

RE-USE OF TRADITIONAL OLIVE MILLS IN THE CONTEXT OF ALTERNATIVE TOURISM FOR SUSTAINABLE SOCIAL AND ECOLOGIC ENVIRONMENT ; INDUSTRIAL HERITAGE AT AYVACIK COASTAL AREA

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ABSTRACT

Being an olive and olive oil production geography for 2600 years, Western Anatolia accommodates hundreds of traditional olive oil mills which have the characteristics of industrial heritage in different scales. The absence of academic comprehensive study provided us to make a research on the building stock and their characteristics (This research has been supported by Yıldız Technical University Scientific Research Projects Coordination Department. Project Number: 2010-03-01 GEP01) named as "Reuse of old olive mills in Aegean Region in the context of tourism". During the process of the research; 70 of 127 detected (recorded) traditional olive oil mills were documented and studied. This paper is basically focused on sustainability of building stock traditional (olive oil mills) olive culture and tourism activity in Ayvacık Region which is an important olive oil production geography.

Keywords: Sustainable Tourism, Industrial Heritage, Olive Oil Mills

1 NEW TRENDS IN TOURISM / OLIVE CULTURE

Anatolian geography is one of the major tourist destinations worldwide being a focus of interest. With various infrastructure investments made in parallel with the changes in tourism policies following 1980s, it has been aimed to convert the global demand into a source of income for the country's

economy.¹ The areas having a tourism potential in the Mediterranean and Aegean regions (natural environment, climate, history, culture, etc.) have been declared as tourism regions, and their deficiencies of infrastructure for accommodation, transport etc. have been sought to be made up with the support of the state. Tourism sector, that was used to be referred to "industry without a chimney" at that time, was mostly directed to sea-sun-sand and cultural tourism. As a result of these efforts, Turkey has been turned into a major tourist destination hosting more than 31² million tourists per year.

However, the global perspective of tourism is currently changing. Increasing number of visitors and standards of accommodation as well as tourism facilities are not sufficient to ensure sustainability. In tourism countries such as Turkey, where tourism sector is nourished by natural environment, the fact that infrastructure works damaging the natural environments by going beyond their purposes – on contrary to the existence of tourism- has led to irreversible social and environmental issues. Whilst the tourists accommodating in large-scale holiday resorts at low prices owing to mass tourism do not provide a real contribution to the national economy; the fact that the tourists have a simply consumption oriented relationship with the

¹ Manisa, 2007:6

² Turkish Statistical Institute , Table of Number of Tourists According to The Nationalities, 2011

natural and human environment where they accommodate, indeed contradicts with the existence and nature of tourism activity. However, a unidirectional (sun-sand-sea) tourism understanding does not make it possible for accommodation facilities to operate all year long and yet causes great differences between the summer-winter populations depending on the seasonal employment in the service sector as well as the number of visitors.³ Current situation causes unfavorable consequences as follows: tourism settlements turn into ghost towns in winter, the costs of maintenance and repair of inoperative facilities increase and the municipalities generating an income depending upon the number of population fail to provide adequate service to the public and visitors in tourism seasons. Within the framework of these issues, the current tourism perception in our country has started to be questioned, and its reevaluation has become essential.

Especially in recent years, several types of tourism such as alternative tourism, sustainable tourism, and agro-industrial tourism etc. have emerged in the global arena as a solution to sectoral problems mentioned above. The common point of these tourism types which have various sub-branches, are that they gain importance according to the local values (human, nature, culture etc.) they bare and conserve while the tourism activities are considered to be contributing to those values. In this regard, inclining strategically towards alternative tourism in our country shall also support sustainable approaches that may avoid the common concerns about tourism industry. In the report of "Turkey's Tourism Strategy, 2023" prepared by the Ministry of Culture and Tourism in 2007^{4a}, trend for the search of alternative tourism all around the world is among the main targets to be supported nationwide. It is emphasized in the report that tourism potential of the country could not be used rationally and it is aimed to use the natural, cultural, historical and geographical values by respecting the 'utilisation-

conservation' balance and to increase country's share from tourism by means of developing tourism alternatives.^{4b}

According to this view, olives and olive oil culture emerges as an important potential within the context of alternative, agro-industrial tourism. Being an alternative tourism concept especially within big oil producer countries such as Spain, Olive oil tourism (oleoturism) offers opportunities to the interested tourists to explore olive oil production and to have information about its influence on the community and its characteristics, and to taste the olives in place.⁵ Turkey has always shown the distinction of being one of the major olive geographies in the Mediterranean basin. Accordingly, "Olive" corridor has been determined as one of the seven "Tourism Development Corridors" proposed under the strategy of "*Developing touristic routes based on specified themes by reorganizing its natural and cultural texture*" in "Turkey's Tourism Strategy; 2023" report. This thematic corridor being limited with some coastal parts of the provinces of Bursa, Balıkesir and Çanakkale is supposed to develop as a health and gastronomic destination in terms of a variety of plant species used in alternative medicine, olive and grape cultivation, along with the important potential of olive oil and wine production^{4c}.

The cultural heritage potentials as well as their current natural and geographical features should be taken into consideration within the aim of putting such regions into market by developing them in terms of alternative tourism. One of the most important cultural heritage issues in these geographies are the buildings where traditional production is carried out such as old factories, workshops and the structures baring industrial archeology value where all these related functions coexist.

³ Manisa, 2002:34

^{4a} TR Ministry of Culture and Tourism, *The Report of "Turkey's Tourism Strategy-2023"*, 2007: 3

^{4b} TR Ministry of Culture and Tourism, *The Report of "Turkey's Tourism Strategy-2023"*, 2007: 22

⁵ Millán, Agudo, Morales, 2011

^{4c} TR Ministry of Culture and Tourism, *The Report of "Turkey's Tourism Strategy-2023"*, 2007: 50

In this study, the coastal area of Ayvacık, which is not included in the “olive” corridor mentioned above despite being in the same entourage, is assessed in the perspective of the relation between alternative tourism and industrial archeology. Due to its favorable climatic and geological environment, the region has been one of the major lands for olive cultivation and olive oil production as an industrial activity which is an important part of Mediterranean culture. However, tourism activities and the demand for secondary housing in the region have led to the destruction of this activity, which had been carried out for many years. 18 former olive oil workshops operating until quite recent dates either have remained inactive or have been restored with an establishment disrupting its originality for various reasons.

The objective of the article is developing ideas concerning the possibilities of conserving the aforementioned building stock within the perspective of alternative tourism activities on the region also in terms of industrial archeology. In this context, ‘industrial heritage’ and ‘industrial archeology’ concepts initially have been discussed and the coastal area of Ayvacık and its industrial heritage potential have been evaluated within the frame of integration with tourism.

2 INDUSTRIAL HERITAGE IN THE CONTEXT OF ALTERNATIVE TOURISM

Emerged in the UK where industrialization had been experienced most intensively in the second half of the 20th century, the concept of ‘Industrial Heritage’ can be defined in general as the ‘original architectural values where production of goods and/or services activities are performed through mechanical means and mechanism.’⁶ Remains of workshop, factory, machinery, atelier, warehouse, port, rail and mining etc. with the historical, technological, social, architectural and scientific value of industrial culture that could reach today can be considered in this context. Industrial

⁶ Tanyeli, 2000: 50

archeology is a field of study that deals with investigation, examination on-site, and in some cases conservation of the industrial monuments.⁷

Industrial structures started to be recognized as archaeological heritage since The International Committee for the Conservation of Industrial Heritage (TICCIH) was founded in 1973 in the UK and then conservation requirement started to be considered.⁸ In this process, industrial structures have begun to enter the list of UNESCO World Heritage Sites. 39 of the 962 monument-sites in the list are among industrial heritages.⁹

The European Route of Industrial Heritage (ERIH) another international organization performing activities regarding industrial heritage, was established in 1999. The purpose of the organization is to announce changes in the former industrial regions and to draw the attention of the tourists. They identified an ‘industrial heritage route’ and various ‘destinations’ covering member states. While determining the destinations, certain canons such as ‘charm value, historical value, symbolic value, authenticity value, tourist infrastructure, the quality of the site, the ability to offer a new perspective, public transportation network, transport connections such as road, cycling and sea, private transportation network, existence of connections for car, tour bus etc.’ are used.¹⁰

ERIH classifies industrial heritage routes as thematic and regional in the member countries. Thematic routes classification consists of ten groups including iron and steel, textiles, mining, manufacturing, energy, transport and communication, water, services sector, landscaping and residential-architecture.¹¹ Regional routes took place in the list according to the characteristics in which European history of industrial revolution is being marked as an environment and site and they have hosted several traditions

⁷ Kıraç, 2001 quoting from Buchanan 1977

⁸ Köksal, 2012: 20

⁹ <http://whc.unesco.org/en/list/> [25.08.2013]

¹⁰ Köksal, 2011:147

¹¹ www.erih.net/index.php

under a common idea. Fifteen industrial areas, as seven in Germany, four in the UK, and one each in the Netherlands, Spain, Poland, and Luxembourg have been determined as regional routes. Although Turkey is not a member of ERIH, Rahmi Koç Industrial Museum¹², and Power Plant Istanbul Energy Museum¹³ in Istanbul are included as destinations into this list of industry route.

Olive and olive oil production is considered under the title of ‘production’ within the themes identified by ERIH, and the Museum of Industrial Olive Oil production¹⁴ in Greece (Agia Paraskevi - Lesvos) is on the list as the only olive oil production building. The building has entered into the list of ERIH not only because it was well restored as a museum where its equipments are conserved-exhibited but also because of the fact that it has emphasized and expressed the importance of olive and olive oil production for the island of Lesvos. While the visitors visit the group of buildings, they can have information regarding many aspects such as olive oil production and its processes, materials-equipments-instruments, producers (the village of Agia, Paraskevi), their memories, folklore, and their social-economic backgrounds (Fig.1,2). In addition to olive oil workshops, paper, timber, fiber, limestone-chalk and brick factories, beer, wine and cheese manufacturing plants, and printing workshops are also available under the theme of ‘production’.



Fig.1 Museum of Industrial Olive oil Production, Interior View (Agia Paraskevi – Lesvos)



Fig.2 Museum of Industrial Olive oil Production, Site View (Agia Paraskevi – Lesvos) 15

¹² <http://www.rmk-museum.org.tr/en/index.htm>

¹³ <http://www.santralistanbul.org/>

¹⁴ <http://www.oliveoilmuseums.gr/ecportal.asp?id=57&nt=18&lang=2>

¹⁵ Staikou,(2009):11

Various thematic routes that are mentioned above have importance to associate heritage values of unique buildings with tourism in a holistic view. From the perspective of transformation of a heritage representing a culture into a tourist commodity, it is seen that there are many active variables in this process. There are everlasting choices for the consumer in the formation of a tourism product. Depending on the conditions, each product includes a different feature.¹⁶ The exact means of tourist product here can be expressed as *the whole of the goods and services that the tourist buys and the experience that s/he gains from the time s/he leaves her/his permanent residence to the time s/he returns to the same place*¹⁷ Krippendorf has grouped the components of touristic product as follows¹⁸:

- Natural factors: climate, vegetation, geographical situation
- Human activities: language, mentality, folklore, culture and hospitality.
- Public infrastructure: transport, communications, electricity etc.
- Touristic facilities: accommodation, entertainment, business etc.

Basic elements such as accommodation facilities, the length of the tourist season, the presence of other types of tourism supporting each other, are the elements arising from the nature of tourism activity that directly affect the products. However, when the touristic product in question is considered as an old building to be restored which has a production-based function, the parameters arising from the nature of above-mentioned tourism activity as well as different factors should be considered with the main variables that would form the product. As for the factors influencing the touristic product of industrial heritage within the subject of the article:

- Production activity (culture of olives and olive oil) related properties (olive cultivation potential, the number of olive trees in the vicinity relevant employment status, harvesting periods),

- Autogenously re-functioning or transformation opportunities of traditional production structures and spaces (oil house, workshop, outbuilding, etc.), and the state of conservation,
- The presence of similar structures in the surrounding area to support the activity, are parameters depending upon the characteristics of production activity and the building stock. Presence of all of these variables and their support for each other determine the consumption and sustainability of the tourism product to be formed. In this context, the factors affecting the touristic product developed in the aspect of industrial heritage, and relations between them interact as expressed in Figure 3.



Fig.3 The factors affecting the touristic product developed in the aspect of industrial heritage, and relations¹⁹

¹⁶ Barutçugil (1982): 58

¹⁷ Usta (2001): 74

¹⁸ Krippendorf, (1980): 172

¹⁹ Manisa, Yerliyurt, Gül (2010): 57

At first, the natural-human characteristics of the coastal area of Ayvacık and then its tourism potential are discussed under two sub-titles in the following section. Later, historical olive oil workshops, which are located in the coastal area of Ayvacık and which have the quality of being industrial heritages, are evaluated within the framework of the above-mentioned factors in relation with the alternative tourism.

3 UTILIZATION OF HISTORICAL OLIVE WORKSHOPS LOCATED IN THE COASTAL AREA OF AYVACIK THROUGH THE SCHEME OF RELATIONS

3.1 Natural and human characteristics of the region / their potentials regarding Tourism Infrastructure

The town of Ayvacık is located 100 km from Çanakkale, 280 km from Bursa, and 270 km from İzmir. There are two airports used for civil aviations in the region, one is a medium-scale in Çanakkale and other one is a small-scale airport in Edremit (42 km).²⁰ Resident population of the region is predominantly engaged in agriculture, livestock and tourism. Although not as much as in the past, olive cultivation is one of the most important sources of living in the region.

The coastal area of Ayvacık is located in the south of Çanakkale, and in the north of Edremit Gulf within the borders of Balıkesir (Fig.4). Narrow lowland coasts in the west and south of the town, and the area defined by the plateau and hills behind these lowlands are located in the extensions of Kaz (Ida) Mountains being the largest mountain of the peninsula of Biga. Unlike the Marmara region dominated by the climate of the Black Sea, it is surrounded by Kaz Mountains in the north and due to its south orientation the coastal area of Ayvacık is dominated by Mediterranean climate. These climatic features make the region suitable for olive cultivation.

²⁰ <http://www.canakkaleayvacik.bel.tr/pages/ayvacik/>

There are 65 villages in the district of Ayvacık with a population of 7,059 in the city center and 30,027 with the villages included. The villages Behram, Büyükhüsün, Kozlu, Sazlı, Kayalar, Ahmetçe, Arıklı, Nusratlı and Adatepe are just on the slopes of Kaz Mountains in the north of the coastal strip of Behramkale-Küçükkuyu. Most of the rural settlements in the southern coastal line, where olive cultivation is common as an agricultural activity, are located in high altitude locations in the aforementioned plateau and in the plains right behind the coast. However, most of the olive oil mills are located in coastal areas neighboring with agricultural lands far from villages.²¹ Within the study area of this research which is defined above, 18 historical olive oil mills are located in approximately 20 kilometers of coastal zone.

The most important tourist attraction in the hinterland of Ayvacık is the ancient city of Assos (Behramkale). The city was settled by immigrants from the island of Lesbos in the 6th century BC and it has been the most important pioneer of the tourism activity in the region.²² There are three other less known ancient cities founded in the same coastal band with Assos. Gargara, meaning "swarming crowd" in Ancient Hellenic language, is another ancient city settled by the immigrants from Assos, at 20 km east of the city, on the hill of Zindan near Arıklı village. It is known that the ancient city of Lamponia, located on the hill of Asar in the village of Kozlu, was settled in the 5th century BC. In the same entourage, the ancient city of Antandros is located on the hill of Kaletaşı, at 2.5 km east of the town of Altınoluk.

The south side of Kaz Mountains is famous for its geographical areas with the most abundant oxygen in Anatolia. The National Park of Kaz Mountains established in 1993, and spreading to an area of 21,450 hectares, can also be considered as baring an important tourist potential. The five beaches with blue-flags on the coasts of Küçükkuyu and Behramkale are extremely

²¹ Manisa (2013): 76

²² Akurgal (2007): 48

important for sea-sand-sun tourism in the region. There are several thermal springs in the region identified by MTA. As for health tourism, the close distance of study area to the thermal sources and plants in Tuzla, Yenice, Tepeköy and Ezine are significant advantages. Another important tourism potential of the region are the rare bird species. Some species observed in Bademli, Koyunevi, Babakale in Ayvacık, and Dalyan in Ezine, make the region interesting for the people who are willing to observe bird species.



Fig. 4. Location and Tourism Potentials of the Region

According to the records, Ayvacık have a capacity of 3142 beds for tourist facilities.^{23a} The hotels are medium-and-small scaled and located along the eastern shoreline, mainly in Assos and Behramkale. These facilities, generally subservient to sea-sand-sun tourism, are used extensively in three

^{23a} Turkish Ministry of Culture and Tourism, General Directorate of Investments and Businesses, Statistics of Accommodation, 2011, (2012)

months of the year in this region having a shorter sea season compared to the Mediterranean region. Therefore, the occupancy rates are low (13.89%) and most facilities are completely or partially closed during whole winter or throughout a part of spring months. However, a small number of tourist facilities are also available in Assos -Behramkale because of being an important archeological site. In addition, the use of second housing is very common along the 20 km shore line from Behramkale to Küçükkuşu.

Despite its potentials in terms of tourism, the region attracts fewer tourists compared to other settlements in the Aegean region. One of the most important reasons is transportation, as there is no international airport in the region; even standards of available vehicle routes are weak. Approximately 98% of tourists staying in Ayvacık and its sub-villages are domestic tourists.^{23b} Another reason for the low number of tourists in the region is the other ancient cities with high-potential for tourist attraction which are not well known worldwide as well as Assos settlement because of their excavation process.

3.2 Utilization of Olive Cultivation and Olive Oil Production Activities in the Region Regarding to Their Tourism Potential

According to datum and analysis above, it could be determined that there is a big potential of nature and culture tourism in the coastal area of Ayvacık and its hinterland. However it is not specifically turned to account except the tourism activity taking place in Assos Ancient settlements and the sea-sun-sand tourism taking place in coastal areas which is limited with short tourism season. The current situation indicates that an unplanned and unsustainable process is being followed when considering tourism potential in the region. In today's competitive conditions, it is required to produce alternatives of tourism types to make the region more attractive and advantageous compared to others in terms of tourism preference.

^{23b} Turkish Ministry of Culture and Tourism, General Directorate of Investments and Businesses, Statistics of Accommodation, 2010, (2011)

The most important factor of creating a distinction is the opportunity offered by the region to its visitors to experience the local culture integrated with routine tourism activities. Alternative tourism activities to be developed in relation with the local factors will be a strategically important approach in terms of increasing the popularity of the region and of allowing the local economy to accumulate interest from the tourism cycle as well. The activities to be carried out in different periods shall provide the expansion of tourism season and hence the increase of visitors quantity, occupancy rates of related facilities as well as economic vitality in related sectors. It shall not only create a sustainable economy depending on tourism but also help to

eliminate seasonal worker migration and population imbalances between summer and winter season.

Within the context of the article, olive cultivation and olive oil production activity is an important theme that can be integrated with routine tourism activities and that can contribute to the types of alternative tourism in the region. In the following table, the potentials and possibilities that olive cultivation hosts according to the alternative tourism types are brought into view (Table 1).

Table 1: Potentials of Olive Culture Related With Alternative Tourism²⁴

Category of tourism	Description (definition)	Connection with olive oil tourism
Industrial tourism	Tourism entailing visits to obsolete industrial facilities or modern working facilities to learn about production processes	Visits to olive oil mills to find out about olive oil production
Farm tourism	Tourism entailing direct contact with traditional agricultural and livestock activities in the rural environment that are of financial benefit to farmers through agriculture and tourism	Visits to olive orchards and hands-on experience of olive harvesting (in season)
Rural tourism	Type of tourism in the rural environment where tourists stay in non-conventional accommodation, usually cottages or rural hotels (with/without board) and can enjoy complementary activities, usually outdoors or also cultural activities	Visits to area where olive oil is produced; cultural or natural heritage in the rural environment
Culinary tourism	Tourism entailing visits to food producers (primary and secondary), food festivals, restaurants and specific venues where tastings of regional dishes and culinary attributes are the chief reason for the trip	Olive oil tastings: explanatory talks about the organoleptic characteristics of olive oil Food experiences: typical dishes in which the central ingredient is olive oil
Ethnographic tourism	Tourism to discover intangible, cultural, social, subjective and quality features and to understand the reasons or beliefs underlying the way in which they interact	Visits to olive growing and olive oil museums showcasing the customs, lifestyles and implements used by communities over the centuries
Archeological tourism	Tourism entailing tours of archaeological heritage and sites, associated interpretation centers and historical events and celebrations	Archeological sites featuring traces of the olive oil production installations over 100 years old
Cultural tourism	Tourism motivated by the desire to search for, understand and enjoy the set of distinctive factors and features, whether tangible or intangible, intellectual or emotional, that characterize a society or social group in a specific location	Permanent or visiting cultural or artistic exhibitions showcasing the impact of olive oil on the various forms of artistic expression
Ecotourism	Responsible, environment-friendly tourism which contributes to the improved welfare of the local communities	Tourism in areas of natural olive landscape beauty or where activities are carried out outdoors and on olive farms
Urban tourism	Tourism entailing all the activities of tourists and visitors when staying in a town or city	Tourism to towns/cities boasting cultural tourist resources linked to olive growing heritage

²⁴ Guerra (2011):34

Olive culture at Ayvacık's coastal zone carries significant potentials in terms of both physical space and the socio-cultural perspective as a tourist activity. Olive cultivation and olive oil production have been carried out for centuries in the region. However today, oil production has turned into an economic activity following the introduction of the modern technologies (continuous systems) and the traditional way of production and historical olive mills have become inactive. The low quality of olive oil produced with modern technology has reduced the economic value of the product and sometimes even lead to such situations that cultivators avoid harvesting their olives. Thus, turning into an economic commodity, olive and olive oil have begun to get out of locals' life and the population has begun to change and transform in socio-cultural context. Therefore, it is required to cease the olive and olive products (olive oil, soap, etc.) from being a commodity sold only to tourists, and turn it into a cultural product produced by locals with traditional methods. The tourists should also participate in this production process and they ought to be informed about the areas of usage. It is important not only for conserving the socio-cultural and economic values but also for maintaining and increasing the quality of physical space of the region.

One of the most significant elements in the process of conversion of 'olive culture' into 'a product to be integrated with alternative tourism' is the building stock in the context of industrial heritage. These are the historical olive mills (factories, workshops and the annexes formed by related functions) which are the spatial clues of traditional production. The spatial characteristics of the buildings determined in the study are evaluated as follows:

- 18 historical olive mills at Ayvacık are located in the rural area along the 20km of coastal line.
- Buildings which are located far away from the villages have plots of 1-1,5 hectares and consist of single-storey building groups containing certain units serving to different functions such as accommodation, bath and etc. around a courtyard.
- Beside main buildings; annex buildings are used by the workers in harvest period throughout the months November-December.

- The large plots of buildings in rural areas, point at single-storey buildings. And the location on the waterfront causes the inexpediency of waste ponds that are used to be seen in oil factories.
- High chimneys that are used to be seen in olive mills are no longer exist in the region as they are located in rural areas without any resident population around.
- 11 of 18 identified olive mills are currently inactive. Having carried out olive oil production until recently, the inactive buildings include equipments (such as litho, press, steam engine etc.). This is a significant potential in terms of integration of traditional production into alternative tourism.
- The fact that those buildings have remained in their original forms and their equipment related to production has been conserved enables restoration of these buildings without ruling their production functions out.
- Remaining 7 buildings are used in accordance with their new functions; four as houses, two as hotels and one as a warehouse. However, these restored buildings have lost their characteristics and originality.

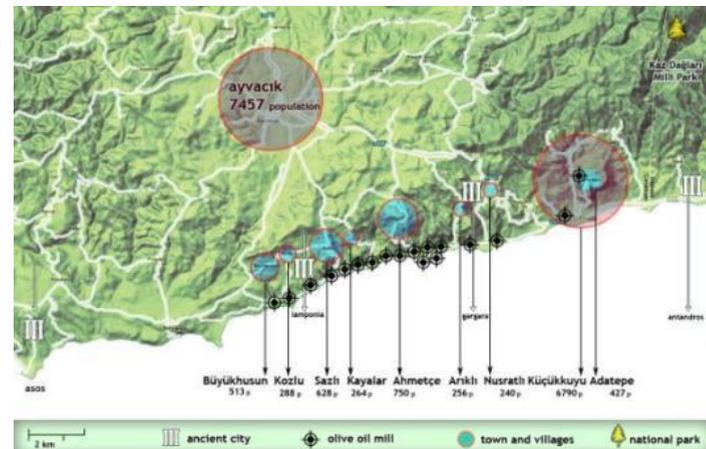


Fig. 5. Locations of historical olive mills on the Ayvacık coastal zone

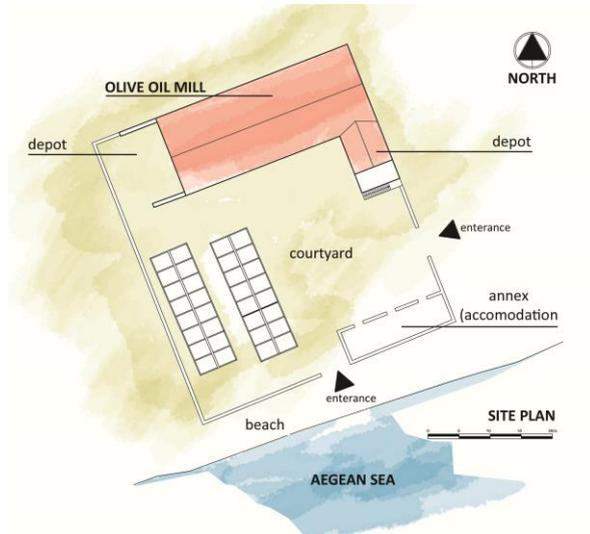


Fig. 6. Olive Mill at the Coast of Nusrath Village (Site Plan)



Fig. 7. Olive Press - Nusrath Village

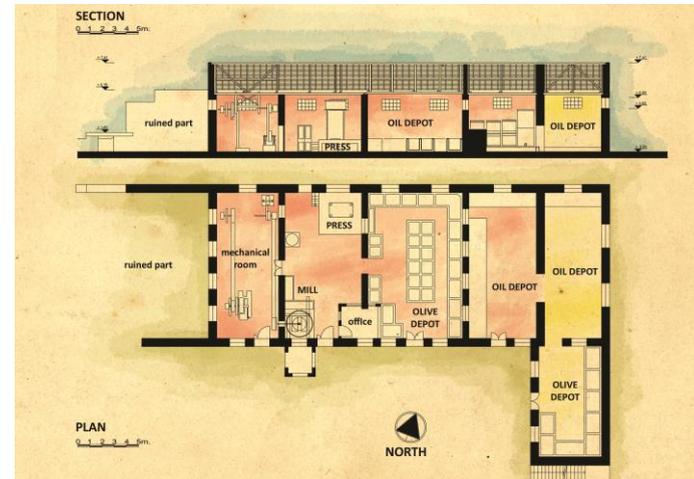


Fig. 8. Olive Mill at the Coast of Nusrath Village (Plan-section)



Fig. 9. Steam Engine - Nusrath Village

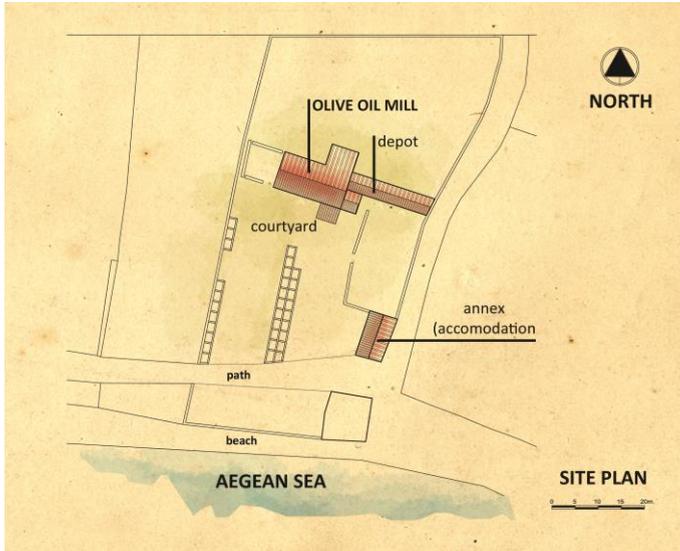


Fig. 10. Olive Mill at the Coast of Büyükhüsün Village (Site Plan)



Fig. 11. Olive Mill at the Coast of Büyükhüsün Village (plan-section)



Fig. 12. A View from Olive Mill at the Coast of Büyükhüsün Village



Fig. 13. Olive Press - Büyükhüsün Village

4 Conclusion

It is important to develop proper strategies and principles for the traditional olive oil production as a type of alternative tourism for social, cultural, and economic regeneration and improvement of physical environment within the framework of natural-human features, tourism infrastructure, the current industrial heritage and potentials of Ayvacık.

The adoption of a production-oriented alternative tourism concept that conserve and keep cultural and social values alive shall contribute to:

- Protection of the natural and human environment from the negative effects of mass tourism,
- Conserving and keeping the inactive unique building stock (industrial archeology) alive,
- More sophisticated tourism activity (with less tourist density but more tourism revenue).

Considering the current tourism trends, reutilization of inactive historical production buildings with their identity of industrial heritage is a significant potential that may contribute to the tourist activities in their region.

Agricultural products based on industry such as viticulture, wine, whiskey and beer production, cheese making and production of chocolate etc. are produced in traditional methods and they contribute to the identity of the city-region-country in Spain, France, Italy, and Switzerland. Products manufactured specifically in the regions are significant identity elements which are both marketable and attract tourists. These agro-industrial products make the countries mentioned with their specific products such as: France with wine, Switzerland with chocolate, Italy with cheese-pasta-pizza, and Greece with olives.

Sustainability of olive oil production of the coastal zone of Ayvacık in cultural, social and economic terms is only possible by operating the inactive olive oil workshops in traditional methods. In this context it is

significant to utilize the mentioned buildings as productive and cultural in tourism without losing their original functions.

The locations of olive oil workshops with industrial heritage characteristics in Ayvacık define a sub-region with the potential of alternative tourism in respect of their locations, co-existence and architectural characteristics, so that 11 of 18 inactive olive oil workshops are located on the 20 km long coast line. From this point of view, it shall be very expedient to develop projections on the restoration and functionalizing of the buildings in a comprehensive planning. The restorations without vision that have been carried out separately have damaged the authenticity of the buildings and have not contributed to the region in cultural, social and economic terms. Conservation states of the buildings (the presence of equipment, non original annexes, structural strength etc.), the surrounding natural and built environment, accessibility, architectural characteristics are important strategic parameters in such a holistic approach to be created for the sub-region.

Considering the subject from the perspective of *architecture*, the prior principles in the process of re-evaluation of the buildings with characteristics of industrial heritage are as follows:

- Conservation of architectural characteristics in restoration (main walls and material, gabarite of the structure, interior partitions, interior heights, original structures, door-windows, sizes, and rates and etc.),
- Conservation of the equipments inside the buildings, making production with traditional methods by functionalizing the equipment,
- Taking precautions for environmental pollution that traditional production may cause (recycling and purification opportunities). Being located in rural areas the workshops have no high chimneys and their waste water is discharged into the sea on the contrary to the other workshops characteristics in the Aegean region.
- Placing new functions (tasting, promotion, sales units, information systems, catering, workshops, training rooms, etc.) that may be required in accordance with the current situation without ruining the

originality of the structure and that possible additives do not contradict (compete) with the original structure/s, but not reproducing in respect of material, form etc. (old-new distinction)

Considering the subject from the perspective of alternative tourism that can contribute to social, cultural and economic terms in the *regional* (sub-region and its hinterland defined by structure group) scale:

- Definition of tourist routes with alternatives addressing to natural and human potentials of the region by supporting each other at the focus of buildings with the characteristics of industrial heritage.
- Sharing roles in the sub-region where buildings are defined in its own,
- Taking measures within the aim of determining the capacities of sub-regions and not exceeding the capacities to protect the natural and constructed environment that forms tourism.
- Concretization of planning and proper identification of financial means as well as the methods required by the business (to develop the local people economically)
- Identification of activities and methods of training required for the proper adaptation of people in the region to the new situation that will occur depending upon the developed strategies (without losing the traditional and authentic values) are among the primary principles.

However, olive culture centered alternative tourism topics brought forward within the aim of protecting the natural environment and demographic structure and developing the regional economy should support the current tourism activities in the region with regard to scope and content. In this context, the new product projected to be brought out (destination of industrial heritage, olive culture, and etc.) will enable the current limited tourism calendar to extend over the whole year.

Olive cultivation and olive oil production is an activity that began in October with the harvest, and extends almost over the whole year with production in November-December, storage in January-February, and budding in March. The tourism activity depending on the culture and sea-sand-sun tourism in the coastal line of Ayvacık-Küçükkuyu takes place

intensely between June and September. In this sense, the tourism activity, which takes place four months per year in the region, will be extended over 7-8 months with the utilization of olive cultivation and olive oil production as an element of culture and tourism. This situation will not only increase the number of visitors but also provide accommodation of tourists due to the nature of olive cultivation which shall lead to the increase of occupancy rates as well (Table 2).

Table 2: Comparison of Activities for sustainable economic activity between Tourism and Olive Oil Production during The Year in the Region

	January	February	March	April	May	June	July	August	September	October	November	December
Olive oil Production	sales & storage	sales & storage	vaccination	exportation	exportation	⊗	⊗	⊗	⊗	harvest	harvest & production	harvest & production
Tourism Activity	⊗	⊗	⊗	⊗	Cultural Tourism	cultural tourism, sea-sun-sand tourism	⊗	⊗	⊗			

Another point is that as the second housings serves to the sea-sand-sun tourism, they are used intensively during the summer season. Olive cultivation activity is carried out intensively in the period of October-December. In this sense, second housings can be rented to tourists when they are vacant, thus an idle accommodation capacity can be utilized without needing any additional accommodation facility.

However, it should be noted at this point that olive cultivation and olive oil production (alternative tourism) should be in the center of all activities mentioned within the frame of planning; because, this activity has been performed in this region for centuries, and it has played a major role in forming the region's natural and human environment. Notwithstanding, other types of tourism have emerged in the last 30 years and they have been turned into the most outstanding activities ruining and damaging the environment today. Within this context, as one of the most important starting points in this article, it is intended to find an alternative that might also prevent that negative situation.

The potential acquisitions for a planned, holistic alternative tourism activity to be carried out in the coastal line of Ayvacık with the above-mentioned

principles and in integration with the human activities available in the region can provide in social, cultural and economic terms, are summarized in Table 3.

Table 3: Acquisitions of the Region in Terms of Olive Oil Production as an Alternative Tourism Activity

	Region - Benefits
Architectural	Industrial Archeology –conservation of unique building stock
Tourism	Tourism vision spread over the hole year - sustainable economic activity and employment
	Reutilizing the inefficient secondary housing usage
	More sophisticated tourism activities – low dense of tourist, high tourism revenue - sustainable tourism activity
	Conservation of natural environment
Socio-cultural, economic characteristic	Conserving the traditional production methods
	Sustainable economic income, preventing emigration
	Conserving and developing socio-cultural structure

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