REINTRODUCING HISTORICAL and CULTURAL LANDSCAPE VALUES in RIZE CITY CENTER to THE CITY and CREATING a CULTURAL ROUTE

RİZE KENT MERKEZİNDE BULUNAN TARİHİ ve KÜLTÜREL PEYZAJ DEĞERLERİNİN YENİDEN KENTE KAZANDIRILMASI ve KÜLTÜREL ROTA OLUŞTURULMASI

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ÖZET

Somut ve somut olmayan kültürel miras değerleri kent kimliğinin yansıtılmasında ve kent-turizm ilişkileri bağlamında oldukça önemlidir. **K**açkar Dağları ile Karadeniz arasında oldukça sarp bir arazide kurulan Rize kentinin yazılı tarihi MÖ. 8'A dayanakta olup kent birçok medeniyete ev sahipliği yapmış önemli bir ticaret merkezidir. Kent birçok farklı medeniyete ev sahipliği yapmasına rağmen o dönemlere ait kültürünü başarılı bir şekilde yansıtamamaktadır. Hızlı kentleşme, artan nüfus ile kültürel miras öğeleri zamanla yok olmuş var olan somut kültürel miras da yok olma tehlikesi ile karşı karşıya kalmıştır. Bu çalışma kapsamında Rize kent merkezindeki kültürel miras değerine sahip yapıların ve mekanların mevcut durumları ve potansiyelleri değerlendirilerek kültürel miras turizm rotası kapsamında kentte kazandırılması amaçlanmıştır. Rize Belediyesi'nden alınan dökümanlar, hava fotoğrafları, literatür araştırması ve arazide yapılan gözlemler neticesinde miras değerine sahip kültürel varlıkların kent merkezinde konumu ve değerine yönelik analizle yapılmıştır. Sonuç olarak Rize kent merkezinde yer alan kültürel miras varlıklarının ve miras turizminin uzun vadeli faydalarını en üst düzeye çıkarmak için, yeri doldurulamaz kültürel kaynakların korunmasını ve uygun şekilde kullanılmasını sağlayacak kültür rotası geliştirilmiştir.

Anahtar kelimeler: Rize, Kültürel peyzaj, kültürel miras, turizm, turizm rota

ABSTRACT

Tangible and intangible cultural heritage values are very important in reflecting the urban identity and in city-tourism relations. The written history of the city of Rize, which was established on a very steep land between the Kaçkar Mountains and the Black Sea, dates back to B.C. 8 and the city is an important trade center that has hosted many civilizations. Although the city has hosted many different civilizations, it cannot successfully reflect the culture of those times. With rapid urbanization and increasing population, cultural heritage elements have disappeared over time and the existing concrete cultural heritage has faced the danger of extinction. Within the scope of this study, it is aimed to bring the buildings and places with a cultural heritage value in the city center of Rize to the city within the scope of cultural heritage tourism route by evaluating their current situation and potential. As a result of documents taken from Rize Municipality, aerial photographs, literature research and observations made in the field, analyses were made regarding the location and value of cultural assets with a heritage value in the city center. As a result, a cultural route was developed to ensure the protection and appropriate use of irreplaceable cultural resources in order to maximize the long-term benefits of cultural heritage assets and heritage tourism in the city center of Rize.

Keywords: Rize, Cultural landscape, Cultural heritage, Tourism, Tourism Route.

INTRODUCTION

Historical areas that transfer older people's lives to the future have an instructive and exciting feature like an outdoor museum. In a world where living conditions, traditions, and production techniques change rapidly, historical areas are places that affect social relations positively and help reinforce the sense of unity between individuals. They also create a sense of happiness in individuals (Ahunbay, 2011:26-45). Cultural elements that provide us with various sources of information for a safe future are historical documents that carry the

past traces to the present. Leaving these cultural elements independently or only taking precautions against threats, such as smuggling and destruction, is not protection. In order for these physical witnesses, who form the cultural basis of our identity, to survive and for future generations to benefit from it, all interventions aimed at transferring the information they contain and show us in a manner that will not be misleading defines the phenomenon of protection (Asatekin, 2004). Europa Nostra defines cultural heritage as "any cultural expression that is transmitted from the past and inherited by today's society, while it can emerge as a structure or matter, like a building, or unformed, such as tradition, way of life, or habit" (Url 1). Cultural tourism (Ondimu, 2002: 1036), which is expressed as a type of tourism aiming to see the life style of people in the past and today, comes to the fore.

Cultural tourism is especially prominent in historic areas that have been subject to urban protection with the recent past and contain cultural heritage values. Historical environments have provided the development of this type of tourism with the cultural elements they have. Cultural heritage tourism has made the preservation and conservation of cultural and natural heritage one of the main arguments of UNESCO, as a result of the "Convention on the Conservation of World Cultural and Natural Heritage," which was put into effect in 1972, thus making it an outstanding value of humanity. Cultural heritage tourism highlights the elements bearing traces of the motifs of human history and culture anywhere in the world and to be centered on touristic activities. In this direction, there is an interaction in which the local people are included and represent their own culture in a structure where tourists adopt the culture they visit. People's desire to know and learn about different cultures has been influential in the emergence of cultural tourism (Gülcan 2010: 99-120). Cultural tourism, which is defined as traveling to places other than their usual places for less than a year to meet people's cultural needs (Richard, 2005.p.21), is an important form of tourism due to its contribution to the protection of cultural values as well as its income-generating feature (Öztürk and Yazıcıoğlu, 2002: 189).

According to the World Tourism Organization (URL 3), sustainable tourism includes protecting basic ecological processes, helping to protect natural heritage and biodiversity, making the best use of environmental resources, which are a key element in tourism development, respecting the socio-cultural authenticity of host communities, preserving their established and living cultural heritage and traditional values and contributing to intercultural understanding and tolerance, providing socio-economic benefits for all stakeholders, including opportunities for sustainable employment and income generation and social services to host communities, contributing to poverty reduction, and ensuring sustainable and long-term economic operations. For the sustainability of tourism, natural and cultural resources must be protected and developed, and tourism is seen as an important tool for the development of natural and cultural resources (Uslu and Kiper, 2006: 306-307).

Thanks to cultural tourism, tangible and intangible cultural values will be protected by becoming a touristic product, while the revitalization of these values with financial gain will also contribute to the protection of these values by the local people (Uygur and Baykan, 2007). In UNESCO's report in 2003, "cultural tourism" has been defined as a concept that has a positive economic and social impact, establishes, and strengthens an identity. It has been stated that "culture tourism helps create an image, protect cultural and historical heritage, develop harmony and understanding between people as a tool, and support culture" (UNESCO, 2003). In historic cities with cultural heritage, urban conservation is often closely related to the planning process, but conservation has become closely related to it because of tourism development. Urban conservation has brought the following conclusions regarding the growing impact of tourism:

• Gentrification of residential and shopping areas, • Feelings of local alienation or losing particularity, • Loss of social spirit, • Changes in the use of urban areas and consequently in the character of the city, • The approach of pausing with the time that risks the continuity of the urban environment and the reconstruction of old times (Orbaşlı, 2000). It is known that conservation efforts bring along various measures and studies due to its interaction with tourism. Participation and the partnership of non-governmental organizations, universities, and the people living in the area, who have a say in tourism together with public institutions, are important in the coordinated continuation of tourism and conservation.

This study aims to reveal the urban identity within the scope of preserving the cultural heritage by evaluating the registered buildings in the city of Rize, which has a significant historical and cultural landscape, thus increasing the touristic value of cultural heritage artifacts. With this purpose, after the current situation was evaluated, the culture route was developed by determining the cultural centers.

METHOD
Located between the Kaçkar Mountains and the Black Sea, Rize city center is a city that should be visited more within the scope of cultural tourism. Districts of the city are frequently visited within the scope of nature tourism, but the city center cannot market its cultural assets within the scope of tourism visits. Accordingly, the aim of the research is to develop a cultural tourism route in order to help the process of bringing Rize city center into cultural tourism. Within the scope of the study, firstly, a literature search was made on the cultural assets in the region. In this context, various libraries, booksellers and internet resources were scanned and necessary sources were provided. Along with this process, the ongoing field work started. In this context, the central district where the structures are located was visited and the cultural assets were examined on site in detail and documented with photographs and drawings. The necessary notes were taken by collecting information from the local people.

FINDINGS
Along with the religious and cultural structures in the city center of Rize, the civil architectural structure has managed to survive and are rare structures that have survived from the past to the present. The geographical structure, climate, vegetation and many characteristic features of these structures were built. The current economy of the city of Rize is based on tea (Fettahoğlu et al., 2012: 1). However, in the past, various types of agriculture were used in the city, and different sources of milk were encountered, the origin of the name Rize was Rhisos, which comes from Helian "rice", Rıza, which can be made "mountain skirt" in Greek, and "Rize", which means "small crumbs, rubbish" in Ottoman. (Rize Governorship, 2013). The most important factor shaping urban life in Rize, one of the important cities of the Eastern Black Sea, is the climate, geographical location and land structure. The settlement between steep slopes and the Black Sea has the quality to serve tourism with its unique architectural texture. The houses in the region are generally built on the slopes of the valleys scattered on the slopes of the valley, not very hilly and on the plains that allow passage, waterheads and sunbathing facilities due to the geographical structure. The main reasons for the scattered settlements were the fact that almost all of the local people had various sized lands and wanted to establish their homes on this land, and the frequent availability of drinking water (Watermelon 2019).

In the city, which is one of the regions where the use of wood is most common in Anatolian architecture, there are many buildings reflecting the social, cultural and historical values of the period they belonged to (Kuban 2000). While these buildings bear the traces of the past, they are places that reveal the traditions, social structure and culture of the period they belong to (Asiliskender, 2005). Rize houses have their own plan types different from the classical plan. The fact that the area they are in is very rainy and the forest areas are abundant affected the construction technique. In the plans, sofas are closed and sheltered, whereas the rooms are in classical style (Eldem 1984). It is very important to re-function the buildings of cultural heritage value with new functions other than their original functions and to open them to visitors with tourism routes to be developed, in terms of transferring and protecting these assets to future generations.

Rize architecture is generally two-storey structures formed by the combination of wood and cut stone, influenced by the geographical structure it is in. These stone houses built by the people of Rize within their own land have continued to exist as homes for family members from generation to generation. While some of the old architectural buildings that survived until today are re-used by restructuring and re-used for functions such as houses, cafeterias and museums, many of them have been included in the cultural heritage and continue their existence in the lands in a ruinous way (Figure 1).
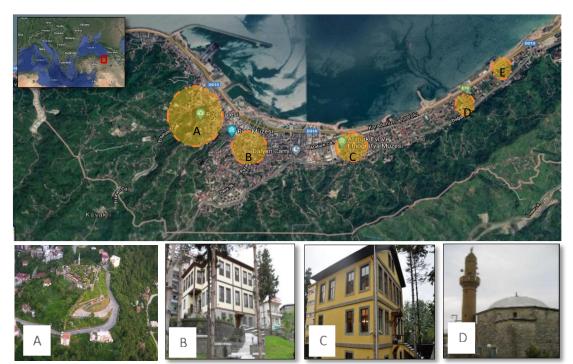
Figure 1. Rize provincial border and working area (A: Rize castle, B: Rize Ethnography museum, C: Rize Atatürk house, D: Kurşunlu Mosque)

Religious and cultural buildings in Rize city center; Works such as the Islam Pasha Mosque (Kurşunlu), Gülbahar Central Mosque, Şeyh Mosque and Orta Mosque in the center of Rize are structures that have been influenced by the rich architectural features of the region and incorporate local features (Table 1). Wood and stone materials were generally used as building materials. While constructing mosques, general features of residential architecture were taken as basis (URL 2).

Table 1. Religious and Cultural Buildings in Rize City Center;

	Rize Castle *There are many castles thought to date back to the Middle Ages throughout the city. The Castle, which is thought to have been built for protection, communication, and to house sufficient military force, is built on an area of 480 m² southwest of the city center. It consists of inner and lower castles. It is thought that the inner castle was built during the reign of Justinian I (527-565) and the lower castle was built in the 13th century. The surrounding of the castle is operated as a tea garden with the landscaping. The city is one of the ideal points in the city center to cruise (url 2).*
	Ataturk House Museum: 20th century. Reflecting the characteristics of Turkish architecture, the house is one of the examples of civil architecture that has cultural and architectural value. The house was restored in 1985 and turned into a museum.
	Recep Tayyip Erdoğan University Development Foundation is located in the Piriçelebi neighborhood of the 19th century. The house, which is an example of civil architecture, was built with local architectural characteristics. It is used as a foundation building today**.**
	Rize Ethnography Museum *19th century in Piriçelebi neighborhood. The house, which is an example of civil architecture, was built with local architectural features of masonry stone and fill-eye technique and was built as two floors above the basement. A total of 1799 works are exhibited in the museum, including 76 archaeological artifacts, 594 coins, 1129 ethnographic artifacts.*
	Kurşunlu Mosque *which was built in the 16th century is known as İslampaşa and leaded mosque. The dome of the mosque, which has a single balcony minaret, rests on an octagonal base. It has round arched windows on an octagonal dome pulley. Mosque body walls are made of rubble stone. It has a square planned sanctuary covered with a dome. It has two windows on each facade.*

Registered examples of civil architecture in Rize city center; *THE assets with cultural tourism potential in the research area have been registered by the Ministry of Culture and Tourism. Reflecting the unique lifestyle of Rize, the mansions are generally built as two floors above the basement to match the slope of the slope (Table 2).*

Table 2. Examples of registered civil architecture in Rize city center

Ahmet Şehirli House	Ali Akyıldırım House	Mehmet Rakıcıoğlu House	Şevket Yardımcıoğlu House
İn 19th century. The house, which is an example of civil architecture, was built in a garden with local architectural features, as two floors above the basement. There is a granary called "nayla" right next to the building with a wooden pediment and quadruple window arrangement.	İn 19th century. The house, which is an example of civil architecture, was built with a technique called cupboard accent in the region.	İn 20th century. The building reflecting Turkish architecture has a penthouse. The windows of the building are made in Spanish type.	İn 19th century. There is a bay window sitting on the entrance, which is an example of civil architecture. There is a triangular top window opening to the roof above the bay window. The wide eaves of the hipped roof covered with Turkish style tiles are covered with wood.

Within the scope of the findings, the tourism route for religious-cultural and civil architecture examples in the city center has been developed as follows. This route has been designed as a route where both visitors and local people can participate in recreational activities (Figure 2).
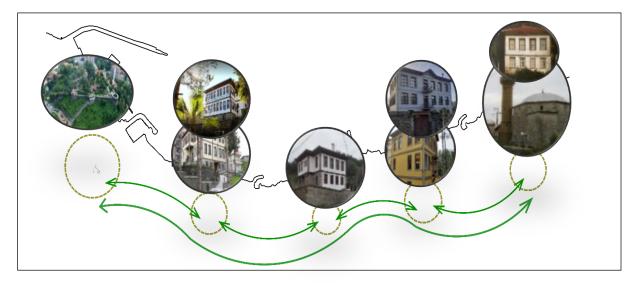

Figure 2. Rize city center tourism route

Tourism routes that encourage visitors to travel from one place to another should also offer places where local people can spend time in natural and cultural areas where they can escape from the busy urban life. Because the increasing population density has brought intensive and unconscious urbanization along with the natural and cultural heritage values within the cities. Although there is a natural protected area and a 1st

degree archaeological site in the city center of Rize, there is no texture that has the characteristics of an urban site in the city. This situation caused the rapid destruction of the historical environment and natural landscape in Rize, which does not have an urban protected area in the city center. The city could not protect its natural and cultural landscapes, faced with the necessity of meeting the housing demand of the increasing population density.

Table 3. Past, present and future of registered civil architecture examples in Rize city center

Recent Past		However, when historical environments from the past are examined, it is seen that historical environments consist of areas that can successfully establish the human-environment relationship that takes the natural environment as reference (placing houses suitable for topography, climate, agriculture, water, etc.).
Nowadays		Although the nature-oriented settlement system has continued for many years in the world, it has developed into a fast and unplanned settlement order that ignores natural and cultural data in order to meet the increasing housing need after the industrial revolution. Historical environments were also negatively affected from this process and began to disappear rapidly and these areas were not valued for many years.
Planned Future		As a result, as in many world cities, the city of our country has tended towards nature-based urbanization, which ignores the emotional needs of people, only housing and consumption-oriented, and nature-human interaction has decreased day by day.

RESULTS

Today, cities try to re-evaluate their cultural assets from the past and integrate their values that will create brand value into an urban identity as they are about to be a brand city (Eldek Güner 2017: 84). This process causes the living spaces to change in a way to respond to the changing lifestyles and needs and requires the reuse of these areas with contemporary requirements. In this context, the reuse process should be successfully constructed, and the cultural-historical continuity that provides economic benefits should be ensured by protecting the natural and cultural landscape. This situation is a frequently preferred approach in the contemporary conservation approach. The preferred conservation approach is very important in terms of both transferring cultural assets to the future and evaluating them within the scope of tourism. In addition to relaxation and entertainment in international tourism activities, the interest in getting to know the culture, history, and belief systems also increases. Cultural tourism, which adopts a sustainable understanding in order to protect and preserve cultural values, is seen as a type of tourism that attracts great attention (Çelik Uğuz, 2011: 340).

Turkey, which has hosted many civilizations throughout the centuries, has a great potential for tourism with its cultural values. It is possible to transfer cultural values to future generations, preserve them, and keep

them alive, especially by protecting historical environments. In this context, the correct use of places and activities in historical environments is important in cultural heritage. Monuments and ecological features in terms of traditions and cultural elements, such as food culture, shopping culture, clothing culture, music culture, are the features that highlight the identity of the cities. The monuments containing the cities' traditional characteristics are very important for the determination of both the mentioned characteristics and cultural assets of the cities thanks to the cultural routes created within the scope of tourism. The specified features are clearly constructed within the cultural routes. In this sense, routes should be able to make us feel this fiction. In cultural heritage areas, it is necessary to prepare cultural routes so that there will be no wear of cultural assets and environmental deterioration. Unplanned development, inability to control the number of visitors and intense pressure on cultural heritage sites pose risks such as deterioration of the cultural features. While planning the routes, the subject of visitor management should be planned well, and planning should be developed in which the visitors will participate in the tourism activity without damaging the city's original values . For this reason, organizing the development of tourism activities in cultural heritage areas with urban protection will benefit tourism management plans. It will also encourage learning about people, places, objects, and events that have a specific place in history in cultural heritage areas on the cultural routes created (Timothy & Boyd, 2015).

In this study, a route that supports cultural tourism towards cultural heritage sites in the city Rize has been proposed. Accordingly, a cultural route between the first-degree archaeological site Rize castle area and the sites with a high concentration of civil architectural works has been proposed for the potential historical focus (Map 8). It is aimed that the proposed culture route will also play the role of an urban basis, which is an important tool in revealing identity.

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