



Education and Culture DG

Culture Programme



European Heritage Days
Journées européennes
du patrimoine



COUNCIL OF EUROPE
CONSEIL DE L'EUROPE

EUROPEAN HERITAGE DAYS

A joint action of the Council of Europe and the European Commission

2009 EVALUATION FORM

I. Country

Country: Republic of TURKEY.....

Date: October 10-11, 2009.....

Theme: Heritage is at the door.....

II. Bodies responsible and/or involved in the coordination and organisation of the national EHD (if any changes)

..... Ministry of Culture and Tourism (Directorate General of Cultural Heritage and Museums), Municipality of Kütahya, Governorate of Kütahya

III. Theme 2009

a) How did you draw attention to the theme during the EHD?

.....The public attention was drawn through the internet and media.

b) Was the public interested in this theme?

.....The public interest was quite high to this theme. "Heritage is at the door" brought the question of "Do we really realize what we have around?" and this increase the awareness through heritage.

IV. Participation

a) Number of sites and monuments open to the public (and possible geographical division by cities or regions):

..... The events were organized in 1 city in 2009 Turkey. The open monuments, sites and museums managed by the Ministry in this city were open to the public. These places are as follows:

- 1- Buyuk Bedesten (a historical covered bazaar): the opening speeches were performed and the opening of the place after the restoration were made within the EHDs.
- 2- Archeological Site of Aizanoi
- 3- Museum of Jeology
- 4- Palace of Defterdar
- 5- Castle of Kütahya
- 6- Palaces of Germiyan Street (4 Palaces)
- 7- Museum of Archeology
- 8- Museum of Tile-Making
- 9- Museum of Kossuth
- 10- Archeological Museum of Antolian Culture and Art

TOTAL 13 places were open to the public during the European Heritage Days.

b) Number of other events proposed (please specify):

..... 5 events were organized for the public:

- 1) 2 Openings of historical places (one is Buyuk Bedesten where the opening speeches of EHD made and the other is Library of Gulden DAYIOGLU – who is a popular writer of children’s book, born in Kütahya and she is 75 years old and she was also at the opening and tell public about her memories on Kütahya and how the city of Kütahya affected her on being a writer),
- 2) There was a street exhibition on conservation of heritage performed on one of the most important pedestrian streets at the city center.
- 3) Culture tours were performed for the public. These tours aimed to inform people about what kind of cultural values they have in their cities to develop a sense of an identity, belonging and develop the awareness on heritage.
- 4) There was a panel discussion on “New Approaches On Conservation Of Cultural Heritage” organized with the University of Dumlupinar – Kütahya. The discussion was on the topics as follows:
 - The art of tile-making in Turkish Art – New Approaches on The Art of Tile-Making *Prof. Dr. Oktay ASLANAPA,*
 - New Antique Findings for the Archeological Heritage of Kütahya *Prof. Dr. A. Nejat BİLGİN*
 - The Use of Registered Structure in Tourism *Emre MADRAN*
 - The Magnitude of Historical Heritage of Kütahya in terms of Tourism *Başaran ULUSOY*
 - The Importance of Kütahya in History and its Place within Our Cultural Heritage *Prof. Dr. Halil İNALCIK*
- 5) A dress parade was performed by the handicraft artists to announce the value of intangible heritage of Kütahya.

c) Numbers of visits

The statistical information is not available

d) Number of visitors:

Opening and cultural visits: app. 400

Panel : app. 250

e) Others:

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V. Description of the public taking part in the EHD

..... The events had drawn attention of citizens of Kütahya, university students as well as academics and professionals also with local authorities. The Ambassador of Hungary and the representative of Delegation of the European Commission to Turkey were also participate at the events.

VI. Media analysis

a) What promotional material did you use and how did you distribute it?

.....The promotional material used for the European Heritage Days were posters, leaflets and promotional material prepared by the local authorities. These materials were distributed in the public transportation vehicles and in the places where the entrance is free of charge.

b) What is your media strategy (press, radio, television, internet or other)?

..... The European Heritage Days communicated through the mainly by internet, television and press.

c) What were the media results for the EHD (how many TV programmes, articles in the press, etc)?

..... No exact numbers, but the events were announced by the national televisions, also placed in some newspapers and internet sites.

VII. Visibility of the European dimension of the EHD

.....The European dimension of the EHD was emphasized by the logo's used on the promotional material. The speakers who took place in the opening speeches and panel expressed the cultural values interchanged between Anatolia and Europe. Moreover, the flags and posters were used on the administrative buildings and also in the sites, museums and monuments where the public entrance was free of charge.

VIII. Financial analysis

a) How are the EHD financed? (public budgets, private sponsors, etc.):

..... The EHD's are financed by the public budgets. The Municipality and The Governorate of Kütahya financed the EHD's in 2009.

b) What is the total budget allocated to the EHD? (explain the division within the budget):

..... There is no certain budget allocated to the EHD's. Depending on the expenses of the promotional material the budget is allocated.

c) Involvement of volunteers:

.....The events were organized by the Ministry of Culture and Tourism, the Municipality of Kütahya and the Governorate of Kütahya.

d) Is access free of charge for the public?

..... Yes.

e) Others:

..... -

IX. Activities for young people

..... Guided tours in the museums and free entrance to the open museums and sites.

X. Historical analysis

a) For how many years have you celebrated the EHD in your country?

..... Three years.

b) Please describe the evolution of the EHD from the beginning until 2009:

..... The public interest and awareness is noticeable increased compared to the previous year. It is aimed to organize more events in more places; therefore the public interest should be improved accordingly.

c) Are the EHD as popular as at the beginning or more so?

..... EHD's are becoming popular recently in Turkey.

XI. Logos used

..... Logos of the European Heritage Days, Council of Europe, European Commission as well as the logo of the Turkish Ministry of Culture and Tourism were used as recommended on all promotional material.

XII. Global assessment of the 2009 edition

..... EHD's of 2009 could be evaluated as success in Turkey, because it was observed that the public interest and recognition level is well increased compared to last year.

XIII. What do you expect of the EHD coordination at the European level via the Council of Europe and the European Commission?

..... Comparative analysis of the events, budgets and organizational structures of the bodies responsible of EHD's would be good information to share between the coordinators.

XIV. If appropriate, please inform us if the format of the Forum “Heritage, Creativity and Innovation” (Ljubljana, 22-24 September) followed by the annual meeting of the Coordinators met your expectations:

..... The forum was very inspiring and informative. It gave many ideas about what can be done more in our country. It provided the opportunity of sharing the experience with other colleagues. However, there must be more time to discuss and exchange ideas and experiences between the coordinators during the meeting.

XV. What is the added value of coordination at European level?

..... The umbrella of Council of Europe and European Commission gives strength and power to the events and provides better understanding of the framework and the mission of the EHD's.

XVI. Others / Remarks

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XVII. Theme and dates chosen for 2010 (if already available¹)

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¹ A more detailed request for 2010 dates and theme will be sent to coordinators early in 2010