UNIVERSITAT ROVIRA I VIRGILI

URBANIZATION PRESSURES IN PROTECTED HERITAGE SITES AND TOURISM-DRIVEN LANDSCAPE CHANGE: A CASE STUDY OF OLYMPOS, TURKEY

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Urbanization Pressures in Protected Heritage Sites and Tourism-Driven Landscape Change: A Case Study of Olympos, Turkey

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FAIG CONSTAR que aquest treball, titulat "Urbanization Pressures in Protected Heritage Sites and Tourism-Driven Landscape Change: A Case Study of Olympos, Turkey", que presenta Barış Seyhan per a l'obtenció del títol de Doctor, ha estat realitzat sota la meva direcció en el marc del Programa de Doctorat en Turisme i Oci d'aquesta universitat.

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I STATE that the present study, entitled "Urbanization Pressures in Protected Heritage Sites and Tourism-Driven Landscape Change: A Case Study of Olympos, Turkey", presented by Barış Seyhan for the award of the degree of Doctor, has been carried out under my supervision at Doctoral Programme in Tourism and Leisure of this university.

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Dr. Antonio Russo

If l could, l would add a lesson named "why human should not exploit human" into school curricula all over the world.

İsmail Hakkı Tonguç

…human and nature as well.

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List of acronyms

CDM	Creative Destruction Model
EEG	Evolutionary Economic Geography
FTR	Functional Tourist Region
HTD	Heritage Tourism Destination
OTA	Olympos Tourism Area
PLC	Product Life Cycle
TALC	Tourism Area Life Cycle
SM	Site Manager
R	Resident
BO	Business Owner
S	Settler (interviewee)
M	Mayor
RQ	Research Question
G	General Objective
O	Operational Objective
S	Specific Objective
CBT	Community-based Tourism
WTO	World Tourism Organisation
ICOMOS	International Council on Monuments and Sites

Abstract

The overall objective of the study is to generate understanding of processes and mechanisms of evolution of heritage tourism destinations in rural and protected areas and provide operational implementations for heritage tourism planning and management. To achieve this, a five-dimensional model is proposed and tested. The stages in the evolutionary process of Olympos Tourism Area (OTA) and the modus operandi of the process have been revealed. Also, the environmental consequences of tourism development and their role in the process are investigated. The experiences and social reactions od residents and local businesses in the area analysed to understand the impacts of legal sanctions that are related to conservation and protection practices. In addition, the development of local tourism businesses and the turning points in the evolution process investigated. The consumption characteristics of demand side and tourist typology are determined. Moreover, spatial development of tourism facilities in the area analysed to enhance the understanding of the phenomenon. Finally, bottom-up and top-down approaches are compared to achieve success through community participation in heritage tourism planning and management.

Both qualitative and quantitative methodologies are employed in thesis study. The research is conducted by using integrative reviewing, GIS-based spatial analysing, surveying and semi-structured interviewing methods. Olympos/Antalya in Turkey is chosen as case study area. The questions that were related to indicators of five dimensions of heritage tourism destination (HTD) development are posed through semi-structured interviews. The responses are analysed manually. In addition, orthographic photos are analysed in GIS applications such as QGIS, ArcGIS and ENVI and spatial transformations identified. Moreover, a survey is conducted to clarify mutation in heritage tourist typology in parallel with the evolution process of the destination.

The results showed that socio-cultural, economic, environmental, spatial and consumption characteristics of a HTD are changing interrelatedly and the causing stage changes in evolutionary process. The tourismification of protected areas advances under specific legal frameworks that are related to conservation and protection concerns. The overall results of the study showed that two inversive philosophies take place in modus operandi of the tourismification process. The stage changes occur related to a balance between “transformative” and “preservative” actions and practices.

Keywords: heritage tourism; tourism management and planning; tourismification; protected areas; urbanization of rural areas; bottom-up and top-down approaches; overtourism.

1. INTRODUCTION

Social sciences began with the idea that we could not merely critique subjective biases and categorize or catalogue the world around us but that we could offer scientific explanations to help understand how human societies work, the variables that influence them, and the human ability for change (Lempert, 2015). Within this context, one of the most fascinating questions that spring to mind regards the transformation of the physical, economical and socio- environment forced by human activity. Tourism became a prominent force behind the transformation, as it is one of the world's top industries. Especially, heritage tourism destinations stage some specific processes due to their unique conditions and delicate balance between protection and use. Therefore, new approaches to assess fingerprints that are brought by human on natural and historical protected domains are put forward on an ongoing basis in parallel with the developments in tourism industry.

The tourism destinations follow evolutionary processes and go through phases like humans. These stages have distinctive characteristics that can be identified and explained based on indicators or symptoms that can be seen in different dimensions of the tourism destinations. In this sense, the tourism development around the Olympos ancient city follow a unique evolution path due to its specific conditions and complex relationship among governance, protection and conservation practices, legal sanctions and violations. Therefore, it can be argued that the thesis research touches a sore spot to a common problem that can be seen in many protected areas and heritage tourism destinations that are located in Mediterranean Basin. The introduction chapter continues with the declaration of research interest for the study and the explanation of dissertation structure in details.

1.1. Research Interest

My interest to having a doctoral thesis research is grounded into two dimensions. In the first place, the researcher has both archaeology and tourism backgrounds. The relationship between tourism and heritage sites, in particular, the balance between protection and use have always been a phenomenon encountered on both disciplines. Therefore, interdisciplinary acquirements provided ability to consider the research phenomenon from different point of views. After completing a master thesis that was titled" Assessment of cultural heritage tourism in Phrygia" in 2014, my interest to investigate heritage tourism potential of the heritage sites and its realizations have been increased through scientific conferences and meetings. Secondly, I have been in the archaeological survey in the case study as a classical archaeology student in 2003. The Olympos ancient city has become one of my best places in my life like all the visitors who visit the site and feel deep connections with the amazing natural and historical attractions of the area. Following to this, I could find opportunity to be a part of the tourism activities such as outdoor sports tourism events and nature-based organisations in Olympos. Therefore, my observations that have been made through 16 years provided me a background to investigate the development of tourism phenomenon in archaeologically and naturally protected areas in rural places as Olympos is one of the most significant examples of it.

The growing numbers of illegal structures, uncontrolled expansion of tourism facilities in protected areas, in other words, the consequences of conflict between tourism-based development and protection and conservation concerns due to lack of efficient management and planning strategies can be considered as common and frequently seen issues in Mediterranean Basin. Hence, creating a model to assess evolution of heritage tourism destinations in protected rural areas and provide efficient management and planning strategies has become the main motivation of the doctoral thesis research.

1.2. Dissertation Structure

The thesis begins with the introduction part which leads the reader from a general subject area to particular topic of the inquiry. Following to this, the entry points to have been explained in the second chapter. Tourism, as an agent of transformation is explained by referring conceptual and analytic models to assess transformations induced by tourism. Tourism Area Life Cycle model (TALC), The "vicious circle" of heritage tourism destinations, Economic Evolutionary Geography (EEG), Creative Destruction Model (CDM) and territorial approach on tourismification of destinations have been indicated with a focus on heritage tourism destinations (HTD). Also, "overtourism" as a new conceptualization of advanced stages in destination development and its groundings in heritage tourism studies are explained in order to provide a background for evaluation of HTDs in protected rural areas. Finally, bottom-up and top-down approaches are examined to establish a planning framework to tackle the issues in heritage tourism management and planning. In the third chapter, the theoretical framework for proposed model and the related dimension that have been indicated are presented in terms of socio-cultural, economic, environmental, spatial and consumption characteristics.

In the methodology chapter; the statement of the general, specific and operational objectives of the thesis research are announced. The research questions and the objectives to realize them have been elaborated and shown in the research diagram. The chapter continues with the presentation of the original analytical model and the referred dimensions that have been proposed. Following to this, phases of data and gathering and research process are explained. The research methods that have been used in the study have been presented such as; integrative reviewing, survey, semi-structured interviewing and spatial data analyses. In the fifth chapter, the case study area introduced by indicating the history of the region, the tourist context, scientific studies that are related to area and development of cultural heritage policies in Turkey.

The sixth chapter consists of qualitative analysis of tourismification process of OTA based on data gathered through five-dimensional model. The analysis of and findings of data that have been gathered through semi-structured interviews and conclusions have been presented. The seventh chapter includes the analysis and findings of the spatial data that are related to case study area. The results that have been obtained are revealed in conclusion section. The eighth chapter concerned with the identification of heritage tourist typology to understand transformations in consumption characteristics concurrently with the evolution of OTA. The ninth chapter presents the implementation issues for heritage tourism management and planning. The bottom-up and top-down approaches are examined and the weaknesses and strengths of two approaches are revealed in OTA case.

The overall results of the thesis study and relationships with research objectives are presented in tenth chapter. The stages in the evolutionary process of OTA that have been identified by using mentioned methodologies are explained. The generalizations of the thesis results, contribution to the academic debate, the limitations of the study and suggestions for future research are presented in the final section.

2. TOURISM AS AN AGENT OF PLACE TRANSFORMATION

2.1. Introduction

The transformation of physical or cultural landscapes has been subject of inquiry of a vast number of studies in tourism research. The identification of the stages, phases and components of the transformation processes driven by tourism activity in an area have been investigated in consideration of some indicators in the social, economic or environmental milieu of the destination. However, the analysis of tourism-led transformations in destinations that have specific conditions, such as protected areas, which may lead to new policy frameworks for tackling more complex transformations, such as the tourismification of protected areas in rural destinations, as is frequently seen in coastal areas of the Mediterranean Basin necessitates more comprehensive approaches.

To better understand the tourismification process of places, Christaller (1963) described the evolution of tourism destination using the metaphor of an “artists’ colony”. In his case, artists discover an untouched place where a colony settles. As long as the artists’ colony becomes more attractive and gains popularity, more people come, and the original artists leave the colony to search out some other untouched places. As seen in the comment of Butler (1980), “The fisherman’s cottage and the shelter hunts become converted into boarding houses and hotels come on scene”, which can be referred to precisely as the defining moments among sequential stages in a morphological transformation.

With the arrival of tourists into a destination, the character of the destination changes forever and the places in which tourismification occurred witness different phases or cycles of development (Uysal et al., 2012). The “tourismification” concept is defined as “the transformation of natural and human-made landscapes for tourism purposes” by Jansen-Verbeke (2014); Wang (2000) proposes “touristification” referring to a socioeconomic and sociocultural process by which society and its environment have been turned into spectacles, attractions, playgrounds, and consumption sites. The tourismification concept was introduced by Young (1983) to define the process of a six-sequential growth model that consists of early traditional, late traditional, initial tourism exploration, early tourism involvement, expanding tourism development and intensive tourism consolidation. Latterly, additional perspectives have been generated based on tourismification approach. Jansen-Verbeke (1998) referred to the term as a dynamic process that affects the form and the function of a city. Shen et al. (2016) expressed tourismification as a result rather than as a process itself in historic cities, and Xi et al. (2014) defined the term as a factor facilitating regional vitality and economic growth (Wang et al., 2018).

With this premise, processes of transformations frequently leave observable impacts on different dimensions of a destination. Therefore, the stages or phases can be defined based on significant critical points in the process by using approaches or models such as TALC and the reasons or triggers that cause transition through different stages or trajectories can be detected and deciphered, in addition to, the “modus operandi” of the whole process by new approaches such as EEG. Evolutionary economics emphasizes the “creative destruction” in routines of the firms that are leading to change in the economy, however, EEG is focusing processes of creative destruction within a place with boundaries. EEG is distinct from evolutionary economics as it has place dependency with geographical boundaries such as regional scale (Brouder, 2013). Therefore, the processes of transformation that the tourism industry lead and operation principles can be understood by investigating the creative destruction in a tourism destination. The creative destruction concept has permeated evolutionary economics that treats competition as an evolutionary process (Huang et al,2007). In heritage tourism studies, CDM is seen as a stage-based model like TALC but on the other hand, a model that focuses on the roles of key actors and incorporates a greater number of variables (Fan et al, 2008).

To sum up, there have been some analytical models to reveal place transformations that are induced by tourism. TALC, CDM, Vicious circle of heritage tourism in cities or tourismification of heritage destinations can be expressed as entry points to theoretical backgrounds to assess evaluation of HTDs in protected rural areas.

2.2. Conceptual and Analytic Models of Place Transformations Induced by Tourism

2.2.1. The tourism area life cycle model

To understand the evolution of HTDs, it is important to set a line of reasoning such as “life cycle” concept based on analysing the processes of change or transformation. Most of the social conceptions of life cycle are related to nineteenth century ideas that are grounded in biology, social philosophy and in early development psychology which are convergence with Darwinian framework of natural selection and influenced social sciences directly. This concept refers to linear change sequences and transformations over time, from early stages to equivalent stages in a successive generation, irreversible development (maturation) on the basis of time and variation over the life span. The life-cycle concept is transferred to social sciences and used metaphorically to simplify complex social phenomena (O’Rand and Krecker, 1990).

For the sake of example to explain the interdisciplinarity of life-cycle approaches, Johnston (2006) gathered some studies on the basis of familiarity and epistemological elements that are common in the literature. First of all, studies of “process” necessitates to determine units of analysis that refers to “entity”. In context of tourism destinations, the nature of destination entity, the type of destination and the spatial scale are seen necessary points to be examined. Secondly, entities of process have “internal characteristics” refer to undergoing change in tourism destinations. These are classified as base resources, service resources and government (see spatial indicators section). Base resources represent environmental components of a destination such as beaches, mountains and ethnic groups as cultural component. Correspondingly, heritage concept has similar classification and sub-types (tangible- intangible, natural/cultural/mixed heritage sites or movable – immovable). Service resources are graded into four categories based on direct or indirect relationship with tourism. Tiers that serve almost exclusively like accommodation, food, souvenirs and new resource types such as casino constitute the first type. Secondary group refers to serving both tourists and locals such in doctors’ tiers. Indirect serving to the tourist industry is the third and only local serving tiers like housing is the fourth group of characteristics of service resources in tourism destinations.

Furthermore, the number of accommodation units and their annual change seem as an effective way to assess stage changes. On the governmental side; post office and police as post-hoc services, physical modifications of beach and transportation as infrastructure, development plans and legislation at large scale as structuring documents generate internal characteristics or milieu of change in tourism destinations.

Life cycles generally include some distinct “stages”. Like infantile or adolescence in human life, a product proceeds into introduction, development, maturity and decline stages in its life. In TALC model that is adopted from product life cycle, tourism destinations -specific to resorts- are following some stages such as exploration, involvement, development, consolidation, stagnation and a variety of paths from rejuvenation to decline. To distinguish stages in a process or chain of events, it is necessary to identify significant moments, actions and events.

In the process of change, there are some “mechanisms” that provide passage from one stage to another. For instance, in social processes a single point in development may push the whole process along or accumulation of changes may cause stage change over time. Mechanisms that create impulse to proceed from previous stage to next one can be exemplified as “competition” in the product life cycle and “critical events” that catalyse tourism development in the TALC. A new type of construction that built higher than local standards or a new airport also can be count as mechanisms of change.

The “sequence” of stages in a typical order which can be defined as in the direction of human life cycle: from the birth to death. In tourism destinations life cycle, stage directionality is frequently determined based on number of tourists and time. However, when a decline occurs in the number of tourists, morphological transformation such as number of accommodation units still exists. In such circumstances, a reversal stage change does not take place. Therefore, some fluctuations or going backwards in indicators may not always refer to new stages. A drastic action of locals against tourism, changing of resorts’ morphology from international to domestic and then local or macrostructural conditions such as war can be given examples of successfully reversal stage changes in destinations. “Macrostructural” conditions refer one of the most important components of the life cycles and in case of their change, the cycle frequently may end. Climate for ecosystems or war and natural disasters for tourism destinations can be stated as macrostructural conditions that can cause such consequences. Johnston (2006) gathered several process studies in the literature that are count as ontological foundations of TALC and have epistemological elements that are related to life cycle thinking. In particular to development of tourism destinations, Butler (1980) proposed the model based on product life cycle model.

Table 1. Some epistemological elements found in the literature on several types of process research

	Human Life Cycle	**Product Life Cycle**	**Port Development**
Unit-Entity	Individual lives	A specific product	A coastal port
Internal Characteristics	Biological, cultural, psychological	Product type and modification, marketing and costs, parts and servicing etc.	Port physiography, built environment of port, facilities + nearby urban areas, linkages to inland cities
Users	None	Consumers	Shippers
Stages	Infancy, childhood, adolescence, adulthood, old age	Introduction, development, maturity, decline	Primitive era, marginal quay expansion, marginal quay elaboration, dock elaboration, simple lateral quayage, specialized quayage
Mechanisms of stage change	Generally, “blurry transition”	Competition	Change in ship design
Typical sequence and variation in stages	Precociousness premature aging	Product non-acceptance, mass marketing, innovation	None
Macro-structural conditions	Family, community, society	Economic system, levels of technology and communication, organizational capability	Trade conditions

(Source: adopted from Johnston, 2006)

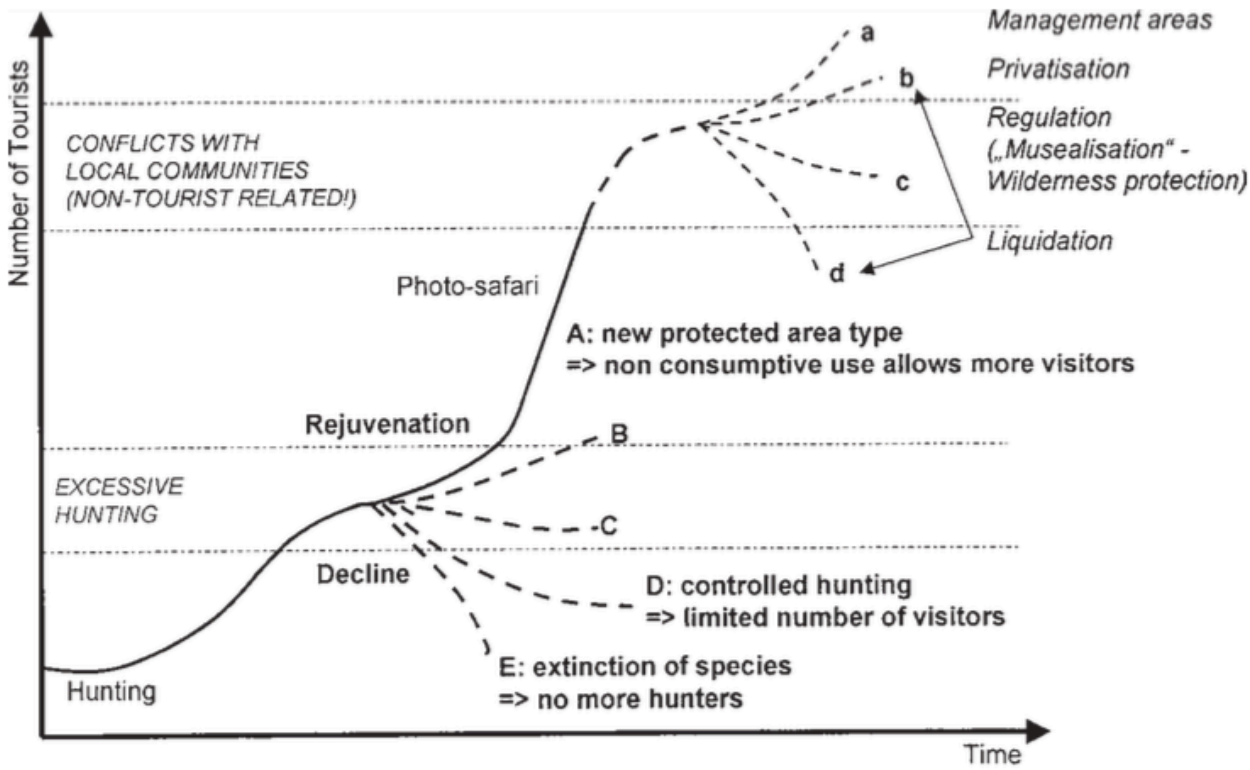
In 1980, Butler introduced the TALC model to explain the development and successive decline of tourism areas by identifying consistent stages in their development. TALC model is generated based on “product life cycle” (PLC) and implies that tourism areas experience a development and evolving through stages like products. PLC model consists of four phases and in “introduction” phase, the awareness of the product is at the lowest level, sales growth is slow and prices are high. During the “development” phase, product gains recognition in the market, then the sales rise and the prices fall due to large-scale production. In the third phase known as “maturity”, sales gradually slow down and product moves into “decline” phase where it outdates and the sales drop rapidly.

2.2.1.1. TALC in Protected Areas

The transformation of protected areas may advance under diverse range of conditions that are frequently related to natural characteristics of the place or cultural atmosphere of host communities. To set an example to identify development of tourism areas with specific conditions from TALC point of view, Boyd (2006) suggested that the modifications of the original TALC model may provide opportunity to justify model to landscapes that are in protected situation. The model has been extended by referring principles of sustainable development and applied by dividing cycle into zones such as “sustainable zone” that covers exploration and involvement phases of the TALC model and put ecological integration in the centre. The second zone “conditional sustainability zone” is divided into two sub-zones. The first sub-zone is related to development phase with efforts for economic sustainability and growth. The second sub-zone is also related to development phase but a slow decrease in the tolerance of surroundings which begins while consolidation phase starts by reaching the critical tourist capacity range of the area. The third zone is called “unsustainability zone” is above the critical level with ecological damage.

Another example of adaptation of TALC to protected areas, Weizenegger (2006) has investigated the life cycle of protected areas in Africa based on aggregation level and type of the area. She has pictured that the development of the protected areas in Africa advanced in two cycles. The former one represents the “hunting” tourism era with S-shape curve with decline scenarios such as extinction of species or controlled hunting. With the changing of the type of the protected area, tourism type also shifts from "hunting" to "photo-safari". Non-consumptive use of the protected areas constitutes the rejuvenation stage of the former and the beginning of the later cycle. The non-consumptive usage of the area allows more visitors and therefore conflicts with the local communities takes place with the increase in number of tourists.

Figure 1. TALC in protected areas



(Source: Weizenegger (2006)

In addition, Johnston (2001) expanded the TALC approach by measuring number of accommodation units and time and divided the development process into pre-tourism, tourism and post-tourism phases. Moreover, Kruzcek et al (2018) in Antarctic region, Zhong et. al (2008) in Zhangjiajie Natural Forest Park in China can be given as examples of applications of TALC in protected areas.

In addition to aforementioned implications and modifications of TALC, evolution of heritage tourism destinations is also investigated by means of tourism product by Meng et al (2011). In their research in Macau China, they have identified supply and demand as the dominant factors of the life cycle. As it has been in the

PLC, Introduction, growth, maturity and consolidation stages were classified based on specific characteristics and strategies related to stages of life cycle of heritage tourism as “product”.

Figure 2.Characteristics and strategies of the stages in TALC in heritage tourism

Stages	Characteristics and strategies
Introduction	Low publicity of both the activity and site Scarce visitation with well-educated visitors as the major component Inadequate infrastructure and facilities for tourism Large investment on marketing promotion and publicity Informative advertising
Growth	Increasing awareness among the public Tourist market taking shape Rapid and extended construction of supporting facilities Sound environment and atmosphere for tourists
Maturity	Accessibility to a market of general scope More improved supporting facilities and service Deeper exploitation of scientific, aesthetic, historic and cultural value of the heritage resources (Ninggao, 2002) More emphasis on sustainability issues and the balance between preservation and utilization Persuasive advertising
Consolidation	Saturation of the tourist market and levelled off demand Innovation of itineraries, activities and marketing Prospective rejuvenation through innovations Reminder- oriented advertising

Source: Meng et al (2011)

2.2.1.2. Conceptual and Operational Criticism of TALC

Some main criticisms on TALC have been gathered by Ma and Hassink (2013) which can also be observed in various conceptual and empirical studies. The first critic is listed as to fail to specify the differentiation between "tourism area" and "tourism product" concepts. It has been indicated that the original concept of product life cycle where TALC derived, assumes distinct tourism areas as a single product; however, destinations are more complex systems with social extensions. The second criticism is made by Singh (2011) on lack of distinction of "life cycle" and "evolution" concepts. He referred that the evolution of resorts is a long-term process that involves many life cycles. In parallel with this, Ma and Hassink (2013) proposed to use both TALC and EEG to analyse and explain the heterogeneity and complexity of the development of tourism areas. The third critic is expressed about ability of the "carrying capacity" concept to explain decline scenarios of model. Johnston (2006) emphasized that the scale of the destination may require modification of the model due to differences in institutional nature of tourism development. More conceptual and operational critics and mentioned studies are given below (Ma and Hassink, 2013):

- Lack of distinction between "Tourism area" and "Tourism product" concepts (Cole, 2006)
- Lack of distinction between "life cycle" and "evolution" (Singh, 2011)
- Compatibility of "Carrying capacity" to the model (Martin and Uysal, 1990)
- Unit of analysis or geographical scale (Hovinen, 2002)
- Relying on the supply side rather than the demand side (Cooper, 1990)
- Missing out alternative life cycle curves different than S-shaped (Ma and Hassink, 2013)
- Identification of length and the exact turning point of stages (Wall, 1982)

Moreover, TALC is criticized by Wall (1982) because of indistinctness in turning points of stages and length. Therefore, it is difficult to expect strict differentiations among stages in a process research. This critic is taken up by EEG which focuses on shifts and inflexion points in evolution process of tourism destinations. Also, the model is insufficient to explain how the destination complete a phase and go through another one and under what kind of operational characteristics. This is explained by Russo (2002) in terms of heritage tourism destinations in case of Venice by revealing how HTDs follow a vicious circular process in advanced stages of its evolution.

2.2.2. The 'vicious circle' of heritage destinations

The development of the heritage tourism cities has been investigated with models such as TALC, however, the operational modes of the tourism destination development required to be revealed in terms of driving economic forces behind the process and interrelated relations among them. In this sense, Russo (2002) analysed costs and benefits provided by tourism and verified that the urban heritage destinations are going through a "vicious circular" process in four steps. The concept of vicious circle describes the self-feeding linkage between the emerging class of excursionist tourists in the later stages of a destination lifecycle, and the decline in a city's attractiveness (Peeters, 2018). During the first step, demand for destination exceeds the carrying capacity of the historic centre and expands. Tourism activity has been spread and create functional tourist region. Second step refers to progressive enlargement of functional tourist regions (FTR) and leaking out of the tourist expenditure due to increased costs of accommodation in the city centre. Also, the number of the false excursionists (whose main motivation is the destination for their journey but they spent the night in another place) and congestion produced by them are increasing. Third step is explained by deterioration of the quality of products and, as a result, inefficiency of the tourism cultural system within the destination. Lastly, the fourth step of the model highlighted the linkage between bad quality of the services and non-central visits. Furthermore, this step includes strong distinction between the area where costs are imposed and the area that captures the benefits from tourism.

Table 2. The similitudes of vicious circle approach (urban) and creative destruction model (rural)

	Tourism Product	**Economy**	**Socio-cultural Dimensions**	**Spatial Context**
Vicious Circle of Heritage Cities (Russo, 2002)	the quality of heritage tourism product (supply)	dynamics of regional economies	mobility of residents caused by congestion	spatial organization of tourism, functional tourist region classification

Creative Destruction of Rural Tourism Centres (Mitchell and de Wall, 2009)	consumption behaviour of heritage tourists (demand)	investments profiteers, promoters and preservationists	immigration, commodification	type of dominant landscape

(Source: Author, 2019).

In a similar manner, vicious circle of heritage cities and creative destruction model emphasized stages that have significant indicators like immigration of residents after a measurable change in congestion. Change in regional economic dynamics and investments are another dimension that can be assessed as forces that explain the economic environment of a heritage destination. Also, both CDM and vicious circle approach focus on the consumption behaviour of tourists and quality of tourist products.

2.2.3. Economic evolutionary geography

Almost a century ago, Veblen (1898) argued that the economy is an evolutionary science and transferred the evolutionary approach of Darwinian biological notions by questioning “why is economics not an evolutionary science?”. Later on, Schumpeter (1942) discussed the same question by addressing the “creative destruction” in economic landscape (Ma and Hassink,2013). EEG emerged as a sub-discipline of economic geography (Boschma and Martin, 2010) that focuses on long-term processes of change with patterns (Boschma and Frenken, 2011) of economic landscape or spatial organization of economic production, exchange, distribution and consumption within overtime. In economic geography, evolutionary approaches are advocated as a cumulatively unfolding process in which rapidly growing were likely to stretch their lead over other regions over the long term, as their initial advantages became self-reinforcing in a virtuous cycle of growth (MacKinnon, 2008).

In the theoretical basis, EEG stands on three groundings: General Darwinism, Complexity Theory and Path Dependency (Brouder et al, 2016). In the first place, General Darwinism has been associated to evolution of regions which is shaped by competition between agents and in different levels such as inter and intra-regional levels and based on principles of evolution such as novelty, variety, selection and continuity (Boschma and Martin 2010; Sanz-Ibanez, 2018). The second grounding of EEG is the Complexity Theory that concerns the aspects of complex far-from-equilibrium adaptive systems and includes concepts such as self-organization, adaptation, fitness landscapes, hysteresis and emergence (Ma and Hassink, 2013). The third theoretical grounding is stated as Path Dependency which emphasizes the concepts such as role of contingency, self-reinforcing dynamics, lock-in by increasing returns and path creation (Martin and Sunley, 2006).

In tourism studies, EEG is positioned as a conceptual background by Boschma and Frenken (2006). Ioannides and Debbage (1998) underlined that while economic geography is the field of study that deals with the uneven distribution of general economic activities in space and time, tourism geography is concerned with the highly dynamic spatial tourism activities within and across destinations over time. Ioannides et al, (2015) are pointed out that EEG is a promising framework which is providing a lens to enhance our understanding of how and why tourism destinations evolve overtime. There are significant ties between tourism geography and economic geography. Tourism geographers have derived some theoretical notes from economic geography and vice versa (Ioannides and Debbage, 1998). According to Boschma and Martin (2010), there is potential for the application of ideas and concepts from evolutionary economics in the analysis of regional and urban development. EEG may offer new theoretical and empirical perspectives on tourism area development in different geographical contexts (Ma and Hassink, 2013).

To set an example, path dependency, path plasticity and path creation approaches are used as lenses by Williams and Balasz (2002) to analyse institutional legacies and economic transitions in former Czechoslovakia in terms of production and consumption issues and underlined how the historical legacy in a region impacted the evolution of the tourism economy overtime. Also, Gill and Williams (2011) examined shifts in governance and management strategies including responses to endogenous and exogenous pressures in British Colombia and Halkier and Therkelsen, (2013) focused on the role of the tourism stakeholders in development paths in Denmark. Another concept that has been put forward related to EEG is “co-evolution”. Co-evolution indicates that the trajectories in evolution process are a non-equilibrium curve and an open-path dependent process by which products, sectors and institutions co-evolve along unfolding trajectories. It is addressed by Papatheodorou (2004), Ma and Hassink (2013), Larsson and Lindström (2014) in small-scale tourism regions.

In this framework, a path metaphor (Sanz-Ibanez et al., 2017) has been used to understand the evolution of tourism destinations from a comprehensive point of view that includes path-dependence (Bramwell and Cox, 2009; Ma and Hassink, 2014) which emphasizes the “lock-in” of places into specific paths and indicates the path-dependent dynamics of economic development in space and time in a given place or region (Clave and Wilson, 2017), path-plasticity (Halkier and Therkelsen, 2013; Brouder, 2014; Sanz-Ibanez and Clave, 2014; Clave and Wilson, 2017) and path-creation (Ma and Hassink, 2013; Brouder and Eriksson, 2013). Also, the trajectories of the path evolution of mass tourism destinations in the Mediterranean have been classified by Anton Clave (2012) based on development strategies that have been implemented by decision-makers. The first group consists of “reactives”, which refers to policies of renewal, differentiation, heritage preservation, image improvement and the maintenance of tourism activity. The second group, “creatives”, refers to destinations that are promoting new opportunities for differentiation based on the innovative use of potential attractions and of the innovation processes generated by their own visitors. The third group, “transitivies”, indicates destinations that can be characterized in terms of their development of strategies for the intensification of residential functions and the incorporation of permanent urban services.

Moreover, Martin (2010) proposed an alternative path dependence model of tourism area evolution by explaining the process through phases overtime. In the first phase, the “preformation phase” takes place with policy-driving, pre-existing tourism resources, adventurers’ experiences and location advantage. Then, the “path-creation phase” begins when entrepreneurs, local residents and governments involve in establishing new paths for local tourism. The “path development phase” occurs with the emergence of increase in return effects, and spatial externalities as a result of spatial concentration reinforcing local tourism paths. After this point, the path may follow a “dynamic process” that leads to the “adaptation of local tourism paths” or a “stable state” takes place and proceeds toward "local tourism paths stasis or decline". Both trajectories conclude as if they had been in the first phase of the cycle by generating the "preformation phase" of new settings.

Last but not least, Sanz-Ibanez et al. (2017) proposed the "moments" concept to identify and interpret the inflection points in the evolutionary process. This concept defines an anatomy of a particular moment that is significant in the evolutionary trajectories by focusing the moment's flow (capital/ knowledge/ culture/ labour/ tendencies/ demand markets) in time from the pre-moment landscape to the post-moment landscape. In pre-moment landscapes, pre-conditions in different contextual domains, such as economic, social environmental, political, cultural or historical stages, are spontaneous (e.g., shocks, structural/ anthropogenic) or selective (e.g., consensus-based/ imposed or ad-hoc/ strategic) trigger. Then, a change may occur based on the unique characteristics of the moment. The shift in the evolution of a destination in a specific moment can be classified based on the intensity of the shift (path creation/ path plasticity) or durability, scale and speed (permanent/ temporary or reversible/ irreversible). The post-moment scape, which becomes a pre-moment scape of future moments, can be analysed by impacts and post-conditions that are generated. Possible impacts are classified as path shaping, upgrading/ up-scaling (renewal, extension or reinforcement), downgrading/ downscaling (creative destruction, dissolution or abandonment) in conversations about redevelopment, metamorphosis or restructuring.

2.2.4. Creative destruction model

Another conceptual entry point that can be used to understand the evolution of tourism destinations with a focus on heritage destinations is the "creative destruction model". The CDM is implemented to assessments of evolution of heritage tourism destinations by analysing indicators from socio-cultural, economic, and physical environments and the general characteristics of the destination. The CDM has been tested and refined for over a decade in different countries such as Canada (Mitchell 1998; Mitchell and Coghill 2000; Mitchell et al., 2001; Mitchell, and Singh 2010), Australia (Tonts and Greive, 2002) and China (Fan, et al., 2008). In the first applications of the model in the Canadian cases, the model was consisted of five stages, and the evaluation was carried out in terms of three variables: investments, visitor statistics and residents' attitudes. The stages were called early commodification, advanced commodification, pre-destruction, advanced destruction and post-destruction. The model was tested and upgraded in heritage tourism cities such as Zhu Jia Jiao, Luzhi, Ferryland, Niagara on Lake, Elora, St. Jacobs, Ontario. Almost a decade after the first implementation in 1998, the model was upgraded by Mitchell and de Waal in St. Jacobs in 2009. The drivers of investment were classified as profiteers, preservationists and promoters. They continued to use the number of visitors as an indicator. In addition to residents' attitudes towards tourism, another variable was added to determine which landscape was dominant. The number of stages was increased up to six with the addition of a pre-commodification stage before the early commodification stage, and the name of the pre-destruction stage changed to the early destruction stage. Measuring the process by using indicators that are provided in the literature is advantageous for identifying the common characteristics of the units such as stages in the ongoing process.

Table 3. Subjects of inquiry in CDM

	Economic	**Environmental**	**Social**	**General**
Huang, Wall and Mitchell (2007), Zhu Jia Jiao, China	Increased job opportunities, Increased personal income, increased gas prices,	Clear river water, improved infrastructure, building protection, Improved living conditions,	Number of vehicles, Number of tourists, Amount of crowding, Amount of inconvenience,	Positive benefits of tourism outweigh the negative, Tourism has enhanced awareness of the town, Tourism should continue to be promoted,
Fan, Wall and Mitchell (2008), Luzhi, China	Improve on local economy, Increasing employment opportunities,	Protection of historic and cultural heritage, Beautified the living environment,	Strengthening local residents' cultural identity, Destroying friendly atmosphere and	Positive impacts of developing tourism outweigh negative impacts, Local government should continue to

	Improving residents' living standard, Increasing price of land and commodities,	Improving public utilities and infrastructure, Improving quality of canal water, Traffic jam and overcrowding, Air and noise pollution,	neighbourhood, Increasing stealing,	promote tourism,

(Source: Author, 2019)

2.2.5. The tourismification of heritage tourism destinations: Territorial approach

The transformation of heritage sites into HTD can briefly be expressed as "tourismification process". Salazar (2009) used the term "tourismification" rather than "touristification" because it is mere presence of tourists that is shaping this phenomenon but, rather, ensemble of actors and processes that constituted tourism as a whole. To be more precise on holistic assessment of tourism development, tourism studies have shifted from analysis of tourism potential and development plans to impact assessment studies by associating the sustainability concerns (Jansen-Verbeke, 2009a). During 1990's, resource-based tourism development models like Tourism Opportunity Spectrum or Recreational Opportunity Spectrum were used to incorporate relations between settings and activities (Boyd and Butler, 1996) within a limited time and space equilibrium. Latterly, with the help of technological advancements like GIS, time-space behaviour of tourists has been identified by analysis such as Tourist Activity Space. Furthermore, a two-dimensional model Tourist Attraction Index has been created to analyse tourismification in historic cities based on morphological characteristics of the built environment (architecture, urban forms and artefacts) and the present functions (public accessibility, attractiveness) (Jansen-Verbeke, 1998).

Also, the role of cultural resources in tourismification process of territories is clarified based on data gathered from 27 European countries (ESPON, 2006). A model is established to measure territorial cohesion based on drawing a framework of various components, different scales of networks and identifying possible interdependency of elements. In the model, the cultural resources of a region are classified as hardware and software. Hardware referred to immovable heritage elements (monuments, museums or historical landscapes), tourism infrastructure, site characteristics, the morphology and architecture of the built environment and grass-rooted cultural resources. Software referred to marketing efforts, the narratives and the liveliness. Also, the language, religion, music, folklore, gastronomy, events and festivals are included in software category. The capacity to capitalize hardware and software resources of a region is also depending on how organize and manage them (the orgware) and to get involved in various networks (shareware). A more holistic approach is set by investigating the driving forces behind tourismification such as interaction level of local economy to other economic forces in regional or global scale as well as networks of decision-makers, politicians, public and private partners.

The “territorial approach” has also expanded tourism impact studies. Especially, environmental impact assessment research has been influenced by innovation. Jansen Verbeke (2008) has classified tourism impacts in a framework based on their environments. Location patterns, infrastructure, clusters and trails, transport systems, space use and mobility patterns in a physical environment of a territory have been opened to investigate in details. Policy impact and monitoring studies are continued to focus on policy priorities, government subsidies, public aid programs, legislation and measures of a political environment in a specific area. Economic impact studies are explained in terms of macro-meso-micro scale, expenditures, employment, business networks, marketing and local entrepreneurship. Impacts on social environment have defined as participation, trends in behaviour patterns, preferences, cultural values, inclusion and exclusion in socio-cultural impact studies.

To sum up, the development of tourism destinations, is explained from evolutionary perspective or with life cycle thinking. The stages or phases are identified based on critical turning points in the process and observable indicators which are consequences of tourism activity in an area. The stages are frequently identified through changes in number of tourists’ overtime. The number of tourists and their concentration in a particular place is generally caused some changes on social milieu that are commonly referred as a significant indicator in tourism literature.

To set an example to assessment of such indicators in social milieu, “Irritation index” established by Doxey (1975) based on the understanding of local residents’ attitude change toward tourists and tourism development in different stages of a destination life cycle. The model assumes the resulting circumstances with negative sociocultural impacts can lead to irritation in the local community. The euphoria stage is the first of four stages and refers to small number of tourists and the local residents welcome to tourism. Secondly, during the apathy stage, the number of tourists increases and the relationship between tourists and residents becomes formalized. Thirdly, in the irritation stage, residents become concerned about tourism due to significant growth of arrivals. Lastly, the antagonism stage emphasis open expression of irritation and outsiders are seen as problems (Pavlic and Portolan, 2016).

Another example can be given related to stages of TALC. During the exploration stage destination expressed with small number of adventure-seeking visitors, limited information and infrastructure and only some locals feel uncomfortable with tourists. In the involvement stage, the local community discovers its potential and participates in the development of tourism by developing basic infrastructure. The development stage refers where the local authorities and investors notice the development of visitor numbers and initiate larger-scale and more sophisticated infrastructure projects. Also, during this stage, some locals may feel excluded from the developments whilst others may feel alienated from the involvement of external entities in their locality. Consolidation stage indicates with competition of big players and larger units displace small facilities. In this stage, mass tourism stars and local fell overwhelmed with the increasing tourist numbers and the impact of developments in their daily lives. The stagnation stages emphasis a lost in destinations’ novelty status. The number of tourists is stabilized and the area has reached its carrying capacity. Locals are negatively predisposed and antagonistic towards the tourists. Lastly, during the decline/ rejuvenation stage, the environmental and socio-cultural externalities of tourism development begin to show and degradation of the destination’s resources where the infrastructure drives visitors away. The irritation of locals becomes even more evident (Alexis, 2017).

As it can be understood from the abovementioned models, the latter stages of tourism development are the stages where the negative impacts of tourism development become more observable. Hence, some stages of tourism development in an area show distinctive characteristics and, in tourism studies, there is a tendency to evaluate these stages with new conceptualizations such as “overtourism”.

2.2.6. New conceptualization of advanced stages in destination evolution: Overtourism

The assessment of evolution of tourism destinations based on indicators has recently revealed the emergence of new contested themes such as “overtourism”. In recent years, overtourism concept has become a significant research topic among tourism scholars. The term has been used to provide an aspect to determine the negative impacts of tourismification in a vast number of popular tourism destinations. However, it is argued by many researchers that the term has been neither framed nor explained properly. Koens et. al, (2018) underlined that the term is not well conceptualized, highly complex and opaque phenomenon which can be oversimplified by stakeholders. Therefore, it can be said that the attempts to explain overtourism are still far from having a consensus among tourism researchers.

Also, studies (Capocci et. al, 2019; Dredge, 2017; Perkumiene and Pranskuniené, 2019) showed that the term is new but the content is a rehash of the previous impact studies. However, some distinctions are emphasized based on new developments which effected tourism growth in popular tourism destinations -especially- in urban context. Firstly, low-cost flights and new technologies are seen as an effective factor that caused concentration of tourist flows to specific areas (Butowski, 2019). Secondly, over-crowding brought pressure on carrying capacity and sustainability (Namberger et al, 2019). The tourism-based pressure on environment and social milieu of tourism destination became more visible and a bigger problem to be overcome by local, central managing bodies and stakeholders. In other words, the negative effects of tourism growth have come on the stage with a new term “overtourism”.

Also, there is a growing body of research papers and media contents about overtourism -especially after 2017-. The research topics are mostly related to negative impacts of rapid tourism growth in popular tourism destinations. To set a brief summary about the literature on overtourism; carrying capacity (Alvarez-Sousa, 2018), anti-tourism (Milano, 2018), sustainability (Seraphin et al, 2018), climate change and destination management (Gössling et al, 2018), accessibility (Ram and Hall, 2018), commercialization of resources (Margaryan, 2017), degrowth (Buhr et al, 2018) topics can be counted as related to phenomenon. Moreover, there are some studies that are directly related to overtourism in terms of host-guest relations and residents' attitude to overtourism (Postma and Schmuecker, 2017; Milano, 2018), social carrying capacity (Muler Gonzales et al, 2018), climate change as an impact of overtourism (Oklevik et al, 2019), mass tourism (Singh, 2018) and social movements (Blanco-Romero et al, 2018).

In addition, overtourism is identified in many case studies such as: Panayiotopoulos and Pisano (2019) in Dubrovnik, Muler-Gonzales *et al* (2018) in heritage towns of Catalonia, Blanco-Romero et al, (2018) and Martin *et al* (2018) in Barcelona, Jacobsen et al, (2019) in Norway, Pearce, (2018) in London, Verona, Venice, Florence, Oxford and Innsbruck, Smith et al, (2019) in Budapest, Stanchev (2018) in Venice, Barcelona, Santorini, Amsterdam, Dubrovnik and Mallorca, Mihalic and Kuscer (2019) in Ljubljana, Gonzales (2018) in Venice, Namberger et al, (2019) in Munih, Benner (2019) in Adriatic Regions, Oklevik et. al, (2019) in Fjords of Norway, Taiminen (2018) in Mediterranean coasts of Europa, Gutierraz et al, (2019) in Mallorca, Sarantakou and Terkenli (2019) in Santorini, Weber et. al, (2017) in Azerbaijan, Mexico, Australia, Germany, Botswana, Indonesia, Canada, Macedonia, Switzerland, South Africa and Austria. Also, UNTWO (Duignan, 2019) has published studies about overtourism in 19 cities such as Amsterdam, Antwerp, Barcelona, Besalu, Berlin, Buckhon Hanok, Dubrovnik, Ghent, Hangzhou, Edinburg, Lisbon, London, Lucerne, Macao (China), New York, Porto, Prague and Venice.

Research about overtourism are often associated with social behaviour in relation to tourism. Tourismophobia (Milano et al, 2019) and social carrying capacity (Muler Gonzales et. al, 2018) are pointed out as relevant concepts to overcrowding or congestion that are created by exponentially grown in number of tourists and a common difficulty for popular tourism destinations to cope with (Ryan, 2018).

In parallel with the social milieu, successive impacts can be observed. For instance, the economic environment of a tourism destination may also stage a transformation due to uncontrolled growth. Substantially, one of the main reasons of overtourism is seen as the falling cost of travel (Goodwin 2017). Untaxed aircraft fuel and -as a consequence- very frequently flights without any concern about pollution in environment and any cost of greenhouse gas emissions play an important role in overtourism. Another example can be given about tourism-based employment. Theoretically, increased number of tourists provide more job opportunities and employment. However, this is a positive thing if it can provide decent work and wages increase or new employment opportunities that are created to satisfy tourism demand. Also, productivity of employees may be affected in a negative way by extended working hours. Consequently, absence of decent work in tourism is exacerbated by overtourism due to not shifting in line with the demand for and scarcity of labour (Walmsley, 2017). Therefore, it can be put forward that causes and consequences of overtourism on different domains of a tourism destination are interrelated.

Mainly, overtourism studies are based on impact assessments of social, economic and environmental transformations in a tourism destination. Most of the case studies such as Bruges, Venice or Barcelona are urban heritage tourism destinations and have distinctive transformation processes. The indicators can be accepted as related to advanced stages of the former tourism destination development models. Hence, the groundings of overtourism can be identified through revealing similarities with the former studies with a focus on HTDs.

2.2.7. The Groundings of Overtourism in Heritage Tourism

The overtourism term is new, however, the conceptual background of the phenomenon is as old as the impact studies in tourism research. There is strong relationship between “heritage” and “tourism” concepts. To understand how the current issue of overtourism come on the stage, it had better to underline the scientific development of both concepts.

It is difficult to pin down a moment, or even a period when research on heritage began (Harvey, 2001). Protection efforts of artefacts in fifteenth century and collective interest to documentation of heritages or implementation of national or international heritage policies, treaties, recommendations, charters, legislation and conventions in the late nineteenth to mid-twentieth centuries frequently accepted as milestones in heritage thought in Europe. In addition, Ancient Monuments Protection Act of 1882 in England, Federal Antiquities of law of 1906 in America, Regolamento of 1909 in Italy, Oldenburg Monuments Protection Law of 1911 in Germany, Loi du 31 Decembre 1913 sur les Monuments of 1913 in Denmark are earlier examples of heritage management strategies (Waterton and Watson, 2015). Also, Law of Antiquities in 1874 in Ottoman Empire can be expressed in the same sense.

During the nineteenth century onwards, heritage tourism has seen as a tool for building national identity. Visitor experiences are designed for nation-building projects in landscapes of national history (Franklin, 2003). After the Second World War there was a significant increase in diversity of tourism products due to shifting nature of capitalism from Fordism to post-Fordism. Tourism industry changed from characterized by relatively homogeneous demand into more flexible and differentiated forms of tourist consumption. Therefore, new forms of tourism have been taken place and termed as niche tourism or post-modern tourism. Heritage tourism can be identified as one of the earliest forms of post-modern tourism (Light, 2015). Also, definitions of cultural tourism and heritage tourism usually overlap or heritage tourism is seen as sub-concept of cultural tourism (Timothy, 2003).

In tourism studies, heritage research has evolved into two dimensions. The first dimension focused on issues like power, identity and control in terms of social and cultural analysis. Byrne (1991), Hall (1999), Graham et al. (2000) can be cited in this direction. Second dimension more focused on operational issues from managerial perspective including heritage tourism, visitor management and marketing. Swarbrooke (1995), Hall and McArthur (1998), Leask and Yeoman (1999) and Harrison (1994) can be counted as featured studies of the second dimension (Waterton and Watson, 2015).

From a management point of view, heritage is shaping tourism activity and needs to be managed by tourism scholars; on the other hand, heritage scholars need to control and take an active part in the management of tourism. McKercher and du Cros (2002) claim that the historical background of both disciplines -heritage and tourism- evolved independently. Lack of communication could be due to different ideologies and values, sets of stakeholders, objectives, political masters and role in the society. For instance, while tourism professionals value heritage assets as a raw material for product, on the other side, heritage professionals value the same assets for intrinsic merits like inventory. Also, the cultural heritage management aims to conserve and protect cultural assets as heritage to future generations for public sector and non-profit sense. Stakeholders are community groups or representatives of indigenous or ethnic groups. In contrast, tourism industry is dominated by private sector and driven by profit with economic objectives. Stakeholders are mostly driven by the commercial sector with commercial purposes. Another distinction can be made based on backgrounds of professionals. While cultural heritage professionals come from art or social sciences background, tourism professionals are from business or marketing background or commercial world. In this sense, managers struggle to apply different strategies in a touristic area to keep the balance between heritage protection and use. Tourism planning strategies are designed with conservation concerns and heritage planners take into account the impacts of tourism on the site. New organizations such as ICOMOS in global or National Trust for Historical Preservations in USA established more holistic approaches with researchers from multidisciplinary background to keep sustainability in both heritage and tourism sites. Also, the programs such as Sustainable Development of Tourism are set by World Tourism Organization related to reasons such as; enormous growth of knowledge, increasing mobility, the increased accessibility of travel, widespread curiosity about other places and huge demand to visit and personally experience other societies. Abovementioned reasons to create programs to keep sustainability in tourism destinations by UNWTO in 2014, were formerly listed as the causes of overtourism in Research for Overtourism: Impacts and Possible Policy Responses by European Parliament Committee on Transport and Tourism (TRAN) that is published in 2018 (Peeters et al, 2018).

In conceptual model of overtourism (Peeters et al, 2018), it has been underlined that overtourism occurs when negative impacts from tourism derive from overcoming critical capacity limits in a destination. Tourism density/intensity, tourism share of GDP, environmental, economic, social and psychological pressures are larger than the physical, ecological/environmental, economic, political and governance, social and psychological thresholds of tolerance: then, overtourism can be identified through its impacts. The impacts of overtourism can be listed as: declining population, loss of destination attractiveness and residents' quality of life, mismatch between type of visitors and destination/groups of visitors and gentrification. Also, arise of discomfort along the resident population and ultimately of anti-growth social stances can be count in impacts on social milieu of a destination. It can be argued that the impacts of overtourism is a follow-up of the impacts of tourism in general at a more observable and perceivable level.

To be more precise, the indicators of overtourism that have been observed in environmental, socio-cultural and economic dimensions of a destination and their similarities in HTDs assessment models are compared and listed in table 3.

Table 4.Groundings of overtourism in heritage tourism destinations

	Overtourism Impacts	**Groundings in Heritage Tourism**
Environmental	increased usage of natural resources (land, water, energy), construction of tourism infrastructure and disturb natural and cultural landscapes, congestion, overcrowding,	tourismification of physical landscapes, congestion and overcrowding as indicators in both creative destruction model and vicious circle, environmental and social impacts of tourism in general,
Economic	increased demand for certain specific tourism goods and services and production factors, gentrification, increased prices for residents and disappearance of supply for inhabitants, Accessibility loss due to overcrowding leading to a reduction of usage of infrastructure, sites and facilities,	concentration of tourism benefits and activities and deterioration of the quality of products in vicious circle, raising in prices that causes immigration of residents and loss of accessibility in creative destruction model, economic impacts of tourismification in urban heritage sites and tourism in

		general
Socio-cultural	touristification of residential areas, marginalization of residents, increased number of visitors that residents differing from the population (age, ethnicity, gender, moral values), criminality, loss of cultural identity and increased visitation by non-residents of sites, events and activities,	increasing crime rates, immigration and loss of local identity in later stages of creative destruction model, commodification and staged authenticity in tourismification of local culture, socio-cultural impacts of tourism in general

(Source: Author, 2019)

The definitions of “overtourism” are ambiguous. Even though the term is created and then trademarked by Skift in 2016, it has been used on Twitter back in August 2012 and addressed in UNWTO’s Ministers’ Summit in World Travel Market in 2017 (Goodwin, 2017). It is defined as “the impact of tourism on a destination, or parts thereof, that excessively influences perceived quality of life of citizens and/or quality of visitors experiences in a negative way”. Another definition is made by the Responsible Tourism Partnership as “destinations where hosts or guests, locals or visitors, feel that there are too many visitors and that the quality of life in the area or the quality of experience has deteriorated unacceptably”. As it is seen, the scope of overtourism is based on not only quantitative but also qualitative indicators. Therefore, it involves commonly used approaches such as, carrying capacity (Weber, 2017; Muler Gonzales et. al, 2018) and acceptable change or sustainability (UNWTO, 2019). In other words, the overtourism phenomenon is related to uncontrolled tourism growth and/or unmanageable concentration of tourist flows -especially in urban tourism destinations- that negatively affects all stakeholders of a tourism destination. Walmsley (2017) pointed out similarities between definitions by exemplifying Weber’s (2017) definition “the phenomenon of overcrowded tourism destinations, where the (mainly social) carrying capacity is exceeded” and supported the idea that definitions are referring concerns about limitation and where it should set. However, a distinction should be made between former conceptualizations such as carrying capacity that refers to a limit exceeding and the later formulations of the new phenomenon that refer to the whole process itself.

Based on information given above, it can be argued that the term "overtourism" is insufficient to conceptualize the existing phenomenon which is attempted to be defined and hotly-debated by scholars in tourism studies. The reasons for exigency of reconceptualization can be listed as:

- as it can be seen in definitions, the phenomenon is based on an ongoing process and mutual interaction among stakeholders rather than an excess of a limit which formerly has become one of the main topics of tourism studies as carrying capacity and acceptable change.
- the term "tourism" has a vast quantity of definitions without a consensus. Therefore, to identify what is over? Or which indicators are to be assessed depending on which criteria? is elusive, ambiguous and -even if existing definitions of tourism is considered- very complicated.
- in essence, the phenomenon is about absence of good management and uncontrolled development (UNWTO, 2019). Therefore, the issues that the tourism destinations are facing today are based on neither the concept of "tourism" nor its quantity but how we manage it. In this respect, the determinants such as "over" or "under" are insufficient to indicate mentioned issues and cannot be substituted with absence of successful management or control of tourism activity.
- existing definitions and studies emphasize a transformation on social milieu (Milano, 2017), economic (Oklevik et al, 2019; Walmsley, 2017) and physical environment (Milano et al, 2018) of tourism destinations. Starting from this point of view, it can be argued that former conceptualizations such as "tourismification" or "touristification" are more fulfilling to explain processes like transformation. In a similar manner, from linguistic point of view, determinants such as "over" and "under" is seen more likely with the words which unambiguously refer to a process. Due to these reasons, it can be put forward that the terms "over-tourismification" or "over-touristified" are more satisfactory to conceptualize the phenomenon.

As it can be seen through diverse array of research and case studies, overtourism is not a new issue but a growing global reality that is strongly related to new technologies such as house sharing platforms and low-cost flights. Therefore, it has interrelated multi dimensions that involve both local, central and international managing bodies. The impacts of overtourism is not different than the impacts of tourism in general, on the other hand, HTDs have additional conditions due to preservation and protection concerns. Tangible and intangible heritage tourism attractions, delicate balance between the use and protection of the cultural and natural resources may be affected irreversibly due to negative impacts of overtourism.

The following section includes implementation strategies for heritage tourism management and planning by investigating bottom-up and top-down approaches to achieve success to tackle abovementioned issues can be faced during tourismification of protected areas.

2.3. Planning Frameworks to Tackle Conservation and Community Resilience at Protected Heritage/Natural Sites

Heritage tourism is heavily depending on irreplaceable heritage resources which should be planned and managed to keep a sustainable tourism development. Therefore, the evolution of a heritage tourism destination is also depending on the regulations and policies that have been implemented in the area. This is a more significant and distinctive characteristic of a heritage destination due to specific conditions of heritage attractions. Hence, the assessment of evolution process of a HTDs should include the managerial and administrative perspectives and philosophies and their consequences in the evolution process.

The Mediterranean basin is characterized by a long history of cultural diversity, generating unrivalled opportunities for heritage tourism. Thus, Mediterranean heritage tourism is the subject of tourism research due to the use of these opportunities (i.e., Millar, 1989; O'Leary et al., 1998; Bonifiace and Fowler, 2002; Apostolopoulos and Sonmez, 2000). From a holistic perspective, the competitiveness of heritage tourism destinations can be seen as relating to the heritage itself as well as to the state of conservation of the surroundings, to the attributes of local societies and to the range of tourism services offered at destination. The interaction between heritage sites and their surroundings (i.e., local people) is expressed as an essential criterium to maintain sustainability in the tourism industry and a determinant of market competitiveness (Hassan, 2000). Studies (Hawkins, 2004; Alberti and Giusti, 2012) has highlighted the importance of heritage and related services in tourism-based clusters and regional competitiveness. Thus, heritage tourism management and planning should consider the maintenance of the balance between protection and use to succeed in competitiveness and sustainability principles.

As many studies (Russo, 2002; McKercher et al., 2002; Garrod and Fayoll, 2000; Nuryanti, 1996; Ashworth and Larkham, 1994) have noted, the dilemmas of coherence between heritage conservation and tourism development require the endorsement of a clear, shared vision and strategy that adheres to the principles of sustainable development and the adoption of effective planning and management tools. Because of the importance attributed to tourism development in regional and national strategy across the Mediterranean and the objective attractiveness of Mediterranean regions and especially coastal destinations areas for mass tourist markets, the possibility of having a 'sustainable tourism development strategy' is important not only for the sake of heritage conservation but also in terms of the competitiveness of local tourism regions, as heritage is assumed to provide an element of diversification and 'stabilisation' of tourism flows. Each heritage site is different and faces its own conditions for sustainable tourist uses. The uniqueness of heritage sites forces managers and stakeholders to design specific policies based on such conditions.

The heritage tourism is a branch of tourism oriented towards the cultural heritage of a location where tourism in hosted. The National trust for historic preservation (NTHP) defines heritage tourism as travelling to experience the places, artefacts and activities that authentically represent the stories and people of the past and heritage tourism can include cultural, historic and natural resources (Bassetta et al, 2017). The International Council of Monuments and Sites (ICOMOS) indicates that the heritage embraces both natural and the cultural environment whereas the United Nations Educational Scientific and Cultural Organisation (UNESCO) defines heritage assets as both tangible and intangible. Timothy and Boyd (2006) describe heritage tourism as encompassing visits to places of historic events and archaeological monuments. In addition, Timothy and Nyaupane (2009) indicated that the heritage tourism revolves around present culture and folk elements that are inherited from past, such as local cuisines, crafts and traditions which witness the cultural legacy of destinations. Moreover, Silberberg (1995) included host communities to definition by stating that the visits by person from outside the host community motivated wholly or in part by interest in historical, artistic, scientific, lifestyle or cultural offerings of a community, region group or institution.

Based on definitions given above, it can be stated that the heritage tourism develops in interaction with almost all tangible and intangible elements of a destination and stakeholders who are directly affected from the negative or positive impacts of the development should take a role in management and planning of it. Jimura (2018) suggested that the nature of tourism as a tool for development at local, regional or national level has been examined for around 40 years and especially in early stages tourism studies tended to look at tourist destinations in rural or remote areas. Following the notion of sustainable development became noticeable at an international level in the 1980s and its key principle was to realize the economic, sociocultural and environmental sustainability as goal of the development process. Sustainable heritage tourism defined as the development of a system that affords all relevant community stakeholder groups full participation in collaborative decision making and ownership of responsibility and benefits (Li and Hunter, 2014). Dragouni (2017) stated that top-down decisions are not always represent all stakeholders need that should be taken into consideration during every stage of the tourism management and planning. To prevent the negative impacts of the mass tourism, sustainability concept has been put forward in tourism studies as well as other disciplines and general principles and strategies to be followed has been created. Hence, the principles and the strategies to keep success in heritage tourism management has been created in parallel with sustainability thought in general.

To set an example, Rozemeijer (2001) suggested that the sustainability in heritage tourism should include four important dimensions. In the first place, the entire operation must be economically viable, which means that the long-term gross revenue should exceed the total costs of conservation and tourism activities. Secondly, it must ecologically and culturally sustainable that refers to the heritage and surrounding environment should not decrease in value over time. Thirdly, a transparent institutional structure which features consensus building and shared governance should be established, therefore, the interests and concerns from all stakeholders can be properly recognized and presented in the process of tourism operations. Lastly, the distribution of costs and benefits among all participants should be fair and equitable. The first two dimensions is stated as the objectives of the heritage tourism operations, on the other hand, last two dimensions are seen as umbrella principles for achieving sustainability.

The active involvement of the multiple stakeholders in procedures is stated as a fundamental principle of sustainable development in tourism. To achieve this, empowering the community for participation in management and planning is seen as a key factor (Dragouni, 2017). Five characteristics have been announced that operations should have to build and implement community empowerment for success in sustainability (Community Development Exchange, 2008); confident, inclusive, organized, cooperative and influential. Confident refers a dimension that the organizations should make information understandable and accessible to community members in order to gain proper skills, knowledge and confidence to participate in discussions about planning, budgeting and operating practices the initiatives. In addition, inclusive approach should be employed by recognizing differences and promote equality of opportunity and good relationships between all stakeholder groups within a community. In this sense, actions to encourage all community members to participate in conversations should be taken. Furthermore, there should be organizational structure that is open, democratic and accountable. Community members can formulate commonly and be accepted in discussions and decision-making process. This characteristic is stated as helpful to be understood how the decisions will be made, what the results are going to look like and what it will take to move through the process and motivate them to establish collective responsibility for the initiative. Also, a strategy that identifies commonalities among stakeholders and builds positive relationship so that people can establish partnerships and work to each other's strength seen necessary to have cooperative behaviour. Lastly, organizations should take a bottom up approach, encouraging and equipping community members to take part in and influence decisions and activities so that they see the value of their involvement in the change that takes place and feel collectively responsible.

Community involvement is seen essential for sustainable tourism development (Jamal and Getz, 1995; Cole, 2006), in heritage tourism management (Dodds 2007; Salazar, 2012; Getz and Timur, 2005) and in management and planning in protected areas (McCool, 2009). Russo and Van Der Borg (2000) suggested that implementation of various development programs and involvement of relevant stakeholders to decision-making process, policy development and preservation of sites are necessary. Cohen-Hattab (2013) underlined that the discourse on preservation and sustainability of tourism management includes the issue of the participation of the public and decentralization of decision-making process. The participation and involvement of the public in the management process from the stage of planning, preservation and development is complicated. In this sense, the most challenging issue is the involvement of the local residents in the planning processes in which various groups among the community with different needs come to an agreement during the development stage. Therefore, participation is considerably based on decreasing opposition and achieving public consensus for policies that have been created. (Vargas-Sanchez et al, 2010).

Sustainable development through the involvement of stakeholders is also depending on optimization of economic benefits for local community (Russo et al, 2001; Aas, 2005), therefore, development strategies cannot be ignored because frequently its success sustains on their attitudes and behaviour (Okazaki, 2008). To put it another way, when local residents derive benefits from tourism, they show a higher level of tolerance to change and more favourable attitude towards tourism development, in contrast, isolation of local people from the development process may lead to develop negative socio-cultural conditions for sustainable tourism development (Tosun, 2006).

Participation of local community is also defined as a process that is depending on sharing authority (Moser, et al,2002). Therefore, different methods for different levels are suggested to achieve participation. In the first place, “informing” the stakeholders by organizing community events or preparing leaflets, posters, public talks, press releases, websites and newsletters is suggested. Secondly, a “consulting” stage takes place by making surveys, interviews, focus groups or community group meetings, open days, informal discussions and panels. Thirdly, to make a “decision together” it is suggested to create trustees, steering groups, working groups, advisory panels, committees and special advisors. Then, to “act together”, organizing regular meetings, workshop series, educational training, action planning and identifying the community indicators take place. Lastly, for “supporting lead” mentoring and professional assistance where needed are suggested (Drogauni, 2017).

In the theoretical framework, tourism studies grounded community participation mostly in management sciences. Jamal and Getz (1995), (see also Jamal and Stronza, 2009 for protected areas) proposed three-stages model based on collaboration theory that is involving problem-setting, direction-setting and implementation. Collaboration for community-based tourism planning has been defined as a process of joint decision-making among autonomous, key stakeholders of an inter-organizational, community tourism domain to resolve planning problems of the domain and/or to manage issues related to planning and development of the domain.

Community participation to management and planning process in a heritage tourism destination can be implemented through a variety of strategies. Top-down and bottom-up approaches can be count as one of the most popular among them. Especially for small scale communities that can be seen in rural settlements, the participation of the local community in different levels of planning and decision-making process can be stated favourable to achieve sustainability. Therefore, in heritage tourism planning and management, the implication of the approach is seen a way to fulfil the requirements of the protection and conservation concerns while establishing a sustainable development strategy for heritage tourism in the protected rural areas.

2.3.1. Bottom-up and top-down approaches in heritage tourism planning

Bottom-up and top-down approaches have been used extensively in (heritage) destination tourism and associated fields like spatial planning and conservation frameworks. As objects of analysis, these different approaches have been tackled in social development theories and analytic frameworks for community development. The top-down approach represents a broad scope, such as policies, legislation and agents at the international to national scale. In contrast, the bottom-up approach represents a narrower scope, such as policies, regulations and local groups at the state/regional to national scale. In terms of the spatial context, while the top-down approach indicates global action, the bottom-up approach indicates local action (Theerapappisit, 2012). The top-down approach has a significant philosophical and practice history, predating the bottom-up model (Larrison, 2002).

The term 'top-down' used in organizational theory implies that a strategy is conceived by an authority (usually a government) and is developed by professional staff, with limited or no involvement of those likely to have a legitimate interest or be affected by the outcomes (stakeholders). It also implies that the setting of goals and methods by that authority does not necessarily coincide with those of the stakeholders. Implementation is also typically a responsibility of such authorities. Such top-down approaches are not restricted to national governments but are also found at lower levels of administration (OECD, 2001:41).

During the 1950s, as a response to the weaknesses of the top-down perspective, a new approach called the bottom-up approach started to be used by researchers (Clark, 1942). The term 'bottom-up' is defined in the dictionary (28) as "…progressing from small or subordinate units to a larger or more important unit, as in an organization…". Mostly, policy makers pioneered analysing problems or issues from an operational and local level (Sabatier, 1986).

In heritage tourism management and planning, the bottom-up approach is often related to conditions of a heritage site at the local scale. In other words, the unique conditions of heritage sites do not allow the application of the same solutions that were applied at another heritage site. Studies that take this approach (Theerapappisit, 2012) insist on the uniqueness of the conservation process. The concept of a bottom-up policy approach reflects a principle for local communities to set their own goals and make decisions about their resources in the future, including heritage preservation and the development of buildings, parks, open space and other conservation or development activities. A bottom-up decision-making process requires local groups to be initiated with little involvement of local, regional, central or international government agencies in the setup of key ideas. Local groups represent the 'bottom' in the process, and their decisions affect regulations and policies ‘up-wise’. Decentralisation can take place from the local to the regional level and then from the regional to the national level (Dalal-Clayton and Bass, 2002).

Bottom-up processing in tourism planning is frequently related to community-based tourism that refers to the participation of all stakeholders of the community in tourism planning and management in a broader context and in all stages of development (Yamashita, 2011). CBT has been extensively used by development agencies as a tool to community development, especially in developing countries, where other forms of economic development are limited (Le, Weaver and Lawton, 2012; Mtapuri and Giampiccoli, 2016). Connel (1997) indicates that participation is not only about achieving the more efficient and equitable distribution of material resources but also about the sharing of knowledge and the transformation of the process of learning itself through a self-development process. In other words, community participation refers to not only an involvement of all components of the community but also sharing the decision-making process with all stakeholders and a power redistribution within the community. CBT focuses on the involvement of the host community in planning and maintaining tourism development to create a more sustainable industry (Hall, 1996).

2.4. Conclusion

A considerable amount of work has been published about development of tourism destinations. From ontology point of view, tourism is seen as an institution and social behaviour that encompass the set of practices by individuals in time and space. Four of these sets of practices which can be count as institutional in contemporary tourism are expressed a; the practices of tourists themselves, the practices of the tourist industry, the promotional efforts from which evolve a standardized image of destination and the practices of the community in relation to the presence of tourists (Johnston, 2001). In this sense, it can be said that the development of tourism phenomenon in a destination is investigated through diverse array of dimensions which can be observed, measured and analysed. Existing literature showed that approaches to assess development of tourism destinations are depending on evaluation of indicators among dimensions such as; social milieu, economic development, physical environment, spatial development of tourism services and characteristics of consumption of tourists (tourism demand).

The abovementioned theoretical frameworks in tourism literature have been used to understand how tourism destinations develop overtime and how the evolution path changes. There is a large volume of published studies describing the role of indicators that can be analyse, measure and explicate in terms of how the development of a tourism destination effects physical or cultural environment in an area. However, such studies remain narrow in focus dealing with tourism development frequently in urban context and there remain several aspects such as development of HTDs in rural protected areas where the evolution of destination proceeds against strict protection and conservation regulations about which relatively little is known. Hence, the previously mentioned theoretical framework, based on former theories and implications in the tourism literature, can be used to develop a new approach to phenomenon. The following chapter explains the theoretical foundations that have been used to develop proposed model and its groundings in the tourism literature.

3. THEORETICAL FRAMEWORK

The proposed model consists of several dimensions that have been identified to assess evolution of HTDs in rural protected areas. Firstly, the indicators of tourism development on socio-cultural, economic and environmental dimensions of an area are revealed based on their groundings in the literature. These dimensions are identified as frequently used dimensions in models and approaches related to phenomenon. Therefore, they have been seen necessary to be included in the proposed model. Secondly, protected areas have specific conditions due to their natural or historical fragile components and have specific legal regulations or graduations to protection or conservation concerns. Therefore, spatial development in or around them shows particular way and may follow more complex paths. In such cases, spatial development of the tourism facilities and units should be taken into consideration by including their mutual interaction with legal frameworks. Hence, the spatial development of a HTDs is seen also necessary to be included to the model and the groundings in heritage tourism literature are explained. Lastly, it can be put forward that there is a relationship between changing stages in the evolution process of HTDs and shifting typologies of tourists who are the consumers of HTDs. Therefore, the fifth part of the five-dimensional model can be expressed as the consumption characteristics dimension.

3.1. Evaluating Socio-cultural, Economic and Environmental Impacts of HTDs

The impacts of heritage tourism (negative or positive) are often classified similar to impacts of tourism in general: physical environment, socio-cultural environment and economic environment. The physical components of the environment refer to build-structures, rocks and bedrock, soil, vegetation, water and air. The socio-cultural impacts usually related to intangible heritage assets like; music, dance, traditions, religious beliefs, education, food-ways and social mores. Also, tangible products of intangible heritage like cultural artefacts, handicrafts, apparel and food products are utilized as socio-cultural impacts. These kinds of tourist products have been found around heritage sites and are often reflect local art or reproductions of the famous. Economic systems, fiscal policies, taxation, employment and funding are considered as economic environment. Heritage sites attract tourists. The overuse or careless use of the heritage sites by tourism becomes a dominant force behind the physical transformation on heritage itself. Thus, physical assets are affected in a direct way because of visitors' contact or non-effective visitor management practices. In recent years, borders or red lines between visitor and heritage are not seen as a proper way to protect them to corroborate interaction. However, touching and leaning (wear and tear) by tourists are not easy to control especially in open-air heritage sites. Litter problem, damage brought by air pollution and vandalism to artefacts are other physical negative impacts. Direct economic incomes like entrance fees and using these resources as an instrument for conservation, management and interpretation purposes can also be evaluated as economic impacts of heritage tourism (Timothy and Nyaupane, 2009).

The impacts of tourism frequently lead to transformation of the physical, economic and social fabric of an area. As mentioned above, heritage tourism destinations include all components of this fabric. Therefore, heritage destinations become a field of enquiry with a necessity to measure physical, economic, social and environmental transformations forced by tourism.

Table 5.Tourism impacts and related heritage types (own elaboration of Timothy and Nyaupane, 2009)

	Tangible Heritage	**Intangible Heritage**
Physical /Environmental Impacts	damages due to careless/ over use, wear and tear, litter, transformation of landscape, air pollution, illicit trade, desire to leave marks,	mutation of local handcrafts, artefacts, food products
Socio-cultural Impacts	forced displacement of locals, cultural change, commodification, regardless crowds in rituals, staged authenticity, lack of control and true ownership on cultural assets,	mutation of products,
Economic Impacts	entrance fees, resource for conservation	commodification, resource for conservation, resource for revitalization,

(Data source: Author, 2019).

3.2. Evaluating the Spatial Development of HTDs

Tourism destinations can be considered as complex networks that involve a large number of co-producing actors delivering a variety of products and services (Pearce, 1989; Buhalis, 2000; Haugland et. all. 2011). Heritage tourism destinations are not different in this sense but also present some additional complexities due to protection and conservation concerns. Spatial indicators of tourism development can be used to identify stages or turning points in the process. As it has been mentioned above in the case of overtourism, rural gentrification or transformation of the landscape can be analysed by identifying the changes especially in HTDs with specific conditions such as historical or natural protected rural heritage destinations.

To set an example to spatial transformation of specific tourism destinations, a distinction has been done by AIEST (1989) about SPA destinations development. In the beginning of destination development, there was the unipolar region with the tourism mostly focused to accommodation and thermal facilities. However, with the evolution of SPAs, a multipolar type of spatial organization becomes more and more developed. Tourists are accommodated in several blocks that are not strictly tied to SPA medication but also to the recreational or cultural contents which made unipolar tourism growth into multipolar (Jovicic and Tomic, 2009). Some of HTDs have similar unipolar tourism in the beginning with a single heritage site and then on, changing into a multipolar destination by incorporation of some tourism facilities such as thematic events and entertainment or physical structures for accommodation or other service units. Especially in rural places, archaeological sites provide accommodation and service facilities nearby or outside the protected area. Restaurants, hotels and other touristic units transform into another centre which has no strong ties with archaeological site. On the other hand, heritage sites can be located close to a tourism centre where dominant attraction is not the heritage (i.e. Sea-Sun-Sand oriented mass tourism centres). Frequent excursions from the tourism centre to heritage site may force a spatial sprawl in/around heritage site and create a multipolar destination.

In a similar vein, assessments about the multipolar HTDs have been made by Jansen Verbeke and Russo (2008) by referring to the “core” and “periphery” concepts of Miossec (1977) in tourism systems. Cores are explained as centres of attention for visitor activity, spaces which hold power on development and reap benefits from tourism. Also, cores refer to a place that financial capital is concentrated. In contrast, peripheries are identified as a territory around a destination and passive players. Also, the peripheries have cut-off from economic benefits of tourism compared to cores. Another dimension in core-periphery analytic framework is focalization of tourist product. In this sense, core consists of the driving system of attractions, the image of a place and its hegemonic representations. On the other hand, periphery has elements that are not directly related with the core attributes and has not got components to establish a tourist centre to be promoted as attractions.

Heritage assets can be found in rural areas as well as in urban areas. Especially in rural areas, tourism facilities (i.e. hotels, restaurants) can find some place to sprawl easier than in urban areas. Heritage tourism management and planning should include not only the heritage site itself but also the region at the periphery. Russo (2002) created a categorization in terms of tourist regions and functional tourist regions (FTR). FTR refers to hinterland areas with no tourist attractiveness per se but providing accommodation facilities and other tourist services for visitors to a main destination. Tourist centres and main heritage sites might be seen as complex and are hard to separate one from the other. This may occur frequently in urban heritage destinations where historical structures are still in use or have been revitalized for tourism purpose. On the contrary, distinction between heritage site and "periphery" surrounding heritage site can be more observable in rural heritage sites. Due to protection and conservation principles, rural heritage sites are usually allowed for limited time of visit and actions (most of them are forbidden to accommodation and urbanization).

Moreover, one of the most useful examples to identify internal spatial characteristics of destination development can be stated as Smiths' (1988) work. In particular, spatial development of tourism facilities in a tourism area is used to identify turning points between different stages from supply point of view. Smith (1988) classified spatial distribution of tourism supply in destination based on their significance in the development process. In his work, the commodities that have been used by travellers are expressed as: accommodation, transportation, travel services, food services, recreation/culture/entertainment and retail goods.

A distinction has been made by separating physical components of a destination into groups based on their relativeness to tourism activity. To set an example, in the first group (Tier 1 type), commodities such as airlines, would cease to exist if there were no travel activity. In some cases, Tier 1 businesses may actually serve to non-tourist audiences, or beverages to local residents, however, such situation does not invalidate to assessing these businesses in Tier 1 type. Following that, Tier 2 type refers businesses if there were no tourism, they would continue to exist at a substantially reduced level. Therefore, while Tier 1 type is referring to "pure tourism" based businesses, Tier 2 type indicates businesses that provide other services in addition to tourism-related services. Tier 3 type is expressed as service units that are indirectly serving to tourism industry and Tier 4 type services that serving only locals.

In a similar vein, Johnston (2001) aggregated the main characteristics that seemed particularly important at destinations and expand Smiths' (1988) work. Johnston (2001) identified important internal characteristics of tourist destination areas in three groups. The first group refers to "Base sources" that provides the major experiences for tourists. This group indicates natural or cultural attractions and environment in heritage tourism destinations. The second group is "Service sources" that includes the classification in Smith's (1988) work. On the grounds of Tier 1 and Tier 2 typologies, Johnston (2001) pointed out that more specifically accommodation facilities (the vital attributes of a tourism destination) and change in number of bed capacity or type of accommodation can be used to identify stages of change.

Table 6.Important internal characteristics of spatial development of heritage tourism destination

Characteristic undergoing change	**Sub-type**	**Substantive example**
Base Resources	Environment Cultural and Natural Heritage	Archaeological attraction, intangible heritage, mountains, beaches etc.
Service Resources	Tier 1 type	Accommodation, food, souvenirs services and new resource creation

	Tier 2 and Tier 3 types	Doctors
	Post-hoc and Tier 4 type	Housing
Government	Post-hoc services Infrastructure	Post office, police, Spatial modifications,

Source. (Generated based on Johnston 2001 and Smith 1988)

3.3. Evaluating the Consumption Characteristics in HTD

The models to assess evolution of tourism destinations frequently depend on assessment of development of tourism facilities, spatial distribution of tourism-related services or transformation of physical and social environment of destination from supply side. However, as it has been mentioned in Christaller's metaphor, the profile of the tourists who visit the destination during the first phases of newly discovered destination and the visitors who come there after it become popular show different characteristics. It can be said that as long as destination evolves, the consumption characteristics of the tourists change. Therefore, assessment of the evolution of tourism destinations should involve consumption characteristics.

In this regard, considerable amount of literature has been published on demand side of tourism. Tourists who are the consumers of tourism industry are classified based on diverse array of approaches and tourist typologies are subject of inquiry as the tourism is one the most important industries in the world and has a remarkable size of market. For example, in the first place the most cited models such as Plog (1974) and Cohen (1972) suggested different classifications of tourism consumers. For instance, Cohen (1972) proposes a four-fold typology (the drifter, the explorer, the individual mass and organized mass) based on degree of institutionalization of the tourist. In Plog's model, tourists are classified based on personal traits along a continuum, with allocentric on one end of the spectrum and psychocentric on the other. The first tourists who discover a new place are allocentric that are enjoying unusual destinations. As long as the place more popular, larger number of people come to destination that are near-allocentric. As the destination develops with infrastructure and necessary tourism facilities mid-centric tourists appear. Following the increase in the number of restaurants, hotels and tours, the destination loses its unique character and less near-allocentric tourists visit but on the other hand more psychocentric tourists are attracted. When the psychocentric tourist type become the majority/main type of the tourists, the destination stages a decline in popularity (Cruz-Milan, 2018).

Regarding to heritage tourism, Timothy and Boyd (2006) pointed out that the heritage tourism in one of the oldest types of tourism and assessed under cultural tourism or vice versa. Heritage tourism is stated as type of travel where heritage is the core product and heritage are the main visitor motivation (Swarbrooke, 1994). Garrod and Fyall (2001) expressed that heritage or cultural tourists have long been assumed to be virtually anyone who visits a cultural heritage property. On the other hand, many studies showed that the typology of the heritage tourists are more detailed and research focus has shifted to identifying different types (Nguyen and Cheung (2014).

Heritage tourists are generally investigated with demand assessment models and market segmentation point of view. The cultural tourism segment (including heritage tourists) is estimated as 40% of all international arrivals in 2007 (Richards and Munsters, 2010). According to Johnson and Thomas (1998) heritage tourism demand has segmented components. In the first place comes the current or use demand that means the number of people who visit historic sites. The second dimension is option demand that is where the potential visitors wish to retain the option of visiting a site in the future. The third type is existence demand which refers to the value that is placed on the heritage which is unrelated to any actual or potential use. In a similar manner, McKercher (2002) categorized the segmentation of cultural tourism market into two dimensions based on the importance of cultural motives in tourists' decision (the first dimension) and the depth of information or level of engagement with the cultural attraction (the second dimension). The first dimension largely depends on the main reason of visit. This group is distinctive to visitor who has not got motivation to visit cultural attractions as main consideration but as additional option in their decision. The second dimension emphasizes the level of engagement which are strongly related to factors such as educational level, awareness of the site before visit, prior opinions about the site, interests and time availability.

In this context, Silberberg (1995) identified four types of cultural tourists based on level of interest in their visits. Firstly, “accidental cultural tourists” that refers to people who travel without planning or intention to go to a cultural attraction, but ending up in a cultural visit accidentally. The second type is “adjunct cultural tourists” who have a motivation to visit a cultural attraction adjunctively. “In-part cultural tourists” that travel for both cultural purpose and additional reasons are expressed as third group. Lastly, those whose main purpose is visiting theatres, museums or cultural events such as festivals are defined as “greatly cultural tourists”.

Another categorization has been made by Shifflet *et al* (1999) by classification of heritage tourists based on importance of heritage tourism in their choices of visits. In their study, three different levels of heritage tourists are identified by using seven-point-scale of importance. In the first place, “core heritage visitors” are defined as people who represent the most dedicated group. The second group consists of the most viable visitors but also have other reasons heritage visits and called “moderate heritage visitor”. Lastly, “low heritage visitor” are those that represent visitors who come for other reasons and most closely resemble non-heritage tourists.

The demographic variables are frequently pointed out as one of the most significant distinction of heritage tourists. A considerable amount of studies has focused on demographics of the heritage tourists in general such as Chandler and Costello (2002), Huh et al (2006), Kerstetter *et al* (2001), Light and Prentice (1994), Nyguyen and Cheung (2014), Ramkissoon and Uysal (2011), Richards (1996a; 1996b; 2007) Sanchez-Canizares and Lopez-Guzman (2012) and Adie and Hall (2017). Light and Prentice (1994) identified general characteristics of heritage tourists as middle class, well educated, in a group without children, on holiday away from home and with a prior interest in history. Chandler and Costello (2002) have confirmed that the heritage tourists are middle aged with a college degree, full-time employed and married and with children. In addition, Kerstetter et al (2001) identified similar findings about demographics that heritage tourists are well educated and middle class. Moreover, Huh et al (2006) obtained similar results such as well educated, middle aged and with high income and middle-class background. Another classification has been made based on geographical origins of the visitors. Huh et al (2006) indicated that the heritage visitors are largely domestic visitors. However, Nguyen and Cheung (2014) contrasted that the three-quarters of the participants to their research were international visitors (Adie and Hall, 2017).

Another categorization of heritage visitors is done by ICOMOS and WTO (1993) lists four types: Firstly, scholar visitors that are well-prepared and familiar with the history of the sites. Secondly, general visitors which refers to visitors who come to heritage sites because they have heard or read little about the sites but still have not got much related knowledge. Also, students are counted as third type. Finally, reluctant visitors that come as a part of package tours and with no or little information about site.

3.4. Conclusion

The studies to identify development of tourism destinations are explained with a vast quantity of models and approaches. Also, there have been adaptation of models to tourism destination with specific types of tourism destinations such as heritage tourism destinations. HTDs are studied frequently in urban context. However, the cores of the heritage tourism, natural or archaeological heritages can be located in rural areas as well as urban places. Also, these areas are generally announced as protected areas and have specific conditions due to protection and conservation concerns. The evolution of these places as a tourism destination may follow a more complex path depending on specific legal regulations and necessitate specifically established heritage tourism management and planning strategies. Therefore, in academic literature of tourism, still there is a need for a new integrative approach to reveal tourismification process naturally and archeologically protected areas and evolution of HTDs in rural regions as it can be frequently seen in Mediterranean Basin.

4. METHODOLOGY

4.1. Introduction

The methodology chapter begins with the introduction of the general, specific and operational research objectives and the research questions. Following to presentation of the research diagram, the explanation of the original analytic model that has been proposed and the dimensions that are related to have been shown. In the research process section, phases of data gathering are explained. Research methods section includes information about integrative reviewing, survey, survey area, sample size, limitations, survey analysis, spatial data analysis, semi-structured interviews, analysis of interview data and conclusion of the chapter.

4.2. Research Objectives

The research objectives of the thesis study can be introduced, in the first place, as to fill the gaps that have been identified in the academic tourism literature by scientific methodologies. Therefore, in accordance with the results of the integrative literature reviewing, prespecified need for generating the understanding of tourismification process naturally and archeologically protected areas and HTDs in rural regions and create heritage tourism management and planning strategies for implementation can be announced as general objective of the thesis research. Specific objectives that have been set additionally can be stated as to provide contribution to methodological aspects of identification of stages and reveal mechanisms and operational characteristics in the process. In line with the general objective, identify the consequences of tourism destination evolution on environmental dimension of HTDs can be expressed as second specific objective. Thirdly, assessment of the social transformations that are related to tourismification of HTDs and consequences of protection efforts and legal implications on social milieu can be listed. In the fourth place, the characteristics of economic dimension of the tourismification process have been aimed to understand their role. Fifthly, identification of consumption characteristics and tourists' typology and reveal possible transformations can be stated. Also, generating tools for analysing the spatial development of and the tourismification of protected landscapes can be listed as sixth and the last specific objective. Moreover, some operational objectives to provide implementations about the thesis subject have been set in parallel with the general objective. The first operational objective can be announced as to make a comparison between different approaches to achieve success in heritage tourism and management in OTA. Another operational objective can be stated as to establish an analytical framework to assess tourismification process of OTA. The objectives of the thesis study can be listed as below.

4.2.1. General Objective

G. Generate understanding of processes and mechanisms of evolution of heritage tourism destinations in rural and protected areas and provide operational implementations for heritage tourism planning and management.

4.2.2. Specific Objectives

S1. (Phases) to provide contribution to methodological aspects of identification of stages or phases of the evolution process of OTA and to discover the modus operandi of the process.

S2. (Environmental) to identify the environmental consequences of tourism development in OTA and to evaluate their role in the process.

S3. (Social) to analyse experiences and social reactions of residents and local businesses of OTA to understand the consequences of legal implications that are related to conservation and protection practices on social milieu.

S4. (Economic) to analyse development of local tourism businesses and the turning points in the evolution process of OTA by investigating the effects of conservation and protection regulations in the economic development of the area.

S5. (Consumption) to determine consumption characteristics of demand side and identify possible mutations in tourists' typology in evolution process of OTA.

S6. (Spatial) to generate tools to analyse spatial development of tourism facilities in OTA and enhance the understanding of spatial evolution as a HTD in protected area.

4.2.3. Operational Objectives

O1. To compare different aspects and generate tools that are based on community participation to reach success in heritage tourism planning and management in OTA.

O2. Establish an analytical framework to assess evolution of Olympos- Antalya as a heritage destination over time.

4.3. Research questions

Research questions to be addressed and explored can be listed as follows:

RQ1. How tourismification process does work in natural and archaeological protected rural areas and what kind of stages, steps can be identified in the process?

RQ2. What kind of environmental impacts can be used to assess the evolution process of HTDs in protected rural areas?

RQ3. What are the consequences of heritage tourism development in social milieu in protected areas where the evolution process proceeds against strict legal regulations of protection and conservation?

RQ4. How the economic development of tourism businesses and residents play role during the evolution of HTDs in a rural economy? And to what extent the economic motivations effect the implications of conservation and protection efforts?

RQ5. Is there any relationship between shifting tourist typologies and evolution process of HTDs? And how the interaction takes place?

RQ6. How tourism facilities do develop in a HTD where housing is strictly forbidden due to conservation and protection concerns?

RQ7. What kind of management and planning strategies can be product to keep success in heritage tourism management in protected rural areas?

The general objective of the thesis research can be announced as to generate understanding of processes and mechanisms of evolution of tourism in heritage destinations with specific conditions such as protected areas that are located in rural areas. To achieve this, tourism literature has been reviewed and related studies has been gathered to identify what kind of dimensions in the process should be taken into consideration. The related approaches that have been used in the field of inquiry have been investigated and their theoretical groundings have been revealed to provide necessary points that can be used to establish a new framework to fill the discovered gaps in the field of study. In this sense, specific objectives are defined to answer new research questions that have been emerged related to identified dimensions of the phenomenon. In the same vein, operational objectives are determined to overcome the research problems and achieve sustainability in heritage tourism management and planning through successful implementations. General objective is abbreviated as “G”, operational objectives as “O”, specific objectives as “S” and research questions as “RQ” in the diagram.

The general objective (G) of the thesis research can be announced as to generate understanding of processes and mechanisms of evolution of heritage tourism destinations in rural and protected areas and provide operational implementations for heritage tourism planning and management by filling the identified gap in the literature and answering the emerged research questions. Specific objectives are constituted based on identified dimensions of the phenomenon and research questions that are related. Starting from this point of view, the first research question (RQ1) can be stated as how tourismification process of HTDs takes place in natural and archaeological protected areas and what kind of stages, steps can be identified in the process? To answer this, in addition to general objective (G), specific objective (S1) has been generated as to provide contribution to methodological aspects of identification of stages, units or variabilities of the evolution process of HTDs. The literature on development of tourism destinations reviewed and the models that have been used to assess development process have been investigated to understand how the stages or phases have been determined. Following to this, possible distinctions that can be encountered in protected areas have been taken into consideration with a minor focus on OTA.

The second research question (RQ2) of the thesis research can be announced as what kind of environmental impacts can be used to assess the evolution process of HTDs in protected rural areas? To answer this question, environmental consequences of tourism development in OTA (S2) have been investigated through semi-structural interviews, participant observation, GIS analyse methods and visitor statistics. The indicators of environmental impacts on physical environment of rural protected areas have been derived from literature and the questions of semi-structured interviews have been generated in accordance to derived indicators. Also, participant observations of the researcher that have been done in the site overtime have been added. Moreover, changes in the vegetation and land-use characteristics have been identified by using semiautomatic classifications in QGIS, ArcGIS and ENVI programs in addition to supportive data of visitor statistics.

The third research question (RQ3) can be expressed as what are the consequences of heritage tourism development in social milieu in protected areas where the evolution process proceeds against strict legal regulations of protection and conservation? To answer this question, experiences and social reactions of residents and local businesses of OTA have been investigated through semi-structural interviews, participant observations and visitor statistics. The consequences of legal sanctions that are related to conservation and protection practices and its effects on social milieu (S3) have been posed to stakeholders of the tourism development in the area. In addition to participant observations of the researcher, the changings in number of visitors have been assessed to understand the efficiency of legal sanctions on development of OTA as HTD.

The fourth research question (RQ4) of the thesis research can be announced as how the economic development of tourism businesses and residents play role during the evolution of HTDs in a rural economy? And to what extend the economic motivations effect the implications of conservation and protection efforts? To answer this question, development of local tourism businesses has been investigated in OTA by clarifying the relationship between conservation and protection regulations and the economic development of the area (S4). The specific objective has been realized by using semi-structured interviews and a survey has been conducted to visitors of OTA to identify the economic backgrounds of the visitors and their spent during their holiday. In addition, participant observations and visitor statistics have been used.

The fifth research question (RQ5) can be expressed as to identify if there is a relationship between shifting tourist typologies and in the evolution process of HTDs and if yes, how the interaction takes place through the different stages of the process? To answer this research question, consumption characteristics of the demand side have been determined and the mutations in tourists' typology have been explained in OTA by semi-structured interviews and survey that have been formerly conducted in many European heritage destinations (ATLAS Project). Visitor statistics have been consulted in addition to participant observations made on the site.

The sixth research question (RQ6) of the thesis research can be announced as how tourism facilities de develop in a HTD where housing and building structures are strictly forbidden due to conservation and protection concerns? To answer the research question, orthographic photos of the OTA that have been taken in 1972, 1995 and 2015 have been analysed in QGIS, ArcGIS and ENVI by using semi-automatic classification technique and the spatial development of tourism facilities has been revealed. The results of the semi-automatic classification have been sub-processed manually. The tourism units have been classified based on their functions and the development of tourism facilities that have been proceed in conjunction with the legal violations of conservation and protection regulations have been revealed during the semi-structured interviews in addition to visitor statistics.

Table 7. Subjects of inquiry and related methods of data gathering/analyses and related RQs and objectives

	Environ-mental	**Social**	**Economic**	**Consumer**	**Spatial**	**Practical implementations**
Interview	RQ2-S2 RQ1-S1	RQ3-S3 RQ1-S1	RQ4-S4 RQ1-S1	RQ5-S5 RQ1-S1	RQ6-S6 RQ1-S1	RQ7-O1
Survey			RQ4-S4	RQ5-S5		
Participant Observation	RQ2-S2 RQ1-S1	RQ3-S3 RQ1-S1	RQ4-S4 RQ1-S1	RQ5-S5 RQ1-S1	RQ6-S6 RQ1-S1	RQ7-O1
GIS	RQ2-S2 RQ1-S1				RQ6-S6 RQ1-S1	

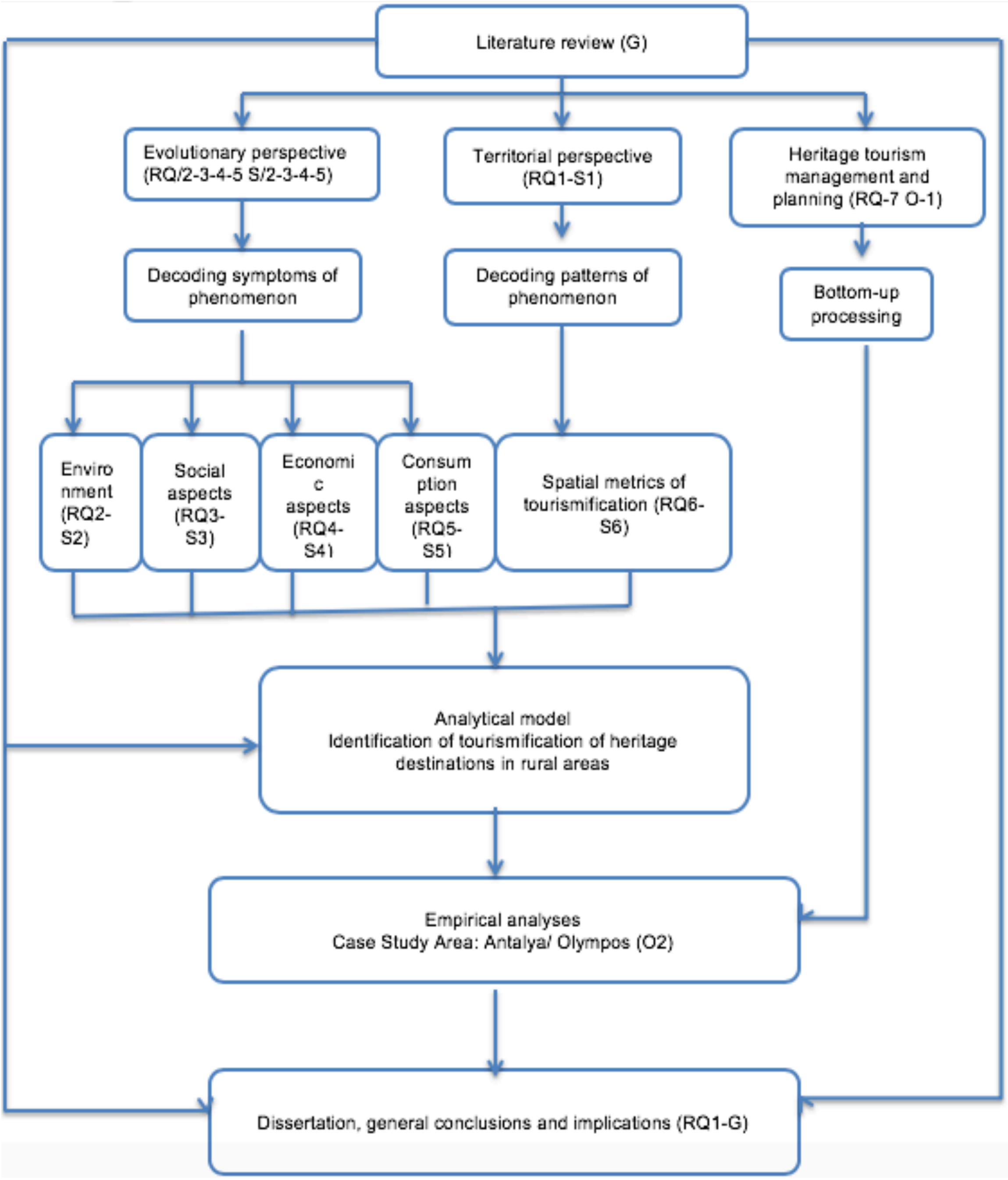
Visitor Statistics	RQ2-S2 RQ1-S1	RQ3-S3 RQ1-S1	RQ4-S4 RQ1-S1	RQ5-S5 RQ1-S1	RQ6-S6 RQ1-S1	

(Source: Author, 2019)

The seventh research question of the thesis can be stated as what kind of management strategies can be product to achieve success in heritage tourism management and planning in protected rural areas? To answer this, operational objective (O1) has been established by comparing different aspects of community participation in heritage tourism management and planning and generating tools to assess suitability of the bottom-up approach in OTA. The bottom-up directional of management and planning among the stakeholders of the ongoing process and different levels in hierarchy in OTA have been investigated through semi-structured interviews. Moreover, establishing an analytical framework to assess evolution of OTA as a developing heritage tourism destination, can be expressed as the second operational objective that have been employed to answer all RQs and during all phases of the thesis research.

4.4. Research Diagram

Figure 3.Research diagram



4.5. Original analytical model

4.5.1. Introduction

The main concern of this research is to examine patterns, stages or phases of the tourismification process of protected historical and natural sites in rural regions by determining the distinctive/significant turning points in social, environmental, economic, and spatial dimensions of the evolutionary process of HTDs and their consumption. To do this, both qualitative and quantitative methods were employed. Semi-structured interviews with key stakeholders, such as local administrators, residents, settlers and tourism business owners, were conducted. The questions reflected the main points of concern of the above-mentioned literature and new sub-concepts that came up during the interviews. A snowball technique was chosen to identify interviewees. The research was conducted in the Olympos tourism area due to its significant suitability and representativeness of both archaeological and natural protected and tourismified areas, which are frequently seen in the Mediterranean coastal regions. In addition, a survey was designed to understand the consumption characteristics of tourists and the changes in tourists' consumption patterns.

4.5.2. Dimensions of the proposed model

The proposed model is designed to focus on five aspects of the tourismification phenomenon and observable variables that have the ability to represent patterns of evolution of HTDs. The dimensions indicated in the model have been generated based on previous research, particularly HTD assessment models. First, as they have been frequently addressed in the literature, environmental, social and economic concepts that are the subjects of enquiry have been included. In addition to economic, environmental and social subjects, the consumption behaviour of tourists was added to the model to examine the relationship between the stages of evolution of an HTD and the changes in the characteristics of its consumption. Finally, the spatial development of tourism facilities in tourism systems will be analysed. In summary, five different dimensions of the phenomenon (economic, environment, socio-cultural, spatial and consumption) are considered to be necessary to classify, categorize and scale based on possible turning points that have the ability to define stages in the evolutionary trajectories. Therefore, during the participant observations, interviews and surveys, the concepts mentioned below that were gathered from the tourism literature were considered necessary to illuminate the evolution of HTDs.

First, tourism is an economic activity. The economic fabric of a destination, such as investments and entrepreneurship characteristics or the development of tourism-related businesses, constitutes the economic atmosphere of a tourism destination. Additionally, tourism economy-based development or growth is seen as the driving force behind the development of destinations. Therefore, the evolution of HTDs closely related to economic development that can be observed, assessed and classified through stages in an HTD life cycle.

Tourism may bring some changes to the economy of a rural community. Shifting from an agricultural economy into an industrial economy is common in mostly newly explored rural destinations. Above mentioned previous studies underlined and used some indicators related to the economic dimension in a heritage destination, such as increased employment opportunities, improved local economy, increased personal income, increased price of land and commodities and residents' living standards. In addition, characteristics of entrepreneurship and investments are planned be used to reveal the characteristics of economic dimension.

Second, the transformation of space increases as long as the place becomes a popular tourism destination. Not only the regimes of natural resources but also the risk of exceeding carrying capacity may lead to irreversible environmental damage. Thus, the tourismification process has significant impact on the physical environment. Depletion of natural resources, land degradation, pollution and noise, solid waste and littering and aesthetic pollution can be counted among the environmental impacts of tourism. In a rural setting, these impacts can be more visible than in urban archaeological areas.

Rural areas are more sensitive, and it is easy to observe environmental transformation. In fact, assessing environmental indicators requires multidisciplinary work. However, tourism research that includes carrying capacity or biosphere reserve approaches provides the necessary data for evaluating the natural environment of a destination. Starting from this point of view, data from environmental engineering studies that were held in the case study area provide additional information for assessing environmental transformation. Moreover, residents of the case study area are frequently locals who grew up in the same area and have witnessed the transformation in the environment since the beginning of the tourism activity. The indicators that were gathered from the literature and addressed during the analysis are; the cleanliness of the river water (Leung, 2001; Fan et al., 2008), the levels of damage due to careless use or overuse (Austin, 2002), the amount of litter and wear and tear (Timothy and Nyaupane, 2009), air pollution (Gauri and Holdren, 1981), water pollution, waste water discharge, wildlife destruction, plant destruction, deforestation (Andereck, 1995), land pollution, crowd intensity, and traffic congestion (Uysal, 2012).

The environmental indicators to be addressed are the following:

(a) Level of cleanliness of the river water

(b) Amount of litter

(c) Amount of waste water discharge

(d) Amount of deforestation and plant destruction

(e) Level of wildlife destruction

(f) Level of land pollution

(g) Level of crowd intensity

(h) Level of Traffic congestion

Third, the tourismification of everyday life is a socio-economic and socio-cultural process by which society and its environment have been turned into spectacles, attractions, playgrounds and consumption sites (Salazar, 2009). Tourismification is a process of transformation in the social and cultural atmosphere of a community. As mentioned previously, the social and cultural impacts of tourism have been discussed in tourism in general and in heritage tourism in particular. The most commonly featured sub-concepts in the literature were gathered to measure the social and cultural characteristics of tourismification in communities. The following concepts are accepted as indicators; the amount of inconvenience, the destruction of the friendly atmosphere and neighbourhood, the strengthening of local residents' cultural identities, the level of emigration and forced displacement of locals, increased crime rates and types, the commodification and mutation of local handcrafts and food.

The socio-cultural indicators to be addressed are the following:

(i) The inconveniences and disturbances to local residents

(j) Destroying friendly atmosphere and neighbourhood conviviality

(k) Strengthening local residents' cultural identity

(l) The level of emigration and forced displacement of locals

(m) The crime rate and types

(n) The level of commodification and mutation of local handcrafts and food

In addition, the spatial transformation of the built environment may also illuminate the evolution of HTDs. Inherently, conservation and protection concerns have been considered on a preferential basis by tourism managers and planners for decades. Notwithstanding, archaeological settlements can be found not only in modern urban areas and latterly urbanized areas but also in rural areas, as in most cases throughout the Mediterranean. Thus, tourismification takes place in different ways in rural areas than it does in urban contexts. The boundaries of the archaeological heritage—where conservation and protection are priorities—can be more distinct in these places than in multi-layered historic cities, but tourism infrastructure and facilities can be expanded in a more uncontrolled manner due to the violation or negligence of conservation regulations. For that matter, new touristified zones may arise in which can be neither identified nor controlled. In other words, the illegal sprawl of tourism facilities can be seen even in or around strictly protected areas. Furthermore, if archaeological heritage is located in sensitive natural reserves such as natural protected areas or parks, then tourismification becomes a more complicated process.

To study such complex areas, a territorial approach is found to be appropriate due to its ability to assess not only the physical borders but also the intangible assets that are interwoven. The term territory represents a network comprised of tourism-related activity and stakeholders, none of whom controls a majority of the network but all of whom are affected by the actions of any part of the network (Notarstefano and Volo, 2012). Thus, stages and phases of evolution can be classified based on spatial reflections of the tourismification of territories and the components of constructed/built space.

Johnston (2006) aggregated important internal characteristics of a tourism resort and made a classification based on Smith's (1988) former work. In his research, the natural and cultural sources have been positioned as the base and the main attraction of the destination that provides the major experience of the visit to the destination. The core of the natural heritage or the archaeological site can be addressed as the "base source" of the destination that constitutes the basis for the institutional development of tourism. Base resources represent the environmental components of a destination as beaches and mountains and the cultural components as ethnic groups. Correspondingly, the heritage concept has similar classification and sub-types (tangible–intangible, natural/cultural/mixed heritage sites or movable–immovable). Service resources are sorted into four categories based on their direct or indirect relationships with tourism. Businesses that almost exclusively serve tourists, such as accommodation, food, and souvenirs, and new resource types, such as casinos, constitute the first category. The secondary category refers to those businesses that serve both tourists and locals, such as doctors' offices. Those businesses that indirectly serve the tourist industry are in the third category, and those that only serve locals, such as housing, are the fourth group based on the characteristics of service resources in tourism destinations. Furthermore, the number of accommodation units and their annual changes seem to be an effective way to assess stage changes. On the governmental side, the post office and police operate as post hoc services, physical modifications of the beach and transportation operate as infrastructure services, and finally, development plans and legislation on a large scale serve as structuring documents that generate the internal characteristics or milieu of change in tourism destinations.

The spatial indicators to be addressed:

(o) The development of governmental resources (information services, infrastructure)

(p) New resource creation

(q) Level of legal violations and spatial governance

Finally, tourismification is a process; thus, there are changes not only in places, attractions, tangible and intangible assets or the social fabric of locals but also in tourist types who consume and experience the destinations in their entirety.

Therefore, consumption aspects of the model are planned to paint a picture of consumers (tourists) by using particular questions that are derived from the literature.

The consumption characteristics to be addressed:

(r) Motivation of visitors

(s) Comparison of similar destinations

(t) Duration of stay and activity characteristics

(u) Expenditure

(v) Information sources

(w) Visitor profile (sociodemographic, group characteristics, mobility patterns, cultural and educational profiles, etc.)

Table 8. Dimensions and indicators to be addressed

Dimensions	**Indicators to be addressed**
Socio-cultural	The amount of inconvenience Destroying friendly atmosphere and neighbourhood Strengthening local residents' cultural identity The level of emigration and forced displacement of locals The crime rate and types The level of commodification and mutation of local handcrafts and food
Economic	The development of governmental resources (post-hoc services, infrastructure) New resource creation Level of legal violations and spatial governance
Environmental	Level of cleanliness of the river water Amount of litter Amount of waste water discharge Amount of deforestation and plant destruction Level of wildlife destruction

	Level of land pollution Level of crowd intensity Level of Traffic congestion
Economic	Employment opportunities Entrepreneurship characteristics The rate of tourism incomes in agricultural-based economy The impact of protection and conservation practices on economic development of tourism businesses
Spatial	The development of governmental resources (post-hoc services, infrastructure) New resource creation Level of legal violations and spatial governance
Consumption characteristics	Motivation of visitors Comparison of similar destinations Stay and activity characteristics Expenditure Information sources Visitor profile

(Source: Author, 2019)

4.6. Research process

4.6.1. Phases of data gathering

The first stage of data gathering: the first data gatherings had been started by identifying stakeholders of tourism development in OTA. The first set of semi-structured interviews had been done by using snowball technique with site managers who are carrying out archaeological research in the area. Art historians and archaeologists responded to questions that are related to dimensions that have been identified and directed to other interviewees.

The second stage of data gathering: based on information that had been gathered from the first stage of semi-structured interviews, additional interviews had been done with local management bodies such as the mayor of the district where the area is affiliated in terms of governance. Following to this, another interview had been done with the tourism business owner local resident and headman of the village where OTA is located.

The third stage of data gathering: during the third stage of data gathering, interviews had been done with settlers who have been in the area for a long time and have witnessed the development of the tourism activity but have not been in any tourism activity as business.

The fourth stage of data gathering; the prepared questionaries' had been conducted in the predetermined area by following a technique to prevent possible mistakes and biased samplings.

The fifth stage of data gathering; the legal procedures had been started to obtain orthographic data sets from the General Directorate of Mapping of Turkey. Also, the historical orthographic data sets had been identified and demanded from the respective department of the General Command of Mapping of Turkey. The historical orthographic data sets that are belonging to 1977 and 1995 had been obtained and converted into analysable data sets.

Table 9.Phases of data gathering

Literature review: identifying gaps, developing analytic framework to examine phenomenon (2015).
1st stage of data gathering: identifying stakeholders and using participant observations and semi-structured interviews with site managers (July and August, 2016 and 2017).
2nd stage of data gathering: Identifying additional interviewees using snowball technique and information that had been obtained during the semi-structured interviews. Interviewing with the management bodies such as mayor and residents who have tourism businesses (September, 2018).
3rd stage of data gathering: interviewing with the settlers who can provide sufficient information about the development of tourism activity in the area and had not been in any tourism activity as business (September, 2018).
4th stage of data gathering: conducting survey with questionaries' to visitors to identify consumption characteristics (September, 2018).
5th stage of data gathering: acquiring orthographic data sets that are belong to 1997, 1995 and 2015 from general directorate of mapping to analyse spatial transformation (2019).

(Source: Author, 2019)

4.7. Research Methods

4.7.1. Integrative Reviewing

Assessment of impacts of tourism is an extensive area of research with multi-disciplinary dimensions. The complexity of tourism system is yet another challenge that makes impact studies necessary to have more holistic approach. Investigating the change or transformation that was brought by tourism and its impacts is not a new area of inquiry but also still has some gaps that are enough to attract a researcher. From year to year, new studies have been conducted on the phenomenon, involved more extensive body of indicators, processes and cases. However, the latter stages in evolution process of the HTD development show distinctive characteristics that allow scholars to rehash the indicators of advanced stages with new conceptualizations.

In this sense, the main objective to use integrative reviewing can be announced as to investigate the groundings of overtourism phenomenon by examining its development in tourism studies with a minor focus on HTDs. In accordance with the objectives of the research, the development of impact assessment models that have been used to understand impacts of tourism has been explained in details. Also, the definitions of the term are studied to provide new conceptualizations to the phenomenon.

Integrative review method is described as an approach that allows for the inclusion of diverse methodologies, and contributes to the presentation of varied perspectives on a phenomenon of concern. It can summarize past empirical and theoretical literature on a topic of interest and incorporate diverse methodologies in order to capture the context, processes and subjective elements of topic (Whittemore and Knafl, 2005). The method consists of five steps; problem identification, literature review, data evaluation, data analysis and presentation. Therefore, the steps of integrative review for identification of the groundings of overtourism in heritage tourism destinations can listed as follows:

Problem identification: overtourism is a new term but the content is a reconsideration of the former tourism impact studies. As Dredge (2017) and

Capocci et al (2019) indicated that the phenomenon put forward especially the negative impacts of rapid tourism growth in popular European destinations such as Venice and Barcelona. The concept has been investigated mostly in urban tourism destinations. The groundings of the phenomenon on former tourism impact studies on HTDs that are located in archaeological or natural protected areas are not fully revealed yet. Hence, still there is a need to illuminate various perspectives that constituted the groundings of the new concept.

Literature review: there is a growing interest in overtourism research and the number of papers and media contents on related topic are increasing. On the other hand, existing literature on assessment of evolution of heritage tourism destinations are adequate to identify the overlapping themes with overtourism such as social, economic or environmental impacts that have been revealed in HTDs evolution.

Data evaluation: having a specific focus on that is limited to overtourism and HTDS, provide a lens to make an analogical assessment to clarify the similarities between formerly specified indicators through studies in HTDs and latterly conceptualized overtourism phenomenon.

Data analysis: data was extracted based on relativity to their assessments of indicators that are identified during the evolution process of HTDs. Each model, approach or method to assess development of HTDs are reviewed and the groundings of the overtourism phenomenon in HTDs are explained by revealing the connections in the former studies.

Presentation: the groundings of overtourism in tourism literature are portrayed by showing the connections of indicators with former models and approaches in a table.

The conceptual background of the overtourism phenomenon has been revealed. Up-to-date efforts to conceptualize the phenomenon are discussed and similarities and differences between impact studies in tourism, tourismification research and recently emerged term overtourism are explained.

4.7.2. Survey

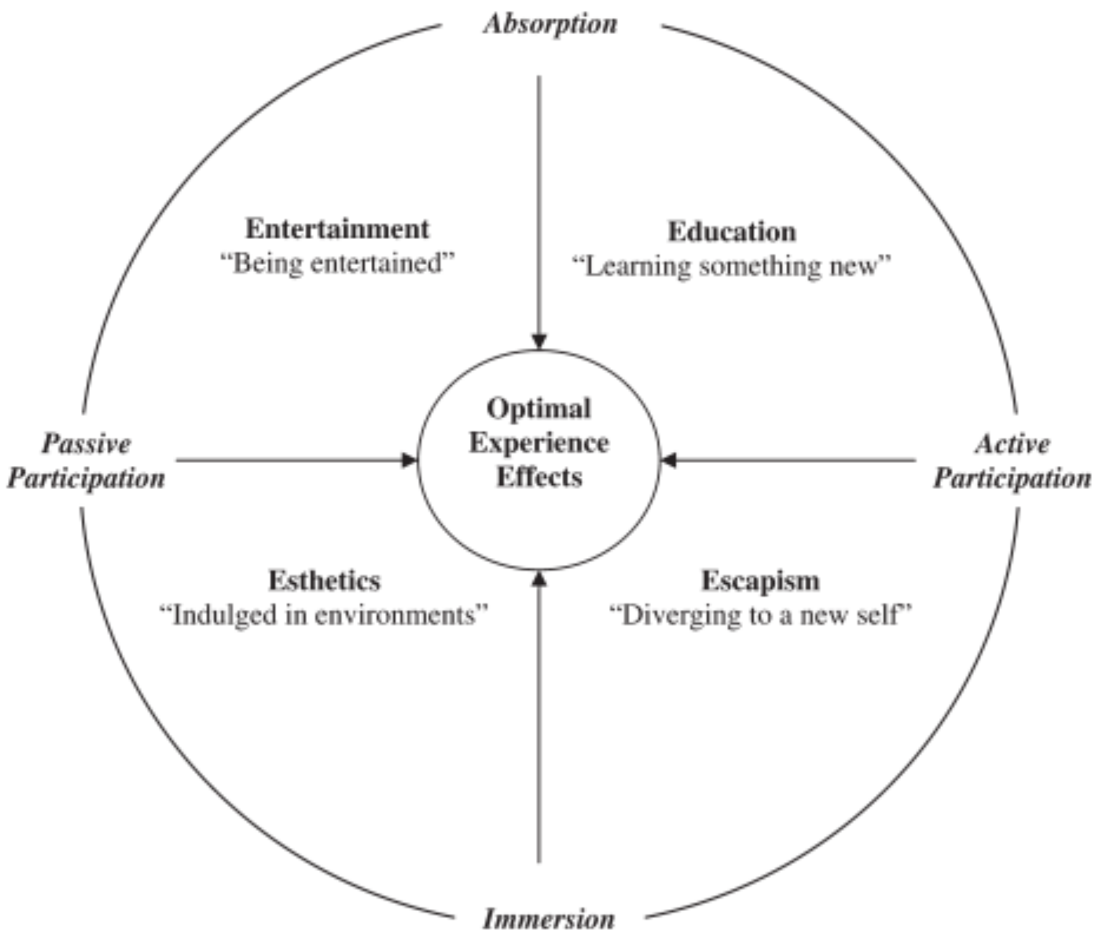
Based on the literature given above, heritage or cultural tourists have some similarities that can be distinguished from other typologies. Therefore, identifying the characteristics of heritage tourism consumption become more of an issue that can provide necessary information to understand the evolution of heritage destinations. One of the most important reasons to use identification of heritage tourists' typology is to understand how heritage destinations and heritage tourists -as they are the consumers- are transforming concurrently? This information can also help to clarify how the heritage tourists' types changes overtime while the destination is evolving?

Tourists' typologies of Olympos Tourism Area (OTA) is firstly investigated by using a survey that has been prepared to assess the motivations and profile of cultural tourists in European heritage tourism destinations. ATLAS Cultural Tourism Research Program was launched in 1991 and continued nearly 20 years through seven waves of consumer research with over 40.000 interviews and surveys by participation of 25 institutions from Europe, Asia, Australasia and North America. The ATLAS cultural tourism questionnaire has been developed to provide an easy to use and reliable means of analysing the motivations, activities and profile of cultural visitors.

The survey is designed to cover all visitors to site including local residents, domestic and international tourists. Surveying all visitors allows to analyse the relationship between different groups and to contrast motivations, behaviour and backgrounds. According to Richards and Munsters (2010) the survey provides the opportunity to address a wide range of theoretical issues related to basic background, profile and their behaviour of tourists. For example, the questions that are related to motivations of tourists are based on Leiper (1990) tourism systems model in terms of attractions. He defined a tourist attraction system as an empirical connection of tourist, nucleus and marker with tourists being travellers or visitors seeking leisure-related experiences that include nuclear and marker elements (Hall and Page, 2010). Another example can be set by questions that are referring to “experience economy” of Pine and Gilmore (1999). They defined experience from business point of view by stating that the experiences are events that engage individuals in a personal way and it is different from services. Also, they pointed out that the experiences have four dimensions that are differentiated by the level and form of consumer involvement.

According to (Oh et al, 2007), along the customer participation axis, passive participation of costumer in destination offerings characterizes the entertainment and aesthetic dimensions whereas educational and escapist dimensions reflect active participation. On the other hand, along the absorption- immersion axis the tourist typically absorbs entertaining and educational offerings of a destination and immerses in the destination environment resulting in aesthetic or escapist experiences.

Figure 4. Four dimensions of experiences



(Source: Oh et al, 2007)

The questions to clarify experience in the survey through five-point Likert scale (disagree to agree) developed by studying the concept described by Pine and Gilmore (1997) and ATLAS group as follows (Richards and Munsters, 2010):

- This experience has increased my knowledge (education)

- It was very pleasant being here (aesthetic)
- There are lots of interesting things to see (entertainment)
- I like the atmosphere of this place (escapist)

Another concept that has been operationalized in the survey is “cultural capital” of Bourdieu (1984). Bourdieu (1984) argues that in order to understand or participate cultural products, people must attain the cultural capital which is generated through upbringing, education and other forms of socialization and allows them to recognize and interpret those products. The lack of cultural capital is seen as a barrier to participation (Richards, 1996). Richards and Munsters (2010) argued without sufficient cultural capital it is difficult for consumers to interpret or enjoy museums, artworks or other cultural experiences and cited from Bourdieu (1984) that cultural capital can be developed through the habitus or home environment or education which represent the questions to identify educational backgrounds of participants in survey.

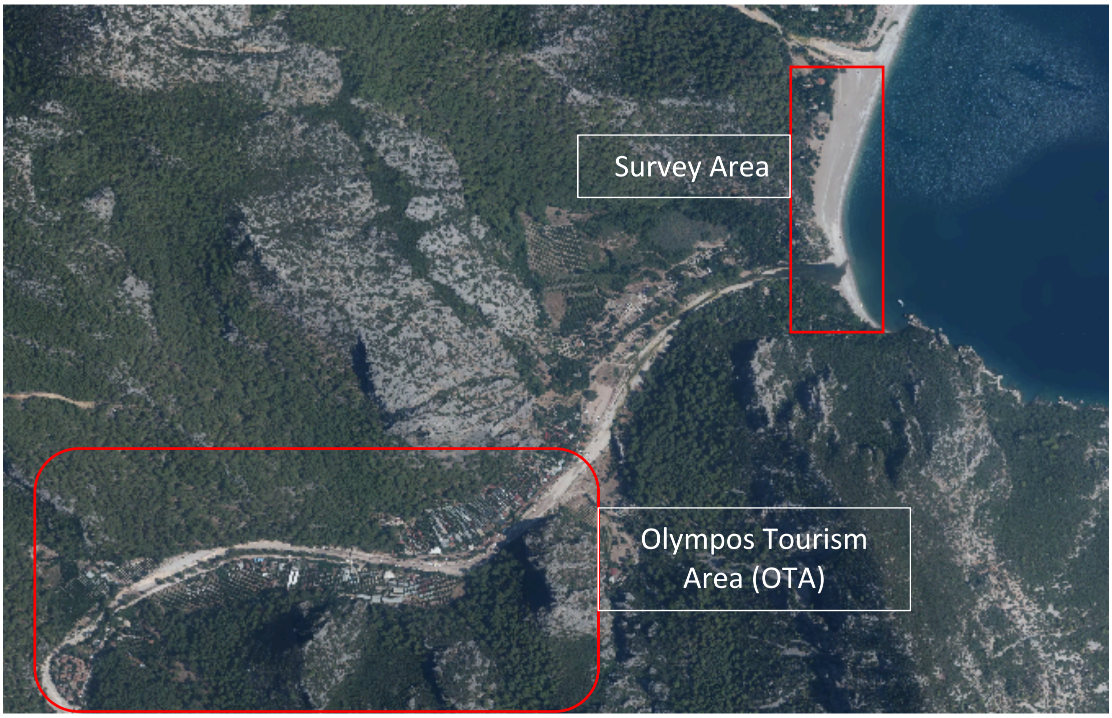
In order to understand the how the heritage tourists are perceiving heritage destination, a comparison between similar heritage tourism destinations is asked by using an open-ended question to participants. Following this, questions that have been designed to identify the stay characteristics and participation of visitors to activities are asked. Questions about their accommodation preferences and length of stay posed. Additionally, their level of satisfaction is asked through a ten-point scale between very unsatisfied to very satisfied. Moreover, an open-ended question that is consisting of information about their expenditure for; accommodation, travel, food, drink and shopping put. Lastly, information sources of visitors such as; how they did arrange their trip? and which way did they book? or the source of their information about heritage site before and after they arrived posed through questions.

4.7.2.1. Survey Area

According to Veal (2017), while conducting a survey for site users or visitors there are two ways to do it. The first way is ISUM refers to position while interviewer is stationary users are mobile. For instance, when the interviewer is located near the entrance and visitors are interviewed as they enter or leave. The second way is USIM that indicates the position while users are stationary and the interviewer is mobile. For example, when interviewing beach users or users of a picnic site. In the ISUM case, the risk is to have biased samples by "picking and choosing" them. To avoid this, interviewing every 5th or 10th person who enter the gate is stated a solution. In the USIM case, to avoid biased sampling, the interviewer should decide a route or place such as circulation areas in the theatres or breaks during the sport events. The success of the survey is mostly relying on how much the interviewers are following the rules for an unbiased sampling.

In this research, survey is conducted on the beach of OTA where all the tourism units and facilities have only option to reach to sea. The USIM method is employed by tracking the beach in a certain route by asking everybody on the beach to participate the survey. Therefore, it has been avoided to be fallen into error of biased sampling by employing the USIM method during the data gathering phase. Another risk while surveying visitors is variation in the proportion of users interviewed at different times of the day. This risk in not valid for the beach of OTA due to its restricted use and limited visit time between early in the morning till afternoon. Also, long-term stays or daily trips to the area always lead to the beach, therefore, all the visitors are reaching to beach and survey area. The route that has been followed to conduct survey can be seen below.

Figure 5.Survey area and Olympos Tourism Area (OTA)



(Source: Author, 2019)

4.7.2.2. Sample Size

The sample size of a survey is considerably based on total number of people are represented in the research. There are different ways to calculate sample size. In this research, due to limitations of the survey only 72 participants have been reached. Accordingly, to represent the total number of visitors (226.008 in 2018) with sample size of 72, confidence level has been calculated as 11.55 with 95% of confidence level.

Sample size formula:

$$ss = \frac{Z^{2} * (p) * (1-p)}{c^{2}}$$

Where:

Z = Z value (e.g. 1.96 for 95% confidence level)

p = percentage picking a choice, expressed as decimal

(.5 used for sample size needed)

c = confidence interval, expressed as decimal

(e.g., .04 = ±4)

4.7.2.3. *Analysing survey data*

The data that have been obtained from the survey is classified and the invalid responses are identified and valid percentage are calculated. The proportional frequencies in total number of participants are calculated for each question of the survey. Overall results are tabularized and listed manually. Following to this, results had been compared to consumption characteristics that have been pointed out in former studies in the relevant literature. The findings that had been obtained from the survey and the information that had been obtained from the semi-structured interviews are evaluated together to identify characteristics of consumption and possible shifting in tourist typologies of OTA.

4.7.3. Spatial Data and Analyse

The empirical data that contains the spatial transformations in Olympos / Antalya are extracted from the satellite images by using GIS techniques to identify the physical consequences of overtourism. Geographical Information Systems (GIS) has been used to detect the physical transformations. Satellite images from ASTER-MODIS, Landsat, Sentinel 2, Sentinel 3 and orthographic data have been analysed. During the first phase, Multiband set images (RGB) have obtained from Landsat, Sentinel 2 and Sentinel 3 satellites and the images are analysed in QGIS and ArcGIS programs by using semi-automatic classification plugin. Built structures, soil, vegetation and water are referenced on RGB (Red-Green-Blue) band images.

The additional data has been gathered from General Directorate of Mapping of Turkey. The orthophotos are providing better resolution in GIS based studies in case study area. Therefore 0.3m resolution orthophotos from 1977, 1992 and 2015 are analysed in QGIS and ENVI programs. Then the results of semi-automatic classification are agglomerated in one. Following the program-based analyses on raster files, manual classification is made on vector files. Superimposed files are analysed manually and the findings that could not be detected during the semi-automatic classification tools are identified manually. The empirical data is used to identify and explain the physical change.

4.7.4. Semi-structured Interviews

The interviews had been done face-to-face on the site with identified participants. In the first place, site managers had been chosen to interview and semi-structured questions that have been prepared based on dimensions of the model and the operational objectives of the thesis research are posed. The tape recorder had not been preferred by interviewees, therefore all the responses had been written manually to notebook. The sub-concepts that had been pointed out by interviewees transformed into questions and posed to have more in-depth and detailed information about the subject. The questions are prepared related to indicators that have been derived from the literature and former studies. The participants are expected to express their opinions about the development of tourism activity in the area by open ended questions and biased or prejudiced questions are avoided. The questions are prepared about five dimensions (socio-cultural, economic, environmental, spatial development and consumption characteristics) of the phenomenon.

Moreover, in accordance with the operational objectives of the thesis research, the communication and interaction between different levels of managing bodies had been examined. The participation of the community members through a bottom-up direction in the process had been revealed and additional questions had been posed to examine the efficiency of the approach. The responses that are related to dimensions of the model have been coded and analysed manually and the indications of the possible stage changes in the evolution process of the destination had been identified. Critical subjects such as violations of the protection and conservation regulations or encountered legal sanctions had been put to interviewees' will. The interviews with the site managers are planned based on their workload and free time and the visitors had not been included to interviews.

4.7.5. Analysing qualitative data

The information that had been gathered during the semi-structured interviews had been revised and the indicators of the stage changes are identified. The relations with the other dimensions of the model had been examined and if there is, the interaction between each other had been figured out. Also, the most related ones had been grouped and assessed together to understand their role in the evolution process. On the other hand, for the operational objectives of the research, the responses of the stakeholders are examined to understand strongness or weakness of the bottom-up or top-down processing in the heritage tourism management and planning. The practices that had been performed by stakeholders had been specified to reveal which actions to be taken to increase community participation in the process. The responses of the interviewees had been coded to conceal the identities of the participants. Therefore, only their role as a stakeholder had been indicated. The codes can be listed as below.

Coding of Interviewees:

M: Mayor

SM: Site manager

BO: Business owner

S: Settler

R: Resident

Table 10. Years of interviews and types

Interviewee	Year – Type of interview
M	2018 -Semi-structured interview
SM1	2016 -Semi-structured interview
SM2	2017 -Semi-structured interview
BO	2018 -Semi-structured interview
S	2018 -Semi-structured interview

(Source: Author, 2019)

4.8. Conclusion

The thesis research has been started with identification of the gaps in the literature. Following to this, research questions has been generated in accordance with the identified gaps. The specific and operational objectives have been set to answer these questions and relevant methods have been identified. The data gathering process has been planned by taken into consideration of the limitations. Within this premise, the interview method with semi-structured questions and participant observations had been implemented to answer to all RQs and realize both specific and operational objectives. The survey method is used to answer RQ4 and RQ5 in accordance with the S4 and S5. GIS data and analyses to answer RQ2 and RQ6 in parallel with S2 and S6. Moreover, visitor statistics that have been gathered from the related institutions provided ancillary information and had been imposed upon all specific objectives.

The analyses of the gathered data are based on multiple techniques that includes; firstly, the identification of statements that are related to the predefined concepts for each dimension of the model. The texts that were recorded during the semi-structured interviews were analysed and the information that were referred to critical points in the evolution process of OTA in statements of the interviewees have been revealed. Following to the identification of the critical points that were directly pointed out by interviewees to a stage change in the evolutionary process of the destination grouped. In accordance with the dimensions of the model, additional information that were gathered through more detailed sub-questions which were focused on indicators related to economic, socio-cultural, environmental, spatial components and consumption characteristics are listed in corresponding sections.

To explain in details, the answers of the interview questions that have been generated to identify stage changes in parallel with the RQ1 and S1 were analysed manually and the critical points that were referred by interviewees grouped in section 6.1. Following to this, the responses to more detailed sub-questions that were related economic dimension of the model have been detected manually in accordance with the RQ4 and S4. The expressions that were including the indicators such as entrepreneurship characteristics, employment opportunities and the rate of tourism incomes in agriculture-based economy are identified in section 6.2. In a similar vein, the responses that were related to environmental indicators such as cleanliness of the river water, litter, waste water discharge, deforestation, wildlife destruction and pollution were identified manually in parallel with the RQ2 and S2 and listed in section 6.3. In the following section 6.4., information of spatial characteristics of the development of tourism facilities and related infrastructure has been identified and listed in accordance with RQ6 and S6. In regard to spatial dimension, the results of the classification analysis of the orthographic photos in GIS applications such as QGIS and ArcGIS have been explained in section 6.6. in addition to results that have been obtained during the semi-structured interviews. Moreover, tourists' typology and its change have been posed to interviewees and related information in responses have been identified and listed in section 6.5. The results of the survey about the consumption characteristics of the visitors of the area have been classified and their motivations, stay and activity characteristics and demographics have been revealed in section 6.8. in parallel with the RQ5 and S5. Finally, in line with O1 and RQ7, the hierarchical levels of heritage tourism management and stakeholders of the planning process have been identified. The direction of the administrative regimes among stakeholders have been determined on a bottom-up directional basis. The concepts that are related to managerial levels of the stakeholders, direction of the communication and especially indicators of the community participation in responses of the interviewees are identified manually.

5. CASE STUDY AREA

5.1. The Lycia Region

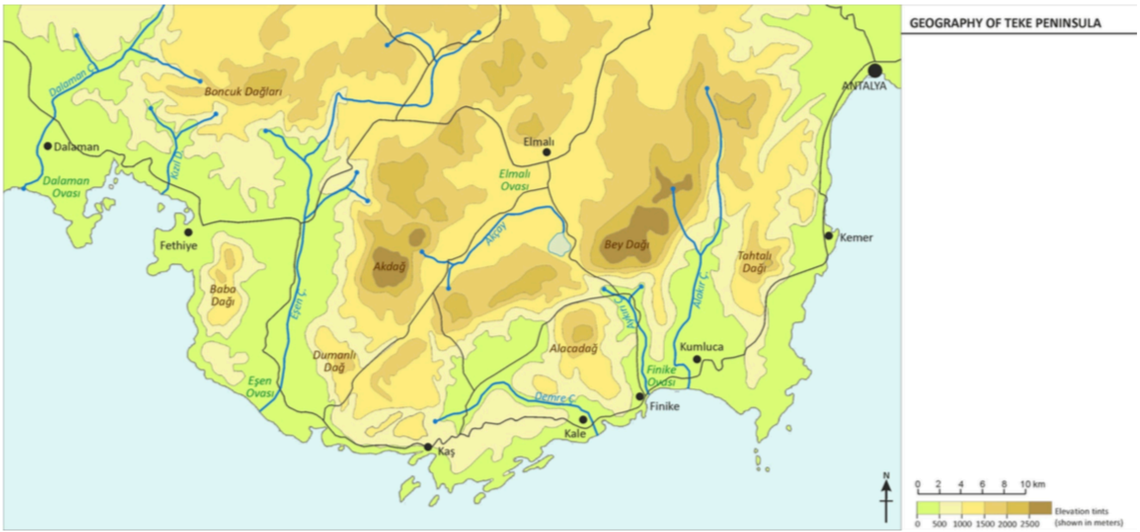
The Lycia Region, called Teke Peninsula today, is located along the southwestern coast of Anatolia. In ancient times, the region is defined by provinces of Caria in the West, Phrygia in the North and Pamphylia and the Antalya Gulf in the East. (Harrison and Harrison, 2001).

Figure 6.The location of Lycia

(Source: Karataş, 2011)

Today, natural boundaries of the peninsula are formed by Mediterranean Sea in the South, Dalaman river in the West, Western Taurus Mountains in the North and Antalya Gulf in the East (Karataş, 2011).

Figure 7.The geography of Lycia



(Source: Karataş, 2011)

According to Bayburtluoğlu (2004: 37), the region was settled in Calcolithic and Bronze Ages. In the sources of Hittites and Egyptians, Lycians are called Luqqas in 2000 BC. Akşit (1967) mentioned that between the beginnings of 1000 BC. and colonization period Lycians had a powerful navy and an independence state. During the colonization period 1000 BC., Greeks established several colonies along the coasts of Anatolia, whereas they met with a counterreaction in Lycian shore. Through this period Lycians continued their independence under favour of navy.

In 546 BC., the Anatolia became under the rule of Persian, so Lycia was occupied by the Persian commander Harpagos. In the first half of 4th century BC., Perikles the governor of Limyra, attempted to establish an administrative foundation for Lycia however the attempt was unsuccessful (Karataş, 2011). Persian domination in Anatolia ended with the arrival of Alexander the Great in 333 BC. Persian satrapy system was continued during the rule of Alexander and cultural assimilation began in the region with prohibition of use of Lycian language and obligation for use of Greek language and alphabet. After the death of Alexander in 323 BC., the region was controlled by Ptolemaios, Kingdom of Egypt in 310 BC., Seleukos, Kingdom of Syria in 301 BC. and once again by Ptolemaios in

296 BC. (Bayburtluoğlu, 2004:41). Lycia was given to Rhodos after Apamea Reconcillation in 190 BC. However, Lycians did not accepted Rhodos domination and gained their independence by decision of Roman senate in 167 BC. Lycian League was established against to Rhodos domination in 180 BC.

Lycian League was consisted of 23 cities which 6 of them (Tlos, Xanthos, Pinara, Patara, Myra and Olympos) had some privileges based on their significant strength about administrative, judicial, military, financial and religious bodies. A distinction had made by Senate between other cities by giving them to use 3 votes in annual league congress (Akşit, 1967: 42). One of the most significant effect of the Lycia League on modern ages can be stated as the groundings of the Constitution of United States. Richard Bernstein underlined the relationship as expressed “On defeating Antiochus III in 188 BC the Romans gave Lycia to Rhodes for 20 years, taking it back in 168 BC. In these latter stages of the Roman republic Lycia came to enjoy freedom as a Roman protectorate. The Romans validated home rule officially under the Lycian League in 168 BC. This native government was an early federation with republican principles; these later came to the attention of the framers of the United States Constitution, influencing their thoughts (NYTimes, 19.09.2005).

The king of Pontus occupied Lycia in 88 BC. After the defeat of Mithridates by Romans, Lycia gained its freedom in 85 BC., and Lycia became a Roman Province in 43 AD. During the Roman period Lycia was financially supported by the Romans however cities were devastated by great earthquakes in 141 and 240 AD. and local elites came to power to rebuild up the cities. (Bayburtluoğlu, 2004:44).

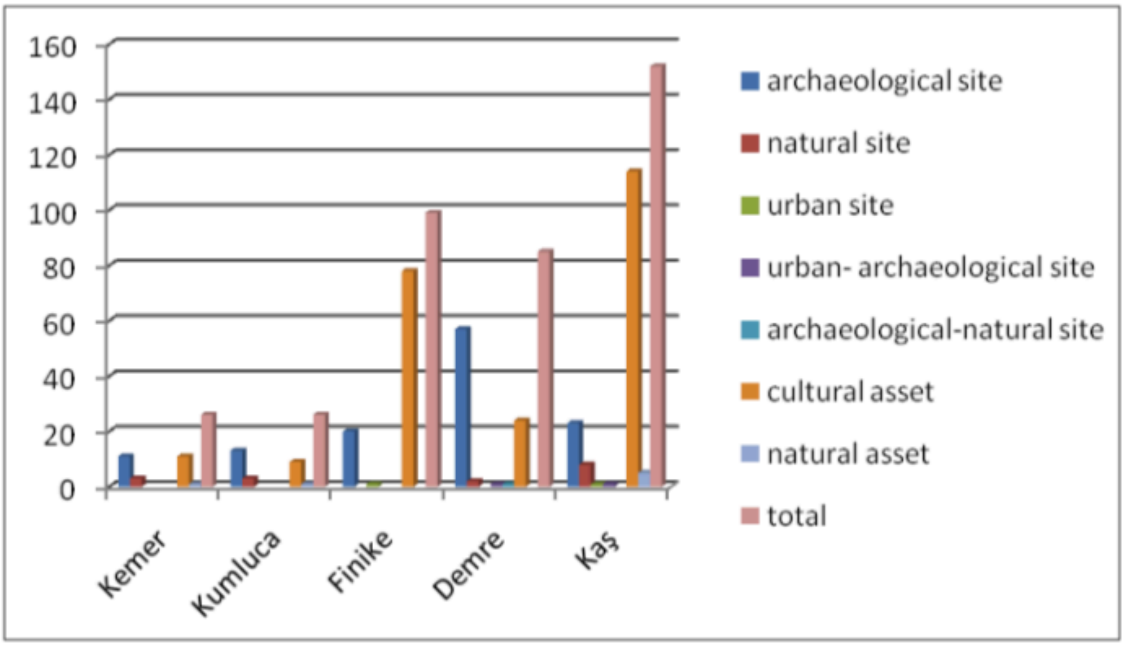
After the division of Roman Empire in 4th century, Christianity gradually spread in the region and Myra became the capitol with Saint Nicholas Church. Cities survived in the Byzantine period and during the Arab raids in 8th century. In 1207 Seljuk period begun until Tekeoğulları dominated the region in 1300. Then, Ottoman Empire ruled the region and several rebellions was occurred. Finally, with the declaration of Turkish Republic in 1923, region divided into present-day administrative districts (Kemer, Kumluca, Demre, Kaş, Elmalı and Fethiye).

Figure 8.Administrative districts of region

(Source: Karataş, 2011)

Today, approximately 50 archaeological settlements that are registered by Minister of Culture are located in region.

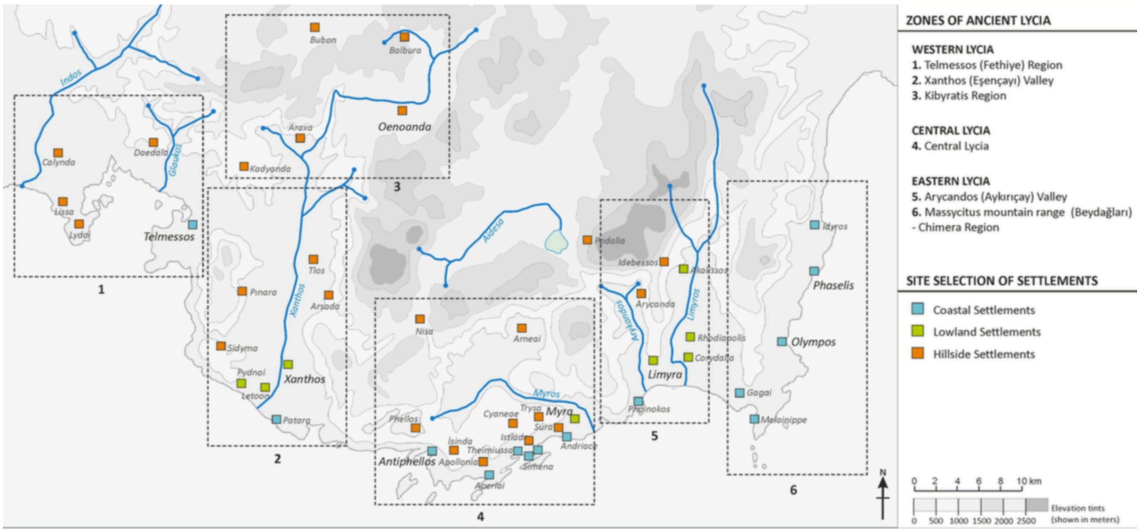
Figure 9.Distribution of sites in the region



(Source: Karataş, 2011)

Lycia region is divided into three parts: Eastern Lycia, Central Lycia and Western Lycia (Bayburtluoğlu, 2004:30; Karataş, 2011: 40).

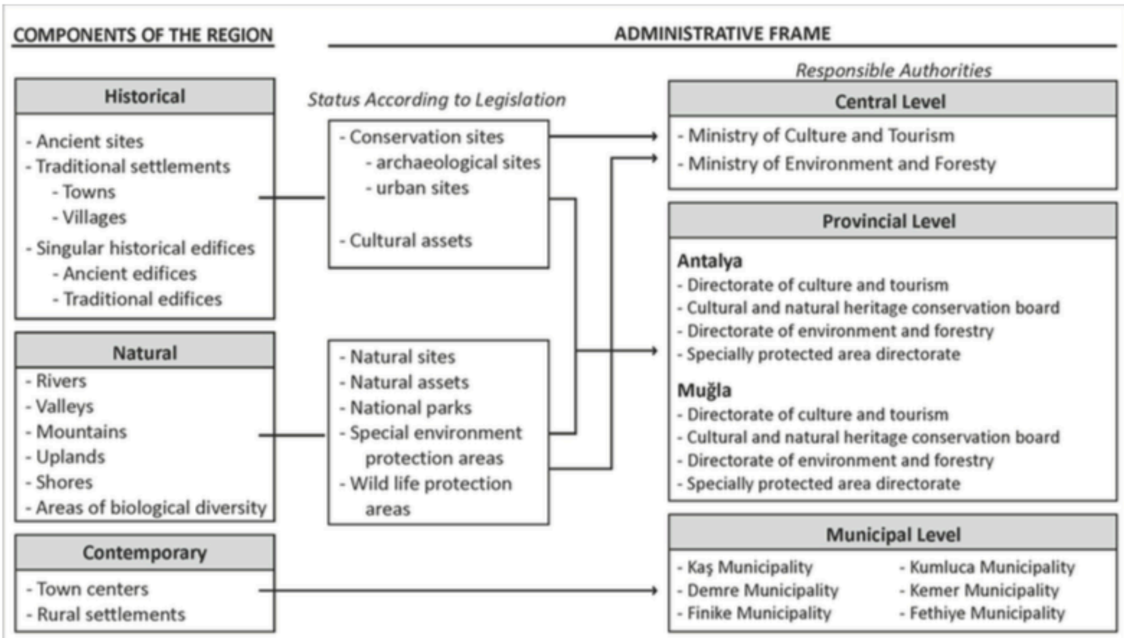
Figure 10. The zones of Ancient Lycia



(Source: Karataş, 2011)

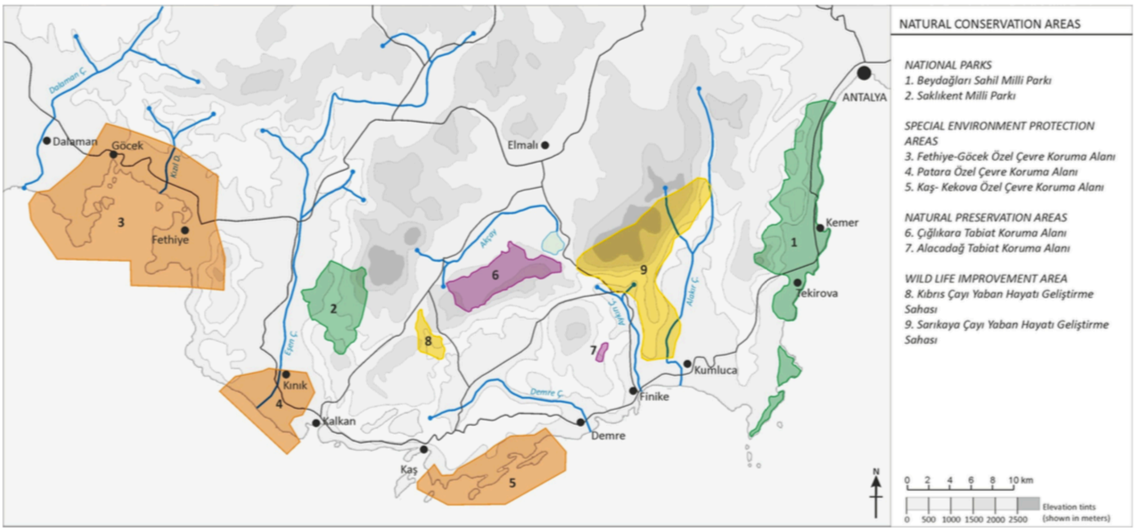
The region in divided to administrative sub-regions such as Kemer, Kumluca, Finike, Demre, Kaş and Elmalı and case study area is located in Kumluca district.

Figure 11.The administrative frame and the related components



(Source: Karataş, 2011)

Figure 12.Natural conservation areas in the region



(Source: Karataş, 2011)

5.2. History of Olympos

The ancient city of Olympos is located in the region of Lycia in Southwest of Anatolia. It is situated in a deep valley about 80 km. Southwest of Antalya. The Olympos river divides the city into two parts and reach to Mediterranean. The city is surrounded with Mt. Sepet and Mt. Musa on the South, Mt. Omurga on the North. The Greek origin of the name Olympos suggests a Doric colonial foundation. The nearby cities such as Phaselis, Rhadiopolis and Gagae are also colonized. The earliest written evidence for its civic history comes from coins of the Lycian League. There are some Hellenistic remains of fortifications and the East Necropolis are visible and dated back to 3rd century BC. The importance of the city can be understood from its position in Lycian League. In the league, there were six major cities that had rights to use three votes and Olympos was one of those. The coins also showedl that the city was well-known in the Roman period. Another subject that made Olympos popular among the Roman world was pirates. Zeniketes, a rebellion pirate against the Romans was ruling over Phaselis and Gelidonia Bay beside Olympos from 104 to 77BC. Zeniketes likely to be a local landlord and from Olympos and rebelled against the existing system to protect his land from the Roman administration. Publius Servilius Vatia, a Roman commander of Roman troops has eradicated the Zeniketes and returned to Rome with a rich booty that has been captured as Cicero quoted. As a consequence of this, Olympos has been dismissed from the league during the transition from second to first century BC. During the Roman Imperial period, Olympos became once again selected to the league and the name of the city changed as Hadrianopolis in the honour of second trip of Emperor Hadrian to Anatolia. In this period, an Olympian was chosen as the embassy to take a decision of the Lycian League to emperor Rome that shows the importance of the city. The Christianity arrived at an early date and the first bishop pf Olympos and Lycia was Methodios who was martyred in Chalcis in Syria during the reign of Diocletian. The archaeological evidences show that the city was a wealthy town of trade and production with a sizable population during the fifth and sixth centuries AD. Natural catastrophes such as Tsunamis and earthquakes and epidemics such as plague took place in the sixth century and the population was reduced continuously due to deaths and immigrations. The city was under the effects of Arab raids during the seventh century and then the city was abandoned. Also, there is no evidence for settlement in Turkish period. Only the Nomads (Yörüks) wintered at Olympos from the eighteenth and nineteenth centuries into the early twentieth century then on (Olcay, 2017).

5.3. The Tourist Context of Olympos – Magnitude and Trends of Tourism Development

The OTA is located in Anatalya province and close to some popular tourism destinations in the province such as Kemer, Kumluca and Beldibi. The tourism industry of the region is one of the most developed ones of the Turkey. To set an example, the international airport hosted 10.875.464 incoming and 10.911.689 outgoing in 2015, 6.181.913 incoming and 6.162.832 outgoing in 2016, 9.738.962 incoming and 9.702.885 outgoing in 2017, 12.689.466 incoming and 12.609.971 outgoing international passengers in 2018. The number of planes were 69.044 incoming and 69.035 outgoing in without domestic planes in 2018. The origin of the arrival international tourists is listed in the table 10 (TUROB, 2019).

Table 11.The numbers and origins of arrival international tourists in Antalya Airport (the first nine months)

Origin	2014	2015	2016	2017	2018	2019	%
Russia	3.306.086	2.611.052	260.612	3.302.233	4.035.397	4.644.666	36.6
Germany	2.174.845	2.368.286	1.580.647	1.332.584	1.771.342	2.068.908	16.3
Ukraine	266.783	287.323	531.725	660.910	648.211	723.186	5.7

UK	364.421	377.452	292.593	305.234	527.828	617.540	4.8
Poland	222.806	227.990	90.010	144.631	336.256	487.183	3.8
The Netherlands	405.143	372.233	264.535	212.988	315.710	348.515	2.7
Romania	81.935	95.503	89.284	112.423	182.820	241.065	1.9
Kazakhstan	265.144	266.357	123.449	234.006	239.235	223.726	1.7
Czech Republic	142.036	128.514	43.234	77.832	155.618	213.462	1.6
Belgium	224.390	207.730	124.117	117.121	159.652	173.222	1.3
Sweden	302.798	278.162	126.500	84.294	132.049	167.874	1.3
Slovakia	100.712	108.750	39.715	74.395	117.767	165.286	1.3
Israel	77.704	89.832	142.097	144.280	146.541	156.171	1.2
Belarus	132.007	129.433	62.360	152.635	150.144	153.142	1.2
Denmark	170.942	153.271	117.412	102.080	133.913	138.892	1.09
Lithuania	49.797	51.252	53.267	68.694	108.772	124.378	0.9
France	165.625	101.281	46.992	54.470	79.580	79.580	0.9
Norway	191.914	153.257	74.789	45.578	66.482	110.555	0.8
Austria	201.625	177.071	72.209	43.741	74.973	105.671	0.8
Switzerland	140.713	134.746	59.093	52.603	77.703	98.264	0.7
Hungary	41.857	58.548	24.590	36.665	65.192	81.360	0.6
Moldovia	50.646	56.313	43.834	63.958	72.161	74.017	0.5
Iran	103.917	103.980	83.836	97.803	63.589	61.504	0.4
Finland	102.647	91.445	49.209	29.415	41.200	45.352	0.3
Italy	29.337	23.828	9.293	9.286	14.788	20.559	0.1
Slovenia	12.827	12.068	4.777	4.502	9.596	14.587	0.1
Turkish Republic of Northern Cyprus	13.472	15.239	15.662	17.959	13.366	13.675	0.1

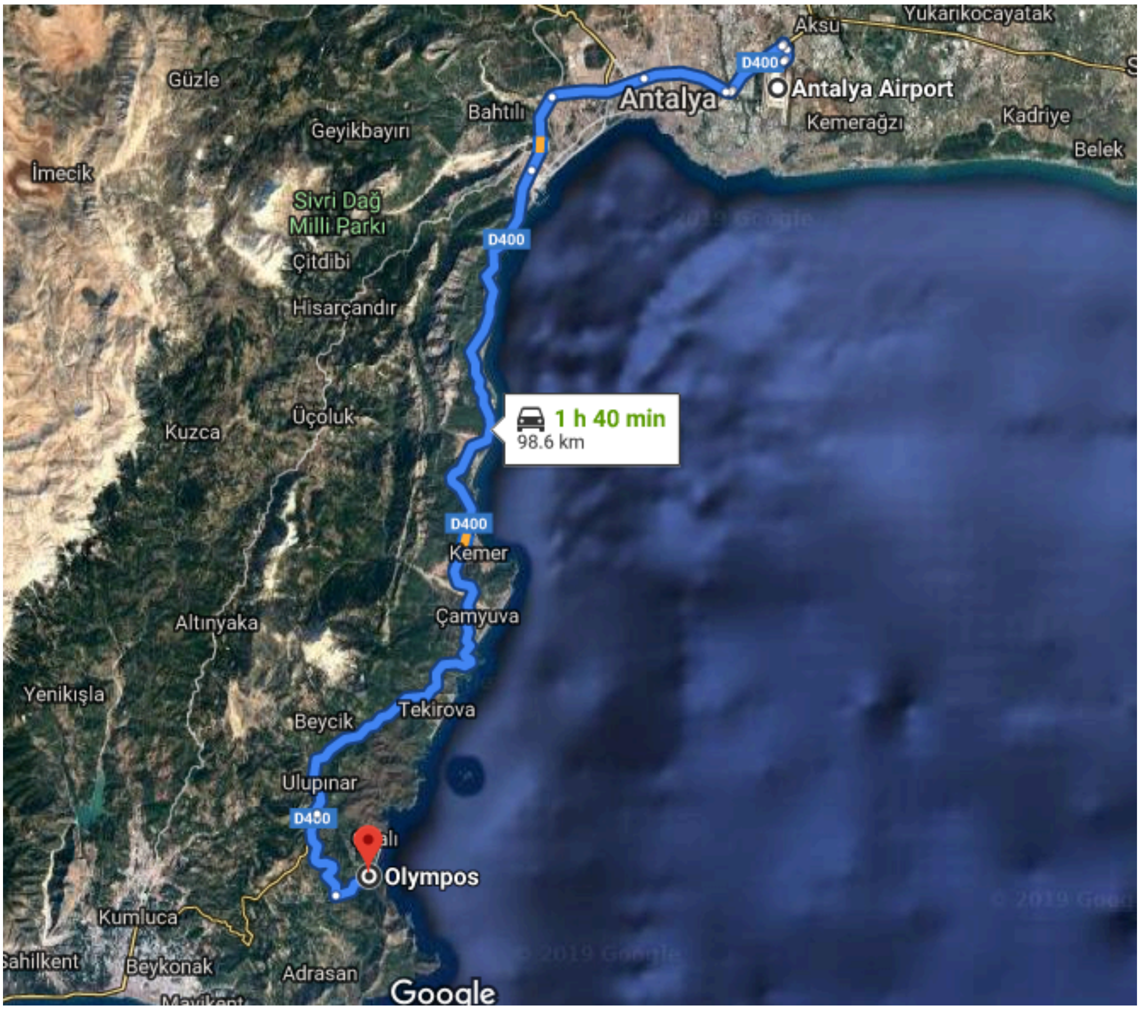
Other	365.004	427.513	351.397	492.312	670.841	818.037	6.4
Turkish Republic	339.747	362.742	365.443	418.508	449.174	484.846	3.8
Total	10.046.880	9.471.171	5.142.955	8.493.140	10.859.900	12.689.374	

(Source: TUROB, 2019)

In specific to OTA, the destination was famous among the Australian and New Zealand backpacker young tourists. The memorial event for Anzac soldiers who fought during the WW1 is a common reason to visit these tourists and travel inside the country. The most significant route that they are following is from Çanakkale where the memorial event takes place, Cappadocia and then Olympos. These tourists can be expressed as direct excursionists who are travelling to region to visit OTA as the main reason. Therefore, these tourists are called Anzac tourist by the residents of the area who are travelling through a triangle between three destinations after the event.

The location of the OTA is hard-to-reach place due to mountainous terrain of the region. Therefore, the frequency of the daily excursionists from the popular mass tourism destinations that are located around the OTA can be expressed as low-level. The distance from the closest airport (Antalya International Airport) is approximately 100 kilometres.

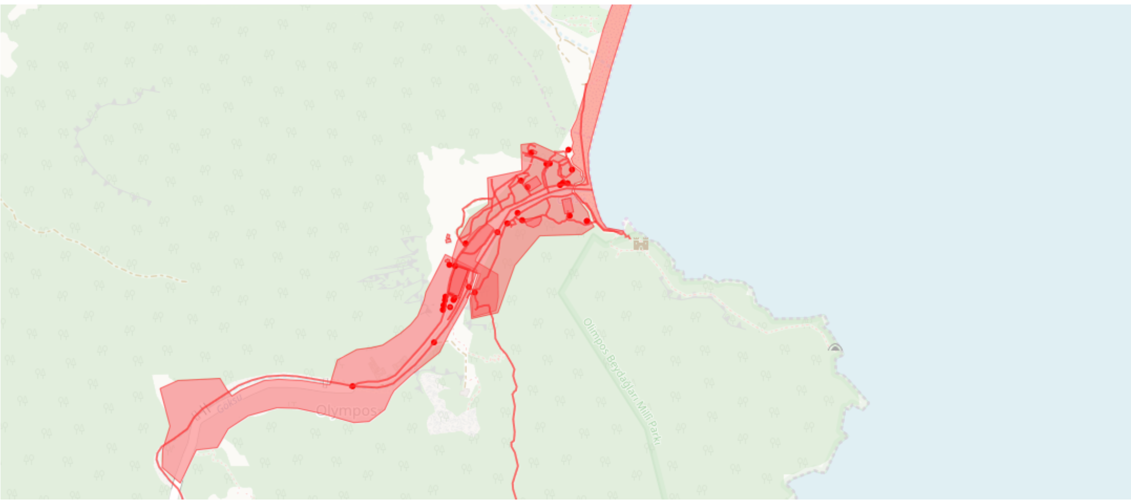
Figure 13.The distance between OTA and Antalya International Airport



(Source: googlemaps.com, 2019)

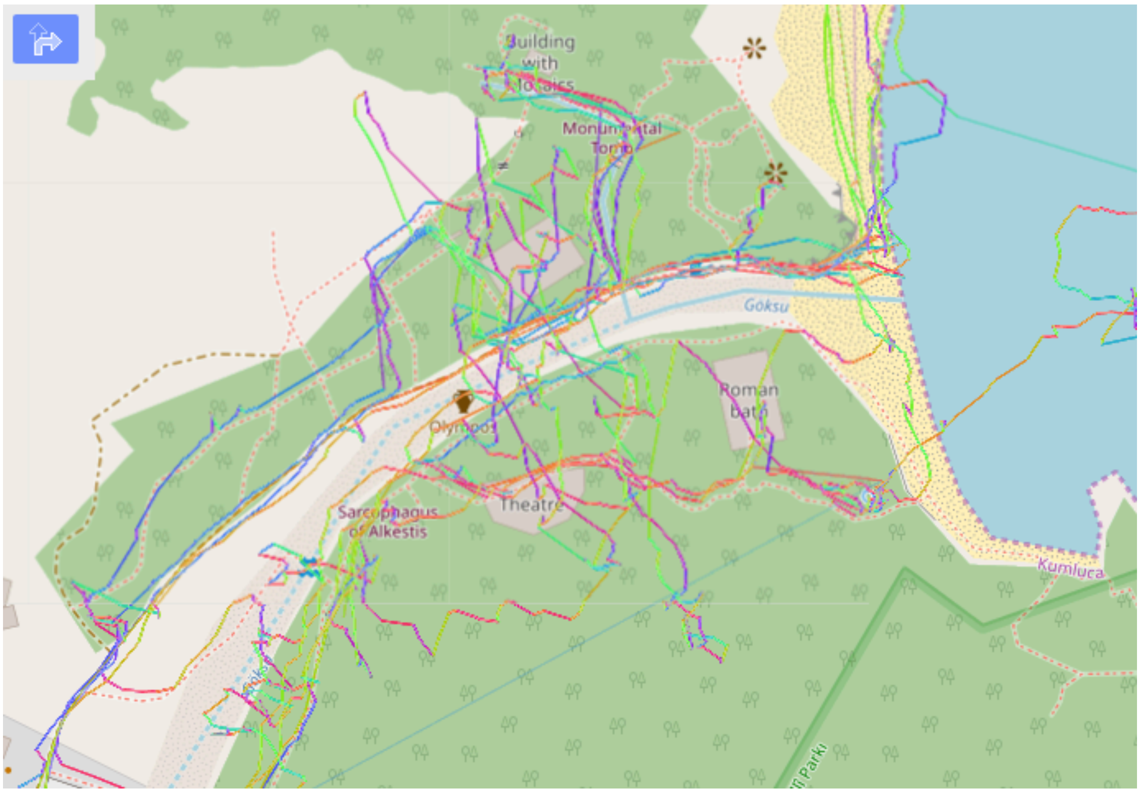
In addition, the spatial behaviour of the tourists can be seen through data that have been gathered anonymously and publicly available. The GPS concentrations (figure 13) and GPS traces (figure 14) in Olympos can be seen here below.

Figure 14. GPS concentrations in Olympos



(Source: openstreetmap.org, 2019)

Figure 15.GPS traces in Olympos



(Source: openstreetmap.org, 2019)

6.3. Scientific Research in Olympos

The most important scientific studies are conducted by Anadolu University in the area. Not only historical research but also heritage tourism related works such as conservation and restitution practices have been done continuously in the area by the excavation team. The rescue excavations that have been conducted by Antalya museum in 199-1992 can be considered as the first scientific exploration of the ancient city. The archaeological surveys were started in 2000 by Anadolu University in order to document present condition and the archaeological remains of the city. Following the topographic mapping of the area, excavations started in 2006 and are still continuing. Field management studies were implemented in 2009 in order to assess site from a holistic approach that involves main archaeological city and the tourism development around it. The field management project aims the protection and sustainability of the area by co-hosting cultural heritage management and cultural heritage tourism management (Olcay, 2017). Moreover, some studies that are related to tourism and region are listed below.

Table 12.Studies that are related to tourism and region

Authors	**Subject**	**Case study area**	**Year**
Caner Ünal, Aslıhan Dursun, Meltem Caber	Domestic honeymoon tourism	Olympos-Ulupınar-Tahtalıdağ	2017
Kuvan	Mass tourism development and deforestation	Olympos-BeydaglariCoastal National Park	2010
Sadık C Artunç	Visual quality assessment	Olympos-Beydaglari Coastal National Park	1987
Eli Collis	Tourism-oriented migration	Kalkan	2005
Atik, Meryem	sustainability	Southern Antalya	2003
Ortaçeşme, V., & Atik, M.	Landscapes	Antalya	2013

7.3. Cultural heritage policies in Turkey: past and present

Policies about heritage areas and artefacts have been created in 19th century. As a result of westernization of the Ottoman Empire, heritage sites have been protected legally. Even exhibition of the artefacts has been started during the Ottoman Empire Period, these practices were far from scientific thought. Foundation of public museums and protecting them with a scientific approach has started with Turkey Republic. On the other hand, the first practice (with or without professional knowledge) of protection is seen during The Seljuks period. Seljuks collected historical artefacts around a mound in the Konya valley. Collecting old stones and reusing them during the building of new structures is stated by many scientists (Eyice, 1990; Gerçek, 1999; Pasinli,2002; Ögel and Özkasım, 2005) as the first practice of the protection efforts in Tukey.

Pasinli (2002), claims that similar practices were done during The Ottoman Empire but those practices were far from professional thought. The purpose of practices was based on patriarchy and the main motivation was respecting to the ancestors. Another motivation was loyalty of customs and aesthetics. In addition, the main purpose was not to be a collector but collections were diversified. Another example of protection practice came up during Fatih Sultan Mehmet Period in Ottoman Empire. During excavation of base part of the Fatih Mosque, some sarcophagus and column heading was found and exhibited in garden of The Topkapı Palace. In addition, Yavuz Sultan Selim ordered to use a room of Rumeli Castle for protecting artefacts. The Grand Vizier İbrahim Pasha exhibited the famous sculpture group “three muses” in his residency and this was accepted as an indicator of heritage intension in Ottoman Empire. Another practice which had been as an example of museological exhibitions in public scale was called “The Holy Heritage”. Every holiday, a group of things which were reflecting life of The Mohammed and İslamic culture was exhibited in public places (Shaw, 2004). Protecting and exhibiting of heritages was considered as an importance of westernization. Restoration of palaces by professionals and endowments were the core of heritage thought from both governmental and public sides (Dağıstan Özdemir, 2005).

The Ottoman Empire had some difficulties about qualified staff until Osman Hamdi Bey achieved this. Osman Hamdi Bey was well educated scholar and artist and he was the manager of the museum after Deither in 1881 (Shaw, 2004). He sent students to have their education in Europe like himself. He did excavations all over the country and he started to create policies against illegal trade and smuggling.

Foundation of Turkey Republic was a revolutionary movement which was led by Mustafa Kemal Atatürk and played a milestone role in cultural development. Protection of cultural heritage was one of the purposes of the first government in 1920. The first legal arrangement was created in 1869 and called “Asar-ı Attika Law”. In addition to the policies, “Hars Müdüriyeti” (Cultural Directorate) was established and the institution was transformed into Ministry of Culture of Turkey (Ata, 2002). The first museum was established in Ankara Castle in 1921.

Policies about cultural heritage and museums were announced in the program of government in 1923. Ankara Archaeology Museum was established in 1923 and its name changed to Anatolian Civilizations Museum in 1967. Istanbul Resim ve Heykel Muzesi, the first fine arts museum was established in 1937 in Dolmabahce Palace (Artun, 2007). Ziya Gökalp, Fuat Köprülü and Rıza Tevfik are some prior examples of researchers who have studies on folklore. These people are accepted as pioneers of the researchers that are interested in intangible cultural heritage (Oğuz, 2009). Protection Law of The Cultural and Natural Assets was published in 1983. According to law, the ownership of cultural and natural property belonged to state and the conditions of use of those property -in terms of reconstruction plans for protection- were determined. Policies about the cultural heritage management have been updated according to European union harmonization process (Dağıstan Özdemir, 2005). Today, Turkey has 18 heritages in World Heritage List. These are; Göreme National Park and the Rock Sites of Cappadocia and Hieropolis-Pamukkale (natural and cultural), Divriği Great Mosque and Hospital, Historic Areas of Istanbul, Hattusha: the Hittite Capital, Nemrut Mountain, , Xanthos- Letoon, City of Safranbolu, Archeological Site of Troy, Selimiye Mosque and its Social Complex, Nolitic Site of Çatalhöyük, Bursa Cumalıkızık: The birth of Ottoman Empire, Pergamon and its multilayered cultural landscape, Diyarbakır Fortress and Hevsel Garden cultural landscape, Ephesus, Aphrodisias and Göbeklitepe.

6. QUALITATIVE ANALYSIS of TOURISMIFICATION of HTDs: ASSESSMENT OF EVOLUTIONARY PROCESS THROUGH A FIVE-DIMENSIONAL MODEL

6.1. Introduction

The tourismification of the protected areas follow a path that can be assessed through the impacts of tourism development on a diverse array of dimensions of the destination. The most adequate dimensions are identified and gathered in the proposed model. In the first place, the physical environment where the destination located is considered due to observability of the especially negative impacts of the development. The environmental impacts are frequently referred in the models to identify the negative impacts of tourism development in terms of sustainability. Secondly, socio-cultural dimension or social milieu of a destination has taken into consideration due to understand the consequences of tourism development on residents and local people of the destination. One of the reasons to assess social milieu, the stages of evolutionary process of tourism can be identified through the reactions of the residents. Especially indicators of later stages of the tourism development such as overtourism are more observable and measurable on social dimension of a destination. In addition, economic dimension should be taken into consideration as the tourism is an economic activity and the major motivation to participate tourism activity is the have economic benefits from it. Moreover, the spatial transformation and the development of the tourism facilities should be considered as it reflects the character of the destination and indicates the esthetical components such as architecture style. Lastly, consumption characteristics is also should be taken into consideration. The tourist typologies and the changing in consumption of the touristified places may provide information about the development of a HTD. As long as the consumed components such as environment or natural attractions are subject to a transformation a change should be expected in parallel.

To sum up, these above-mentioned dimensions and the related indicators can be investigated through qualitative methods such as semi-structured interviews to identify the stage changes, modus operandi of the process and critical points in the evolutionary path of tourismification of HTDs.

6.2. Analysis and findings

The evolution of the Olympos Tourism Area (OTA) has a complex and irregular path. Before the beginning of modern tourism activities in the area in 1975, the region was a haunt for nomads who were camping on the beach during summers. Therefore, the area is known by residents of nearby regions to be connected with nomadic culture. Moreover, the contemporary character of the built environment (bungalows) took shape based on the bower and arbour tradition of the nomads. It can be argued that illegal housing or shanty settlements in the area are not only created to flout the protection and conservation concerns but also function as a continuation of the domestic architecture and local nomad culture. The responses of interviewees referred similar construction of nomads in the beginning of tourism activity in the area.

BO (2018): "In July, when all the nomads finished their duties in agriculture, they were coming to the Olympos Beach. Large nomad groups were settling on the beach in a double row".

On the other hand, the local gathering of nomads attracted the tourists, and the first tourism activities in the area focused on the ongoing local gatherings. During this process, restaurants, camping sites and caravan sites started to provide services to the tourists until the first survey and inventory was conducted by professionals of Antalya Archaeology Museum.

In 1985, concurrently with the announcement of the area as an archaeological and natural protected area, the nomads and other service providers declined to stay, but the landowners of the area continued to function as service providers. Those landowners (mostly locals) transformed their facilities into accommodation units in the beginning of the 1990s and built them in a style that was inherited from their nomad ancestors.

During the 1990s, accommodation services were provided in simple structures, and toilets and bathrooms were in common areas. Later on, as the demand increased, bungalows with interior and private toilets and bathrooms started to be built in the 2000s. Naturally, the consumption of the water and the necessity of infrastructure for sewage disposal increased. In 2004, the businesses that were illegal gained their business license despite having been built in a strictly protected area in which it was forbidden to build any structures. The interviewees pointed out a moment in the process that can be count as critical to understand how the legislative regulations for protection and conservation could be in conflict of developing tourism destination:

BO(2018): "after gaining our license from the special provincial directorate of administration in 2004, we have embraced our business more. Previously, there was always a risk of demolishment".

A legal process has been started against business owners with the announcement of the area as a protected area. Following the announcement, business owners were brought to the criminal court of Elmalı with accusations of having violated the heritage site.

BO(2018):"the land owners who have built small structures have been acquitted, however, those who have built larger structures received penalties. The penalties were postponed, and demolishment decisions were neither applied nor followed".

It can be argued that some of heavy acquisitions were more than adequate for determining whether tourism development caused violations in the area and affected the management of the problem directly. While the announcement of the protected area was provided as a strict way to ensure the conservation of the area and was perceived a positive action, the numerous acquittals had negative impacts on the solution of the problem. The legal process could not prevent the building of bungalows and tourism-based structures. By assigning legal control status to provincial private administrations in 2004, businesses gained their trading licenses. A conservation master plan started in 2009, following the demolishment decisions that were neither applied nor cancelled.

The area has witnessed a change in status from a village status to a district status of Antalya Metropolitan municipality. Correspondingly to this change, the governance bodies who are responsible for supervision of the activities in the area has been changed.

M(2018*):"when the status of the area has been changed in 2014, the governance of the area has been started to done by municipal police. we have started to identify and fine the illegal structures. The development plan (structure plan) has* *been implemented and who had not act in accordance with the plan is fined".*

The spatial development of the tourism related units is heavily depending on the implications of the such plans and abiding to conservation and protection regulations in the OTA. There is more than one stakeholder the planning and governance process and the responsibilities of the institutions or managing bodies are changing in based on new regulation in national scale and, as consequence of that, the physical boundaries of the responsibility are changing. This complex situation of the area frequently pointed out by interviewees.

8.3. Economic dimension

In the OTA, the economy was dominantly based on agriculture until the tourism activity started. After the tourism service units were established, there was a shift from an agricultural economy to a tourism economy. Concordantly, employment developed, and the new opportunities have been created in accordance with the development of the tourism industry. Different interviewees underlined the economic opportunities that have been brought since the beginning of tourism activity in the area:

BO(2018):"tourism and agriculture-based economies are together in the area; however, latterly 90% of the economy is based on tourism now. The tourism economy has been more dominant since 2000. On the other hand, agriculture is still continuing in the area. Now, local farm products are being served to tourists. Also, the majority of the young populations of the area used to go to other places to work, but now they are working in the tourism industry beginning in the tourism season in summer and the ending in greenhouse work in winter".

BO(2018):"this generation is the first generation transitioning from an agricultural economy to a tourism economy".

BO(2018):"the tourism management started among all the locals together. Locals born in 1960 or 1970 have learned business management and been inspired by tourism destinations that are similar to OTA".

Another economic transformation mentioned by interviewees was about the increased land prices. Concerning the development of tourism activities, land prices increased, and the area became open to investors. However, due to the legally problematic situation, foreign investors have hesitated to invest in tourism businesses in the area, following the announcement of the protection graduation. This has led to local-based investments and the local economic development through tourism. Another economic indicator perceived by business owners related to profitability ratios. With massive tourism, profit margins have decreased in parallel with the transformation of tourist types and their budgets.

BO(2018):"Until the 2000s, almost 70% of the money the businesses received was profit. Extra sales such as food and beverage were very good. However, expenses for electricity and personnel costs have increased substantially. When expenses increase, the profit margins decrease".

In addition, the characteristics of local entrepreneurship have introduced various investments into different branches of the tourism service industry. This diversification brought some positive effects to the local tourism economy.

BO(2018):"until 2005, the average number of stays from tourism business was very low. Tourists were going a daily tour to a close natural attraction, and they were not coming back. However, many businesses owners started to establish travel agencies, and we have found opportunities to provide long-term holidays to tourists, and the average number of stays has increased".

6.4. Environmental dimension

The environmental problems have been increased by the development of the tourism industry in the area. The consequences of increased number of tourists, especially during the high tourism season, have become more observable. Some of the most significant impacts have been in the form of human-caused forest fires and increased clean water utilization.

S(2018):".the primary risk of the area is forest fires. Whoever was responsible for the previous forest fires was not found and punished. Additionally, illegal wood chopping is still very common. Reports on the environmental consequences of uncontrolled tourism development are insufficient. The protection and use balance is very bad. The river water has dried up, and the wastewater of tourism businesses mixes the river. As a result, some major diseases have been observed during the high tourist season".

According to results that have been confirmed by Ceylan and Somuncu (2017), the lack of infrastructure causes serious problems for environmental and public health in the area. Their interviews showed and confirmed the similar results related to the issue. As a business owner (BO)and local people stated (Ceylan and Somuncu, 2017:57):

BO(Ceylan and Sonumcu, 2017):*"the business owners are leaving waste water into cesspool that you can understand from the malodour and mosquitos. There is no sewer system here. Everybody digs a 3-4 meters deep pit and leaving sewage there. I have 5-6 pits. I dig the pit and leave sewage at night. Due to site protection, there is no sewer system here".*

It can be argued that the effects of insufficient infrastructure and superstructure are observable in the environment of the area. Additionally, there have been some attempts to prevent the negative consequences of such impacts of uncontrolled tourism development. For instance, GATAB (South Antalya Tourism Development and Infrastructure Management) was founded to solve such problems. During the interviews, significant praise was made to GATAB and its success in its garbage collection efforts. Another transformation in the environment has been pointed about the flora and fauna of the area. A law society, an animal preservation society, various associations and locals protested the increased rate of animal deaths in the area after a massive poisoning of street animals in 2013 and in 2019. Deserted animals, especially street dogs, were the victims of the massacre. This is linked to tourists who came with their animals and deserted them in the area, which has been frequently mentioned. However, massacres have continued during the lowest season of tourism. Another impact of environmental transformation is observed in the population of wild animals and the flora of the area.

S(2018):"The population of the caretta carettas, Mediterranean monk seals and fish have decreased a lot. The bird population is almost at the limit of extinction. Water birds and diversity in the bird population has decreased rapidly. The water of the river is drying day by day. The orchids and the flowers have begun to be rarely seen. There is almost no sustainability in the area"

6.5. Social Dimension

The participants responded to questions about the impacts of tourismification on social milieu of the area. Due to nonsignificant number of people who can be classified as resident that is living exactly in the research area, there should be made a distinction about the resident concept. In the first place, the research area never opened for settlement. Therefore, all the residents who can provide information about the social milieu are living in the area based on reasons that are related to tourism. Secondly, the business owners are the local people who own land as heritage and the first entrepreneurs who transformed professions from agriculture to tourism. Thirdly, nomad culture as is known to all with strong hospitality culture. Therefore, it is very difficult to assess their negative reactions to visitors of the area. Due to these reasons, social indicators such as level of immigration and the inconveniences and disturbances to local residents could not be measured.

BO (2018): "the crime types are mostly based on drugs use in the area. In parallel with the increased number of people, there have been worse crimes against to employees in charge".

S (2018): "the commodification of local products is very significant in the area. the local cousin for instance. The pancakes are made of ready dough recently. In the past they were making themselves. But they cannot serve too many people by this way. Therefore, they started to use ready dough".

An attention should be drawn to increased crimes in the area. During this thesis research, the vice present of the excavation team of the ancient city is stabbed to die. Also a few years ago, the watcher of the ancient city was killed by a drug addict. Hence, a significant increase in number of crimes and types is observed.

6.6. Spatial dimension

Interviewees also expressed the spatial transformation of the built environment. The abovementioned bungalow-type accommodation units dominate the built environment due to both the spatial development that continues despite the protection laws and the legacy of the nomadic culture. However, shanty settling and construction that started with the rise in tourism have also been transformed into a new type of non-authentic, massive, ghetto-style settlements. For instance, treehouses were the most significant attraction in the advertising campaigns for the area, but the concept has been transformed into wooden bungalows with air conditioning and televisions and plastic inside facing that are not built on any tree.

S(2018):"There is confusion about the wooden bungalows and tree houses. There are no more houses in trees, and only a few original tree houses still exist. The number of groceries, bars and parking places has increased. The bed capacity of the OTA is increasing every year, and the building material has changed into steel construction. The illegal construction is continuing. The base stations are disgusting, and their numbers are increasing in parallel with the number of tourists. Power cuts are also occurring due to insufficient infrastructure".

Also, the results of the spatial analyses of the orthographic data which is belong to 1977 has confirmed that there were neither tree houses nor bungalows in the area.

BO(2018):"The development of the infrastructure ran up after 2010. The arc welders were built during 2005 and 2006. The mains water system came to the OTA in 2009. Additionally, between 2007 and 2010, the number of discotheques and bars increased, and effects on the area are still perceptible. The bed capacity was 1000-1500 until 2000 but it is now approximately 2500".

6.7. Consumption characteristics dimension

Since the beginning of the tourism activity, in parallel with the transformation of the area, consumers have also been changed. As pointed out by Christaller (1963), a significant change in the types of tourists has been observed. As the area has lost its idyllic character and changed into a mass tourism destination, both tourists interested in natural attractions and also those interested in cultural heritage have become scarcer. For instance, the transformation of authentic local products (gastronomic or handmade productions) into the mass consumption of tourism products can be listed as a consequence of the tourism-based commodification of local culture, and as a result, authenticity seekers have shifted to other destinations where the authenticity of the products is preserved. It can be argued that the change in tourist types is a long-term consequence of the transformation of all of the integrated elements of a destination that is also related to the changing popularity of the destination among different markets.

BO(2018):"in the past, during the 1980–1990, August was called the "Italian month". Italians were used to come. Also, Germans were saying, "We are not *going to Spain because it has become concrete. We prefer here because we can still find nature". The first tourists were of European origin until 1995. Afterward, Anzacs started to come, and since 2007, domestic tourists have become the majority".*

The interviewees also pointed out to changes in the cultural backgrounds of the tourists, which are frequently referred to as indicators of the distinctiveness of heritage tourists in the literature.

BO(2018):*"In the past, theatre players, authors, and cartoonists used to come. Almost all of them were culturally based professions. However, now, the majority of tourists are middle-aged and employed. In contrast, nowadays the OTA is a destination mostly for families".*

6.8. Conclusion

The statements of the participants indicated that stage changes in the evolutionary process can be identified based on significant moments. In the first place, the most critical moment can be stated as the announcement of the archaeological protection site. Before this moment, the area staged a very limited tourism activity and development of facilities related to it. Following to this, locals were faced a dilemma between continuing to have benefits from great white hoping tourism and new legal regulations that were preventing them to develop their businesses. Therefore, it can be argued that the announcement of new legal regulations brought new issues without bringing any guidance that could help them how to tackle. As a consequence of this, new stage had begun without necessary monitoring of tourism development which rapidly took place and on the other hand also seen favourable by the authorities. The statements of BO about both the accusations and gaining their licence should be considered as consequences dual implications and difficult situation that the locals in. Also, as M pointed out, the governance of the area has been changed more than one times and as a result of this the planning process has begun later stages of the development. On the economic side, the legal statue of the area is seen unfavourable by the exterior investors and the locals were continued as the owners of businesses. As BO indicated that the economic decisions had been taken by the business owners who are the locals at the same time and were not have any experience about neither establishment of a business nor management of it. Therefore, changing from an agriculture-based economy to tourism-based economy took place in long time but within the same generation. The same people have passed from agriculture to tourism, established a tourism business and developed it with additional investments such as travel agencies to promote tourism activity in the area and improve profits. From this point forth, the efforts for product diversification provided long-term stays and should be considered as a critical point in the process.

The responses of the participants about the environment also pointed out some critical moments that should be considered. Especially statements of S on human-based forest fires should be assessed as a consequence of increased number of people in high tourism season. Even though there is no evidence that can be put forward about the responsible of these forest fires it can be expressed that they were frequent before the dense tourism activity in the area. Also, both responses of S and BO were referred to cleanness of the river water in terms of water pollution and lack of necessary infrastructure. This information should be considered as indicators of imbalance in protection and use balance which is frequently seen in the advanced stages of tourism development. Moreover, the expressions of BO and S about the garbage problem in the area should be assessed as indicator of an advanced stage in addition to negative impacts of human on biological environment of animals and flora and fauna in the area.

The information that have been gathered qualitatively about the spatial development of HTDs should be taken into consideration in assessment of the evolutionary process. The statements of S pointed out a transformation in architectural style of the tourism facilities which is also one of the main characteristics of the OTA. HTDs such as OTA where their popularity is gained based on architectural style are expected protect their unique characteristics. The expressions of S are referring a transformation of the architectural style that is related to satisfy increased tourism demand in addition to an increase in number of base stations. Also, as both S and BO pointed out, the infrastructure is insufficient to provide necessary service to increased number of tourists in the area.

Lastly, the data that have been obtained during the semi-structured interviews about the tourist typology of the OTA provided significant indicators that can be considered to understand stage characteristics. As BO indicated, both the origin of the tourists and the demographics have been changed. Based on the information have been gathered qualitatively, it can be said that tourist typology of OTA witnessed a transformation in parallel with the evolution of destination.

To sum up, according to information that have been gathered qualitatively and examined, OTA is showing characteristics of an advanced stage of tourism development. Based on the predominantly negative impacts that have been frequently referred during the semi-structured interviews, it can be stated that OTA can be positioned in an advanced stage of unplanned tourism development in its evolutionary process.

7. TOURISMIFICATION OF PROTECTED LANDSCAPES: SPATIAL ANALYSIS OF HTD DEVELOPMENT THROUGH ORTHOGRAPHIC DATA

7.1. Introduction

The growing importance of “territory” in the analysis of social phenomena is attested to by the attention that scholars have paid to the issue and their reference to the space not only as “geographical” but also as a place where a plurality and variety of “transformations” due to social action and cultural forces are taking place (Notarstefano and Volo, 2012). By incorporation of territorial approach to previous researches, symptoms of tourismification have begun to be evaluated more comprehensively. Linkages between people, place and environment are evaluated under cultural landscape concept. The cultural landscapes are seen cultural properties representing the combination of works of nature and human. The recognition of cultural landscapes as carriers of heritage opened new perspectives for rural areas and communities (Jansen-Verbeke, 2009a).

Territorial approach is used to measure impacts of tourism or to assess of multi-dimensional and a diverse array of indicators brought by tourism. Also, the spatial indicators of tourismification are included to assessments in addition to natural, morphological and natural characteristics, social and political relationships, economic structures and functional profiles. Yet another innovation in tourismification analysis that provided by territorial approach is, it has enabled to assess tourism-induced impacts in specific areas. Inherently, more focused and detailed analysis has been possible in small scales. Also, the driving forces behind spatial transformation and the social understanding of changing patterns of space use (Jansen-Verbeke, 2007) have become more visible through instrumentality of new tracking technologies.

7.2. Analysis and findings

In an urban context, tourismification of space concerns the inner historical city (Russo, 2002). However, in rural contexts or destinations where the main heritage site and the tourist areas are distanced (as in mentioned core and periphery concepts), spatial expansion occurs around the core in different protection zones. A distinction can be made by excluding archaeological site where generally there is no transformation and stability is dominant due to conservation and protection concerns and outer space with dynamic transformation. Olympos / Antalya is one on the most outstanding examples of such graduations for protection that provide protection against having negative and destructive impacts of tourism development. However, due to unplanned and fast growth, legal infringements and lack of governance, it has led an awkward of development of a tourism destination that can be counted as an example of overtourism in HTDs. Graduations such as 1st, 2nd or 3rd degree of archaeological or natural protection zones have different levels of planning and implications. The graduation of the archaeological and natural sites can be listed as (Gülgün, 2009):

- First degree natural site: These are areas whose scientific preservation is of universal significance and which, due to their special interest, outstanding beauty and rarity, from the point of view of public benefit must be protected and are to be preserved untouched except for scientific studies aimed at conservation.

- Second degree natural site: These are areas which, while the natural structure is protected and developed, may be opened up for use, taking the public benefit into consideration. In these areas no kind of building is allowed other than tourism investment and touristic facilities and buildings providing services which have a tourism business license.

- Third degree natural site: These are areas which, while the natural structure is protected and developed, may be opened up for use for housing, taking the area’s land use characteristics and potential into consideration. Also, the first-degree archaeological sites can host only archaeological excavations or scientific interventions for the purpose of conservations allowed. No new constructions are permitted with an exception of necessary service and security spaces (parking, ticket desk, lavatories) (Serin, 2005).

- First degree archaeological site: These are areas which are to be preserved untouched except for scientific studies aimed at conservation.

- Second degree archaeological site: These are areas which must be protected, but whose conditions of protection and use are to be determined by preservation committees, and which are to be preserved untouched except for scientific studies aimed at conservation. No new building is allowed in these areas.
- Third degree archaeological site: These are areas where new arrangements may be permitted in line with rulings regarding use.

Unfortunately, unplanned tourism development and illegal land use forms are frequently seen in second degree protected areas in Olympos. Conservation and protection can be ignored due to create provisional solutions to satisfy tourism demand. Overtourism is strongly associated with the number of tourists, in other words, tourism demand. Rapidly increased number of tourists caused faster and uncontrolled growth in illegal building of tourism facilities.

Figure 16. Bungalow and tree house-type accommodation units

(Source: doyouknowturkey.com, 2019).

Figure 17. Bungalow and tree house type tourism facilities

(Source: doyouknowturkey.com, 2019).

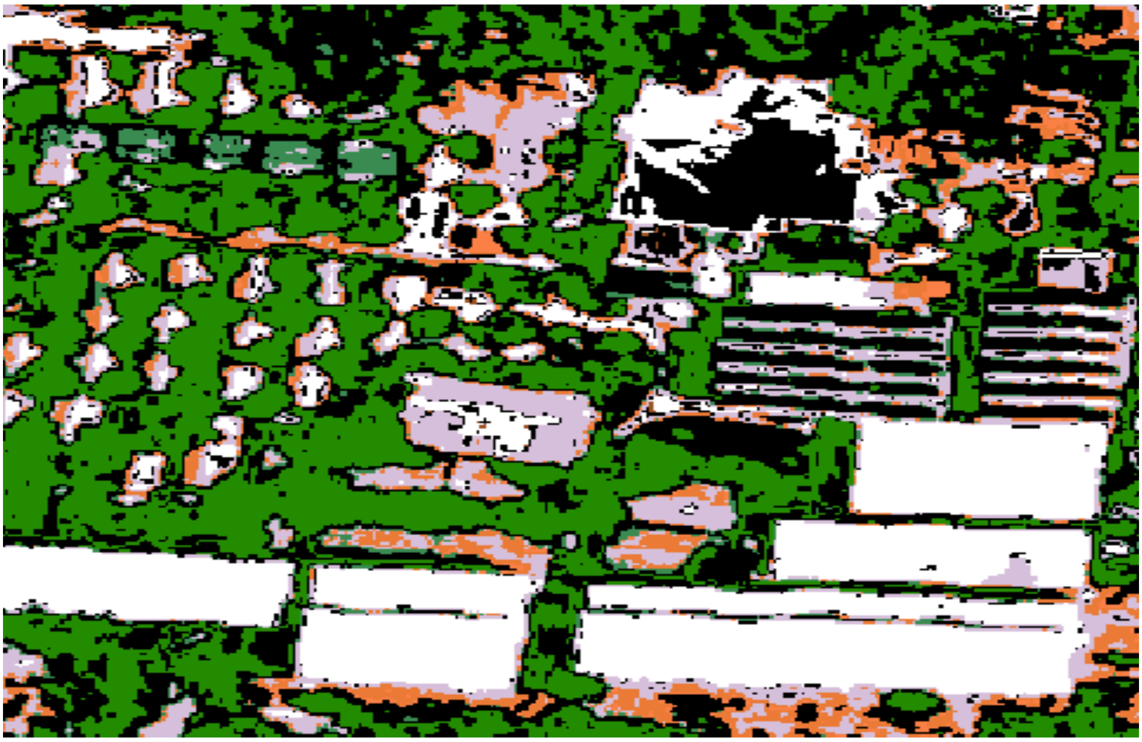
In Olympos / Antalya, overtourism brought awkward development of tourism facilities. Firstly, Olympos ancient city is decelerated as the 1st and 2nd degree of archaeological protected area and 1st and 3rd degree of natural protected area with decision dated and numbered 13.03.1978 and 8995 in Northern Antalya Environmental Plan by Ancient Arts and Higher Council of Monuments (Antalya Kültür Envanteri, 2005). The first (framed with black dots) and the second degree (framed with red dots) archaeological protection zones can be seen in figure 17.

Figure 18. The 1st and the 2nd degree archaeological protection sites

(Source: Antalya kültür Envanteri, 2005)

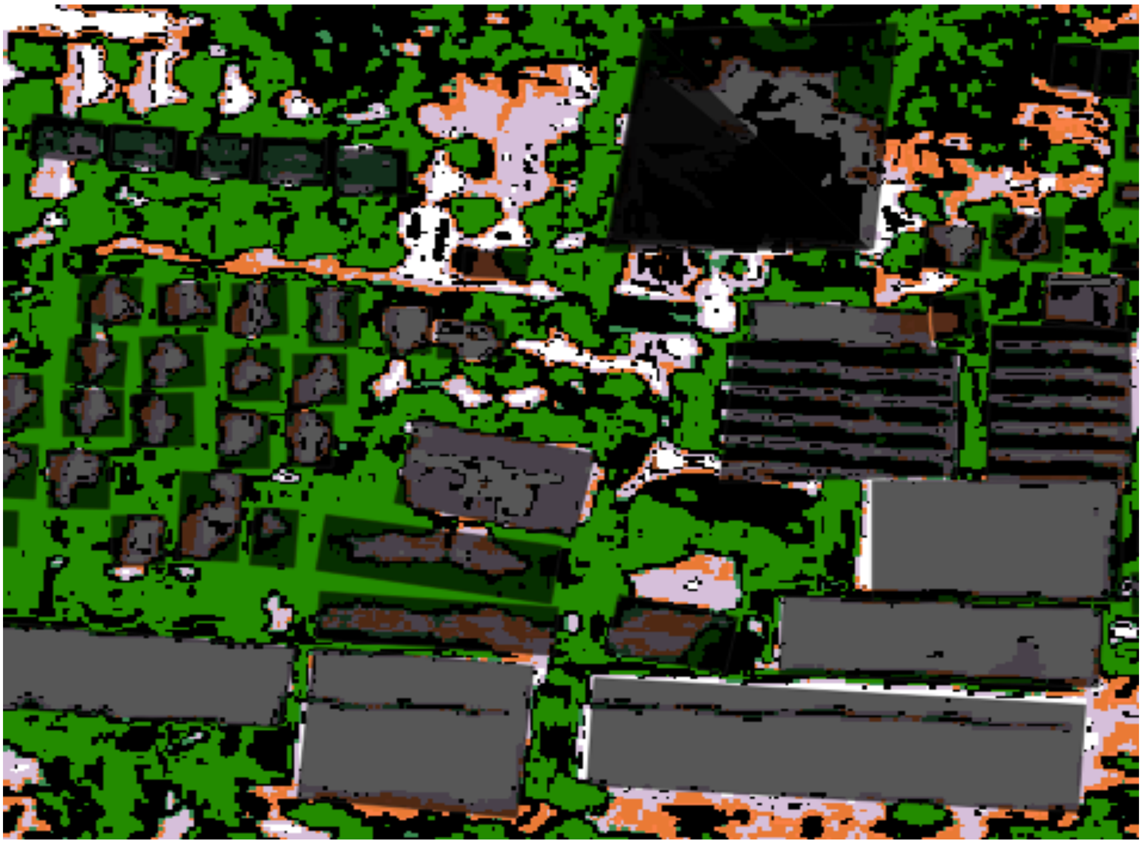
Seyhan and Russo (in press) underlined that there were no buildings or spatial transformations during 1975 and heretofore. However, the lands that were used for agriculture are started to host bungalow-type accommodation and service units due to legal gaps that are not counted bungalows as structures. A conservation master plan started in 2009, however, following the demolishment decisions by legal authorities were neither applied nor cancelled. Therefore, bungalow-type tourism units dominated the built environment and, later on, destination transformed into a shanty or ghetto-style settlement. The bed capacity of the businesses that have been built in the protected area reached to approximately 1500 in 2000 and nowadays it is around 2500. The number of the tourism facilities stated as 70 (Uçkan, 2017). Classifications that have been made through semi-automatic classification plugin (Figure 19), manual identification of the tourism-based structures (Figure 20), overlapping the results of all detected tourism facilities in second degree archaeological protected area (Figure 21) and the extraction of overtourism-based spatial transformations in second degree archaeological protected area on vector file (figure 22) are shown in below.

Figure 19. The results of semi-automatic classification on raster image



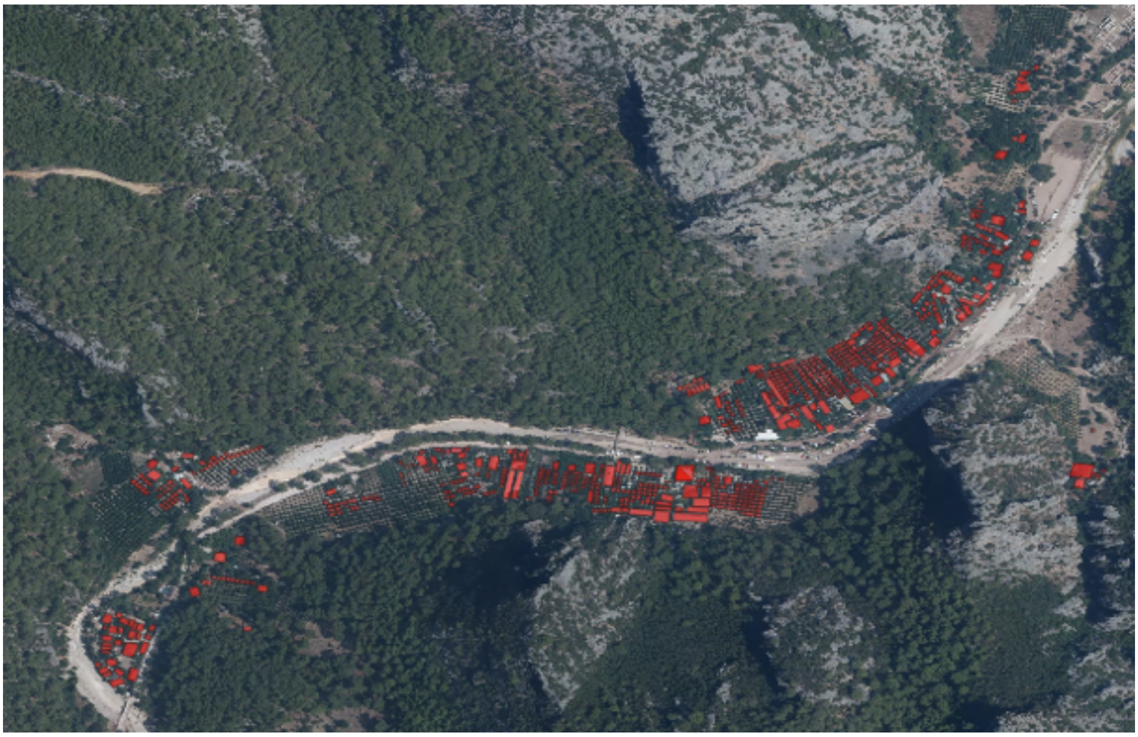
(Source: Author, 2019)

Figure 20. The manual identification of buildings



(Source: Author, 2019)

Figure 21. Overlapping the results of all detected tourism facilities in 2nd degree archaeological protected area



(Source: Author, 2019)

Figure 22. Extraction of tourism-based spatial transformations in 2nd degree archaeological protected area on vector file

(Source: Author, 2019)

Figure 23. The historical orthographic photo of OTA (1977)

(Source: General Directorate of Mapping, 2019)

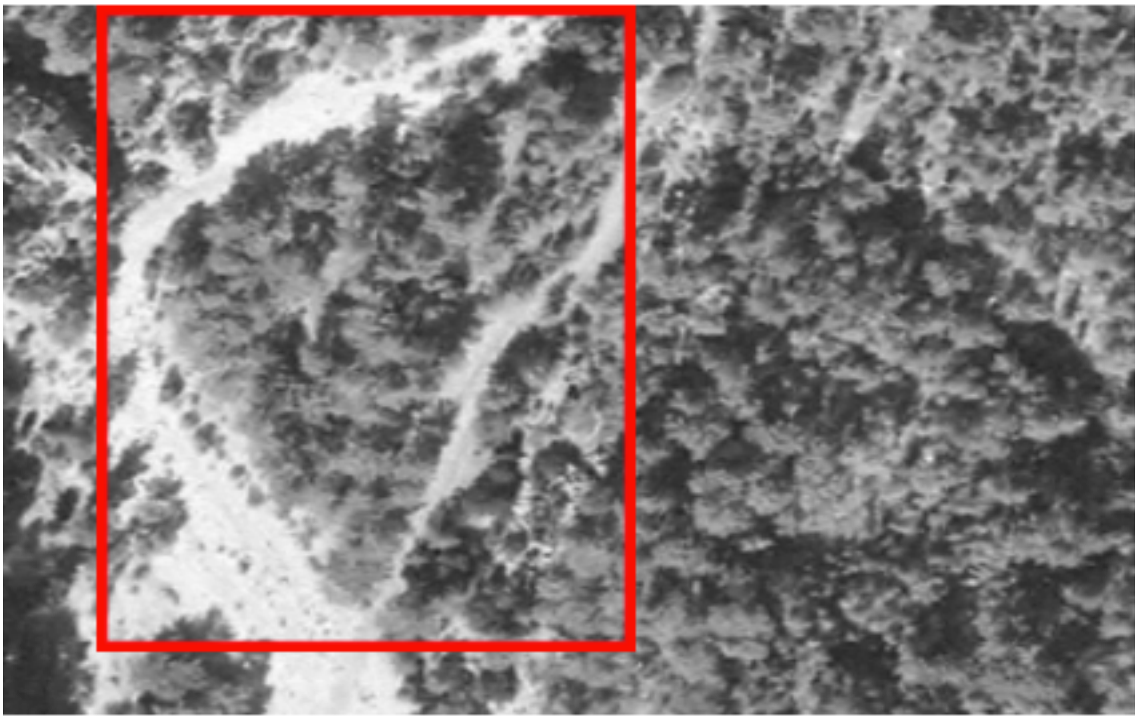
Figure 24. The historical orthographic photo of OTA (1992)

(Source: General Directorate of Mapping, 2019)

Figure 25. Area detail in 2015

(Source: General Directorate of Mapping, 2019)

Figure 26. Area detail in 1977



(Source: General Directorate of Mapping, 2019)

Figure 27. Area detail in 1992

(Source: General Directorate of Mapping, 2019)

9.3. Conclusion

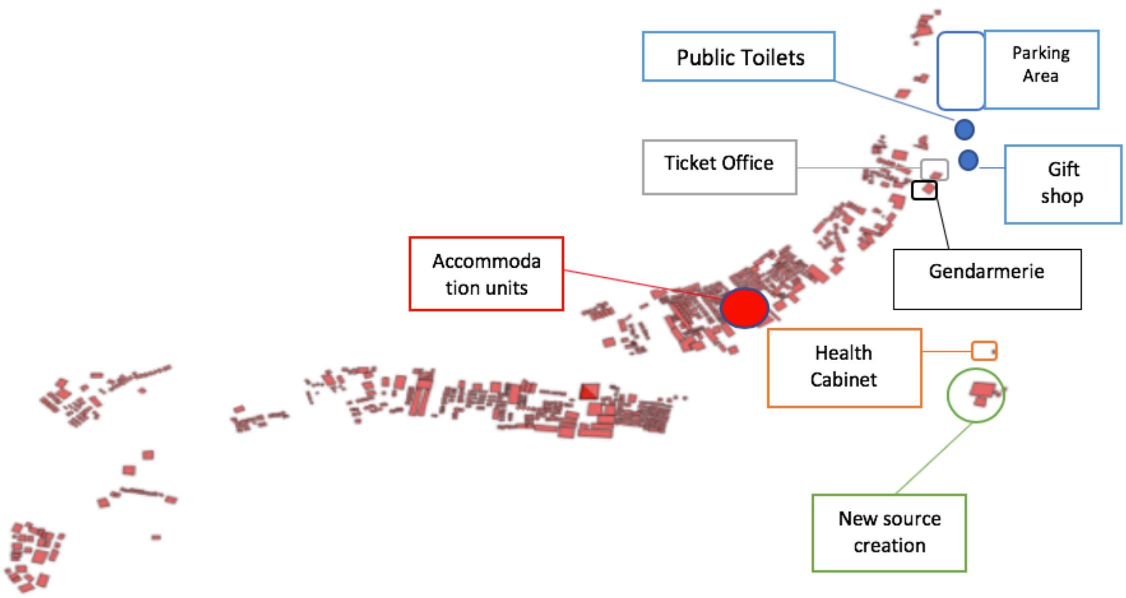
Since the announcement of the protection decision in the area, a lot of changes have been occurred in social, economic and physical environments of the area. In the first place, by the beginning of spatial restrictions such as 1st degree and 2nd degree archaeological sites, new regimes brought by legal frame imposed a new phase in evolution of the destination. Therefore, the first stage in the development process of OTA as tourist destination can be stated as the exploration stage before the announcement of the protected areas. Following to this, by the beginning of new legal regime, an awkward development of tourism facilities developed by taking advantage of legal gap and lack of governance.

The results of the extraction of tourism-based spatial transformations in the in the second-degree archaeological protected area indicated that the abovementioned impacts of overtourism on environment are significant in the area. The environmental impacts that have been pointed out in the literature such as increased usage of natural resources (land, water and energy) is observed depending on the increased number of accommodation and service units. In the first place, the 2nd degree archaeological site become a periphery of the main ancient city by hosting tourists in pergolas that are latterly transformed into bungalow-type accommodation units. As the periphery developed with the new type of accommodation offerings, it become more popular and expanded rapidly. Consequently, the new type of tourism destination that was offering low-cost holidays in shanty pensions to -especially- young tourists took its place among the tourism market. As Moissec (1977) and Verbeke and Russo (2008) explained, the core should be the centres of attention for visitor activity, hold power on development and reap benefits from tourism. In OTA case it can be said that the situation is vice-versa, the ancient city and its environment as the core become the least changed (due to different legal basis) and under the pressure of the periphery.

As it has been pointed out in vicious circle of heritage cities, a decrease in the quality of heritage tourism product (supply side) is occurred in addition to discomfort of congestion that is created by tourism density. Also, as it has been indicated in CDM, the consumption behaviour of heritage tourists (demand side) took shape based on transformation of landscape. For instance, in the documentaries of BBC and Discovery Channel on backpackers, bungalow-type pensions have been started to seen frequently and the destination that have been developed as periphery itself just next to ancient city (the core) become more popular than the core and the main characteristic of the destination among the international backpacker community. The first hostel that has been built in the 2nd degree archaeological protected area without any legal basis and necessary infrastructure is voted as one of the most interesting places to see by Washington Post in 2010 and one of the coolest hostels in the world by Los Angeles Times in 2011. In parallel with the increase in number of tourists, the tourists who have the visiting of cultural and natural attractions as the primary purpose of their trip has moved out from where the congestion and overcrowding predominated (see consumption section). Therefore, it can be said that the place where primarily defined as periphery and then become the core of tourism activity created similar effects of functional tourist region (FTR) which has been pointed out in vicious circle of heritage cities. In addition, due to commodification of local products, a loss of authenticity in local products (i.e. pancake) and handcrafts if seen in accordance with mass production for tourists. The type of dominant landscape shifted from natural and cultural landscape into shanty district which is consisted of illegally build-structures as band-aid solutions through taking advantage of legal gaps.

In particular, spatial development of OTA has followed a path without governance and the tourism supply has increased rapidly in according to satisfy changing tourism demand. It can be stated that the regimes and the legislative regulations which have been intervened in the process to protect natural and historical landscape have been neither fully implemented nor monitored. As a consequence of this, managing a destination which has been already developed and took a large scale become more and more difficult to handle for local, regional and national managing bodies. The socio-cultural indicators of overtourism such as increasing rate of crime and diversification of its types or environmental indicators like construction of tourism infrastructure and disturbing natural and cultural landscapes have been observable. As it has been abovementioned in the literature section, the spatial development of OTA has shifted from a "base source" dominated destination to "service source" based destination including necessary post-hoc services to satisfy increased demand.

Figure 28. Classification of spatial transformations based on Johnston (2001) and Smith (1988)



(Source: Author, 2019)

As it can be seen in figure 19, the service resources that have been built in 2nd degree archaeological protected area have almost all Tier types that have been abovementioned. The extracted satellite images showed that the majority of the structures are Tier 1 type service units that are consisted of accommodation units, souvenirs shop, food and beverages units that are serving directly to tourists and new created discotheque which has developed separately from the concentration of other tourism units. Also, health cabinet can be seen as an example of Tier 2 type of units that are serving both tourists and locals. Furthermore, services such as Gendarmerie and cell towers that are located in different points in the area can be assessed governmental structures in the area.

To sum up, it can be stated that the advancement of the spatial transformations in OTA, proceeded under motivation of profit from tourism activity which has been started during the 1970s and continued against to protection concerns and changed legislative regulations. The stakeholders of the process such as local, regional and national administrative bodies and local people who are also the owners of the tourism businesses should develop long-term plans that are including principles of sustainable development. More importantly, the implication of created plans should be supervised and monitored by participation of all stakeholders. Therefore, to achieve success in sustainable tourism development, participation of local people, professions and managing bodies should be provided. OTA as a heritage destination which has been stage for negative impacts of tourism through decades and latterly for consequences of overtourism in all dimensions should be examined in details and the recognition of current problems should be done objectively. The most obvious finding to emerge from this study can be stated as the importance of participation of all stakeholders during the evolution of a heritage tourism destination and provide necessary supervision, planning and governance by evolving every stage of decision-making and implication.

8. IDENTIFICATION OF HERITAGE TOURIST TYPOLOGY: A SURVEY OF CONSUMPTION CHARACTERISTICS IN OTA

8.1. Introduction

The demand side of the tourism in the destinations is subject of inquiry that are studied to identify the consumption characteristics. The classification of tourists according to a wide range of indicators is one of the most frequently referred method to determine typologies. The heritage tourists can also be identified based on their distinctive characteristics such as educational backgrounds and the main motivations. In order to understand how the consumption characteristics are changing during the evolutionary process of HTDs or is there any shifting in tourist typologies during the stage changes, surveys should be conducted periodically or the data that is consisted of the significant characteristics of the tourists should have been gathered from the stakeholders of the tourism development. Hence, in addition to gathered data through semi-structured interviews, a survey has been conducted in OTA to clarify present tourist typology and make a comparison with the information about the characteristics of the previous tourists.

8.2. Analysis and findings

The first set of questions aimed to investigate motivations of participants. It has been seen that the majority of the respondents are repeat visitors (table 13). Olympos as a rapid-growth destination, has witnessed also a rapid increase in number of visitors. To set an example, OTA as the 2nd degree archaeological protected area hosted 156.592 visitors in 2016, 170.907 in 2017 and 226.008 in 2018. Via two entrances that are the only ways to pass from one side of the valley to another side, all visitors can be count. Therefore, the numbers of the people in the valley and the changes are available. As it has been mentioned during the in-depth interviews, the origin of the tourists is shifted from international tourist to domestic tourists and the number is increased especially during the summer period.

Table 13. The number of visitors in months and years. (*) Number of visitors who has “beach card”

(another type of ticket which had been sold for two years) are excluded

Year	January	February	March	April	May	June	July	August	September	October	November	December	∑
2007	3.036	1379	2788	12.696	19.013	56.880	100.156	138.639	52.253	13.962	4183	3833	274.230
2008	2.890	2158	5795	8994	28.074	25.429	54.450	48.280	25.012	22.293	2597	3840	230.312
2009	2004	1341	2051	6859	12.700	42.303	32.947	31.135	17.933	10.377	3426	1178	139.299(*)
2010	1886	1261	4353	8289	15.786	22.814	43.979	37.236	28.386	16.375	9308	2067	191.791(*)
2011	2084	2099	3943	11.702	27.008	-	48.495	-	31.93	11.895	6506	2460	209.933
2012	2455	2017	4562	18.580	27.890	49.130	65.840	42.476	24.398	15.366	3706	1927	259.083
2013	1487	1717	4461	11.452	17.851	25.767	33.213	43.110	24.492	17.804	3816	1843	187.013
2014	1478	2376	3373	10.694	17.462	22.013	34.337	49.518	25.885	15.858	3453	1604	188.051
2015	1555	1779	3097	9865	21.474	23.099	44.340	54.796	32.213	13.155	5445	2774	213.045
2016	-	-	-	-	-	-	-	-	-	-	-	-	156.592
2017	-	-	-	-	-	-	-	-	-	-	-	-	170.907
2018	-	-	-	-	-	-	-	-	-	-	-	-	226.008

(Source: Author, 2019)

As shown in 12, total number of visitors in Olympos has an irregular path. Differences between consecutive years had increased incrementally and reached almost 56.000 visitors.

Table 14. Frequency of visitors who has been in site before and percentage in total number

	Frequency	Valid percent %
Yes	54	77.1
No	16	22.9

(Source: Author, 2019)

In the third question of the survey, the participants are asked to express their opinions about the statements that are related to their feelings/motivations about their visit by marking a five-point scale. According to Richards and Munsters (2010), scales can be very useful tool for operationalizing concepts or for measuring attitudes to statements. However, the number of points is arguable especially six-point scales based on lack of middle-point. Therefore, five-points scale is used as has been used in the ATLAS project. The statements can be listed as (Table 14):

1st statement: “this experience has increased my knowledge”

2nd statement: “it was very relaxing being here”

3rd statement: “there are lots of interesting things to see”

4th statement: “I like the atmosphere of this place”

The majority of the participants are agreed that their experience is increased their knowledge. However, the statement

Table 15. Statements in the survey and their frequency and percentage in total responses

	1st	**%**	**2nd**	**%**	**3rd**	**%**	**4th**	**%**
1Disagree	2	2.8	-	0	2	2.8	3	4.2
2	7	10.1	1	1.4	3	4.3	-	0
3	15	21.7	4	5.7	13	18.8	4	5.6

4	17	24.6	17	24.6	16	23.1	20	28.1
5 Agree	22	31.8	43	62.3	31	44.9	41	57.7
Invalid	6	8.6	4	5.7	4	5.7	3	4.2
Total	69	100	69	100	69	100	71	100

(Source: Author, 2019)

The majority of the participants were defined the primary purpose of their trip as holiday and a cultural/natural visit (table 15). The results indicated that the number of holiday-oriented visitors are predominate. There is no evidence for visitors who have shopping or attending an event such as conferences as their purpose.

Table 16. The primary purpose of the trip and its frequency/percentage in total number

	Frequency	**Valid percent %**
Holiday	54	50
Visit a cultural/natural attraction	26	24
Attend a cultural event	2	1.8
Visiting relatives and friends	8	7.4
Business	2	1.8
Conference	-	0
Sport event	6	5.5
Daily trip	10	9.2
Total	108	100

(Source: Author, 2019)

The question for classification of the type of visit was multiple-choice question. Respondents were asked to indicate the type of holidays that they are taking. The results showed that almost half of the visitors are positioning in sun/beach holiday. Ecotourism/nature holiday is the second biggest group by constituting almost one-of-five part of the visitors. One of the most striking result to emerge from the data is that the number of visitors who are positioned their travel as cultural holiday is the third group and marked only 16 times in a multi-choice question (Table 16).

Table 17. The types of holiday and their frequency and percentage in the total number of visitors

	Frequency	Valid percent %
Sun/beach holiday	48	47.5
Health/wellness	2	1.9
Cultural Holiday	16	15.8
Ecotourism/nature holiday	20	19.8
Rural holiday	4	3.9
Touring holiday	5	4.9
Sport tourism	3	2.9
Creative/educational holiday	3	2.9
Total	101	100

(Source: Author, 2019)

The responses to open-ended question related to similarities with which destination that the visitors can state showed that the closest Lycian city Phaselis is seen as the most similar destination. The list of the destinations that are quoted can be seen below in table 17.

Table 18. Similar destinations and their frequency

Similar destinations	Frequency	Valid percent %
Adrasan	2	2.6
Akyaka	2	2.6
Assos	3	4
Ayder	1	1.3
Bartın	1	1.3
Bozcaada	3	4
Çıralı	3	4

Dalyan	1	1.3
Darıca	1	1.3
Datça	1	1.3
Demre	1	1.3
Dydma	1	1.3
Ephesus	3	4
Gazipaşa	1	1.3
Göreme	1	1.3
Gümüşlük	1	1.3
Kabak	4	5.3
Karaburun/İzmir	1	1.3
Kaş	7	9.3
Kekova	2	2.6
Knidos	1	1.3
Kos	1	1.3
Köyceğiz	1	1.3
Limyra	1	1.3
Myra	1	1.3
Nemrut	1	1.3
Ölüdeniz	5	6.6
Patara	2	2.6
Pergamon	2	2.6
Phaselis	11	14.6
Pirin Cave	1	1.3
Side	2	2.6
Sultanköy/Mersin	1	1.3
Tekirova	1	1.3
Thassos	2	2.6

Urfa	1	1.3
Yeşilvadi/Muğla	1	1.3

(Source: Author, 2019)

The “stay and activities” section of the survey is designed to determine the type of accommodations, length of stay (nights), the priority of attractions and satisfaction level of visitors. The question related to accommodation type is showed that the vast majority of the visitors are staying in pensions which are one of the most well-known attractions are tree-houses and bungalows. It can be said that the accommodation type in OTA is very significance in all marketing campaigns as the pensions have been intensely advertised tree-houses in the international press and tv channels such as The New York Times and Discovery Channel. The bungalow-based pensions are a strong part of Olympos destination image (Table 18).

Table 19. The types of accommodation and their frequency and percentage

	Frequency	**Valid percent %**
Pension	52	73.2
Second residence	-	0
Self-catering accommodation	1	1.4
Own home	3	4.2
Caravan/tent	9	12.6
With family/friends	6	8.4

(Source: Author, 2019)

In the second question of the “stay and activities” section, the participants are asked to write their length of stay in nights through open-ended responses. The results showed the majority of the visitors have been there average 2 or 3 nights and the numbers of the daily visitors are low compare to other heritage sites. These results indicated that the distance of the area to the popular mass tourism destinations that are located around is determinant. It can be said this is because the area is located in geographically hard-to-get valley that only has a single road and sea access (Table 19).

Table 20. Length of stay and their frequency and percentage

	Frequency	Valid percentage %
1 Night	4	5.6
2 Nights	14	19.7
3 Nights	17	23.9
4 Nights	5	7
5 Nights	4	5.6
6 Nights	1	1.4
7 Nights	7	9.8
8 Nights	-	0
9 Nights	-	0
10 Nights	6	8.4
11 Nights	2	2.8
12 Nights	3	4.2
One month	1	1.4
Two months	1	1.4
Three months	2	2.8
Daily trip	4	5.6

(Source: Author, 2019)

The next question of the survey concerned to identify the most visited attractions in the area. The results showed that the temple and monumental tomb of Lykiarkh are the most visited components of the site. Also, participants stated their will to visit all attractions. The south and the north necropolis are indicated as the least visited attractions (Table 20).

Table 21. The frequency of most visited attractions of the site

	Frequency
Acropolis	13

Temple	24
Theatre	15
Northern necropolis	8
Bishops' palace	2
Building with mosaics	12
Monumental tomb of Lykiarkh	22
Southern necropolis	3
All	23

(Source: Author, 2019)

The next question is designed to determine the satisfactory levels of the visitors on a 10-points scale from very unsatisfied to very satisfied. The results indicated that the overwhelming majority of the participants have high level of satisfaction. The most marked point is very satisfied. Only a small part of the visitors marked less than 7 point in the scale (Table 21).

Table 22. Satisfactory levels of participants

	Frequency
1 Very unsatisfied	1
2	-
3	1
4	1
5	2
6	2
7	10
8	15
9	12

10 Very satisfied	24

(Source: Author, 2019)

In the sequent section, the "expenditure" of the visitors is asked through open-ended questions in the survey. The respondents indicated their expenses for travel, accommodation and shopping during their holiday. The results showed that the participants spent similar amount of money for travel and accommodation (table 22 and table 23). Shopping expenses are including food and beverage costs (table 24). The tourism businesses in the area are generally serving breakfast and dinner included packages and there is no all-inclusive service hotels or pensions in the area.

Table 23. Travel expenditures and its valid frequency, mean and sum

Valid frequency	45
Mean	338,666
Sum	15.240 Turkish Lira

(Source: Author, 2019)

Table 24. Accommodation expenditures and its valid frequency, mean and sum

Valid frequency	50
Mean	344
Sum	17.200 Turkish Lira

(Source: Author, 2019)

Table 25. Shopping expenditures and its valid frequency, mean and sum

Valid frequency	50
Mean	383,4
Sum	19.170 Turkish Lira

(Source: Author, 2019)

Table 26. Total expenditures of holidays and their valid frequency, mean and sum

Valid frequency	64
Mean	806,4
Sum	51.610 Turkish Lira

(Source: Author, 2019)

The next section of the survey is designed to understand the sources of information that the visitors have. The first question is posed about how the participants have arranged their travel and accommodation (Table 26). The results showed that the majority of those who responded the question has not booked neither travel nor accommodation in advance. All-inclusive package users can be assessed as daily visitors due to absence of all-inclusive service in the OTA.

Table 27. The type of arrangement of travel and accommodation

	Frequency	**%**
All-inclusive package	5	7.4
Travel and accommodation booked separately	15	22.3
Nothing booked in advance	47	70.1

(Source: Author, 2019)

In response to second question of the section, most of the surveyed indicated that they have been booked directly to tourism businesses. Only a minority of the indicated that they have booked through at travel agency in personal (Table 27).

Table 28. The types of bookings

	Frequency	**%**
Booked in person at travel agency	3	9
Booked via internet	8	24.2
Booked directly	22	66.6

(Source: Author, 2019)

In the following question, the respondents are asked to give information the source of information about site before they arrived. The results showed that the tourist information centres are the most indicated source. Family and friends have the second place in responses. Internet is expressed as the third among the primary source of information on site (Table 28).

Table 29. The source of information before arrival

	Frequency	Valid percent %
Family/friends	26	24.7
Tourist information center	37	35.2
Internet	24	22.8
Tourist board	1	0.9
Travel agency	2	1.9
Tv/radio	2	1.9
Newspapers/magazines	5	4.7
Tour operator brochures	4	3.8

(Source: Author, 2019)

The last question of information sources section is designed to identify the source of information that visitors have after arrival to the site. Interestingly, the most used source of information is stated as internet sources. It can be said that internet is used by participants more effectively to learn after their visit rather than booking of their holiday trip. Also, signboards on site is indicated as the second most used source to gain information on site. Therefore, it can be stated that the signboards in the site are functional and seen as one the most used source (Table 29).

Table 30. The source of information after arrival

	Frequency	Valid percent %
Family/friends	26	25.4
Tourist information centre	2	1.9
Internet	38	37.2
Tour operator information	6	5.8
Signboards on site	22	21.5
Local brochures	5	4.9
Guidebooks	1	0.9
Tv/radio	-	0
Tour guide	2	1.9

(Source: Author, 2019)

The following section involves the questions that are related to profile of the visitors. The results showed that the vast majority of the participants are out of Antalya where the site is located inside its territory and provincial administrative boundaries. The origin of the visitors are dominantly the metropolises of Turkey such as İstanbul, İzmir and Ankara (Capital). The number of participants who are coming from inside of the province cannot be stated as in direct proportion of daily trip visitors when the distance between provincial centre and the location of site taken into consideration (table 30).

Table 31. The origins of the participants

	Frequency	Valid percent %
Antalya	12	10.4
Out of Antalya	55	47.7
Abroad	2	1.7
Istanbul	23	20
Afyon	1	0.8
Isparta	1	0.8

Izmir	3	2.6
Hatay	1	0.8
Ankara	5	4.3
Kocaeli	2	1.7
Bolu	1	0.8
Van	2	1.7
Kütahya	1	0.8
Russia	1	0.8
Bursa	1	0.8
Alanya	1	0.8
Adıyaman	2	1.7
Samsun	1	0.8

(Source: Author, 2019)

The second question includes the gender of participants (table 31).

Table 32. The gender distributions of participants

	Frequency	**Valid percent %**
Female	31	44.2
Male	38	54.2
Other	1	1.4

(Source: Author, 2019)

The following question is designed to identify ages of the participants. As it has been explained in the literature review, age is frequently referred as one of the characteristics during the identification visitor types. The results showed that the majority of the participants are between 20-39 years old (table 32).

Table 33. The age distributions of the participants and their percentage

	Frequency	**Valid percent %**
15 or younger	-	0

16-19	-	0
20-29	24	34.2
30-39	29	41.4
40-49	13	18.5
50-59	1	1.4
60 or over	3	4.2

(Source: Author, 2019)

The fourth question of the section is designed to identify educational backgrounds of the participants. The visitors are expected to state their last education level that they have been graduated among options from primary school to doctoral degree. The results indicated that the majority of the participants have bachelor degree and more. It can be said that the education can be count as a determinant to identify typologies of the visitors in OTA (table 22).

Table 34. The educational backgrounds of the participants and their percentage

	Frequency	**Valid percent %**
Primary school	1	1.4
Secondary school	5	7.1
Vocational school	6	8.5
Bachelor degree	44	62.8
Master or doctoral degree	13	18.5

(Source: Author, 2019)

In response to fifth question of the section, participants are expected to express their current position. The results showed that all options that have been offered corresponded. The majority of the responses showed that the biggest group is employees. The second group is consisted of self-employed participants (table 34). However, the following open-ended question that is posed to participants to write their current or former occupation is not responded. None of the participants of the survey preferred to answer the sixth question of the section.

Table 35. The current position of the participants and their percentage

	Frequency	Valid percent %
Employee	35	50
Self employed	12	17.1
Retired	4	5.7
Housewife/man	1	1.4
Student	10	14.2
Unemployed	8	11.4

(Source: Author, 2019)

Also, the occupations of the visitors are asked if they are connected with culture or not? The responses indicated that the majority of the participants have not culture-related occupations (table 35).

Table 36. Culture-connected occupations

	Frequency	Valid percent %
Yes	12	18.1
No	54	81.8

(Source: Author, 2019)

The last question of the survey is designed to understand the annual gross income. The options are classified to groups that can be seen in table 36.

Table 37. Annual gross income groups and their frequency and percentage

	Frequency	Valid percent %
5000 TL or les	15	23.4
5001-10.000 TL	11	17.1
10.001-20.000 TL	5	7.8
20.001-30.000 TL	3	4.6
30.001-40.000 TL	6	9.3
40.001-50.000 TL	5	7.8
50.001-60.000 TL	1	

More than 60.000 TL	18	

10.3. Conclusion

Overall, the results showed that visitors of OTA are consisted of mixed types of tourists who have multiple purposes such as both visiting cultural and natural heritage attractions (%35.6) and having a holiday trip with other purposes (%64.4). In the above-mentioned literature heritage tourists are defined in different types generally based on their main purpose of the visits. In this sense, the visitors of OTA can be classified as “adjunct cultural tourists” in Silberberg’s (1995) model who has a motivation to visit cultural attraction adjunctively. The results obtained indicated that the majority of the visitors expressed that their primary purpose of visit is holiday, visiting relatives or friends and sport event (%64.7). Only % 31.4 of the visitors are stated that their main purpose related to any cultural attraction or event. The results of questions to determine the main purpose of visit and the type of holiday are consistent. It can be stated that the majority of the visitors have sun/beach, health/wellness, touring, creative/educational or sport tourism holidays, on the other hand, a minority of them have heritage related motivations and can be positioned in heritage tourism participants. In addition to Silberbergs’s (1995) model, based on the classification has been made by Shifflet et al. (1999), visitors of OTA can be positioned the “low heritage travelers” group that is consist of visitors who come for other reasons rather than heritage related purposes. Based on classifications made by ICOMOS and WTO (1993), the visitors of OTA can be positioned in general visitors who come to heritage sites because they have heard or read little about the sites but still have not got much related knowledge.

The results related to demographics of the participants are in parallel with the former studies to identify heritage tourists. To set an example, Light and Prentice (1994), Kerstetter et al (2001), Huh et al (2006) and Chandler and Costello (2002) defined the heritage tourists as middle-aged tourists. Also, in OTA, the majority of the participants are middle-aged tourists which refers to 35-59 (years) by having %61.3 share of all visitors. Also, the educational background of the participants showed similarities with the former studies. As it has been cited in abovementioned papers, heritage tourists are defined as well-educated tourists.

The 81.3 percent of the participants have minimum bachelor degree or higher educational level. Therefore, it can be stated that the participants have “cultural capital” (Bourdieu, 1984) that has been seen as necessary element to interpret or enjoy museums, artworks or other cultural experiences by Richards and Munsters (2010). Therefore, it can be said that the visitors of OTA can be classified in heritage tourists by taking into consideration of cultural capital, age and education characteristics.

Based on results that have been obtained through motivation-related questions, the participants agreed with the highest incidence (62.3) to second statement “it was very relaxing being here”. The second most agreed statement was the fourth one “I like the atmosphere of this place” (57.7). Therefore, it can be said that, in the Pine and Gilmore (1999) diagram, the visitors of OTA can be located in immersion dimension and both have aesthetic (passive participation) and escapism (active participation) based experiences. Indulging the environment and diverging to a new self can be stated as the dominant thoughts compare to feelings like learning something and being entertained with a bigger share among the participants. The statement refers to education has agreed in low levels in the scale. Only 31.8 % of the participants fully agreed that their experience has increased their knowledge. Therefore, it can be said that the visitors of OTA less absorb offerings that are related to education and entertainment and have more of immersion of aesthetic and escapist offerings. Also, as it has been studied by Huh et. al, (2006), the heritage visitors are largely domestic visitors. However, this result has been contradicted by Nguyen and Cheung (2014) by stating that the three-of-four quarters of the participants of their research was consisted of international tourists. In OTA case, the results indicated that the vast majority of the visitors are domestic tourists (98.3%). Based on result that have been obtained, it can be expressed the geographical origin of the participants are metropoles and cities. Istanbul (20%) and Antalya (10.4%) are sharing the top two places among the geographical origins of the visitors.

In addition, the results indicated that distribution of income among the participants is significantly different. 30.5% of the participants have the lowest-level of income while 46,7% have middle or high-level of income. Chandler and Castello (2002) and Light and Prentice (1994) pointed out heritage tourists are middle class or, however, Kerstetter et al (2001) indicated that heritage tourists have high level of income. In OTA case, 50% of the participants are employee with low-level of income and it can be stated that it is difficulty to positioned them as heritage tourists based on former classifications.

The results of comparison of the similar destinations is showed that OTA is seen mostly similar to both cultural and natural heritage destinations such as Phaselis (14.6%), Kaş (9.3%), Çıralı (4%), Ölüdeniz (6.6%) and Ephesus (4%). The vast majority of the participants (73.2%) stated that they are staying in pensions -also which is the most popular type of accommodation of the area with an average of 2-3 nights of stay (43.6%). The questions that are related to expenditures of accommodation, travel and shopping are generally remained *unanswered* and only may help reader to understand their mean in total expenditure.

The majority of the participants expressed their satisfactory level as high (between 7 and 10) based on ten-points scale. Also, the results indicated. That 70.1% of the participants have not booked their travel and accommodation in advance however the responses that are related to type of bookings has very low frequency and far from providing a meaningful value. Surprisingly, the most significant source of information is expressed as tourist information centre (35.2%), family/friends (24.7%) and via internet (22.8%) before arrival. On the other hand, the source of information after arrival is stated, in the first place via internet (37.2%), secondly family/friends (25.4%) and via signboards on site (21.5%). The rate of responses who stated the tourist information centre as the source of information after their arrival has very low level (1.9%).

Tu sum up, the participants of the survey indicated that the visitors of OTA can be classified in different typologies. Based on their demographics it can said that they have similarities to heritage tourist type when educational background and age taken into consideration. However, these results are not sufficient to position them as heritage tourists. On the other hand, the most significant results can be used to classify the participants are come from the motivation and experience related questions. The results pointed out that there is a gap between the main attractions of the area (cultural and natural heritage) tourists who consume them. The majority of the participants cannot be positioned as heritage tourists who have heritage related motivations during their trip.

The results of the survey are seen in parallel with the results that have been obtained from in-depth interviews. The tourist typology of OTA has been changed as it has been abovementioned in the Christallers' artist colony metaphor. The participants of interview frequently underlined that the type of tourist has been changed in line with the change of its popularity among the tourism market. International tourists who are defined during the interviews as nature and culture-oriented tourists gave their place to domestic and mostly young tourists who are relatively have different motivations that heritage tourists. Consequently, it can be said the results of survey and in-depth interviews showed that the tourist typology of OTA has shifted in the same vein with the transformations brought by tourism activity in the area. Moreover, it is seen that the transformation of consumption characteristics is useful to identify the evolution process of a heritage destination.

9. IMPLEMENTATION ISSUES FOR HERITAGE TOURISM MANAGEMENT AND PLANNING: BOTTOM-UP VS. TOP-DOWN APPROACHES

9.1. Introduction

The strategies to achieve success in heritage tourism management and planning are considered as necessary. To do so, participation of the all stakeholders to management and planning processes make essential to choose the right approach to establish good communication and collaboration among the stakeholders and hierarchical levels. In this sense, two approaches are investigated and the practices of them have been studied through semi-structured interviews with the stakeholders of the process to identify which approach should been preferred. Hence, top-down and bottom-up approaches in heritage tourism management and planning have been compared and the advantages and disadvantages of both approaches have been revealed in order to see applicability of the wo approaches and find out which conditions are appropriate to which approach in parallel with the RQ7 and O1.

Both bottom-up and top-down approaches have negative and positive aspects. Dalal-Clayton and Bass (2002:145) inferred that the gap between bottom-up local level analysis and top-down policymaking has widened. Local-level analyses have frequently have not fully considered how policy is constructed and how it interacts with the local interest groups. In contrast, policy analysis has tended to focus on the motivations and initiatives of policy elites and bureaucrats rather than on the perspective of those ultimately affected by the policy choices; when policy analysis does include local stakeholders, it is in terms of the ‘impacts on people’ rather than their participation in policy. There are more critiques on top-down perspective. Firstly, it is possible to neglect strategic initiatives coming from policy subsystems such as local officials, local-level bureaucrats or the private sector. Second, it is difficult to use top-down models where there are no dominant policies. Third, there is ignorance of strategies used by local level bureaucrats and target groups. Finally, integrating top-down decisions with local-level managers’ purposes is difficult (Sabatier, 1986). In the following section, the bottom-up process of heritage tourism management and planning have been revealed to understand its applicability as a strategy in protected rural areas.

9.2. Analysis and findings

To understand the characteristics of the two approaches, in the first place, hierarchical levels of the process have been determined. Following to this, two site managers that have decisive roles in the process have been chosen to gather information about the operation of the process. The results of the semi-structured interviews with the site managers (SM) in OTA showed that the stakeholders of the management and planning activities can be listed as; the ministry of culture of Turkish Republic, governorship and regional associations, residents, local managing bodies, law enforcements, NGOs, tourism businesses and site managers.

Table 38. Parties and hierarchical levels of the bottom-up process in Olympos/Lykia

Level	Parties
National	Ministry of culture
Regional	Governorship, regional associations
Local	Residents, local managing bodies, law enforcements, NGOs, tourism businesses, site managers

In contrast to the past, increasing numbers of tourists and the unplanned development of tourism have brought some environmental, social, economic and legal consequences over the recent decades. Thus, a bottom-up process has been adopted to address problems in the heritage tourism area.

SM1 (2016): “The bottom-up process began under the coordination of Anadolu University in 2008. The consequences of unplanned tourism growth in areas such as pollution and security risks have been observed. The continuity of the management process provided rapid solutions at the heritage site in 2009. As an example, security control points were constructed around heritage areas to prevent illegal accommodations of tourists for both security and economic purposes. All parties provided diverse contributions to a wide range of regulations, activities and decisions and took responsibility in control mechanisms. Both the environmental and economic consequences of unplanned tourism development have been explained to raise awareness in local residents and local businesses".

SM2 (2017): "Mapping of facilities and precautions for illegal construction have been undertaken with the collaborating residents and businesses. Positive attitudes have been demonstrated by the involved parties in regard to planning activities. The importance of planning has become better understood after a destructive flood in 2009. Collective behaviour to prevent smuggling in heritage sites has been developed after a long awareness training period".

SM1 82016): "In 2011, the master zoning plan preparation period was started by excavation coordinators and governors to prevent the pressure of mass tourism on the heritage site. Regional and national representatives held meetings to listen to the expectations of residents and business. All local-level parties listed demands such as decreasing the number of tourists and increasing quality, creating legal construction regulations and legal guarantees, and developing solutions for infrastructure and traffic problems".

SM2 (2017): "The demands of excavation coordinators included the improvement of the bottom-up communication process. Additionally, the bottom-up process provided rapid adaptation ability for major legal changes at the national scale in 2012 and 2014".

Figure 29. Bottom-up process of heritage management in Olympos/Lykia

Level	Action	Year
↑National	Gaining an ability to adapt to legal changes at the national scale, with the goal of competition in the national heritage tourism industry	2012, 2014

↑Regional	Preparing master zoning plan for protection, transferring local expectations to regional protection bodies, planning environmental solutions for reconstruction	2011
↑Local	Identifying current problems, developing effective collaboration with all stakeholders and rapid solutions to prior problems, conducting participative management and awareness trainings	2008, 2009

11.3. Conclusion

It can be argued that during the early-tourism stages of OTA, top-down decisions that were not representing the local level parties' interest and motivation to establish tourism businesses caused throw background out of the focus of protection and conservation concerns. The lack of knowledge about tourism management and planning among local residents lead to casually development of tourism facilities and destination. Therefore, it can be argued that without participation of the parties in protection and conservation practices in a bottom-up direction in the hierarchy, top-down strategies in heritage tourism management and planning can be considered as non-functional as it can be seen in OTA case study.

Policy makers should consider that sustainability in heritage management is strongly based on appropriate bottom-level parties. As indicated by Rashed (2013), it has often been inferred that heritage protection should not rely only on top-down interventions by governments or experts but should also involve local communities, as in the bottom-up approach. In the Olympos case, the protection of cultural heritage and the environment was the push factor among local people to participate in management after the negative consequences of the unplanned tourism have been realised by local residents. In fact, community-based heritage tourism planning has proven successful in recent decades, and as discussed previously (Goodwin and Santilli, 2009), it has ultimately emerged as a result of the failure of the top-down approach in both conservation and development, which has been widely practised by both conservation and development organisations.

CBT has emerged as an alternative to mainstream tourism. Concerns about the negative consequences of mass tourism have motivated local people to develop a holistic strategy under the leadership of site professionals. In other words, the first step to sustainability in heritage tourism in Olympos was to build awareness for the negative effects of unplanned developed mass tourism and the unsustainability of the current situation, especially in recent years. Additionally, local people and frequent visitors have some advantages in their ability to observe and recognise environmental changes that have been introduced since mass tourism activity has begun. A process from the bottom to upper levels of organisation may undoubtedly provide information that medium or top management bodies are able to monitor. To do this, local people should be informed about the main principles of sustainability, conservation and protection. It is seen that this approach has achieved a success in Olympos through the awareness trainings.

It is seen that effecting the upper level of organisation to make possible changes in policies is not easy; on the other hand, the bottom-up process may provide the proper foundation to strengthen the participation of local people in the policy-making process. Additionally, succeeding in transferring local people’s and tourism businesses’ expectations to regional-level bodies are additional outcomes of bottom-up heritage tourism management and planning. The relationship between heritage sites and tourism relies not only on-site professionals but also on tourism businesses in the area. In this regard, Olympos has an advantage of local entrepreneurship. Most of the businesses are owned by local residents. The ownerships are mainly based on patrimony and the transition of the source of income from agriculture to tourism-based income. Therefore, local people and tourism businesses have already been in collaboration for many years in terms of coordination and cohesiveness. This collective way of thinking reflects similar concerns held by local society that are transmitted to regional-level management bodies. Likewise, contribution to policy making about reconstruction of the area is carried out through bottom-up process in Olympos for creating new plans for renewal of the tourism area that is surrounding the ancient city and monuments.

Based on the data gathered and analysed, a generalisation can be made about where to use bottom-up and top-down approaches in heritage tourism management. It can be argued that the top-down approach is more sufficient in large-scale heritage tourism destinations that include two or more heritage sites. Top-down decisions may help to act collaboratively in multi-structured organisations where regional or local managing bodies cannot establish harmony in the decision-making process. Additionally, the top-down process may provide more efficiency to have a regional identity or destination brand than the bottom-up process in multi-partnered heritage tourism destinations. Based on results, it can be said that gathering local marketing activities under a regional perspective that is established by national management bodies is more successful.

Furthermore, the legal framework for conservation is seen vital to achieve sustainability in heritage tourism management on both the local and regional scales. Thus, while the monitoring mission of national management bodies is important (control), practising conservation principles by local or regional managing bodies must be considered (practice). As the Olympos case study showed, the education of residents about protection and conservation principles is necessary and important to have successful heritage tourism management. While top management bodies should construct the legal framework, regional and local management bodies should assume legal responsibilities through education. Therefore, a successful heritage tourism management and planning should include the collaboration of all management bodies and communication among them.

It is hard to say that one approach is better than the other, but it can be argued that the success in heritage tourism management is based on choosing the proper approach according to the characteristics and scale of the heritage site. Using only one approach is not enough to attain either sustainability or success in heritage tourism.

Another outcome of the research concerns monitoring heritage tourism development. While the bottom-up process provides easy monitoring, the top-down approach is far from able to control what occurs at the local level. Decentralisation of control should be taken into consideration in both approaches. This refers to national management bodies constructing the main framework by regulations and laws based on regional and local level needs and the context of the international heritage tourism market.

10. CONCLUSIONS

10.1. Introduction

The following chapter consists of sections that are related to processes and mechanisms of tourismification of HTDs in rural and protected areas and related operational implementations to achieve success in heritage tourism planning and management in conjunction with the general objective of the thesis research (GO). In particular, the methodological approach that has been generated for identification of the stages and the modus operandi of the process in accordance with the RQs and Specific objectives, has been evaluated in order to examine the efficiency of the proposed model in the case study area. Following to this section, different aspects of heritage management and planning are assessed in parallel with the operational objectives. The section concludes with the generalizations of the thesis results, contributions to theoretical framework and the limitations of the thesis research.

10.2. The overall results and research objectives

The study has shown that the prosed five-dimensional model is adequate to understand distinctive characteristics of different stages in evolutionary process of a HTD but, on the other hand, has some weaknesses as it can be seen in analysing the environmental indicators. In accordance with the RQ2 and S2, the qualitative method which is depending on the statements of the participants in semi-structured interviews can be considered insufficient to fully identify the environmental indicators on the grounds that it is strongly based on perceptions of the interviewees. Therefore, it is likelier to be supported with quantitative methodologies. Except this, the model provided a functional lens to analyse experiences of residents especially about the effects of legal sanctions on local people which was one the most significant critical event not only evolution tourism businesses but also implications of the protection and conservation strategies in the area (S3 and RQ3). Also, the economic dimension of the model provided necessary insight of the main motivation behind tourism development as it has been aimed and announced in S4 and RQ4. In addition, changes in tourist typologies is identified in parallel with the S5 and RQ5. Therefore, it can be strongly argued that the HTD assessment models should include consumption characteristics which can be changed in line with the transformations such as commodification or deterioration in the cultural or natural heritage attractions. Lastly, specifically protected areas witness a spatial transformation even in small scales due to their delicate characteristics. Therefore, especially rapid and uncontrolled tourism development proceeds by leaving significant traces behind and these traces can be observable and analysable as it has been set in S6 and RQ6. Hence, the spatial dimension of the model is seen adequate to make contribution to understanding of HTD evolution process.

10.2.1. Stages in Evolution Process of OTA

In parallel with the RQ1 and S1, six sequential stages have been identified in evolutionary process of OTA. In the first place, pre-tourism stage which refers to a period where there was no significant tourism activity. Following to this, early-tourism stage was taken place. Early-tourism stage can be expressed as similar to exploration stage of TALC where tourism activities have begun but have a small proportion in the agriculture-based economy in the area. With the announcement of the archaeological site, as it was the most significant critical point the evolutionary process, four sequential stages have been identified with a rapid transformation based on tourism development.

10.2.1.1. The Pre-tourism and early-tourism stages

The OTA, as a heritage destination that has developed in a protected rural area, has witnessed a sequence of stages that were begun from a pre-tourism stage where there were only locals and the area have not been discovered by tourists yet. A distinction should be made between the pre-tourism and early tourism periods. During the pre-tourism period, the whole area was untouched and only staged some agricultural activities. As it is understood from orthographic photo (figure 19) that was taken in 1977 (figure 20) that was taken in 1992, there were only a few structures that are also historical buildings which belong to locals and the land use were related to farming activities. The traditional gatherings of the nomads during the summer period can be count as one of the most massive events of the region. With the beginning of the first tourism activities, some temporary and simple structures were built, and the spatial transformation, which was concentrated on the beach, had begun. The early tourism period continued until the announcement of the archaeological site and ended with the movement of service units from the beach to the upcountry. The stakeholders and constituents of the issue seemed more obvious in the new accommodation areas of the destination. Both the statements of the interviewees and historical orthographic data indicated that before the tourism activity begun, there were no bungalows or tree houses that can be identified in the place where they are concentrated and come into prominence as one of the main characteristics of the area today. Based on the findings of the analyse of the responses of semi-structured interviews and the spatial analysis of the historical orthographic data, it can be said that there is no evidence of in-situ bungalows or tree houses in the area. Moreover, when the negligibility of the bungalow type structures during the legal monitoring process -as it is not counted as structures and not penalized- is taken into consideration, it can be stated that bungalow type structures have been preferred in order to take advantage of legal gaps. During the participant observations in the area it is understood that there are unique examples of bungalows and tree houses that have the characteristics of the local culture -especially nomadic culture- however, none of them are identified in historical orthographic photos within the borders of area (see figure 19), therefore, it can be put forward that the contemporary architecture style of the bungalows is “kitschy architecture” of the original ones that are existing in different places of the region but out of OTA. Even though the original historical bungalows are still standing and can be seen in the villages around, none of the existing bungalows that have been built in 2nd degree archaeological site is neither in-situ nor older than the beginning of tourism-based spatial transformation in the protected area.

Following to the announcement of the archaeological site –the milestone in the evolutionary trajectory– the process changed into an unwieldy and complex situation. In the first place, the announcement of the archaeological site was supposed to provide holistic protection; however, though it provided a (positive effect) barrier against urbanization, on the other hand, excessive accusations and a lack of control caused locals to build service units based on legal gaps (a negative effect). Secondly, the imprecise implications of the governance did not provide neither awareness to protection issues nor any strategies that could support the participation of locals in tourism or management process. After the pre-tourism period and the early tourism period, with the announcement of the archaeological site, the evolution of the destination proceeded through four stages.

10.2.1.2. The 1st stage

The results indicated that the evolution of the OTA has continued to a stage by changing locations of tourism units from the beach to interior parts of the valley where they concentrated today. The first stage can be characterised by increased number in tourism investments of the locals to satisfy increasing demand and significant efforts of promotion and marketing activities. The recognition of the potential for local entrepreneurs leaded to investments in also handmade crafts and collectables. In addition, the small significance of tourism in the local economy, the small number of providers, and the large investments in publicity can be stated. On the environmental side, intact rural idyll and unchanged physical environment by tourism can be defined as the low-level transformation in the physical environment. Social milieu characteristics can be assessed in a similar manner. The beginning of the commodification of handmade crafts and local gastronomy and the locals' favourable perception of tourism for their economic wellbeing can be listed. Additionally, the functional change of buildings (family houses) into tourism service units, inadequate infrastructure for tourism, the basic construction of accommodation and food units and low access to the destination can be listed as characteristics of the first stage of the spatial characteristics of the area. On the consumption side, well-educated visitors, scarce visitation, informative advertising, low publicity, adventurous and heritage-oriented visitors, the fulfilment of expectations and the rising consumption levels can be expressed as the characteristics of consumption in the OTA.

10.2.1.3. The 2nd stage

The second stage can be defined with a significant endeavour to develop tourism activity in the area. The cooperative efforts of local investors, the escalating level of investments to satisfy tourism demand and the efforts to intensifying the access to the tourist market were seen following the first stage. The partial destruction of the rural idyll took place, and the environmental consequences of rapid development were ignored. Those who did not benefit financially from the tourism activities began to perceive negative effects. During the second stage, the rapid and extended construction of the supporting facilities (changes from the treehouses to wooden bungalows) and the strong demand for improving the transportation facilities was identified. The out the way location of the area and the distance to the nearest popular tourism are seen as a problem to tackle for the businesses. Therefore, transportation facilities and infrastructures such as available roads were the subject of the efforts to develop tourism activity. During the stage, the negative consequences of tourism development on environment and social milieu were not significant.

10.2.1.4. The 3rd stage

The third stage refers to a period in which the consequences of tourismification were significantly observed by both locals and visitors. The locals began to reinvest the surplus value gained from the tourism economy into tourism businesses. Additionally, changes in production, such as shifting from authentic gastronomy to fast food, can be expressed as an indicator of the third stage. The tourism economy became the major part of the local economy, and efforts to access the market of general scope were observed. The negative effects of tourismification created concerns about sustainability and the balance between protection and utilization. A change in the communities' social milieu was seen due to escalating crime, crowding and congestion. The spatial transformation also escalated to satisfy the rapidly increased demand for facilities and services. A deeper exploitation of the aesthetic and historic value of heritage resources occurred. The construction of post hoc services and a noticeable change in the physical environment can be listed as spatial characteristics of the third stage. The change in the demand side became more significant. The first heritage-oriented tourists left their places to holiday-oriented tourists and the flow of domestic youth tourism.

10.2.1.5. The 4th stage

The fourth and the last stage can be characterized as a period that mostly consisted of the negative consequences of tourism development. A saturation of the tourist market and the levelling off the heritage-oriented tourist demand and, parallel to this, a decrease in accommodation prices and profit can be listed as indicators of the fourth stage. On the environmental side, the destruction of the rural idyll and the observable changes in the flora and fauna took place. A decrease in the forested lands due to human-caused fires, especially during the summer seasons can be listed. During the fourth stage, the built environment in the area became the significantly dominant element of the area. Afterwards, the destination came to be defined as a “ghetto of bungalows” or a “tourist slum”. Additionally, changes in tourism service units, such as three-floored bungalows or inconsonant styles, have emerged.

The evolution of the OTA took shape under the effects of some triggers that caused different trajectories. After the announcement of the archaeological and natural protection zones resulted in two-sided impacts in the evolution process of the area. The first side can be expressed as creating a protection by preventing urbanization where the nearby tourism regions such as Antalya and Kemer have staged a destructive urbanization based on tourism development. This can be count as the most efficient and positive precaution that provide protection in the area. On the second side, the lack of monitoring and, in addition, overmuch and heavy penalties for legal violations for building temporary structures resulted in insensitivity and some implementation difficulties of the protection and conservation decisions. One of the more significant findings to emerge from this study is that the evolution of HTDs in the protected areas should take into consideration that the impacts of tourism development are interwoven and interrelated in social, environmental and economic dimensions. For instance, the archaeological protection regulations provided strict protection against the spatial destruction of the place but on the other hand, resulted in excessive accusations against locals on the social side of the matter. Additionally, the lack of monitoring against to efforts to build bungalows resulted in a ghetto of bungalows that consists of hundreds of beds in each business without any of the necessary infrastructure, as a consequence of this, environmental problems occurred. As seen during the fourth stage, transformations in all of the dimensions resulted in a change in the types of tourists and in the profits of the businesses on the supply side.

Overall, the evolution of the OTA proceeded through pre-tourism, early tourism and four successive stages that can be measure with a five-dimensional model that have been proposed. The socio-cultural, environmental and economic dimensions are seen more adequate to be analysed through qualitative methods such as interviews. On the other hand, additional methods are considered as necessary to assess the phenomenon from a more holistic approach. Therefore, spatial analysis of the tourism-based transformation also seen a valid and supportive method to understand the evolution process of HTDs. To set an example, the analysis of the orthographic data provided a very detailed evidence of the psychical transformation, however, without the semi-structured interviews, the information about how the spatial development took place and under which conditions could not been obtained.

12.3. Final discussion and future research

10.2.2. Generalizations

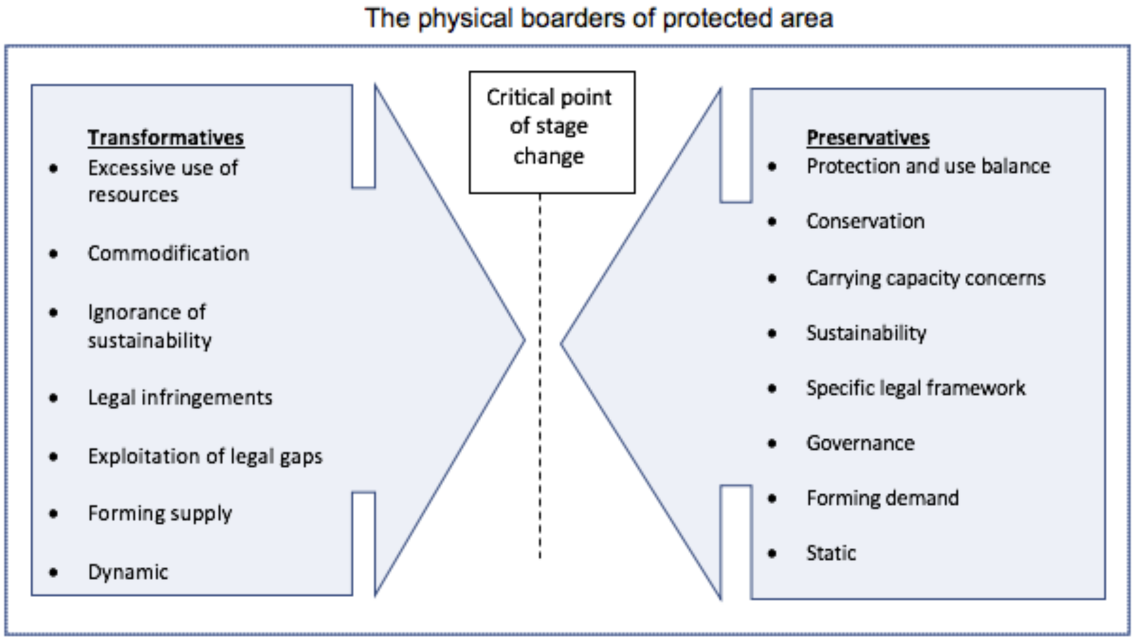
The empirical findings in thesis study provide a new understanding evolution process of HTDs. HTDs may develop in extant complex systems such as urban systems or unspoiled protected areas in rural regions. Olympos case study showed that the assessment of the evolution of tourism facilities in protected rural areas should be taken into consideration with diverse array of external factors. In rural contexts, in addition to historical preservation concerns, efforts to protect the natural landscape of the destination gains prominence. In other words, the significance of natural protection in rural areas necessitates more strict governance of policies or legal implementations than urban landscapes do. Therefore, in rural HTDs, the development of tourism facilities and tourism-related transformations are frequently seen as unfavourable or have low-level advancement. As exemplified in Anton Clave's (2012) classification, protected areas may require "reactive" strategy implementations to avoid irreversible damage to the preserved heritage areas.

The analyses of all findings and the overall results of the thesis research also shown that the mechanisms of the evolution process have some specific conditions, in other words, modes of operation. The overall results indicated that the driving force behind the transformation is to reap the maximum profit from tourism activity, provide advancement of the process and an increase in number of tourists' overtime. However, the operation of tourismification process of naturally or historically protected areas has some distinctive characteristics that help us to distinguish it from the evolution process other types of destinations. The first characteristic can be announced as the inversely relationship between demand and supply. In tourism destinations -in general-, the increase in tourism supply is seen as favourable in order to satisfy the increasing tourism demand. In contrast, in protected areas, the same philosophy may lead some destructive consequences on delicate environments of the HTDs. Therefore, HTDs should form the demand in order to avoid exceeding of carrying capacity limits and to keep delicate balance between protection and use.

As an example of the modus operandi of tourismification process of protected areas, the contextual domains such as physical or cultural environments that are preserved by “counter-discourses” through protection regulations, conservation efforts and tight control within a specific legal framework can be given. Wang and Bramwell (2012) illustrated these counter-discourses in the evolution of HTDs to understand efforts to keep such a delicate balance from a political economy and governance perspective. While legal regulations are aiming to keep the heritage site “static”, tourism economy-based motivations are obligating the development of tourism-based facilities and forcing the destination for a transformation which refers a “dynamic” process in its nature.

The two inversive philosophies that have been identified in tourismification process of protected areas and evolution of HTDs can be conceptualised as “transformative” and “preservative” philosophies. Transformative approach emphasizes actions and practices that may have negative consequences on protected area such as; excessive use of resources, commodification, ignorance of sustainability, legal infringements, exploitation of legal gaps and with the object of forming supply in a dominant and dynamic way. On the other hand, preservative approach includes actions and practices which are related to sustain and keep static the worth preserving characteristics of the area by providing a governance and conservation within a specific legal framework and considering protection and use balance and carrying capacity in a sustainable way against to transformative actions.

Figure 30. The inverse philosophies of modus operandi in tourismification of protected areas



The OTA case study showed that the exploitations of the legal gaps have led an uncontrolled increase in the number of tourism units and awkward development of supply which there is no doubt about the fact it is neither sustainable nor governable. Additionally, the violation of carrying capacity limits in the area—especially in relation to the socioeconomic milieu (Russo, 2002)—is seen as another risk. Such indicators are providing available qualitative and quantitative data that can be measured and analysed by using the abovementioned five-dimensional model, spatial analysis in GIS and consumption characteristics. The critical points in the evolutionary process of protected areas that can be referred to a stage change can be identified by using abovementioned methods and analyses.

Also, another generalization of the thesis outcomes can be made about one of the main criticisms (for instance TALC) that have been done to lack of significant tools to identify stage changes in the process. The proposed model and additional techniques that have been studied can be used to identify advanced stages of the evolution path of HTDs. To set an example, as it has been before mentioned in section 2.2.7. (table 4) overtourismification that have been come insight in HTDs can be identified by through indicators whom the groundings in heritage tourism have been explained.

Moreover, survival of both tangible and intangible heritage is conditional to legal frameworks, legislations and their implications (Yates, 2011). The classification and zoning of heritage sites for protection necessitates a diverse array of legal frameworks and governance mechanisms in addition to specific strategies to tackle the emerged issues. Therefore, while top-down approach is considered as vital to establish these legal frameworks and governance, on the other hand, bottom-up approach is been regarded necessary to provide community participation to achieve success in implementations of these established strategies.

10.2.3. Contributions to the academic debate

Thesis makes several contributions to academic debates. In the first place, the empirical findings of this study revealed that the assessment of evolution of HTDs should employ more than one method to investigate inexplicit phenomenon such as urbanization through illegal housing. The subject can be understood by analysing physical transformations through quantitative methodologies, however, without deep information about the reasoning and driving factors behind the process, the phenomenon cannot be fully elicited. The complexity of tourism system yet another challenge that can be faced. Therefore, the insights gained from this study may be of assistance to evaluate issues which have interrelated and interwoven dimensions as they were pointed out in proposed model. In addition to multiple methods that have been employed to assess these dimensions, the relationship between evolution of HTDs and consumption characteristics taken into consideration. Heritage tourists show distinctive characteristics that can be changed based on transformation of heritage site. Therefore, another contribution of the study can be stated as investigating such mutations with a focus on HTDs. As it has been pointed out during interviews by interviewees and also detected in the survey, the tourist typology of heritage sites and protected areas are significantly depending on protection of the attractions. Therefore, the studies in the academic literature that are including the number of tourists as an indicator of development (for instance TALC model) can be reconsidered by integrating such mutations in consumption characteristics. As the heritage attractions which should be protected in-situ and also designate the type of destination change, the typologies of tourists mutate in accordance with it.

Also, study provides comprehensive assessment of the definition of overtourism. As a new conceptualization of advanced stages of tourism evolution, the concept has some obscurities. For this reason, an integrative reviewing to identify the groundings of the concept with a focus on assessment models of HTDs is chosen to fill this gap. The results need to be improved by integrating more works and indicators, notwithstanding, initial findings can be stated as contribution to recent debates about the conceptualization of the phenomenon.

Moreover, a reasonable approach to tackle the issues that can be faced in heritage tourism management and planning should include effective policies and strategies. This work contributes to existing knowledge of heritage tourism planning by making a comparison between bottom-up and top-down approaches. The weaknesses and strengths of the both approaches revealed that show distinctive characteristics specific to protected areas. The establishment of new understanding by taking into consideration of the importance of community participations in protection and conservation practices from a bottom-up approach while putting emphasize on strict governance and control of top-level parties from a top- down approach can be stated as another contribution to practical implications of the subject. The unification of two approaches should help to improve predictions of the negative impacts of unplanned tourism developments in protected areas and HTDs.

To sum up, it can be argued that while the proposed model is seemed advantageous for assessment of tourism development in protected areas, on the other hand, the integration of the analyses for spatial transformations through GIS-based techniques and consumption characteristics provide more holistic approach to identify stages such as overtourism phase and related indicators and to clarify the modus operandi of the process. The study suggests an integrated approach to overcome the problems that can be challenged in management and planning of protected areas.

10.2.4. Limitations of the research

The quantitative surveys have some advantages such as being useful to identify tourist typology or operationalization of theoretical concepts. However, in this research, empirical data that have been collected, remained limited to small sample size due to lack of resources such as time and money. The survey is conducted during the September in 2018 and could not continue in following years related to absence of necessary funding to continue to data gathering. Relatively, the survey is conducted in a short time and with a small number of samples. All questionnaires are filled out through face-to-face meetings by only one researcher. Therefore, the number of visitors on the route (USIM) stayed limited. Another factor that can be count as limitation of the survey is seasonality of the visitors. The data gathering period could not been expanded to all year or a total of high season (summer period) due to lack of funding opportunities to support a long-term surveying. The survey can expand to bigger-scale samples and used as pilot survey for future studies.

Also, another limitation can be stated as the quality of the orthographic data. The resolution of the historical orthographic data did not allow to identification of small-scale things. The most important limitation of the spatial analysis lies in the fact that the area is very forested land and the bungalows and other structures are built under trees. Therefore, the automatic classifications in the software such as ArcGIS, ENVI and QGIS could not distinguish the trees and built environment. For this reason, after the analysis in these software, secondary identifications have been made manually. In addition, lack of precise plans about the area and tedious bureaucratic procedures of the orthographic data gathering can be count as limitations.

The most significant source of weakness in this study which could have affected the measurements of transformation in overtime can expressed as absence of historical information about the area. The statistics about the visitors are only depending the entrance records of the ancient city. Hence, the shifting in tourist typologies could be identified better if there were data about visitors. Also, environmental impacts are very difficult to be measured by social scientists. Consequently, additional studies that are related to environmental indicators would be helpful. Moreover, the difficulties of an investigation about an illegal housing brings additional barriers for researcher during the interviews. To set an example, the interviewees did prefer to be used a tape recorder during the interviews. Finally, the distance between university of doctoral study and the case study area where data gathered can be count as limitations.

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