

Sustainable valorization of cultural heritage via tour guides: Turkish case of Ephesus ancient city

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Abstract: The concept of sustainability has become one of the most popular topics of tourism studies. Sustainable tourism emerged as a strong stream of tourism research based on the stance that tourism industry has responsibility for degradation of natural and cultural environments. Additionally, tourism industry consumes local resources and has to pay its attention on conservation issues. Tour guides are part of tourist experience in destinations and they have a strong influence on tourist behavior. In this study, the potential support of tour guides conducting excursions to Ephesus Ancient City located at Western Anatolia nearby Izmir metropolitan city is questioned for sustainable heritage valorization process. Ephesus is regarded as one of the great outdoor museums of Turkey, once the trade center of the ancient world, a religious center of the early Christianity and today an important tourism center deserves to be questioned through cultural heritage valorization concept. Role of tour guides in minimizing negative impacts of tourist traffic is rarely perceived and applied as a support to heritage site managers. This research seeks to reflect primary data obtained through qualitative data collection techniques (semi-structured interview) from Turkish tour guides surveyed at Ephesus Ancient City. Following the evaluation of findings, recommendations will be developed for tourism industry and cultural heritage site managers.

Keywords: Tour Guides; Ephesus Ancient City; Sustainable Tourism; Cultural Heritage Valorization.

Valorización sostenible del patrimonio cultural via tour guías: caso turco de efeso ciudad antigua

Resumen: El concepto de sostenibilidad se ha convertido en uno de los temas más populares entre los estudios de turismo. El turismo sostenible surgió como una fuerte corriente de investigación basada en la postura de la industria del turismo en relación a su responsabilidad en la degradación de los ambientes naturales y culturales. Además, la industria del turismo consume recursos locales y tiene que prestar atenciónal tema de la conservación. Los guías turísticos hacen parte de la experiencia turística en los destinos y tienen una fuerte influencia en el comportamiento de los turistas. En este estudio es cuestionado el potencial apoyo de los guías turísticos que realizan excursiones a Éfeso, antigua ciudad ubicada en Anatolia occidental cerca de la ciudad metropolitana de Esmirna, en el proceso de valorización del patrimonio sostenible. Éfeso es considerado como uno de los grandes museos al aire libre de Turquía, uno de los centros de comercio del mundo antiguo, un centro religioso del cristianismo primitivo, y en la actualidad, un centro turístico importante que merece ser estudiado a través del concepto de valorización del patrimonio cultural. El papel de los guías turísticos en la minimización de los impactos negativos del tráfico de turistas rara vez es percibido y aplicado como un apoyo para los gestores de lugares con patrimonio. Esta investigación procura reflejar datos primarios obtenidos a través de técnicas de recolección de datos cualitativos (entrevista semiestructurada) de guías turísticos turcos encuestados en la Ciudad Antigua de Éfeso. Tras la evaluación de los resultados, se elaborarán recomendaciones para la industria del turismo y para los gestores de lugares con patrimonio cultural.

Palabras Clave: Guías turísticos; Ciudad Antigua de Éfeso; Turismo Sostenible; Valorización del Patrimonio Cultural.

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1. Introduction

Tourism is one of the world's largest service industries. With the de-regulation of the airline industry, coupled with technological advancement, emergence of e-commerce and demographic changes, it will continue to generate GDP and job across the world economy (Hui, Wan and Ho, 2007). An ever increasing number of destinations worldwide invest in tourism, turning tourism industry into a key driver of socio-economic progress through export revenues, the creation of jobs and enterprises, and infrastructure development. Over the past six decades, tourism has experienced continued expansion and diversification, becoming one of the largest and fastest-growing economic sectors in the world (UNWTO, 2014). Tourism industry is regarded as an open system consisting of a set of interrelated components. There is a wide range of activities of various players in tourism industry. How each of them performs in practice and how well they cooperate with each other will make an impact on tourism. In other words, each of them has their own roles and responsibilities in the quest for a sound tourism performance. There are researches carried out with an aim of investigating many of these players such as; government, tourism developers, non-governmental organizations and local community with regard to their functions in promoting sustainability. In conclusion, a number of planning and management strategies were suggested; (e.g. including local people in tourism planning, establishing public and private co-operation, controlling the scale and rate of development, and introducing codes of ethics and guidelines into the industry (Black and Weiler, 2005; Gurung et al., 1996; Weiler, Johnson and Davis, 1991; Weiler and Davis, 1993; Weiler and Ham, 2001).

The Ephesus area is considered to be one of the most important values of cultural tourism. It is one of the richest ancient cities in history formed by Greek and Roman cultures. Furthermore, it is one of the best examples of the ancient age, recognized by archaeologists and historians. The largest ancient theatre of Turkey and houses on the slopes with well-protected mosaics and frescoes, symbolizing the past, can be found in this area. In addition to this, one of the Seven Wonders of the World, "*The Temple of Artemis*" was built in Ephesus. Taking all these facts into consideration, the Ephesus area has been accepted as a symbol of history and culture (Eser, Dalgin and Ceken, 2013). One of the main ideas of sustainable tourism is based on the stance that tourism industry is responsible for the state of degradation of natural and cultural environments. Users of local resources are obliged to pay attention on conservation issues. In that respect, the potential of tour guides for minimizing negative impacts of tourism traffic is rarely perceived and used (Rabotic, 2010). Furthermore, even though tour guides are one of the most visible players in tourism industry but, to date little scholarly attention was given to tour guides and guiding profession, not to speak of the links that tour guides may have with sustainability of tourism (Hu, 2007).

Tour guides are - particularly in the eyes of tourists- representatives and "*ambassadors*" of tourism destinations but they are also their "*protectors*". Hence, they should be treated as one of the destination stakeholders and due to their direct and often intense contact with tourists, actively involved in the implementation of sustainable tourism (Rabotic, 2010). In this context, this study addresses the gap by promoting an understanding of how tour guides can assist to moving tourism in a sustainable direction. Additionally, this study aims to question valorization process of Ephesus Ancient City as one of the cultural heritage sites of Turkey in relation with tour guiding practices. In doing so, several specific objectives are to be achieved: to understand sustainable tourism and the relation between sustainable tourism and tourism; to explore the roles and responsibilities of tour guides and their implications for the promotion of tourism sustainability and valorization process of cultural heritage sites such as Ephesus Ancient City; to examine to what extent tour guides exert their functions to support tourism development. By fulfilling these research objectives, it is expected to enhance the comprehension of the linkage between tour guides and sustainability, which is beneficial to both practical tour guide management and cultural site managers. In addition, this study will contribute to the literature on sustainable tourism development and cultural heritage site valorization process.

2. Literature Review

2.1. Sustainable Tourism Development

Sustainable development has raised a widespread interest across various industrial sectors and academic disciplines that numerous scholars have attempted to translate aspects of this general concept to their own disciplinary or intellectual frame of reference. Tourism is not immune to this tendency. As a result, much academic and policy-orientated research has been devoted to examining the theory and practice of sustainable development in the context of tourism. In conclusion, the term "*sustainable tourism*" has emerged, which has enticed academics and practitioners into arguing about what it means

(Hu, 2007). Furthermore, sustainable development issues have come into the focus of interest in many disciplines. Academics and experts try to apply the general concept from their particular point of view. In this respect, tourism has not been left behind; there have been many discussions and debates on theory and practice of its sustainable development (Rabotic, 2010).

According to United Nations World Tourism Organization (UNWTO) 2011, sustainable tourism is defined as; *“tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities” (2011:2)*

The relationship between tourism and natural environmental sources has been shaped as a two way relationship. On the one hand, natural environmental sources constitute an important input for the tourism industry; on the other hand tourism enterprises consume natural environmental sources with the aim of economic gain. Natural environmental sources which otherwise do not create added value and remain passive, bring in income to the national economy via tourism activities (Eser et al., 2013; Küçükaltan and Yılmaz, 2011). In an environment where cultural and natural sources are damaged constantly at a high volume, many of them comprising the basis of tourism will disappear. As a result of mass tourism, the realization of negative impacts upon a domestic environment and community particularly play a fundamental role in encouraging a search for alternative tourism types which carry a more sustainable feature. Today, even though there is a slow process the understanding of tourism moves away from mass tourism type which has a big role in causing the destruction of the nature and socio-cultural values that it harbors. Tourism moves towards a *“nature based tourism”* approach which uses nature more, but it does it in an educated and respectful way. Although there is a huge share of mass tourism in the context of world tourism, nature based tourism consistently insists on its struggle to increase its share internationally (Akesen, 2009).

Moscardo (1998) states that there are three key principles on which tourism sustainability is based on. These are: quality (tourist experience for visitors, the life of local community as well as the environmental protection), continuity (natural and cultural resources of local community and visitors' interest in the destination) and balance (between the needs of hosts, guests and surroundings). Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability (UNWTO, 2011). Thus, the fundamental purposes of sustainable tourism are listed below in the form of clauses, so as to make sustainable tourism more understandable (Erdo an, 2003; Eser et al., 2013; UNWTO, 1997):

- Enable the sustainable usage and conservation of resources,
- Reduce extreme usage and wastes, to prevent long term environmental damage,
- Increase the life quality of domestic society,
- Protect the equality principle between generations,
- Protect environmental quality with the continuum of ecological systems and biologic varieties,
- Enable social and cultural integrity of society,
- Enable the experience of high quality for tourists,
- Raise awareness on the subject of sustainable tourism among the tourists and the personnel working in tourism.

2.2. Cultural Heritage Valorization Process as a Sustainable Tourism Practice

In modern heritage management policies there are some activities intermittently used as valorization. Among these are for instance safeguarding and protection. Protecting and safeguarding heritage for future generations is definitely a critical task of present societies. However, when heritage elements are protected, they may not be fully valorized. Therefore, valorization concept includes protection and safeguarding of cultural heritage among other valorization efforts.

Valorization term is derived from the concept of *“value”*. Adding value, giving value, increasing value of something can be called as valorization. In this vein, things have values for humanity, for the local population or for some groups of people. When there is an inherent value for an object or activity, this means a potential for valorization process. Accordingly, when there is one cultural heritage element such as a historical castle in a city, questions about its value can be multiplied. How much is it worth in financial terms as a property? Which value dimensions (aesthetic, political, military, scientific...) does it have? Every cultural heritage element can have a certain value for certain aspects for certain types of

people. First of all, a heritage element is received from past and has an age. Especially some art heritage gains value by time. However all old objects are not to be valorized. It is impossible to valorize everything since valorization process is costly. This idea brings cultural heritage management to make tough decisions. Prioritization and selecting some cultural heritage and preferring them over others are to be done. Valorization process is costly since it needs time, labor, materials, money, and expertise (know-how).

There is a need to valorize culture in modern times. This need is crucial because globalization process with technology and media impacts creates a uniformed global culture. For this very reason many local cultural heritage elements – tangible or intangible- are being lost year by year. Governments, municipalities, organizations (public and private), and individuals wish and need to valorize some heritage elements which are dear to them. Valorization process seeks to create cultural and economic benefits from heritage elements (Di Natale, 2007). Cultural heritage valorization can take place as serial steps or stages of activities with some expected benefits and results. During these activities material resources and new information and communication technologies such as Geographic Information Systems (GIS) can be used (Tauro, Di Paola and Spina, 2005). Cultural heritage can bring positive outcomes in terms of economy, society, and culture. Value of cultural heritage may have two sources; by its inherent value or by instrumentality. In modern conceptualization of heritage valorization; the process is about materializing the heritage for expected benefits. Impacts or results of the process can be monitored in quantitative or qualitative results (Dumcke and Gnedovsky, 2013). Cultural heritage valorization process can be summarized as follows (Oter, 2011):

- Studying, documenting, researching and identifying,
- Safeguarding, conserving and protecting,
- Restoring, rehabilitating, repairing, and maintaining,
- Conceptualizing (developing) strategic cultural heritage management plans and executing,
- Managing administrative and financial issues,
- Interpreting and mediating,
- Communicating,
- Commercialization.

2.3. Roles of Tour Guides in Sustainable Cultural Heritage Valorization

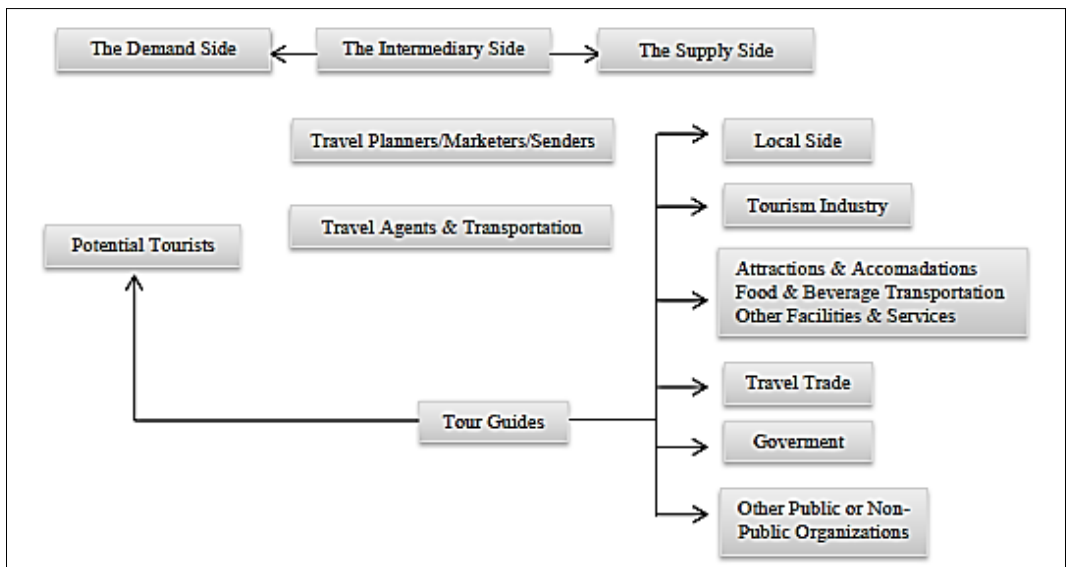
There are so many various players which are involved in tourism, both “big” and “small”, each having their role and share of responsibility for the sound tourism development (Robotic, 2010). Tour guiding profession can be considered as one of the oldest human activities. Humans have roamed the earth since their emergence, and the first historical accounts refer to people who lead the way “*pathfinders*”, “*bear leaders*”, “*proxemos*” and “*cicerones*” all antecedents of today’s tour guides (Powell, 1993). Tour guiding profession is usually treated as one of the ancillary services in tourism (Foster, 1985). On one hand there are big players such as tour operators, airline companies and hotel industry which were in the focus of academic interest, on the other hand tour guides as “small players” are neither prominent nor interesting enough for the scientific analysis. Impression is that the interest of academic community in tour guiding, accidentally or not, came along with the beginning of its interest for sustainable tourism. As if only in that context it had been noticed that guides were important mediators in tourist–destination interaction, influencing both sides: “Both theoretical analysis and practical observation suggest that tour guides are in a strong position, with tremendous opportunities, to exert their influence on experience management, resources management and local economy promotion so as to facilitate tourism development along a sustainable direction” (Hu, 2007).

Tour guides occupy a very special position in tourism industry. They are accepted as an essential part of the supply side stakeholders, within all of the sectors in tourism industry in terms of affiliation. Tour guides can work for all of the supply side stakeholders in tourism industry. Regardless of the business enterprise they are working for (e.g. attractions, travel operators/agents, governments, public organizations, private corporations or themselves independently), tour guides are generally considered to be service providers for visitors (Pond, 1993). However, since tour guides have direct contact with both the visitor and the visited during the actual travel experience, they function as a bridge between the demand and the supply sides. Especially, in cross-cultural settings, they need to function as cultural translators and interpreters as well (McDonnell, 2001; Nozawa, 1992). In this context, tour guides also form part of the intermediary component (see *Figure 1*).

According to Cohen (1985)’s work and other notable researches which were carried out previously, almost all the roles that tour guides may play on guided tours are presented in Table 1. The expectations of other stakeholders in tourism industry from tour guides are reflected. The new framework takes the position of

tour guides into consideration fully in tourism industry and their complex role and relations with other stakeholders. In this way, it helps in providing on which to conduct a clear and through examination of tour guides' practices as well as the implications of these practices in promoting tourism development towards sustainability (Hu, 2007). Although these roles of tour guides are categorized in accordance with the perspectives of different stakeholders, they are actually interwoven and interactional. Furthermore, these roles are not likely to be in harmony all the time; they may sometimes be in conflict with one another (Holloway, 1981). The roles indicated in Table 1 show how tour guides play a fundamental role in the realization of the different players' expectations and benefits. Tour guides affect various process such as; where tour goes, what to see, how to see, what to do and how long to stay. In this regard, the role of tour guides has great impact on tourists' experience destination, their perception on local culture and people and their behavior. Furthermore, tour guides may further affect the nature of tourist activities on the environment, culture and economy as well as on the people of the destination areas (Hu, 2007).

Figure 1: Tour Guides' Position in Tourism System



Source: Hu, 2007: 31

Table 1: Tour Guides' Role on Guided Tours

| Tour Guides' Responsibility | Tour Guides' Roles | Type of Responsibility |
|-----------------------------|--|---|
| Tourists | Pathfinder, Group Leader Mentor, Animator | to satisfy tourists' needs and expectations through solving the problems of where to go, how long to stay, what to see, how to see, what to do and how to deal with locals. |
| Destination Place Resources | Interpreter | to reveal meanings, values and significance of local environments and cultures. |
| Local Communities | Representative | to show hospitality, to foster understanding. |
| Employers | Sales Person, Public Relations Representative | to help to maximize economic benefits; to project a particular message or image, or help to realize some other political purpose. |
| Government Authorities | | |
| Guide (themselves) | Entrepreneur | to seek as much income as possible; to improve own social status. |

Source: Hu, 2007: 29

Weiler and Ham (2002) perceive tour guides as providers of tourism experiences who contribute to tourist satisfaction. On the condition that tourist experience comes as a result of interaction between tourists, host communities and their residents, tourism providers, government bodies and environmental settings (Jennings, 2006). Later, tour guides act as culture and social mediators (i.e. orchestrate and deliver) such result (Black, Ham and Weiler, 2001). The quality tourist experience can be defined as the one which either meets the needs and expectations of tourists, or even excels them, without damaging long term living conditions and cultural and environmental sustainability of the destination (Black and Weiler, 2005). Owing to their position to mediate between the various sides in tourism and by their active communication with visitors, tour guides have a glaring place in the implementation of tourism sustainability (Rabotic, 2010).

The success and prosperity of tourism industry depends on the performance of tour guides who act as facilitators in the process of promoting local economic development, serve as the moment of truth represent the image of the travel agency/tour operator and visited destination and affect the satisfaction level of tourists as well as their intention of repurchasing and returning (Zhang and Chow, 2004). In their tours, tour guides make tourists get to know local environment such as the availability of local specialties. They recommend tourists in many ways and encourage local people to provide regional products for tourists and encourage tourists to try local products (Gurung et al., 1996). In this context, tour guides have great opportunity to help tourists for having a good experience and understanding of the destination's cultural heritage sites and historical background. In addition to this, tour guides facilitate encounters in both positive and environmental way between visitors and visited. This may enhance tourist satisfaction; keep the maintenance of ecological and cultural resources of destination and support local economy (Hu, 2007). Tour guides' roles in the process of promoting sustainability are indicated in Table 2.

Table 2: Tour Guides' Role on Promoting Sustainability

| Functions | Relevant Roles | Responsibilities and Objectives |
|--|--|---|
| Experience Management Focus on Tourists | Pathfinder, Group Leader Interpreter (Educator) Animator | to help tourists have enjoyable and rewarding experiences, to ignite interest and new understanding about destinations, to foster positive host-guest encounters. |
| Resources Management Focus on Destination Places | Interpreter (Educator) Gatekeeper, Motivator | to encapsulate the essence of destination places, to foster appreciation and caring attitudes towards destination resources, to modify inappropriate tourist behaviors and manage tourist impacts on-site and to encourage long-term responsible behaviors. |
| Local Economic Promotion Focus on Local Communities | Facilitator | to promote local economic development by stimulating consumption and production of local products and services. |

Source: Hu, 2007: 32

3. Research Methodology

3.1. A Study on Tour Guides' Contribution to Sustainable Cultural Heritage Valorization in Turkey: Case of Ephesus Ancient Site

This study adapts inductive approach to gather primary data from the field. From an epistemological point of view, this study follows interpretative tradition rather than positivist one. The use of interpretative approach is necessary when there is need to understand the nature of human in social spheres. Humans need to be studied in their social action situations. Besides, ontological orientation of the study is constructionism. To summarize all, it can be said that this research adopts qualitative strategy (Bryman, 2008). Related data were gathered basically in three ways. Firstly, documentary research provided secondary data from several printed and online resources. Secondly, primary data

were collected from the field with semi-structured interview technique and thirdly; non-participant observation technique was applied during the site visit.

In order to determine the role of tour guides on cultural heritage valorization process a *qualitative research* was carried out in Turkey. In this research the basic aim was to question the contribution of tour guides to heritage valorization process in ancient sites in a sustainable way. After an intensive literature search, a semi-structured interview instrument was developed with five essential open-ended questions designed to gather opinions of seasoned Turkish tour guides with intense experience on Ephesus ancient site visits. Respondent profile is as seen on Table 3.

Table 3: Profile of Respondents

| | |
|---------------------------------|--|
| Gender | 9 = Males, 5 = Females |
| Education | 6 = Undergraduate / Bachelor, 7 =Postgraduate / Master-PhD, 1 =High School. |
| Languages | 8 =English, 3 =German, 2 =French, 1= Russian, 1= Spanish, 1 =Bulgarian, 1 =Hungarian, 1 =Japanese, 1 =Dutch (some guides speak more than one language) |
| Certification Date | 1 =1980s, 4 = 1990s, 6 = 2000s. (3 undefined) |
| Job Status | 8 = Primary (full-time) Job, 6 = Secondary (part-time) Job. |
| Tours Frequency Per Year | 6 = 1 to 49 times, 3 = 50 to 99 times, 5 = 100+ times |
| Tours to Ephesus in 2014 | 6=1 to 49 times, 6 = 50 to 99 times, 2 = 100+ times |

Data collection process took place during the fourth quarter (autumn) of 2014. In total 14 interviewees participated to this study. Researchers realized field trips and recorded face-to-face interviews with tour guides. According to Table 3, respondents are of high level of education which can increase quality of primary data obtained. Distribution of languages spoken by tour guides are similar to the overall figures on Turkish tour guides of whom English is the most spoken language followed by German and French. Respondent tour guides have received their licenses (*certificates*) approximately in the last 30 years. Therefore data obtained can signify a generational dimension. More than half of respondents are full time tour guides, meaning that their primary income source is the guiding professions which increase the validity and reliability of data collected since they have deep expertise in their profession. Finally most of respondents seem to have frequent tour guiding practice including tours in Ephesus ancient site. In order to collect primary data from key informants researchers developed a semi-structured interview instrument. The instrument was based on secondary research. During the data collection process researchers recorded conversations and took notes. The data gathered were then compiled into a single database. Primary data obtained were analyzed analytically. First of all data verbatim has been laid out on a word document. Then, data were grouped and indexed by questions. After this, patterns appearing within each question cluster were summarized by their frequency, interrelationships and degree of importance.

3.2. Research Findings

Findings of the study are grouped under 5 categories. Four of them are related with cultural heritage valorization process while the fifth and last one is about future directions.

In the scope of research results, the following principles can be summarized as suggestions of how tour guides can assist to moving tourism in a sustainable direction and valorization process of Ephesus Ancient City as one of the cultural heritage sites of Turkey.

In terms of researching, documenting and identifying, tour guides should/can;

- Make research about Ephesus Ancient City and provide tourists with the accurate information avoiding superficial knowledge in their excursions. Moreover they should renew their knowledge with the present excavations in Ephesus Ancient City. Local people should also be consulted about this subject.
- Inform tourist groups which visit other destination in Turkey about Ephesus Ancient City (history, importance and specialty etc.) briefly and write down all the questions asked by curious tourists as a feedback and bring them into a book.

- Emphasize World Cultural Heritage Theme while conducting excursions in Ephesus Ancient City. Although ancient cities are located on the territory of Turkey, the stress should be like “they are common heritage of all humanity”. In this context, Turkish people will not regard it as a part of foreign culture and the reaction of foreign people living/working in Turkey will not be drawn.
- Be provided with the opportunity to take part in prestigious tourism fairs such as Berlin, Moscow, Dubai and London as a representative of Ministry of Culture and Tourism. In this regard tour guides can create awareness about Ephesus Ancient City and Anatolia. This will make a possible increase in the number of international tourist arrivals and tourism receipt of Turkey.
- Write/teach how to experience Ephesus Ancient City in a more effective and better way. In this context, the pictures that tour guides have taken and kept since past could be collected in a database. Besides, tour guides can share the articles they wrote about Ephesus Ancient City in their blog.
- Participate in seminars and training excursions concerning with the subject, which are organized by Association of Turkish Tour Guides and other Tourist Guide Guilds.

Table 4: Research Findings

| | |
|--|--|
| Q1: Researching, Documenting, Identifying... | 3 categories: A-data sources that guides can use to contribute are two as secondary and primary resources, B-spatial scope of researching can be global vs. local, C-co-creation of content during documentation. |
| Q2: Safeguarding, Conserving, Restoring, Maintaining... | 5 categories: A-complaint management, B-voluntary contributions during low and/or off-seasons, C-human-caused hazard elimination (smoking, pet animals...), D- sponsorships, E-development of code of visits or visitor ethics. |
| Q3:Strategic Planning and Administration | 8 categories: A-security/safety management, B-physical/visual aspect design, C-media content management, D-institutional/corporate relationships, E-operationalization, F-visitor management, G-financial management, H- environmental/ecological issues and waste management. |
| Q4:Interpreting, Mediating, Communicating Commercializing | 5 categories: A-visitor satisfaction and loyalty development, B-interpersonal promotion/marketing to visitors+ local residents+ local business, C-internet/online/web promotion/marketing, D-spatial scope: abroad + domestic (on-site, off-site), E-balancing commerce with culture: commissions, fake souvenirs. |
| Q5:New, Innovative Ideas, Future | 1 category: reviving the ancient port with pipeline from the Aegean Sea shores to Ephesus. |

In terms of safeguarding, conserving, restoring and maintaining, tour guides should/can;

- Remind tourist groups they accompany in Ephesus Ancient City that they are located in an archeological/heritage site and keep tour members from inappropriate behaviors away such as polluting environment, smoking, having pet, speaking loudly, shouting, running, sitting and standing on columns with shoes etc. They should keep these rules not only in Ephesus Ancient City but in any archeological/heritage site in Turkey. Moreover, they should co-ordinate with the administration and management of Ephesus Ancient City to put the warning signs.
- Note down negative incidents and happenings that they observe, see and experience while conducting tours and inform administration/management of Ephesus Ancient City.
- Take part in restoration and protection works that are carried out for Ephesus Ancient City as a volunteer and be a part of the team. This situation will turn into an experience that tour guides will share with tourist groups.
- Provide guidance to share task of community in terms of protection and restoration works of Ephesus Ancient City as a cultural heritage site. They can support to find sponsor and co-ordinate with local people. Moreover, tour guides can persuade travel agencies/tour operators to support protection and restoration works of Ephesus Ancient City.
- Inform and encourage tourist groups while conducting tours to support protection and restoration works of Ephesus Ancient City.

According to tour guides, in terms of strategic planning and administration, the following principles can be summarized as suggestions;

- The current security problem having risks of Ephesus Ancient City should be solved. In this context, security/safety management should be generated. All instruction signs in heritage area should be checked and re-organized.
- Some physical/visual aspect design should be made in Ephesus Ancient City. The statues of people dating back to Hellenistic and Roman time should be put in/in front of some monuments to make Ephesus Ancient City more attractive (e.g. statues of struggling gladiators or philosophers giving lecture could be placed in big theatre. The show in which gladiators are struggling, which was organized mostly in recent years on Harbor Street (*Arcadian Street*) of Ephesus Ancient City, is a good example and is appreciated highly by tourists.
- One of the slope (*terrace*) houses could be decorated and furnished like the one in Ephesus museum. In this regard, the daily life of Rome could be explained to visitors in a more effective way.
- A small panorama museum can be built on a proper and suitable place in Ephesus Ancient City and short films/movies about Ephesus Ancient City can be made available for tourists.
- Local people should be encouraged to engage in tourism phenomena and they should be consulted for co-operating. In this regard, tourists will be attracted more.
- Some works/seminars/training tours should be organized by Association of Turkish Tourist Guides (TUREB) and other Tourist Guides Guilds.
- Promotion and advertisement of Ephesus Ancient City should be made intensively via different ways/sources.
- A satisfaction questionnaire form should be implemented on tourists. By taking the suggestions and advises of tourists into consideration, the necessary precautions should be taken to increase tourist satisfaction and form tourist loyalty concepts.
- Arrangements/regulations should be made available for tourists to experience Ephesus Ancient City in a more effective way. Furthermore, projects should be made for tourists to experience daily life in ancient time.
- The entrance fees of Ephesus Ancient City and all other financial sources as well as sponsorships should be used in an effective way. In this way, there will be no financial hardship. Both central and local managements/administrations should increase their help and investments to Ephesus Ancient City.
- Tour guides should/could collaborate with the management/administration of Ephesus Ancient City in the process of its management as a cultural heritage site during off-season. Particularly, they could/should make some contribution for its strategic plan.
- Local people should be allowed to participate in planning process concerning with Ephesus Ancient City. Locals and tourists should be asked for their financial and administrative problems to improve conditions of Ephesus Ancient City.
- The applications of waste management, recycling and green practices should be implemented in Ephesus Ancient City. Moreover, an environmentally friendly tour concept should be prepared.

In terms of interpreting, mediating, communicating and commercializing, tour guides should/can;

- Fulfill all the tasks of being a guide as the method of “*word of mouth*” is accepted as one of the most effective ways of promotion and advertising.
- Play an active role in the promotion and advertising of Ephesus Ancient City via social media such as Facebook and Twitter etc.
- Be extremely careful with the environmental factors and situations damaging the historical structure in tourist groups they accompany in order to keep the sustainability of cultural heritage and transfer it to future generations.
- Be a bridge between tourists and local people and play an active role in the communication and interaction of them.
- Make contribution to local economy by encouraging tourists to buy local products and souvenirs in tour groups they accompany in Ephesus Ancient City.

According to tour guides, in terms of new and innovative ideas for future, the following principles can be summarized as suggestions;

- Ephesus Ancient City should be enriched in a more visual and tangible way (e.g. the ancient port not hosting any ship for almost 1000 years could be designed/renewed again without damaging the historical structure with the water which will be carried via pipeline from Aegean Sea. Moreover, the connection with Aegean Sea could be available by opening a natural water way.

4. Conclusion

Providing for the needs of present tourists and domestic communities, sustainable tourism is regarded as an approach which puts forward the necessity of prioritizing protection for the future and the appropriate consumption of resources (Eser et al., 2013). In the scope of tourism sustainability at a destination, particularly in the sphere of organized travel, tour guides can serve as an efficient tool for its implementation. In this context, tour guides should be provided with adequate education and training, their work should be supervised in practice and they should be involved in concrete projects and activities at the destination level.

This study firstly questioned how tour guides can support efforts for studying, documenting, researching and identifying cultural heritage elements in Ephesus in a sustainable way. Tour guides need to be deeply interested with current archeological excavations in Ephesus Ancient City, renew their information and replenish their narrative styles. Tour guides can produce books about the ancient site. Being listed in UNESCO World Cultural Heritage List is a status that brings multiple documentation procedures. Tour guides can contribute to these efforts. Ministry of Tourism and Culture can also send tour guides to international tourism fairs where they can collect information about latest trends and report them for the Ministry. One last method for tour guides can be improving their skills of presenting Ephesus Ancient City on social media.

The second focus of the study was about how to safeguard, conserve, protect, restore, rehabilitate, repair, and maintain cultural heritage with the support of tour guides in Ephesus. Tour guides have very critical roles in this phase of valorization process. Tour guides are responsible for proper conduct of their group members. However since guides are not rewarded for this type of efforts some of them do not pay enough attention to hazardous tourist behavior. Tour guides may serve about sponsorship problems in Ephesus heritage area since they can meet powerful visitors and lead top managers of tour operator managers to sponsorship.

The third focus of this research was about discussing the role of tour guides in conceptualizing and executing strategic cultural heritage management plans, and managing administrative/financial issues in Ephesus heritage site. Tour guides can offer help about signposting and security issues to the administration. Current management style in Ephesus –like most of other sites- is passive. Therefore, visitors view the site and listen to their guides. Turning this passive visit model to an experience is necessary. Reviving ancient lifestyle at some parts of Ephesus can be helpful to site managers. Entrance fees are collected at gates but this revenue is not kept directly for Ephesus site because they are sent to Ministry of Tourism and Culture. Environmentally friendly managerial decisions are encouraged by tour guides.

The fourth focus of the research was to investigate opinions of tour guides about interpreting, mediating, communicating, and commercializing Ephesus cultural heritage site. All these activities are in fact part of tour guiding job description. Tour guides are officially registered and authorized to realize these activities. But they need improvement about their interpretation contents and materials. They do communication, promotion, presentation etc. in their own ways. Therefore there is a need for an organized and shared interpretive style without eliminating individual creativity of tour guides. Most of the attention is given to guide-tourist communication and little interest is paid to guide-local resident communication.

The fifth focus of the research findings revealed innovative projects for future. Re-animation of Ephesus ancient port without damaging the ancient site has been offered. However there are too many bureaucratic procedures and costly infrastructure regarding this project.

Tour guides play a vital role in the promotion process of sustainability, especially in providing quality experiences for tourists; improving the well-being of the host society via the promotion of economic development conserving and perpetuating the natural, cultural and physical values of destinations. Namely, they can make contributions to the realization of sustainable tourism objectives by managing the tourist experience actively, protecting tourism resources and promoting the local economy. Besides, Swarbrooke (1999) states that tour guides are key aspect of tourist experience. Thus, he believes that stances, knowledge and skills of tour guides can play an extremely important role in the implementation process of sustainable tourism. Tourism attractions and destinations need to be valorized in economic, cultural, social, and ecological terms. Cultural heritage valorization is a useful approach that can provide multiple benefits to destinations and other tourism stakeholders. Therefore, valorizing cultural heritage is the duty of multiple parties including tour guides. Tour guides are the primary professionals that can play positive role in cultural heritage valorization processes. This research proved that there are innovative ways of contribution to valorization process by tour guides. Other research is needed to develop methods of contribution for stakeholders other than tour guides.

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