

The Importance Of Aphrodisias Ancient City In Sustainable Economical Development

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Abstract

Aphrodisias is an ancient city nearby Karacasu, Aydın. It was established by the name of Goddess Aphrodit. It is a big settlement from the Bronz Age to Bizans time. It has been found baths, agora, stadium, odeon, Aphrodit temple in arceologic excavations. Aphrodisias is known as an important sculpturing centre in first- era, was given sculpturing education in that term. Of all the ancient cities in Anatolia, The Stadium of Aphrodisias is one of the best preserved.

Aphrodisias is an ancient city which is famous for its Aphrodit temple especially in Roman age. It is one of the most important archeological places of Turkey with its well-protected movement – buildings now. The excavations started by New York University in 1961 are being continued today, too. The new historical sites have been found in excavations that still last now. These historical sites have been presented in the museum of Aphrodisias.

About 125.000 tourists visit Aphrodisias ancient city each year. The visitors come from America and European Countries mostly in spring and autumn. In other hot months, French, Italian and Spanish people visit and Brazilian tourists have visited ancient city lately. Tourists who come in winter visit mostly for shopping and Aphrodisias ancient city is visited. The average age of visitors is quite high. It is preferred by only the participants of cultural tours because Aphrodisias Ancient city is visited according to cultural tourism. These tours reach mostly beginning from İstanbul to Bursa – Çanakkale – İzmir Efes – Kuşadası – Didim Milet and then Aphrodisias – Pamukkale Hierapolis and Antalya. In this research the variation of tourist which visit Aphrodisias ancient city have been determined and it has also been determined how tourists in this community spend their money. The effect of these spendings on economical sustainable development of Turkey and the region where ancient city is has been determined.

Keywords : Aphrodisias, Sculpturing education, Aphrodit temple, Karacasu, Ancient city

1.INTRODUCTION

Today, negative factors such as excessive urbanization, difficulty in living conditions put big pressures on people who especially live in urban areas. Escape from these pressures reflect on tourism movements and tourism searches based mostly on natural environment replace with the usual concept of tourism which consist of the triangle of sea, sand and sun(Oral et al.1996; Gulez, 1998).

Increase of interest to the natural and cultural places necessitates the protection and renewal of natural and cultural areas and the provision of ecological balance. Tourist prefer to goto regions whose original, natural and historical riches are protected, not modern structures, concrete pile soar a nature which has been destroyed.

Sustainable tourism is a form of development that cultural integrity, ecological processes, biodiversity and systems which continue life have been sustained by being protected the environment where people are in interaction with without any damage or being chanced and that all resources have been managed to satisfy the economic, social and an esthetic needs of tourists and people who are in the region which has been visited and to provide the needs of future generations. The sustainable development of natural and cultural environment is possible with protection and development. A tourism development based on environmental protection will bring an environment which has developed in economical, social and physical way(Akten et al. 2011)

The continuity of natural and cultural values is of great importance for continuity of Karacasu's economy in the future. In this study, the importance of Aphrodisias ancient city in sustainable economy and the reasons of continuity of country's economy have been examined.

1.1.SUSTAINABILITY

“Sustainability”, as meaning of word, expresses the situation of being continuity and seamlessness. The concept of livability has to be evaluated wits sustainability in ecosystem, management, services energy or area-transitivity, feelings and economy income (Buyukyegen, 2008).

The concept of sustainability has firstly emerged at the Conference on human environment of United Nations in Stockholm in 1972(Newman et al. 1999). At this conference 113 countries have given an undertaking that they start to environmental cleaning and have decided that environmental problems won't be able to be categorized not only as air pollution, water pollution and chemical contamination and it has also been revealed that the necessity of radioactive substances that affect everyone are not released everywhere(Aktas, 2007).

Sustainability is to ensure to continue its existence non-stop without consuming by overuse or overload to main resources of the vital link, without deterioration or decay of function of a society, ecosystem or a system which has continuity. Sustainability is an essential

precondition for sustainable development in the use of potentials such as soil, water, surface and underground riches, flora as natural resource (Tozar, 2006).

The sustainable development of natural and cultural environment is possible with protection and development. In general meaning, the protection of natural and cultural environment is the transfer of these values for future generations. The success of renewal integrated protection depends on the realization without causing social fragmentation and disrupts the health of social structure which contains.

A health protection policy has to take historical, natural and cultural heritage into social life and integrate with it (Buyukyegen, 2008).

The main purpose of development of sustainable tourism is the economic development and protection of environmental values as a result of tourism activities. At this point (Gezici, 2008);

- To develop environment, economy and tourism with an increasing importance as a part of each other.
- To increase the quality of the environment.
- To improve the life quality of local people.
- To ensure high quality - standards for tourists.
- To integrate tourism with other economic sectors.
- To ensure equality in development.
- A concept of sustainable tourism which includes very comprehensive targets such as to guarantee the protection of the environment for future generations.

2. SUSTAINABLE ECONOMY AND KARACASU

2.1. The Geographical Structure of Karacasu

The County of Karacasu which is between Karıncalı Mountain in the west of it and Baba Mountain in the east of it located on approximately 40 km - long valley which has a mountains and hilly land.

There are cities and countries such as Denizli – Babadağ in the east, Aydın – Bozdoğan in the west, Aydın – Kuyucak in the north, and Denizli – Tavas and Kale in the south of Karacasu located on 90 kilometers distance from the city center.

The most important stream of county is Dandalaz which starts from Dedeler Village and pours into Big Menderes River.

The altitude of country is 600 meters and the highest point is Karıncalı Mountain. The area of country is 782 km². The central population of Karacasu is 6200 and it has a total population 21980 together with villages. The climate of country has the characteristics of Mediterian climate. But because the altitude is partially high, winter is colder; summer is cooler and more rainless than the other regions of Aydın.

2.2. Karacasu County's Economy

The country of Karacasu has a big tourism potential. Aphrodisias Museum and historical sites which located in Geyre, a 13 km distance to country is one of the most important museums and historical sites in the world and in Turkey. And it is visited by approximately 200.000

domestic and foreign tourists per year 159. 367 domestic and foreign tourists visited the museums and historical sites in 2008 and had an income of 187.546 TL.

It has been planned to make repair renovation in all exhibition areas except for Sevgi Gönül Sebasteion Hall for the purpose of performing exhibition layout which has been presented in Aphrodisias Museum Sevgi Gönül Sebasteion which has entered service since May 2008 and having entirely a contemporary look of museum exhibition.

There have already been 12 leather, 25 Ceramic and 7 Olive management in small or medium-sized. At the same time, the management of the olive has been made in the houses. Weaving is a field of endeavor which has been managed as traditionally. There are a great number of fully automatic weaving looms especially in villages of Ataköy, Işıklar, Yeniköy, Palamutçuk and Dikmen.

In addition there are restaurant which has been operated by entrepreneurs in the country on the way to Karacasu - Aphrodisias. These restaurants take materials that they use in their foods or meals directly from the farmers can find opportunity of bazaar that they will be able to present their products.

They have people of Karacasu work as worker in the excavations and studies made in Aphrodisias. Also they can find the restoration opportunity to employ in restaurants and sale points which have been established in the region.

2.3. The Aphrodisias Tourism

The Aphrodisias antique city, which is located in the city of Geyre within Aydın's Karacasu borough, was one of the most important architecture, arts, sculpture and worship centers of the antique age. The magnificent antique city which is 3 kilometers from Geyre, 13 kilometers from Karacasu and 98 kilometers Aydın city center of different values for ages.

Aphrodisias was a rich and cultivated antique city which was famous for worshipping Aphrodite during the Roman era and today, it's one of the most important archeological sites in Turkey with its well preserved monumental structures. In 1st century B.C. Roman Emperor Augustus put Aphrodisias under his personal protection. Today, the monuments that still stand were built 250 years after his reign. Two forums encircled with columns were planned around the theater and the temple. The most secure stadium in the antique era was located on the northern tip of the city. At the end of the 3rd century A.D. the city became the capitol of Caria, a state of the Roman Empire. The city was encircled by walls in the middle of the 4th century A.D. It started losing its importance at the beginning of the 6th century. The Temple of Aphrodite was turned into a church and the city was completely abandoned in the 12th century. During the digs at the Acropolis Hill Tumulus within the Aphrodisias historical sites, chalcolithic ceramics and obsidian tools that were dated back to 4600 B.C. were uncovered.

A cult centered city

During the Aphrodisias digs, Lydian style ceramic plates, archaic and classic era settlements were uncovered around the Acropolis Hill Tumulus and the Temple of Aphrodite. During 1st century B.C. in Aphrodisias, the most important antique city of the region, the nature and abundance themed Aphrodisias Aphrodite cult, which was an amalgamation of the Asian Minor goddess Ishtar, Anatolian based goddess Cybele and Greek based Goddess Aphrodite, started to grow and the city was tuned into a cult center after the establishment of the Temple of Aphrodite. During to Byzantium era the city was turned into the primacy of the Caria area.

According to Byzantium sources the area was conquered 4 times by the Seljuk Dynasty between 11-13th centuries. The lands of Karacasu were inhabited by Turcoman tribes. So the Menteşe Seigniorship and later on Aydınoğulları ruled the area. In 1413 Murad II added the lands of Karacasu to the Ottoman Empire. In 1867, Karacasu became a borough of Aydın.

The first researches at the antique city were undertaken by Laborde and Texier in 1835 on behalf of the "Society of Dilettanti". The first digs were made by a French engineer and amateur archeologist by the name of Paul Gaudin between the years 1904-1905. In 1937 an Italian named Giulio Jacopi found the agora of Aphrodisias. During the digs established by Prof.Dr. Kenan Erim on behalf of NYU between the years 1961-1990, many of the artworks we see today have been unearthed and restored. Today, the excavation team headed by Prof.Dr. R.R. Roland Smith on behalf of NYU has been resuming research 1991.

The city that was established with the Money of Zoilos

In 1st or 2nd century B.C., streets with gridded plans were built in Aphrodisias. The building of the monumental statues that are located in the middle of the city began at the end of 1st century B.C. First expenses were paid by the city's famous citizen Zoilos.

In the first stage, the Temple of Aphrodite, North Agora and the Theater was built. In the beginning of 1st century A.D. the center of the city was expanded with a second forum that was built between old agora and the theatre. Also at the same time, a huge temple complex called Sebasteion that was dedicated to the Julia Claudius family was built to the north of the agora. At the end of the 1st and during the 2nd century many new buildings were established for public use. The most important of these are the Turkish baths that have been built on the west corner of the South agora and dedicated to Emperor Hadrian. We also have to mention the Bouleuterion (a building which housed the council of citizens) which was built on the northern corner of the North agora and the monumental door that leads to the holy space of Aphrodite. We see very few new structures in Aphrodisias between the 3rd and 5th centuries but we know that many of the buildings in the center of city were regularly used and repaired when necessary. The most important architectural Project of the late Roman era is the transformation of the Temple of Aphrodite into a Christian church in 500 A.D.

Here are some of the monumental structures that have been unearthed after the digs in Aphrodisias: Temple of Aphrodite, Tetrastyle, Stadium, Odeon, The School of Philosophy, The Pontif Palace, Hadrian baths, The Tiberius Portico, Agora, Basilica, Theatre, Theatre baths, Peristyle and Emperor's chambers, Sebasteion, Martyrion. The Aphrodisias Museum is the ultimate point of the excavations that have been going on since 1961. The construction of the museum which started in 1971-1972 and finished in 1977 was opened to public on July 21, 1979 with an official reception.

The virtuosos of art

The real purpose of the Aphrodisias Museum is not only to present its visitors with examples of rich archeological finds but at the same time to accentuate the excellence and variety of the statues that were made in the workshops during Roman and early Byzantium eras. From the quality and abundance of the artwork on display, we can easily conclude that Aphrodisias was once one of the major centers of sculpturing in Asia Minor and Roman Mediterranean. Surely, the existence of white and blue-gray colored marbles that are found on the skirts of Mount Baba on the northeastern part of the region played an important role in this. Between 1st century B.C. and 5th century B.C. the sculptors in Aphrodisias created masterpieces using techniques far more advanced than their time and shown that they were the virtuosos of this art.

They have produced great statues using Classic Greek and Hellenistics styles and also made extremely unique engravings and decorative reliefs on houses and formal buildings. The artworks of these masters not only reflect Greek or Hellenistic prototypes uniquely (unlike portraits of holy bodies), but they also display a complex approach by emphasizing the inclination of idealizing through realistic decorations. This inclination has become integrated with a unique style and even Baroque style that is clearly visible in the shininess of the body and also the way that the eyes, hands and clothes are sculptured. The master sculptors of Aphrodisias were also experts in architectural decoration, columns that included human and animal figures and acanthus reliefs, wallboard crests, panel busts, reliefs about mythological subjects and many elements that were used for the decorations of buildings.

The galleries of the museum are located around a central courtyard. Starting from the right of the entrance, the museum is toured counter clockwise. The artworks are displayed according to theme rather than chronologically. Each gallery is dedicated to one aspect of Aphrodisias sculpturing. In order, the glass case that displays prehistoric findings and the Tondo Gallery, The Empire Gallery, The Zoilos Wings, The Melpomene Gallery, Odeon Gallery, Unfinished Artworks Gallery, glass cased display gallery, Love Gallery (the additional building that was opened in 2008 which displays the bas reliefs of Sebasteion), the Penthesileia Gallery, the Aphrodite gallery, Rank Titles Wing and the inner courtyard are the parts of the museum (ACTM 2011).

3. THE RESEARCHES ON THE EFFECTS OF TOURISM TO THE ECONOMY IN KARACASU

The number of visitors which come per year to Aphrodisias ancient city and historical sites and the amount of total income has been established in Table 1.

YEAR	FOREIGN VISITOR	DOMESTIC VISITOR	GENERAL TOTAL	TOTAL INCOME
1997	192,789	21,457	214,246	71.717.00 TL
1998	180,585	25,945	206,530	128.970.00 TL
1999	64,991	18,609	83,600	93.510.00 TL
2000	111,729	20,195	131,924	306.710.00 TL
2001	143,196	27,168	170,364	665.825.00 TL
2002	120,500	10,360	130,860	968.150.00 TL
2003	80,500	10,495	90,995	622.022.00 TL
2004	92,934	19,918	112,856	448.830.00 TL
2005	118,035	10,508	128,541	337.137.00 TL
2006	69,827	11,432	81,495	202.564.00 TL
2007	97,809	16,255	114,084	141.546.00 TL

2008	130,781	28,586	159,367	187.546.00 TL
2009	116,650	21,020	137,670	223.472.00 TL
2010	127,669	15,776	143,445	242.720.00 TL

Table 1: The number of visitors which come per year to Aphrodisias ancient city and historical sites and the amount of total income

While the museums and historical site were changing separately until the term of 2004, it was given up from this application as from 2004 and it has been ensured museums and historical site visit by one price. It has been ensured museum and historical site visit by one price. It is the reason why income numbers were high before 2004.

Since 2010 the entry visit of historical site has been customized and awarded to a firm. This firm has made the input control of historical site, security of it and the cleaning jobs. The people from Karacasu have been employed for these jobs. The people who work in store and cafeteria in Aphrodisias museum are also from Karacasu. Approximately %10 of tourists visiting prefer this store and cafeteria. %45 of tourists which do shopping from the store and cafeteria consist of Americans. Also %15 of tourist consist of Spanish, %15 Italian, %5 French, %5 German and the other %15 them consist of other European Countries. While tourists who are 50 years and over prefer Aphrodisias in winter, younger tourist prefer in summer.

Tourists that come to Aphrodisias eat their lunch in the restaurants which have been managed on the way Aphrodisias – Karacasu. The tourists which eat in these restaurants consist %35 of Italian, %15 of Spanish, %5 of French, %5 of English, %5 of German, %5 of American and the rest %30 of other nations. Approximately 50 staffs have been employed in these restaurants. Also, ceramic products, textile products with hand weaving, souvenirs have been sold in these restaurants and in sale parts establish close to historical site.

4.RESULT

It is clear that how much the economy of Karacasu depends on Aphrodisias historical site and museum. It has been understood that these economic facts which identify with Aphrodisias historical site will be exist in no way if Aphrodisias ancient city doesn't exist. So it has been provided that Aphrodisias ancient city are widened and transferred for future generations by protecting its today's state to be sustainable of these economic facts. As the Aphrodisias ancient city exist and its adverts reach to a lot of people, tourist potential will increase. Thus, the county economy will develop and will transfer for future generations as sustainable.

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ACTM- Aydın Culture & Tourism Magazine, 2011, 2, 40-48