses of the French were about 47,000. The Turks lost at least 57,000 killed in actions, between 30,000 and 80,000 missing or died of illness or wounds and a further 100,000 wounded. Later a series of Allied cemeteries and
monuments were constructed in the Arıburnu and at the tow of the peninsula at Cape Helles.

During the eight months of the land campaign months, up to 200,000 lives were lost. The number of injured was never known for sure. No news was received of fate of many of the missing soldiers. The families of those who fell or were listed as missing had suffered great pain. As in all wars this conflict too left much pain behind.

### The Vicinity of Canakkale:
**Historical Places and Natural Beauties**

Like in all seaside cities the criteria what set the character of Canakkale is the sea and its wharf. One street back from the wharf there is a clock tower that is one of the symbols of the city. It was built in 1897 by an Italian, Emili Vitali honorary consul of the time. The two streets either side of the tower lead into the older district of the city. Most of the old houses on these very narrow streets are either used as shops or cafes. There are small hans in the marketplace. Once upon a timed Mirror Bazaar (Aynalık Carşı) was in this region. [13]

One can start tour of the Canakkale from the Cimenlik Castle and the Military Museum. The tour which would follow a visit to the old district would have as its first stop at the Turkish districts of Camii Kebir and Cay and the stop at the Fatih Mosque. Later one can see the Jewish Square, Mirror Bazaar, the synagogue, the Anatolian and Greek district, the Cumhuriyet Meydani, the public gardens, the waterfront, the clock tower, Yalı Streets, Mousque and Han.[14]

The Dardanos tumulus is on the Izmir road in an area owned by the local university and the finds from the site are on display at the Canakkale Archaeology Museum. However, there is not much for to see. The site's importance lies in its having the traces of the oldest settlement known in Canakkale. The old name for Canakkale, Dardanos, comes from this old city that was founded here but there are no other traces of it barring the tumulus. The Dardanos tumulus is one of the oldest in the world. [15]

Canakkale is known for its numerous fortresses and castles built on the Asian shore of the Strait, usually with a matching fortification on the European side. Nara Castle is on the Anatolian side of the Strait, five kilometres to the north of Canakkale. Construction on the fort was started in 1807, along with the Bigali Castle on the European shore which is five kilometres from Eceabat. The Nara Castle was built on the site of the ancient city of Abydos and the Bigali Castle in the vicinity of ancient Sestos. Nara castle is in a military zone and can not visit any visitors.[16]

The part of Canakkale that is built out on the road leading towards İzmir is known as Kepez. The Kepezaltı region is on the shore of the Dardanelles and is a holiday resort for Canakkale. The villas and holiday houses are occupied in both summer - winter stretch along the seaside. The only a five star hotel in Canakkale is located here at Kepez. At Güzelceylı, ten minutes drive from the city centre, some 12 kilometres, there are facilities catering for tourism and long sand beaches. Around Canakkale there are many areas for that would make for a lovely picnic. The Balaban Cemnesi (fountain), located 38 kilometres from the city on the road to Can, is one of these. If go through Canakkale without having a break, 15 kilometres along the İzmir road there is the İntepe where can have stop for a meal and take in the views or can take a break at picnic spots along the road to Kepez and in the Erenköy forest. [17]

Gelibolu is old seaside town was once known as Gallipoli, as it still is in English and the town gave its name to both the peninsula and the campaign of 1915.

However for Turks, the Gallipoli Campaign is known as the Canakkale War. The Gallipoli Historical National Part covers an area of 33,000 hectares of land. It is full of traces of the war and it is very significant in the recent history of Turkey. Throughout the Gallipoli Peninsula you come across monuments and cemeteries for the Turkish martyrs and the Allied forces. Thousand of the children of those Allied soldiers, especially Australians and New Zealanders who fought and died here, come to visit every year to commemorate Anzac Day on April 25. [18]

Kilitbahir is directly opposite Canakkale at the narrowest point of the Dardanelles. The Ottoman Sultan Fatih Mehmet the Conqueror had a fortress built at Kilitbahir as part of his preparations to besiege the Byzantine capital of Constantinople. The purpose of this was to prevent the Latin navy that could have come to the help of the Byzantines. Since the castle was seen as the lock of the Marmara Sea it was named Kilitbahir (Lock of the Sea). The castle sewed a strong defence point in the 1915 Gallipoli Campaign. The fortress, built in the shape of a clover leaf, is open to the public. [19]

The town of Eceabat on the peninsula lies opposite the Canakkale city centre and is the busiest point enabling the passage between the conti-
nients of Asia and Europe via the Strait with large car ferries running hourly day and night. The first settlement in what is now Eceabat was founded by the Thracians, a Balkan people. Later the settlement became known as Madytos and later as Maydos and received migrants coming from Foca (Phokai), Miletos and Midrib Island (Lesbos). The ancient city and castle of Sestos, famed for the legend of Hero and Leander, was sited on the shores of the Dardanelles, some four kilometres front the village of Yalova. Standing above and to the south of Akbaş Bay, there is now little to be seen of the ancient site as the stones from the city were used by the Ottomans to build the castles of Bigali and Kilibahir. Bigali Castle is in five kilometres to the north of Eceabat up the peninsula. [20]

Once cross the border of the province of Canakkale get to see the traces of war, with concrete bunkers sited in fields on both sides of the highway from Keşan as it descends to the Gulf of Saros. Gulf of Saros is the narrowest points on the peninsula. If towards the sea at the Gulf of Saros, a very short road takes to the where there are numerous summerhouses and the seaside settlements of Baklaburun or Yıldızköy. Turn left from the main road and travel two kilometres to Bolayır. Bolayır is a small town and has a quiet atmosphere and is very orderly. The town’s main attraction is its cemetery. At the entrance of the tree covered cemetery there is a white marble monument marking the grave of the famed Turkish poet Namık Kemal. Towards the edge of the cemetery there is the türbe (tomb) of Süleyman Pasha. In 1356, Süleyman, the son of the sultan, was the first Ottoman commander to cross the Dardanelles and enter Europe, opening the way for the Turkish conquest of the region and beyond. [21]

Gökceada is the largest island in Turkey and one that attracts many tourists. Access to Gökceada is from the Kabatepe wharf across the peninsula from the town of Eceabat or from Canakkale by way of a ferry that leaves from the main jetty. The distance is being 14 miles. Gökceada is quite prosperous with good water resources, many small lakes, thunderously flowing water fountains and a waterfall as well. [22] There are eleven churches and hundreds of monasteries on the island. The Greek Orthodox Metropolite also lives on the island. Gökceada is the most popular with diving enthusiasts. Around Kuzulimanı there are ship wrecks dating back to World War One. Between Mermer Feneri and the mainland there are also some wrecks. It is possible to see grouper fish around Eşek Adası and other underwater creatures near the Karayer. These areas are most suitable for underwater diving. The leading areas for diving are Mermer Burnu, Tuzburnu, Canak Limani, Bakla Taşi and Pınar Dere.

Gökceada there are numerous locations to enjoy the clean and vast seas. Turkey’s first underwater National Park was set up off the waters of Gökceada thanks to the efforts of TÜDAV. [23] Gökceada Park is 125 miles wide and 1 mile long and serves the purpose promoting research, protection and education. Also, the soil of Gökceada is productive and most suitable for various agricultural products.

Bozcaada was known as Tenedos in ancient times. [24] Herodotus writes that the earliest inhabitants of the island were the Pelasg people. It is thought they arrived on the island in 2000 BC. In 334 BC, Alexander the Great took control of the Aegean islands.

When the Roman Empire was divided the Aegean islands remained with the Byzantine Empire. The islands are considered to be strategically important in present times. In the ancient era the islands held far more importance. Because of this Bozcaada changed hands frequently. It came under the sovereignty of many civilizations. The Turks took control of the island in years 1455–1456. Captured from the Venetians, it was the first island to be conquered by the Turks.

Also Bozcaada has a mythological history of the island. King Kyknos, one of the children of Poseidon the god of the seas, had a son called Thenes. When Thenes's mother died the king remarried. However, the step mother slandered Thenes and the king, believing his new wifes tales, had his son put in a chest and thrown into the sea. The chest went past the straits of Canakkale and hit the shores of the island called Leukophrys. Thenes got out of the chest safe and sound and started living on this island. He changed the name of the island to Thenedos meaning the island of Thenes. [25]

The Bozcaada castle, right along side the wharf, looks surprisingly newly built. However, its construction dates back as far as the Phoenicians. This castle was repaired and additions made to it by the Venetians and the Genoese. When the Venetians were leaving the island tried to destroy the castle. Restored by Fatih Sultan Mehmet, the castle was later repaired in 1703–1706. The recent restoration of the castle was carried out n 1965–1970.
Bozcaada is a settlement that has been kept well intact in and around the town. According to the inscription on the Kemesis Teodoku Church (Meryem Ana Kilisesi) belonging to the orthodox community this church was built during the years 1867-1869. According to some sources the construction of this church goes back as far as Venetians. The Aya Paraskevi sacred water spring consist of a small chapel. The grape harvest festivities held on here. Bozcaada has seven hills with the 191 metres Göztepe being the highest one. Standing on Göztepe one can see whole island, the lands where the Trojan War took place, the straits of Canakkale and its shores, further away the mythological Mt. Ida (Kaz Dağları), Gökceada and the island of Limnos and Lesbos belonging the Greece. It is worth the climb just for this picturesque view.

Bozcaada is one of the most significant underwater diving spots in the Aegean Sea. The cleanliness of the sea increases visibility to as much as 50 – 60 metres. Permission from authorities is needed for underwater scuba diving and night dives. Another diving centre is Bakla Taşlar. Mermer Burnu is a diving spot preferred on windy days. Lucky divers may even be able to see the Mediterranean sea lions here. There are historical hotels, small pensions and holiday villages located between the centre, Poyraz Limanı and Tuzburnu beach. [26]

Troy is the common name for the city at the entrance of the Dardanelles located on the Hisarkı Hill, the Bronze Age fortress and the settlement the legendary city of King Priam that was completely destroyed at the end of the ten year long Trojan War. Troy was also known as Ilios and Ilion. One of the most important aspects of Troy for archaeologists and historians is that it was destroyed, burnt down and rebuilt on the same site. In general, once a city was destroyed another would be built at a different location. In contrast, Troy was rebuilt on the very same location again and again. Thus it presents us with the opportunity to study and learn the 5000 years long history of humans, culture and architecture in the region. [27]

Troy I before was in the period 3000-2500 BC the region surrounding Troy was known as Troas. There was settlement in Troas before Troy was built. On the top of Kumtepe the first traces of human settlement was found. These traces have been dated to 7000 years ago. It has been determined that there was village settlement in here 4800 BC. The residents of the village were involved in agriculture, had fruit trees, hunted fish and produced ceramics. Moreover, they knew how to work copper. [28] Towards the end 4000 BC there was a new wave of migration. These people also used bronze and copper. Furthermore, they bred sheep not only for their meat but also for wool. By 3000 BC a settlement was built on the high ground that rose above the nearby gulf. This was the core of Troy I. When the early Trojans began to build their real fortress, it was still 400 years before the construction of the Pyramids in Egypt. The settlement was surrounded by walls very early on, a first to this region. Indeed, there were a lot of firsts here. Apart from grains such as wheat and barley, peas, chickpeas and broad beans were cultivated and the catching of many types of fish was carried out. Among the finds made by archaeologists have been items made of bronze. There were very sharp knives just like steel made out of the volcanic glass such as the stone obsidian. There is evidence that ships were built and the Trojans traded from the northern Aegean to the Marmara.

Troy II covers the period 2500-2300 BC and Troy III, IV, V; 2300-1900 BC a fire in 2350 BC destroyed the palaces, new housing and possibly the houses of Troy I. around 1900 BC things recovered. Troy III, IV, V; 2300-1900 BC there are only vague traces of these structure strata of the city. Troy VI; 1900-1300 BC is the most developed era of the city. Troy VII; 1300-900 BC is the era where relations are seen with continental Greece. It is accepted as the era when the Trojan War took place. Troy VII was destroyed in a fire that broke out after an earthquake. Troy VIII; 950-350 BC is the settlement known as Ilion. It is defined by pieces from the Aegean and Mediterranean world starting from 700 BC onwards. Troy IX; 350 BC - 400 AD from final strata of construction the Temple of Athena is in good condition. [29]

There is a warning to travellers who plan to visit Troy. Troy is not a historical site that one can visit and understand on one’s own. It definitely should be visited in the company of an expert guide. In Canakkale and Eceabat many travel agencies organise tours with good guides. Strongly recommend that those who do not come to the Troy with a tour group should consider joining one of these tours.

The ancient city of Assos is located on volcanic conical hill. Assos was a port, exporting goods, providing provisions to merchant ships coming here and collecting customs duties. The ancient city was surrounded by a four kilometre
long walls since 600 BC, some of which has been destroyed. The latest walls to be constructed have been dated to the 400 AD. These walls were restored and used in the Roman period. Today, most of them are still standing. Assos is a place one can see visit throughout the year, though it is not so crowded in the winter or summer it never turns into a noisy place. [30]

In the vicinity of Mount Ida, amid the natural beauties, there are villages that preserve their old style, springs with their ice cold water, rivers running into sea with their clean water sources coming from the mountain, waterfalls and finally its wonderful flora and fauna. In addition, the mythological stories and more recent legends that surround it add the charm. Some parts of Mount Ida are a national park and need permission enter this zone. Personal request are not approved. There are some soft daily tours to trekking or walk up. During these tours lighting fires is forbidden. [31]

Research Methodology

In the region, a total of 50 people; 25 hotel managers or administrators, 8 travel agency managers, 5 Ass. Professors and lecturers, 4 tour guides, 4 tourism information officers, 2 museum managers and 2 Municipality officers were interviewed. In these interviews, each person was asked 10 questions and detailed responses were received by giving 15-20 minutes to each individual. The responses were compiled and grouped and presented as research findings. Also, based on the information provided by the respondents, suggestions were presented for the tourism problems of the region.

Research Questions

1. What do you think are the tourism problems of Canakkale? For instance; finding staff, training staff, bed capacity, bed quality, publicity and advertising, lack of NGOs which support tourism etc. What can be done to overcome these problems?
2. Do you have any promotional problems? If yes, what can be done to overcome this problem? Do you think Canakkale is being used enough in the promotion of Turkey? What are your local and international promotional activities? Do you attend fairs? Do you think your internet sales and promotions are sufficient?
3. What is your tourist profile? Is this profile satisfying for you? Which tourists come on what season? What is your busiest season as the establishment? What are the customer profiles in the high season and the low season?
4. Canakkale brings to mind the National War of Independence and history tourism in relation to that. However, this tourism type mostly affects Turks and New Zealanders also Australians, British and other European citizens to some extent. Does the history tourism attract enough tourists to the region? And is this history tourism used enough in the promotion of the region?
5. Canakkale has a more deep rooted history and culture background as well as its recent history. Are places such as Troya, Assos which date back to antiquity and which has mythological qualities given enough emphasis in promotion? Can the opportunities in this sense be exploited?
6. What do you think are the strengths of Canakkale in tourism? History, culture, coastline, etc.
7. What do you think are the weaknesses of Canakkale in tourism? Transportation, infrastructure, short season, etc.
8. What do you think are the opportunities that Canakkale has in terms of tourism? Being a diving centre, rural tourism, etc.
9. What do you think are the threats to tourism in Canakkale? Lack of supply of touristic product, deficiency in city infrastructure, etc.
10. What are your expectations of tourism in the future for your region? What may change? Please state your positive or negative opinions. What do you suggest for the solution of problems in the region?

Research Findings

1. Here is the list of Canakkale’s tourism problems:
   a. The major tourism problem of Canakkale is promotion.
   b. The city has quite a large student population because of the university; however, employees prefer untrained and unqualified staff over qualified people with training in the field to save costs.
   c. The staff is weak foreign language skills.
   d. The establishments do not have staff training department.
   e. Regarding accommodation, the bed capacity and quality is insufficient (because of financial reasons)
   f. There are no NGOs which support tourism in Canakkale.
g. The municipal infrastructure does not address tourists.

h. The region, given its historical and geopolitical qualities, is not given enough value as there shall.

i. There is a low level of tourism awareness, as well as public training in Canakkale.

j. There is no awareness about new tourism approaches based on diversity of alternative tourism opportunities.

2. The biggest tourism problem of Canakkale is promotion. There promotion level of the region in both local and international area is very low. The region should be better promoted, and Canakkale should be added to the tourists’ classical extended tour of 10-15 days. The first stop of international tourists arriving in Istanbul is generally Istanbul, and after spending 1-2 days here, they complete the tour taking the Bursa, Bergama, Kuşadası, Efes, Pamukkale, Antalya, Konya, Kapadokya, Yozgat, Ankara and Istanbul route. If there is effective promotion, Canakkale will be a destination between Bursa and Bergama. This need should be urgently met. Also establishment’s attendance to international fairs is limited. They only attend local fairs and the promotion addresses local markets. The promotion of the region on the internet is limited to several websites and languages. Private establishments more or less take part in online promotional activities towards sales and advertisement. However, since private establishments have limited facilities, the international promotion is not sufficient and does not serve its purpose. In the promotion of the country for tourism, priority is given to places where sea tourism is dominant, which makes Canakkale stay behind.

3. The busy season starts on March 18, Canakkale Commemoration Day. The tourist profile in this month is comprised of mostly local tourists. From March until May, local student groups visit the city in school trips. The local tourists demand continues over the summer. Regarding foreign tourists, in April - May Australians, New Zealanders and British visit the region. Also, since it is a passage, it hosts Balkan tourists most of are Romanian - Bulgarian. There is a satisfying tourist profile. High season is between March 15-October 31. In winter season, most of the tourism establishments are closed.

4. Tourism in Canakkale is based on history. The reason for visiting the region is almost entirely to find more about its history. Canakkale means history tourism, but this does not mean that there is enough promotion about the region, and just that the region and its history markets itself. History tourism is not being used enough in the promotion of the region. Despite this fact, particularly in the last 3 years, there is a high demand by local tourists to visit the war cemeteries. Presently, Canakkale is being promoted only by history books. Considering the number of tourists, with sufficient promotion, infrastructural work and new investments, Canakkale can be a destination which both keeps its own values and benefits from tourism. In addition to that, focusing on its natural beauty and recreational activities, and painting the picture as a more general destination may help in making Canakkale a longer term accommodation by tourists.

5. Troy is not given enough emphasis. Troy is left idle in its region and there are no traces of Troy in Canakkale. It is a major shortcoming that the antic city lacks a museum which caters for tourists. For this reason, most of the visitors are disappointed about Troy. It is also a major problem that the valuable artefacts found in Troy are not exhibited there. There were % 28 increases in demand after the movie “Troy”; however this could be a short term curiosity. [32] This interest should be made continuous through such activities. Also, the perception of Canakkale as only war cemeteries and Anzacs should be modified to include Troy and Assos.

6. Strengths of Canakkale with regard to tourism:
   a. Its historical heritage of 5000 years (Troy, Assos, Gallipoli),
   b. Its having archeologically preserved sites,
   c. Canakkale Tourism and Hospitality College is located in the city,
   d. Its unspoiled, long coastline, clean sea, exquisite diving spots,
   e. Imbros and Tenedos islands’ attracting local tourists from Istanbul,
   f. Its being on the most important sea routes and its connecting Asia with Europe,
   g. Natural beauties, especially Ida Mountains which are a source of oxygen,
   h. Its location which enables access through land, sea and air,
   i. Its being available to all kinds of tourism investment and support with its development capacity,
   j. Its geopolitical location and colourful cultural structure,
   k. Its being a cheap place to live compared to other touristic regions,
l. Lack of problems which would have a negative impact of tourism such as air pollution, noise, theft, traffic.

(The results of this research are supported by the results of the presentation in 2007 Tourism Biennial). [33]

7. Weaknesses of Canakkale with regard to tourism:
   a. Tourism season’s being limited to 4-5 months,
   b. Canakkale’s being a city of Canakkale (Canakkale does not have its own tourist. Tourist do not come to Canakkale instead they just pass through Canakkale. And what the establishments understand from tourism here is the money left by the visitor/passer by. They just plan how much they will earn that day)
   c. Its limitations in air transport. Air transport is limited to only high season and to 1 daily flight via İstanbul. There is no air transport link with another city. There are no flights in winter.
   d. Although there is direct transport to three major cities, its lack of wide roads in any direction is a big handicap in terms of transport. The inner city and inter city connection roads are extremely insufficient.
   e. Although it has a port and it is located by a coast, the lack of intense sea transport traffic is one of the most important obstacles on the road to the city’s development.
   f. It is apparently one of the undeveloped cities in terms of infrastructure. It is one of the rare cities without a distillation system. Central Canakkale’s not having a distillation system unlike its many nearby districts is a very big shortcoming
   g. There is no consistency between the hotels are no recreational reason to keep tourists.
   h. There is a need for promotion and advertisement. If you advertise yourself well, tourists find you. However, tourists do not know about Canakkale.
      i. Its having many military zones
      j. Lack of Tourism Development Plan by local administrations.
      k. Year-long windy weather.

(The results of this research are supported by the results of the presentation in 2007 Tourism Biennial). [34]

8. Tourism opportunities for Canakkale:
   a. With the special tour like trekking, camping, caravanning, hiking, biking and wine tourism activities can be increased
   b. Diving tourism can be improved in many centres.

   c. Spa and thermal water tourism can be encouraged.
   d. Troy, by itself, is an opportunity, which can be exploited. Tourists can be attracted through external factors such as TV series, movies, etc.
   e. Canakkale, which is one of the rare places in Turkey to have high winds, can enhance its geographical advantages of wind and strait through sailing and surfing sport tourism.
   f. Develop the meetings, incentives, conventions and exhibitions market.
   g. Rural tourism can be improved. Organic agricultural products can be grown, with the contribution of the tourists themselves.
   h. In Canakkale, a world-standard marina can be built; with will enable the city to be a second cruising point in Turkey after Kuşadası.

(The results of this research are supported by the results of the presentation in 2007 Tourism Biennial). [35]

9. Threats to tourism in Canakkale:
   a. Canakkale does not have factors which would ensure that tourists spend time and money there and which would keep them in the city. Therefore, tourists who visit stay only 1-2 nights.
   b. The unconscious destruction of historical fabric and building has decreased the tourism appeal. There have already been many historical artefacts which were taken outside of Turkey in years of uncontrolled archaeological work.
   c. It is an important production shortcoming that there are no quality souvenirs which a tourist can take to their city or country. Simple and low standard products hurt the city’s reputation.
   d. The biggest threat is the lack of coordination in the city. There can be planning work undertaken by a council which would have the representation of everyone in tourism sector.
   e. It is also a significant threat that the local community and suppliers have a daily view of tourists. Those who work in accommodation sector are satisfied when they are able to fill up their own facility. They do not place emphasis on the region and make no contribution to the region’s tourism.
   f. Another threat is the infrastructural shortcoming, which is not understandable by tourists, who think it is weird that a city in 21st century has still not been able to solve its infrastructural problems.

(The results of this research are supported by the results of the presentation in 2007 Tourism Biennial). [36]
10. Tourism will improve in Canakkale, as with the rest of the world and will take the desired from in a short time. In this process, public administrations and public should come together, prepare programs under a Tourism Development Plan and implement them. Home pension system should be encouraged as in Ayvalık, Ayazma – Evciler village and Yeşilyurt – Küçükkuyu. In addition to that, many more at least three-star hotels should be opened and the supply problems in dining and entertainment should be solved. Canakkale tourism should be made more active by raising tourism awareness of local community, local authorities and suppliers, by emphasizing promotion and organizing festivals. In order to improve the tourism, the season should be extended and for this, infrastructural problems should be solved, centres of tourism appeal should be increased and the existing ones should be improved, and tourism awareness in suppliers to staff, to include local community should be established. The promotion of the city through internet by the government and local administrations should make through search portals which feature more languages and easy access. In this way, a tourist who does not speak English should be able to find information about Canakkale on the internet.

Suggestions

1. The problem of promotion should be solved by the joint effort of the government, local administrations, establishments and local community. Particularly, in government-sponsored promotional activities, the region should be given the emphasis it deserves.

2. Internet-based promotion concentrates on English and Turkish as languages, which makes it impossible for a person who does not speak English to access this information. The information on the Ministry of Tourism website and other international websites should be multilingual. During the tourism biennial in Canakkale, Jana Sobcikova talked about the problems experienced by tourists from the Czech Republic in travelling to Troy. [37] The same difficulties are experienced by the citizens of many other countries and should be eliminated.

3. The only source of information about Troy, Assos and Gallipoli is www.wikibooks.org and it is limited to geographical information. There is no recent news about the region, information about social facilities, etc. When the movie “Troy” was playing, National Geographic issued an edition about Troy, which compared the facts about Troy to the movie. [38] There is small information about Troy in Travel Digest, People for Earth or Only Planet. These pages include a short and descriptive guide for Canakkale and environs. Necessary contacts should be made for such magazines to cover Canakkale.

4. The movie “Troy” was shot not in Troy but in Greece and another opportunity for Canakkale was missed. According to research, people are curious about the places where movies are set and want to visit those places. After the movie, there were 28% increases in the number of visitors. This increase should continue with new movies.

5. New accommodation and dining facilities of required amount and quality should be opened. The fact that the establishments are closed during the 6 months of winter season discourages investors from making such investments. If alternative tourism practices are adopted and the period of the season is extended, the investments will increase. Academic information about alternative tourism approaches should be given, the applicability of these should be demonstrated and some kind of financial incentive to investors should be provided by the government.

6. There is one five-star, 5 four-star hotels in Canakkale, which are operated by a high-quality administration and organizational capacity. According to a research in 2006, the performance evaluation system in these establishments are effective and rational, encouraging feedback and there is no difference in perceptions of the employee and the employer. (The results of this research are supported by the results of the presentation in 2007 Tourism Biennial). [39] The success of these hotels which are open all year long should set an example to smaller establishments and should relieve their commercial concerns.

7. Establishments should employ trained staff and should provide in-service training for staff. Also, only the big establishments shouldn’t make an investment to people, middle and small sized establishments should also make an investment them. Training should be given by trainers or teachers or managers that have formation should be there to teach what is needed for certain places. [40] They should not allow a reduced service quality by using cheap manpower. The opportunity posed by the location of Tourism and Hospitality College in Canakkale should be used well.
8. Rural tourism practices in Canakkale Gallipoli should be improved. When we look at the villagers in Gallipoli villages, we see that they have Bulgarian, Greek, Romanian and Macedonian background. These villagers earn their living on agriculture, forestry, cattle breeding and fishing. These factors make the region amenable to rural tourism. This advantage should be exploited. [41] Also rural tourism, which can take the form of both, mountain and village tourism as well as organic agricultural products or fishing, can be encouraged in the region. Also in such establishments, a tourism model which promotes tourists working in agriculture/fish farms, contribute to production and consume the products they have produced, is possible.

9. Scuba diving has the potential to make Canakkale a brand name in tourism which is made easier by especially with the sunken remnants of National War of Independence and the clean sea. This opportunity should be organized and used effectively.

10. The advantages and opportunities of Canakkale in tourism should be exploited, its disadvantages minimized, threat to tourism should be eliminated therefore benefits maximized for the region.

Conclusions

In conclusion, Canakkale which is unique in its history, culture and natural structure has every appeal to attract tourists. These extraordinary beauties should be better promoted, the other tourism problems in the region should be solved and weaknesses remedied. Every individual in the country and region should work as a tourism ambassador, and it should be remembered that tourism is an important factor in sharing cultural values and universalization. Canakkale is an ideal destination to witness history in Troy, Assos and Gallipoli, to experience the local culture in Canakkale villages, to commune with nature, to dive, swim, rest and entertain in Imbros, Tenedos and Saros, to take a breath of fresh air from Ida Mountains, to enjoy the delicious tastes of Aegean cuisine. This should be reminded to people and countries, particularly neighbouring countries, who do not know about the region or who decide not to visit the region for various reasons.

People and Establishments Interviewed

1. 5 star Kolin Hotel
2. 4 star Akol Hotel
3. “ Assos Eden Garden Hotel
4. “ Gökceada Resort Hotel
5. “ Hotel Akarsu
6. “ İda Kale Resort Hotel
7. “ Iris Hotel
8. “ Tusan Hotel
9. 3 star Anafartalar Hotel
10. “ Anzac Hotel
11. “ Eden Beach Hotel
12. “ Hotel Helen
13. “ Hotel Artur
14. “ Ilion Hotel
15. “ Kum Oteli
16. “ Truva Hotel
17. 2 star Temizay Hotel
18. s licence Kervensaray Hotel
19. “ Nazihan Boutique Hotel
20. “ Gelibolu Evleri
21. “ Anzac House
22. “ Hünnap Han
23. “ Eflatun Konukevi
24. “ Kiraz Tatil Evi
25. “ Poseidon Hotel
26. Abidos Tourism Travel Agent
27. Fez Travel Agent
28. Hassle Free Tourism Travel Agent
29. Maydos Tourism Travel Agent
30. Northwest Tourism Travel Agent
31. Obysys Travel Agent
32. Wilusa Tourism Travel Agent
33. Yeni Anafartalar Tourism Travel Agent
34. Ass. Proff from Canakkale University
35. Ass. Prof. from Canakkale University
36. Ass. Prof. from Canakkale University
37. Lecturer from Canakkale University
38. Lecturer from Canakkale University
40. İlhan Varlık Tour Guide
41. Mehmet Halis Aydogan Tour Guide
42. Tevfik Olmez Tour Guide
43. Canakkale Tourism Information Officer
44. Eceabat Tourism Information Officer
45. Gökceada Tourism Information Officer
46. Bozcaada Tourism Information Officer
47. Canakkale Archeology Museum Manager
48. Canakkale City Art Museum Manager
49. Canakkale Public Relation Municipal Officer
50. Canakkale Tourism Promotion Officer

References


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