



Pergamon and its Multi-Layered Cultural Landscape
SITE MANAGEMENT PLAN
2017-2021



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1. INTRODUCTION AND PREPARATION PROCESS

1.1 AIM OF THE PLAN

Intensive work had been carried out within the Bergama Municipality since 2011 for the inscription on UNESCO World Heritage List. As a result, Bergama, with multilayers belonging to different cultures and its outstanding universal values which have been shaped up as a union of these layers, has been inscribed on UNESCO World Heritage List in June 2014.

Definition of the universal value of Bergama, in accordance to the Operational Guidelines for UNESCO World Heritage Sites established the focus of this work. Following this preliminary work, answers were searched for questions on how these universal values are to be conserved by whom; they will be conserved as well as the priority of the actions that are required for conservation.

The main objective for the preparation of these plans is **establishing a mechanism which is capable of answering any question that can be asked concerning Bergama and Conservation. This mechanism perceives Bergama with all its riches; harmonizes and coordinates any persons or institutions that will work for the conservation of these riches and for handing them down to posterity.**

1.2 FACILITATING ELEMENT IN CONSERVATION: INHABITANTS OF BERGAMA, FRIENDS OF BERGAMA

Bergama has been trying to conserve its rich archaeological, urban and natural heritage within the norms of national conservation at every level possible over a long period of time. Campaigns have been organized in order to conserve the heritage of the city at various times. These campaigns have been against gold mines, against submersion of archaeological remains under reservoirs of dams, and for claiming the return of the archaeological property taken abroad back to its home town Bergama. There has been a wide range of participation to these campaigns from city centres, as well as villages. Thus, these campaigns have been prepared extensive enough to have an influence at international level.

Inhabitants have declared their wish to be inscribed on UNESCO World Heritage List in the beginning of the 2000's, because local government, NGO's and the public demanded more conservation. The nomination for UNESCO World Heritage List, which officially started in 2011, had actually emerged as a result of these local demands.

The awareness of the local people on the rich cultural heritage of Bergama and their demands for conservation is actually a characteristic of the city from the past, coded into the locals' way of thinking. The most renowned cultural researcher and conservationist, Osman Bayatli, who was active during the 1930's, is from Bergama. He had been involved in countless projects such as the establishment of the Archaeological Museum of Bergama and the identification and registration of many of Bergama's folkloric values. Bergama has been a subject for town planning studies towards the end of the 1930's, which was then an area of study that was still new for our country. The archaeological and urban heritage of the city had been conserved in this plan.

Following these actions for conservation, nearly all lands of Bergama had been registered as archaeological sites in late 1960's. In the following years, these archaeological sites had been renewed and rated based on new research.

Actions for conservation had not been regarded merely as a subject of physical planning. Bergama has been able to sustain its traditional production methods against modernism with its weavings and leatherworks, shoemakers, tailors and quilt makers in its Arasta (Ottoman Bazaar).

Although traditional leatherworks, shoe making, quilt making and tailoring in the city was in a decline as a result of the rapid



Figure 1: A poster showing local's claim to become a World Heritage Site from the beginning of 2000s

development of the 1980's, the demands and the awareness level of the inhabitants have outweighed in favour of sustaining cultural values in this instance.

Intangible cultural values of Bergama, as well as its archaeological and urban heritage has survived until today as a result of the work triggered by this very awareness, and with the leadership of local boosting powers like the Bergama Culture and Art Foundation, Friends of Bergama Association, Carpet Cooperatives and Bergama Municipality.

Parchment Production, which was facing extinction, has been restarted in the city, as a result of this conscious and participatory process. Clarinet Playing and handicrafts like basket weaving, quilt making, carpet weaving have survived by creating attraction nationally and internationally.

Nomination work process for UNESCO World Heritage List has been supported by this conscious and local participation. This process has been coordinated by the Bergama Municipality with the support from the locals of Bergama.

1.3 LEGAL BASIS AND GROUNDS OF THE PLAN

Government institutions, universities, NGO's and volunteers have been involved in the works of the nomination process, which is coordinated by the Bergama Municipality. During this process they started to question what should be done besides physical conservation in order to sustain cultural values, to hand them down to posterity, to maintain a peaceful relationship between tourism phenomenon and the city, while, needless to say, ensuring that the inhabitants indulged in the fast living style imposed by the modern increasingly life enjoy their cultural values.

Preparation of the Site Management Plan for Bergama and Its Multi-Layered Cultural Landscape Site was started with the thrusting effect of this inquisition, relying on the Conservation of Cultural and Natural Property Law Numbered 2863 and following the advice of UNESCO Operational Guidelines.

According to Article 3, Paragraph 11 of the Conservation of Cultural and Natural Property Law Numbered 2863 which is the strongest legal basis of this plan, **A "Management Plan" is a plan created through considering the business project, excavation plan, landscape plan or urban conservation plan, and prepared to ensure the conservation, sustaining and evaluation of the management site. These plans also include the annual and 5-year period implementation stages and budget, and are revised every five years.**

According to Article 3, Paragraph 10 of the same law mentioned, A **“Management Site”** is a site formed to provide cooperation between central and local administrations responsible for planning and conservation and non-governmental organizations; the borders of which are designated by the Ministry by taking opinions of relevant administrations in order to conserve, sustain and evaluate conserved sites, archaeological sites and buffer zones effectively within their natural integrity; to improve these sites according to a definite vision and theme; to meet cultural and educational needs of the society. Management Site of Bergama is formed by the combination of UNESCO World Heritage Site and Buffer Zone. This management site has been approved by the Ministry of Culture and Tourism on 10.06.2014.

Ministry of Culture and Tourism has become the primary responsible authority for the preparation and monitoring-evaluation of the Bergama Site Management Plan after an amendment was made in the Conservation of Cultural and Natural Property Law Numbered 2863 in 2016. **According to the Additional Article 2 of Law Numbered 2863, the Ministry prepares a draft management plan or has it prepared, in order to conserve, utilize and improve management sites and their junction points¹. The Ministry can make any kind of cooperation with state institutions and organizations related to the site for the preparation of management plans.²“Branch Office of World Heritage Sites,”** founded under General Directorate of Cultural Heritage and Museums in 2011, carries out necessary works of the Ministry for the preparation and monitoring of the plan. Bergama Municipality, which is the local administration in the World Heritage Site beside the Ministry, is primarily responsible for carrying out the actions of the plan and the sustainability of the plan. In order to fulfil this responsibility, **‘World Heritage Office’** has been founded within the body of Bergama Municipality under Planning and Urban Directorate by the decision of the Municipal Council dated 03 January 2012 and numbered 12/10.

The most important legal provision guaranteeing the implementation of actions in Management Plans is defined in Additional Article 2 of

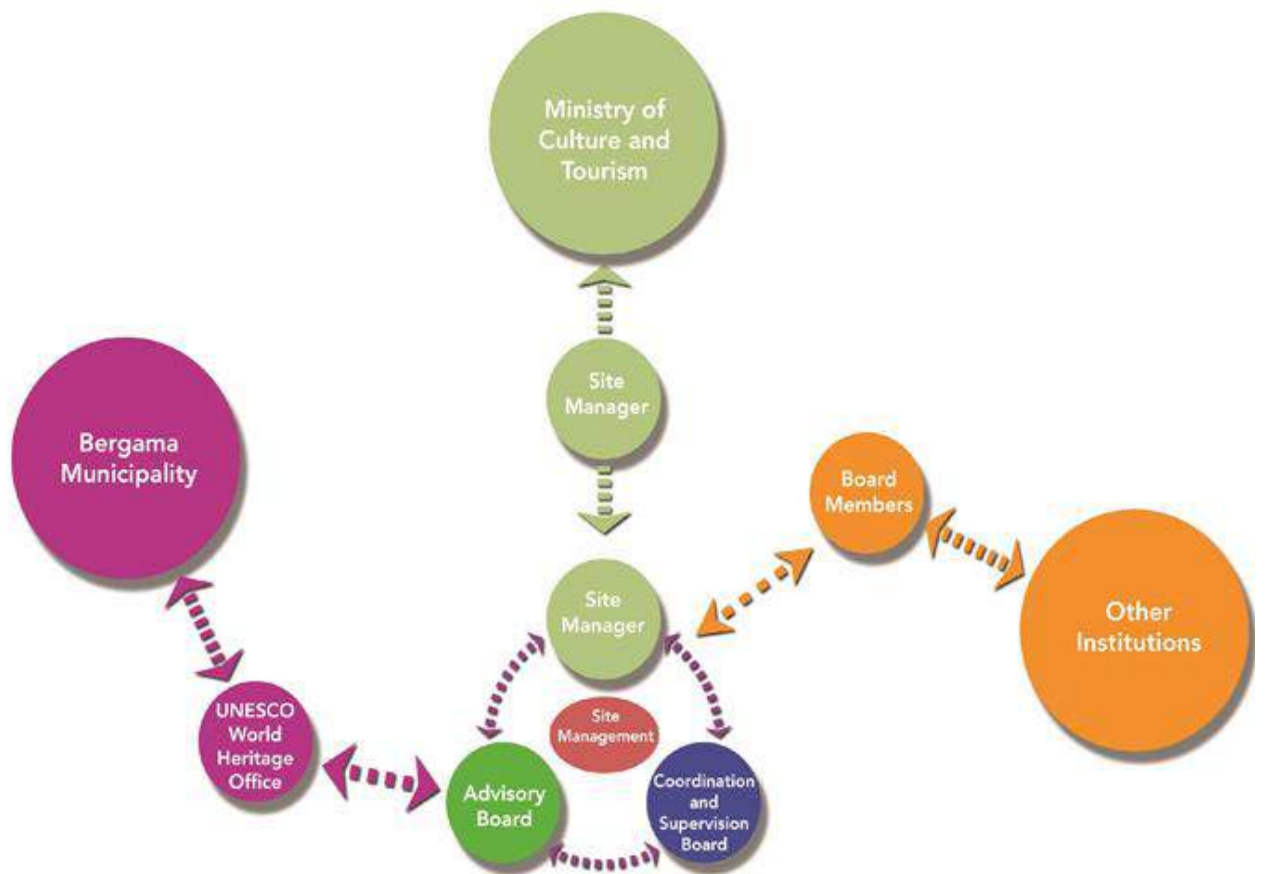
¹ According to Article 3, Paragraph 12 of Law Numbered 2863 while ‘Junction Point’ is not located within the management site borders, they are cultural assessments connected with this point due to archeological, geographical, cultural and historical reasons or with regards to provide management and development around the same vision and theme. It’s decided that there is no need to define ‘Junction Point’ for Bergama during neither the preparations of Management Plan nor designating the site borders of the Management Site.

² Please check the Additional Article 2-a) paragraph 1 of Law Numbered 2863: www.mevzuat.gov.tr/Metin.Aspx?MevzuatKod=1.5.2863&MevzuatIsmi=0&sourceXmSearch=

the Conservation of Cultural and Natural Assets Law Numbered 2863. According to this provision, **‘State institutions and organizations, municipalities, natural and legal persons have to abide by the management plan approved by the Coordination and Supervision Council; related administrations have to prioritize the services within the plan and they have to appropriate funds for their budget for this purpose.’**

You can see the operation of “Site Management System” that has been formed for the preparation and monitoring of the Site Management Plan and has been specified with its legal foundation; together with all the partners in the graphic in Schema 01³

Schema 01 Site Management System



³ For detailed information about the position of the Advisory Board, the Coordination-Supervision Board and the Site Manager please refer to: Part 4.1 Stakeholders and Participation

1.4 PREPARATION PROCESS AND APPROVAL OF THE PLAN

Efforts made for the solution of the problems encountered during the nomination process of UNESCO WHL and for identifying and resolving its deficiencies, contributed to the development of the plan. Even though the Management Plan was not officially signed and put into effect during the nomination process between the years 2011-2014, a draft management plan was implemented voluntarily to follow up on what can be done differently within international protection norms. This draft plan supported both the efforts on nomination and the awareness of all the institutions related to Bergama about the UNESCO process.

The draft management plan that has been included in the nomination dossier of Bergama has been further improved after the city's inscription on World Heritage List in 2004, because every institution that has been involved in conservation and sustainability studies until the city's inscription has experienced the necessity of executing the efforts that are made within the framework of our own national and corporate legislation with more international cooperation, more responsible tourism and traffic planning, a more adequate education program and a better monitoring system.

The actions of the management plan that we have had matured, owing to progressing experiences of city's local, national and international cooperation, have started to be implemented.

Many actions of the plan have started to be carried out by different institutions and persons, as these are already defined in their job descriptions. Other actions will be carried out within 5-10 year periods according to the required preparation phases and the urgency for a necessity of action.

Pergamon and its Multi Layered Cultural Landscape Management Plan has come into action following its approval by every member of the Coordination and Supervision Board in their meeting which took place on 23/11/2017.

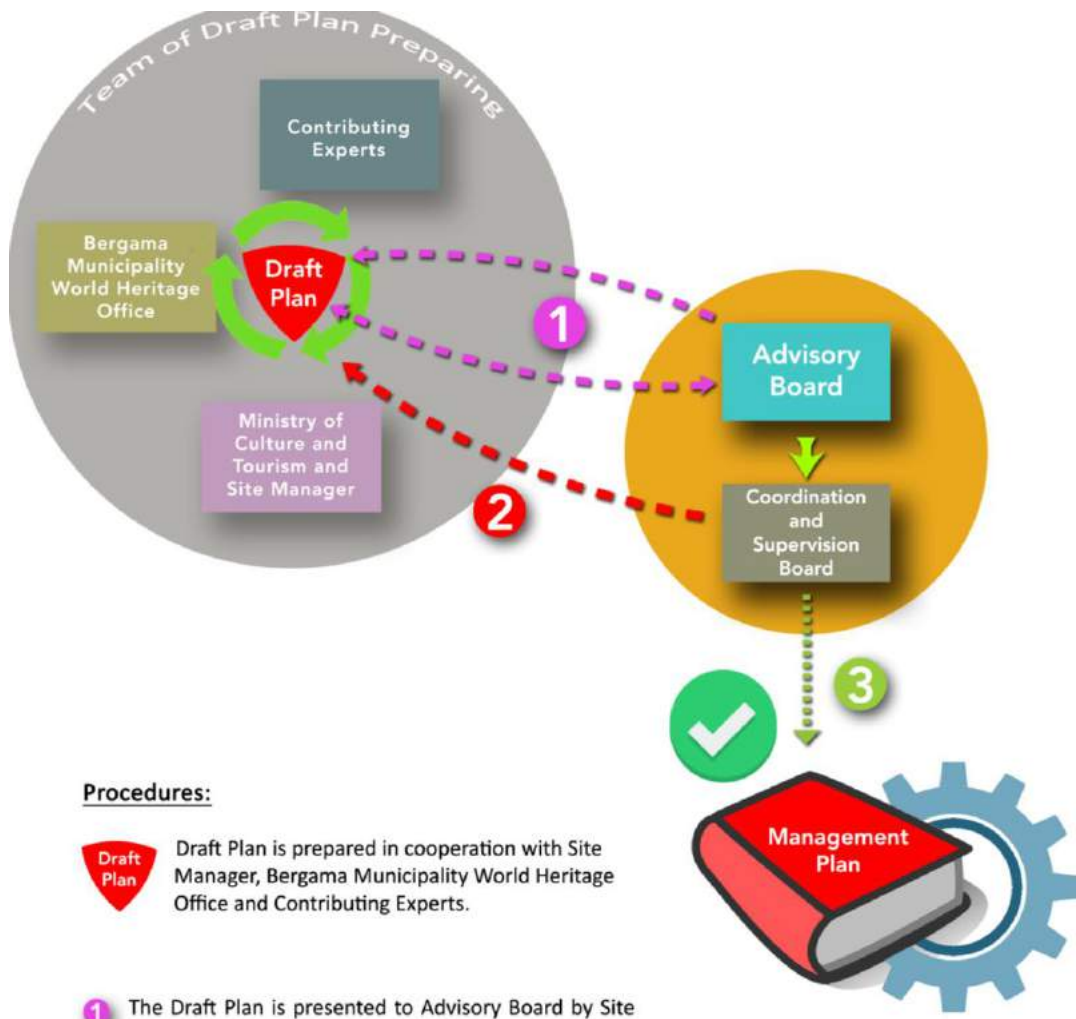
Management Plan was prepared based on the Bergama Urban Conservation Plan and responsibility of preparation and implementation of which belongs to Bergama Municipality. Bergama Municipality has also made changes that prioritize conservation in the construction plan in accordance with the necessary efforts for Outstanding Universal Values and conservation of these values.

Nevertheless, this is a plan that describes "macro scale actions and cooperations concerning management of cultural resources" to a small extent; it mostly defines "micro scale work to be done specially

for Pergamon and its Multi Layered Cultural Landscape Site”. With this feature, “Bergama Management Plan” is in interaction with Urban Construction Plan, Urban Conservation Plan, Municipal Strategic Plan of Bergama and other upper scale plans, and these plans complete each other.⁴

Schema 2, which summarizes processes related to preparation, approval and implementation of the plan, can be seen below.

Schema 02 Formation of Management Plan



Procedures:

-  Draft Plan is prepared in cooperation with Site Manager, Bergama Municipality World Heritage Office and Contributing Experts.
- 1** The Draft Plan is presented to Advisory Board by Site Manager. The Plan is improved by the advices of Advisory Board. If Advisory Board approves the Plan they present it to the Coordination and Supervision Board for confirmation.
- 2** If Coordination and Supervision Board asks for change on the draft plan, it sends back the plan to Advisory Board. In this situation procedure number 1 starts again.
- 3** Coordination and Supervision Board approves the plan within the six months at latest. Plan officially comes into force and it's shared with public.

⁴ For information about connection of MP with other plans, please refer to: Part 4.3 Other Plans for Preservation and their Fields of Influence.

2 BERGAMA: ENTRUSTMENT TO FUTURE GENERATIONS

As part of its efforts for preservation, Bergama is a city that has set inscription on UNESCO World Heritage List as a goal for itself. After this goal was achieved in 2014, preparation of the Site Management Plan has become the new agenda in order to provide an answer to how a more integrated conservation can be managed with the cooperation of every institution involved with the city.

This plan has been prepared both to ensure the conservation and monitoring conditions at the highest level that Bergama demands, being a part of the integrity of cultural values of sites on UNESCO World Heritage List, and to ensure the formation of a conservation and management framework by being aware of the Outstanding Universal Values of Bergama, a city that was brought into the agenda with national conservation studies.

Accordingly, inscription criteria of Bergama on UNESCO World Heritage List as “Cultural Landscape”, and its cultural values that support these criteria, which have been the core motivating force for the preparation of this plan, will be explained in this section in the way it has been accepted by the UNESCO World Heritage Committee.

Furthermore, intangible cultural heritage and natural heritage of the life that belongs to the city will be mentioned both as a result of being a subject to the actions of the plan, and in order to be able to view every Outstanding Universal Value –tangible and intangible- all together in this section.

2.1 WORLD HERITAGE SITE: MULTI LAYERED CULTURAL LANDSCAPE OF BERGAMA

Bergama has been inscribed on the World Heritage List with nine different components. Additionally, a Buffer Zone has been established around these sites. Nine different World Heritage Sites and their Buffer Zones are considered as a whole, and not only do they represent the universal values of Bergama, but they also are accepted as a means for conservation and presentation of all universal values.



Figure 2: Multi-Layered Pergamon: Intertwined, Red Courtyard (2nd Century AD) and the Ottoman Neighbourhood (18th – 19th Century)

Not only universal values are defined with the unity of these nine components. Also, the “Cultural Landscape” feature, which has been formed by the unity of archaeological, urban and natural heritage of the World Heritage Site, has become more perceptible. Kale Hill where the Acropolis had been founded and Selinos Brook, which separates the ancient city into two by flowing through the skirts of the Hill, are the witnesses of the most successful reactions of humankind given to natural conditions like wind, climate, topography, vegetation. In other words, they are the witnesses of Bergama’s development that has lasted for thousands of years. Besides, the Kybele Rock Cut Sanctuary, located on the summits of virgin nature and the tumuli surrounding the city, constitutes important examples of beliefs and religious rituals of the ancient period by creating visual connections with the Acropolis. The Tumuli and Kybele Rock Cut Sanctuary are important components of the Pergamon Cultural Landscape as a geographical indication of the announcement of political power and state sovereignty to public and to the international setting.

Nine components inscribed on World Heritage List, namely Pergamon Multi Layered City, Kybele Rock Cut Sanctuary and seven Tumuli are broadly defined below:

PERGAMON: MULTI LAYERED CITY⁵

This site encompasses nearly 1/3 of the area of contemporary Bergama, and it includes Acropolis (known as Kale Hill today) along with Aqueducts along Kozak (a Plateau between Bergama and Ayvalık), neighbourhood on the skirts of Kale Hill, Red Hall (Roman Sanctuary dedicated to Egyptian Gods) and the area around it, Selinos Brook, Arasta (Ottoman Bazaar) and Asclepeion. This wide area comes forward with its multi-layered cultural texture of Roman, Byzantine and Ottoman Empire periods that Bergama has witnessed from the Hellenistic Period until today.

A TEMPLE DEDICATED TO THE MOTHER GODDESS: KYBELE ROCK-CUT SANCTUARY⁶

Mother Goddess, referred as Kybele in her birth place Anatolia, was worshipped in completely natural sites, and especially in summits of mountains. The Goddess was worshipped as an idol at the focal point of worshipping place located in Pessinus, the centre of Phrygia. This idol was a diopetes; a black stone claimed to have fallen from the sky, a meteorite.



Figure 3: Kybele Rock-Cut Sanctuary in the wildlife, 6 km away from Pergamon Acropolis

⁵Please see ANNEX2 for the map of the site

⁶Please see ANNEX2 for the map of the site

It is known that there are many Kybele Sanctuaries in Anatolia. Kybele Rock Cut Sanctuary, situated in one of the steep summits in Kapıkaya Neighbourhood around 6 km away from Kale Hill, stands out among many Kybele Rock Cut Sanctuaries due to its location. This Anatolian Goddess, who has been respected and worshipped by the local community in ancient period, is known to have been dignified by the Attalid Dynasty.

It can be said that the Dynasty had managed to establish a closer and more amicable relationship with the local community through Goddess Kybele.

On the other hand, Attalos I had taken the Idol of Kybele in Pessinus and had it shipped over to Rome by means of a splendid foreign policy. The Roman, being unable to achieve any positive result in their struggle against the Carthage, had asked the advice of “seers”. As a result, they were advised to carry the Great Mother Goddess of Anatolia to Rome. The prophecy was that, had Romans constructed a big temple for the Goddess, they then would gain the help of the Goddess, and they would be able to win the war against Carthage.

Following the delivery of the Idol of Kybele by King of Pergamon Attalos I to Rome in 204 BC, and the victory of Rome over Carthage afterwards, the expansion of Rome in Africa became easier. Afterwards, Rome lost no time for its expansion towards Anatolia. As a result of, Kybele did not only gain prominence in world history as a goddess of the antiquity, but also as a political idol which has lead Romans to Anatolia.

TUMULI: DEATH IN ANCIENT PERIOD, RESPECT TO ANCESTORS, AND SECRET SUBJECTS OF THE PERGAMON LANDSCAPE ⁷

The Tumuli, namely Maltepe Tumulus, Yigma Tepe Tumulus, Tavsan Tepe Tumulus, Ilyas Tepe Tumulus, A Tepe Tumulus, Ikili Tumulus and X Tepe Tumulus, constitutes seven of the nine heritage areas.

Tumuli, which have a special place among burial practices in Bergama, are important constituents that consolidate the monumental view of the city. Both in Hellenistic and in Roman periods, the noble and rich families have continued the burial tradition, emerging as the Tumuli. As a result, there are many tumuli around Bergama.

Six tumuli that rise as hills in the plain inhabitancy area in front of Kale Hill have been included as a basis in the World Heritage Site.

⁷Please see ANNEX2 for the map of the site

Also, the Tumulus situated over İlyas Hill, which is located on the east side of the Kale Hill, is also included in the World Heritage Site.



Figure 4: The view of Yığma Tepe Tumulus from Hellenistic Period in modern day Pergamon (Bergama) from X Tepe Tumulus

Each of the seven tumuli in the World Heritage Site completes the landscape of the city when viewed from the Kale Hill. The tumuli also created an impact which enhances the landscape of the Hellenistic capital's hill from kilometres away, when Kale Hill is viewed from different points of the ancient city's plain inhabitancy. The Tumuli that are located in the plain inhabitancy are also significant when it comes to city planning and giving a monumental effect to the city. On the other hand, it can be observed that the people buried in tumuli were loved by their families and they were immortalized with these great structures memorialized with the city.

2.2 HISTORICAL DEVELOPMENT THAT CREATED THE UNIVERSAL VALUES OF BERGAMA



Figure 5: A view from Multi Layered Bergama: Ancient Acropolis, urban texture from Ottoman Period and Red Hall from Roman Period

Culture and nature has shaped Bergama together, where numerous monumental constructions on Kale Hill and all over in the Plain such as temples, gymnasiums, water systems, bridges, theatres, tumuli, inns, mosques and traditional houses form the multi layered cultural landscape of the city with Selinos Brook and Bakırçay Plain.

Bergama has been shaped by intellectual and conscious choices for more than two thousand years, during which it hosted Hellenistic Period, Roman Period, Byzantine Period and Ottoman Period. These cultural layers raise Bergama as a prominent city of civilization.

Bergama started to become prominent as a cultural, scientific and political centre in the Aegean Region in the year 3 BC, at the centre of the roads that connect Asia and Europe with each other where Middle Eastern, Asian, Greek and Macedonian cultures blended in with each other.

The name Pergamon, which means “Fortified place”, “Fortress” has reached today while changing only in small amounts in pronunciation (Bergama) since the Hellenistic Period. Kale Hill, which formed the first settlement of the city, has a high and fortified location with its 330 meters’ height and the valleys formed by the rivers flowing around the hill. As a result, the city has been a place for settlement well before the Hellenistic Period as a safe fortress and a fortified place. However, there are no archaeological findings that could give us an idea about the date of the city’s first foundation, because the buildings made by the previous civilizations on Kale Hill where Pergamon was founded were mostly or completely destroyed and urbanization has taken place over and over again. Although the history of the region dates back to Bronze Age, the earliest findings in Kale Hill belong to the Archaic Period.



Figure 6: Location of Pergamon in the centre of Aegean Region: At the junction point of the most important roads connecting Asia and Europe in ancient period

THE ATTALID DYNASTY

Pergamon had undergone Macedonian sovereignty similar to the entire Anatolia after the victory gained by Alexander the Great over Persians in 334 BC on the shores of Granicus River. Alexander had married the wife of the commander of the defeated Persian army, Barsine. The couple had a son named Herakles. Barsine and the child were located in Pergamon by Alexander because there was a secure fortress. The Pergamon Acropolis, where Barsine had gotten the Athena Temple constructed and dedicated during the 20s of 4th century BC, has been home to great urbanization, structuring and stages of culture.

During the Diadokhos Period following the death of Alexander, Lysimachus, who was the Macedonian General and later the Thracian King, also gained the ruling of the Mysia area where Pergamon is located from 301 BC onwards. Within the chaotic political structure of the period full of wars, Lysimachus had appointed Philetairos, a Macedonian Officer, as the guard of Pergamon Castle and due to security reasons he also had left a very important part of the war loot he gained until the time. Philetairos who had been the guard of a treasure of 9.000 silver talents (1 talent=approximately 20 kg), had served as a very loyal governor to Lysimachus for twenty years. However, like many administrators in Anatolia, Philetairos had rebelled against Lysimachus during the chaotic situation of the period. This rebellion in Anatolia took place in 282 BC. After this rebellion, Philetarios strengthened the city and his rule with his silver treasure during this gap of power balance.

After that, the Pergamon Kingdom under the family of Philetarios (Attalos) (280-133 BC) became a kingdom that had a say in all of the

Bakırçay Plain, had good relations with every city in the Aegean and in fact protected these cities and the Greek ones. Pergamon became the political, cultural and scientific capital of not solely of this kingdom, but of the ancient world.

One of the prominent features of Pergamon, the capital of Attalid Dynasty, is city planning. Pergamon represents the most magnificent example of city planning during Hellenistic Period with its monumental architecture created by the ideal usage of topography. Athena Temple, the steepest theatre from the Hellenistic Period, Library, Heroon, Zeus Altar, Dionysos Temple, Demeter Sanctuary, Palaces, Stoas, Agora, Gymnasium and Peristyle structures are the most distinguished examples of this planning system and the architecture of the period.



Figure 7: Kale Hill (Ancient Acropolis of Pergamon) with its monumental view and its surrounding landscape

In Pergamon where the land is highly sloping, the city had been built on terraces. Due to narrowness of area, the constructions which had been placed in accordance with excellent planning efforts have formed a harmonious visual landscape. This outstanding city design has made Pergamon the most impressive example of monumental planning.

Having one of the most famous sculpturing schools of Hellenistic Period, the city created the Zeus Altar in 2nd century BC which is still among the wonders of world. Zeus Altar and many other works that had been produced by Pergamon Sculpturing School represent the peak point of the sculpture art of Hellenistic Period.



Figure 8: Zeus Altar which is exhibited in Pergamon Museum, Berlin

Zeus Altar was constructed in the first half of 2nd century BC after Eumenes II had defeated Galatians and Seleucid. The altar is 35.64 meters wide, 33.40 meters deep and 10 meters high. On the renowned frieze, which is 2.30 meters high and 113 meters long, and which surrounds the altar similar to U shape, the fight between gods and giants is described. In the altar's inner yard, there are friezes describing the life of Telephos, the legendary founder of Pergamon. The life of Telephos has been described from his birth until his death with nearly 30 friezes.



Figure 9: A part of Gigantomachia frieze of the Zeus Altar

Outstanding vividness of the figures in the friezes of the altar that make the smallest details visible, were sculpted with high technical ability, and the "complete reality" of dress curls, hair and the sculpting of muscles represent the highest level of the period's art of sculpturing.

Pergamon is one of the most important centres of health in the ancient period. According to Pausanias, Pergamon Asclepieion was founded by Archias, who got injured on his foot while hunting in Pindaros Mountain and took the Asclepios cult from Epidauros in 4th century BC. Pergamon Asclepieion, an important health centre in Hellenistic Period had reached a peak in 2nd century BC as a result of its development, which started after a nearly 200-year long declining period from 1st century BC.



Figure 10: Telephos Frieze of Zeus Altar

Pergamon Asclepieion had been very well planned as a construction complex and a visual integrity had been achieved. Besides being a health centre, it is also a social and cultural place together with its theatre and library. Pergamon Asclepieion has a more special place among other asclepieions for having a theatre with the first three-floored stage building in Anatolia, the fact that the emperors visit there to receive treatment, being the birth place of Galen of Pergamon who is the most important pharmacist and physician of the ancient period. Moreover, orator A. Aristeides had been treated there for 13 years; he had written down the treatment methods applied in Pergamon Asclepieion, and all these written records have reached today.



Figure 11: View from the starting point of High Pressure Water System to Pergamon Acropolis

During the period of Eumenes II, a technological development had been achieved in Pergamon with pressured water lines brought from Madra Mountain, which is 42 kilometres away. Water brought from 1230 meters of height, 900 meters higher from Kale Mountain via 2% slope reached the water reservoir that had double sedimentation ponds, at 3 kilometres (air distance) north of Kale Mountain. The water descended nearly 200 meters below into a pit, and then it went up to Kale Hill. Lead pipes had been used in this water line which worked according to the combined vessels system. These lead pipes had been placed inside a ditch along the line and between support stones which prevented the pipes from moving. Although the lead pipes have disappeared, it is possible to see support stones that held the pipes along the line. A hydraulic construction having the size of this pressured water line that reached Pergamon Kale Hill by surpassing a distance of 3250 meters and a valley nearly 200 meters deep, has not been encountered until the 20th century.

The people of Pergamon, who invented parchment, had also established one of the most important libraries of ancient period. Vitruvius quoted the following: "An excellent library was established

in Pergamon by kings of Attalos under the influence of the fascinating charm of literature, to give pleasure to the public; and Ptolemy strived to have a similar library in Alexandria with an effort that was no less than the Attalos Kings, with endless enthusiasm and the desire to imitate”.

There is no precise information about when exactly the Pergamon Library was established. According to ancient sources and findings from the area, it is thought that the idea of a library had come out during the period of Attalos I and books had been collected. It was Eumenes II that established the library and Attalos II completed the efforts.

Similar to every other library, Pergamon Library had a crucial importance on transferring the cultural values of its period to future generations. Besides, the works of ancient prose writers reached today with the studies established by the Ancient Greek Prose School, founded thanks to the library.

Pergamon and its Library has become a spiritual centre and it presented a rich area where many researchers could improve and manifest themselves. The most important researcher was Crates from Mallus who was made the head of the library.

With the quote by Varro, Plinius states the following: During the period in which there was rivalry between King Plotemy and King Eumenes over libraries, Ptolemy stopped the export of papyrus. Consequently, parchment was invented in Pergamon. The people believed to invent Parchment were Crates from Mallos and the artist called Irodikos.



Figure 12: Preparation for the drying of leather that was cleaned through natural methods: View from Parchment production Process in Bergama

After Ptolemys imposed an embargo on papyrus, people of Pergamon had created a cultural revolution by inventing parchment. The creation of the first book examples by passing from rolls to codex and their subsequent transfer to Rome has great importance in terms of cultural history.

The transfer of the idol of Kybele, the Mother Goddess of Anatolia to Rome also has a very important place in the history of culture.

The Romans, not being able to gain a victory over Carthage, had asked “the seers” for advice. The seers stated that this war can be won by bringing the idol of Kybele from Anatolia to Rome. Roman Senate sent a committee via five ships equipped marvellously with fifty paddlers each to Attalos, the only ruler in Anatolia they had diplomatic relations with. Attalos had accepted the demands of Romans and provided the idol of Kybele from a temple in Pessinus under the rule of Galatians in Central Anatolia.



Figure 13: View from Yigma Tepe Tumulus and Kale Hill behind it

The Tumuli that have a special place among other burial practices seen in Bergama are the most important elements that consolidate the monumental perspective of the city. The Tumuli that complete the landscape of the city when looked from Kale Hill also create effects that increase the landscape of the Hellenistic capital’s peak from kilometres away when Kale Hill is viewed from different points of the city’s plain habitancy.

ROMAN PERIOD

During Hellenistic Period, the entire kingdom's land had gone under the reign of Rome after the death of the last king Attalos III in 133 BC, including Pergamon, which became the cultural capital of the world during Attalid Dynasty. There was no successor of Attalos III, and he had left a will stating that he left the Pergamon Kingdom to the Roman Empire.

Due to its political, commercial, cultural and geographical features, Pergamon had kept having an autonomous structure after going under the control of Rome and continued to be the capital city of Asian Provinces of Rome for many years. The settlement of the city did not fit in Kale Hill and spreaded to the Plain during the Roman Empire Period.

In this metropolis of the ancient period, the population reached to 150 thousand in 2nd century AD, and buildings that are the best examples of the architectural technology were constructed on the plain besides the theatre and temples on Kale Hill. These buildings are namely the Red Hall, a new theatre, amphitheatre, stadion, baths, aqueducts, squares and new sanctuaries.



Figure 14: Traian Temple at Pergamon Acropolis

While functions of some constructions in Acropolis had been continued by making some changes, other constructions were replaced by new constructions. While the Traian Temple had completely been constructed in Roman Period, gymnasium had kept being used by making an addendum to the Hellenistic construction. In this period, Asclepieion Sanctuary had also been expanded.



Figure 15: Amphitheatre

Theatre, amphitheatre and stadium, which were built on the Plain settlement during Roman Period, are located around hill referred to as the Musalla Hill today, which is in southwest of Kale Hill.

According to conclusions drawn from the location and construction techniques of the remains of three big structures located in the southwest of Kale Hill, they had all been in the same construction programme. The construction of all three structures on the skirts of Musalla Hill, which is in the middle of the road between Kale Hill and Asclepieion, proves the existence of a construction program. A new construction activity was experienced in Asclepieion during the same period, and Asclepieion was adorned with a new library, theatre, temples, and hospital units. Besides being the most important medical centre of the Roman world in the 2nd century AD, Asclepieion had risen to the position of intellectual and political thought centre of the Empire.



Figure 16: Theatre structure at Asclepieion



Figure 17: Asclepieion of Pergamon

Galen, known as the most important physician and pharmacist of the ancient world after the Hippocrates of Kos, the father of medicine, is from Pergamon, and he received his first education there. Being the



Figure 18: Sculpture of Galen erected in 2012 in Cumhuriyet Square

physician of Roman Empire's palace, Galen had served as a physician in Pergamon during 157-161 AD.

It is possible to learn important information about the Pergamon Asclepieion and the treatment methods from A. Aristeides, who received treatment in Pergamon Asclepieion for 13 years and had written down the methods that were applied on him.



Figure 19: The view from "Sacred Road of Asclepieion" that was renewed during Roman Period (Towards Pergamon Acropolis)

The need for new water lines arose with the development of bath culture during the Roman Period after the pressured water line from Hellenistic Period failed to satisfy the water demand of Pergamon. During the Roman Period, the valley was surpassed with another water line brought from Madra Mountain and by using two aqueducts in the north of Kale Mountain. The aqueduct in the north was 540 meters long, 35 meters high and three storied. Parts of the remains of these aqueducts can be seen today as well.



Figure 20: Current view of aqueducts from the Roman Period Aqueducts

First story of this aqueduct, which is one of the biggest aqueducts of the Roman Period, has reached today in a well-preserved situation. 40 aqueducts had been constructed on another Roman water line brought to Pergamon from Soma, which is 55 km away from Pergamon. One of these aqueducts located over Karkasos Brook and was 40 meters high and 500 meters long, was twice as long and a bit shorter than Pont du Gard, which is 50 meters high and located near Nimes, France. Pergamon has the most important water lines of the ancient world with nine water lines, three of which belonging to the Ottoman Period.

Red Hall has a different importance among the constructions that were built in Pergamon during Roman Period. There is no structure in the architecture of Roman Empire Period similar to Red Hall, which was constructed in the name of Egyptian gods in the 2th century AD in Pergamon. Both the three-structured combination that formed a rectangle with the hall structure in the centre, and the architectural formation created by the central structures, are situations out of ordinary. Also, underground passages had been constructed as the special elements of the central structure.



Figure 21: Red Hall was constructed in 2nd century AD and dedicated to Egyptian Gods

After the days of golden era of 2nd century AD, worse economic and political situations started to occur in 3rd century. Similar to the situation in other ancient cities, socio-economic decline had increased in Pergamon with the struggle against Christians and the pain of religious alternation in the society. Besides internal problems, external threats that created the need for new city walls had increased shortly after the middle of 3rd century. Remains of walls from Late Roman Period in Pergamon Acropolis show that construction was made under the pressure of time and poverty, in a way to prove the negative economic and political situation. It's thought that the urgent reason behind the construction of this wall was the Goth attacks that took place during 60s of the 3rd century AD.

BYZANTINE PERIOD

Even though Pergamon experienced a general socio-economic decline as a result of the threats posed by the Goth raids in 3rd century AD and the struggles with Christians, it continued to be one of the most important Western Anatolian cities in terms of both its political situation and the institution of church.

The fact that Pergamon had been home to one of the first seven Christian communities in Western Anatolia that was declared in the revelations of Saint John, bears great importance for the history of Christianity. Pergamon was mentioned as the centre of bishopric, and sometimes mentioned as the place responsible for the administration of Asia Minor's archbishopric.



Figure 22: Spolia material used in Byzantine Fortification Walls



Figure 23: Current situation of the ramparts built in Byzantine Period.

Structuring during Late Antique Period and Early Byzantine Period is limited to activities such as building ramparts and churches and repairing the columned street of Asclepieion. A major part of the city had been used for settlement and the population of the city was 120 thousand, an important number in 3rd century AD when Late Roman Castle had been built. Ramparts, also referred to as Goth walls, had been built with two lines of stone blocks, the middle of which was filled with mortar. Many ancient spolia materials had been used in the building of these ramparts.

It's known that two important churches had been built in Pergamon in the second half of 5th century AD when Christianity had become the official religion. One of these churches had a three naved basilical plan that had been built on the foundations of Lower Agora. The other one had been located in the Red Hall, which was dedicated to Egyptian Gods in 2nd century AD in lower city of Roman Period. It is known that the temples had been transformed to churches after Christianity. The best example of this in Bergama is seen in the church that had been built inside the main building of Red Hall and dedicated to Saint John. In this church with a three naved basilical

plan, there is an enclosed apse, side places belonging to the choir and a narthex in the west. The church was decorated and illuminated with a second layer on the level on the upper surface of side naves.



Figure 24: Foundations of the church built inside Red Hall.

In this period many churches had been built in Pergamon Acropolis and Asclepieion. Although remains of Byzantine Period had been taken away during the first excavation period, a special work had been carried out about this period during the excavations in 1970's, and thus important information had been gathered about the Byzantine Period of Bergama. Byzantine period of Bergama is the best researched and the most well-known period among Western Anatolian cities. The Byzantine Period layer, with a number of churches, residential constructions, cisterns, necropolis and walls that are in good condition, can be followed today on top of the layer created in Hellenistic and Roman periods.

OTTOMAN PERIOD

When Karesi Beylik, one of the strong beyliks in 13th century started capturing Byzantine cities in Western Anatolia, Bergama and its periphery had fallen under the beylik's rule, the centre of which was Balıkesir, and had become a part of Ottoman Empire in 14th century. In Ottoman Period, the city had been divided into neighbourhoods according to Muslim and non-Muslim communities, enriched with the elements of commercial life such as hans, caravansarys, bazaars, imarets and hamams, and developed with its physical structure.

The city's settlement had not been surrounded by fortification walls and had spread over the plain during the Ottoman Period. It can be stated that the Ottoman Period settlement had started around Selçuklu Mosque (Selçuk Neighbourhood), which had been built during Karesi Beylik Period in the beginning of 14th century, known by its minaret that is still standing. The city's development can be monitored by following the construction dates of social and religious structures. Bergama was a city with a big castle, expanded towards the east and the west in the skirts of the castle.

In the classical period of Ottoman Empire, notables who had been in the position of representatives of the Ottoman city society in a sense, had appeared as an active power in state administration when Ottoman state structure started to decline. During the administration of the notables, Bergama had been administered by Karaosmanoğulları family, the most powerful family of Western Anatolian region, in second half of 18th century and first half of 19th century. In this period, monuments devoted to social service were built such as hans, mosques, madrasas, libraries and fountains.

In the Ottoman Period, religion and settlement policies had been effective in the formation of neighbourhoods. Dead ends that shaped the urban texture both prevented strangers to enter the streets, and ensured the privacy and security of the inhabitants of the neighbourhood.

The number of neighbourhoods that formed Bergama city had changed according to the population. According to an essay written in Bergama in the end of 15th century, there had been thirty four neighbourhoods in the city; in 16th century this number diminished to thirty two. At the end of 17th century, there were twenty one neighbourhoods. Bergama Municipality had served six neighbourhoods and nearly 4000 people when it was first founded in 1869.

In the Ottoman Period, settlement areas of ethnic and religious groups had been located according to Selinos Brook. While Orthodox Greeks and Gregorian Armenians used to live in the skirts of Kale Hill



Figure 25: A minaret built in the beginning of 14th century and belonging to Beyliks Period.

in the area up to Selinos Brook; Jewish and Muslim people used to live on the opposite side of the Brook.

Architectural examples of Turkish Period in Bergama share close similarities with other Beyliks and Ottoman monuments in Anatolia in terms of plan schemas, construction techniques, materials and ornaments based on materials. The density and variety of Turkish monuments of Bergama shows that Bergama had been an important Turkish settlement founded in Western Anatolia.



Figure 26: Ottoman Bath (Detail)

Selçuklu Minaret, the construction date of which is unknown, is a very important monument with regards to the fact that it is the only construction ornamented with glazed bricks in Bergama. It's a Beylik period structure due to the eggplant purple, turquoise, yellowish green glazed bricks, which are mostly seen in Anatolian Selçuklu monuments.

Mosques and commercial buildings have an important place among the monumental buildings constructed in Ottoman Period. Ulu Mosque, dated 1398-1399, is one of the oldest constructions from the Ottoman Period. Ulu Mosque had been built by Sultan Yıldırım Beyazid. Ulu Mosque is an important building for the history of Ottoman Architecture, because it was constructed in a period when multi-unital basilical plans started to be abandoned. Ulu Mosque of Bergama is one of the latest implemented examples of this plan type.

Square planned and single domed cubic monuments are the second plan type seen in Bergama. This plan type had spread to the whole Anatolia in the 14th century, as well as being a part of the Anatolian Seljuks Period.

Dated to mid-15th century, Kurşunlu Mosque has a square planned cubic body, and Turkish triangles are seen below the dome. Other examples of the same plan built in Bergama in 16th century are Hacı Hekim Mosque, Ansarlı Mosque, Şadırvanlı Mosque and Laleli Mosque.

Mihrap niches in mosques of Bergama are rectangular or semicircle sectioned. Arch mouldings of mihraps are ensphered or stalactited.



Figure 27 28: Pictures showing house façades and neighbourhood texture in Ottoman urban texture.



Figure 29: An example from educational buildings from Late Ottoman Period.



Figure 30: A ceremony organize nowadays in the Synagogue built during Late Ottoman Period.



Figure 31: A view from an Ottoman Arasta (2015-Pabuçular Arasta)

Mihraps that are surrounded by a simple moulding are generally oil painted and they have been the most altered elements over time due to forming the center of the ornament. Plaster and stone ornaments that had baroque characteristics such as curled branch patterns and plasters on two sides show that mihraps had been renewed in 18th-19th centuries. The only mihrap that was able to preserve its original state until today is the mihrap of Ulu Mosque.

When monuments from Turkish Period in Bergama are looked at, it is seen that public buildings had been used as efficient means in city planning. Among these areas that are the meeting points of socio-cultural life in the city, Bedesten, Arasta and hans have important places. Because production relations had been organized by the Guild System in these areas where commercial relations were shaped, they were also control and master training places. These public areas in Bergama, while being more modest, smaller structures when compared to the examples in cities such as Istanbul, Bursa and Edirne which were capital cities of Ottoman Empire, they are the most special structures among regional-rural examples.

The link between Kale Hill and neighbourhoods located in its south has been enabled by the bridges over Selinos Brook since the ancient period until today. Although they had been built in the ancient period, these bridges which had been restored in Byzantine, Ottoman and Turkish Republic periods, are important with regards to witnessing different cultural periods.



Figure 32: Selinos Brook within Bergama cultural landscape and examples from the bridges over the Brook (Ulu Cami Bridge)



Figures33-34: Selinos Brook, within Bergama cultural landscape and examples from the bridges over the Brook

REPUBLIC PERIOD

The roads, squares, monumental buildings, public buildings and houses in urban texture of Ottoman Period in Bergama had continued their function in the Republic Period as well. Within this traditional texture, public buildings and houses had been constructed due to necessity during the Republic Period. Public and civil architectural examples of the Republic Period in 20th century that are defined as the “Modern Architectural Heritage,” have formed the newest layer of the multi-layered structure of the city.

Bergama is defined as the first city which had been approached in terms of town planning in the Republic Period. The city is one of the first examples that provided necessary developments for urban conservation and planning about how urban texture should be conserved and sustained with archaeological sites in the 1940’s. Planning works started with the 1943 construction plan and continued with the 1968 construction plan in the multi layered Pergamon city. Because the city had been surrounded by archaeological sites in the north and northwest, and by agricultural lands in east, the city had developed towards south and southwest.

Urban development in accordance with construction plans of Republic Period had been carried out in the direction of the city’s main transportation axis, which was the same in ancient and Ottoman periods. Today, this route begins with Cumhuriyet Street, continues with Bankalar Street, İstiklal Square and ends with Red Hall. Town Hall, Government Office and Bergama High School which had been built in the city’s main entrance axis in line with Ottoman westernization movements and the regime change in the second half of 19th century. This axis had been developed by adding Zübeyde Hanım Primary School, Bergama Museum, Hotel, bus station, stadium and quality architectural buildings of public institutions in the first half of 20th century. These buildings are used today for the same or different public functions by preserving their original structure. In the Republic Period these public buildings had become attraction areas and the development of the city had been shaped in this direction.

Commercial buildings, which are reinforced concrete architectural examples of the early period, had been built on Bankalar Street as well, which is the main transportation axis on the north of Cumhuriyet Street. Besides, Vegetable and Fruit Hall (Covered Bazaar) within the traditional commercial texture is one of the authentic examples built by the municipality. Another important axis is the Osman Bayatlı Street intersecting the Cumhuriyet Street and continuing towards Ulu Mosque. This Street had been used effectively in Republic Period as well.



Figure 35: Bergama Museum: One of the first Archaeological Museums in Turkey

Alongside historical road axes; Domuz Square (Gurnelia), İstiklal Square located in south of Red Hall, which used to be a bazaar area in the past, and Cumhuriyet Square which is seen as a square in old maps continue their functions today.

In accordance with construction plan decisions of 1943 and 1968 in Republic Period, it was not permitted to build more than two-storied buildings, in line with the city's traditional structuring of Ottoman Period and because the Roman layer in Pergamon lays under present urban texture. Thus, quality houses had been built that reflects the period's architectural perception and construction system in the traditional Ottoman texture in the new settlement area during the years following the foundation of the Republic. The first examples belonging to Republic Period and consonant with this traditional Bergama houses are single and two storied houses built firstly with mixed system (of stone/brick and frame houses), later built with reinforced concrete floored with stone/brick wall. Apart from two storied houses, three, four storied buildings that were also reflecting architectural features of the period were built in these development areas after the construction plan of 1943.

Being partly among multi layered texture, these houses are single or two-storied towards the south and southwest of the city, and they ensure the continuation of traditional Ottoman house legacy. Traditional Ottoman house legacy continues the plan characteristics of traditional Pergamon houses that had the features of traditional Pergamon houses with interior sofa (anteroom) and closed exterior sofa.



Figure 36-37-38: Examples from Republic Period houses

2.3 INSCRIPTION CRITERIA OF BERGAMA ON UNESCO WORLD HERITAGE LIST:

Bergama has been inscribed on the list as the 13th Heritage site of our country and 999th Heritage area of the world during the 38th meeting of the World Heritage Committee held in Doha city of Qatar in June 2014.

Bergama has been inscribed on World Heritage List with its cultural values that fulfilled the Ist – IInd – IIIrd – IVth and the VIth criteria.

The details of the criteria, which were approved by the World Heritage Committee and inspected by ICOMOS and formed the basis of Bergama's inscription on World Heritage List are as follows:

(I): REPRESENTING A MASTERPIECE OF HUMAN CREATIVE GENIUS

Pergamon shows the most outstanding level of Hellenistic urban planning. A monumental city on its own had been created by a holistic city plan. The theatre, theatre terrace supported by multi-storied retaining walls, Athena Temple, Demeter Temple and gymnasium placed on three colossal terraces that are also supported by multi-storied retaining walls are main elements of Kale Hill landscape, which is 330 meters higher than the city. With the construction techniques, the placement in urban planning and urban landscape they present as a whole, these are products of creative human genius.

High pressure water line system of the Hellenistic city, brought from 40 kilometres away, is another masterpiece of the city from a technical aspect. There is no debate over the fact that Zeus Altar, the most famous works of Pergamon Sculpturing School, which is not in Bergama today, is one of the most outstanding works of art. The sculpturing school on the friezes of the Altar is still called as Pergamon Style all over the world.

Located in the plain settlement, a building from 2nd century AD, Red Hall is a magnificent work placed within the city planning of its period. The infrastructure system formed for the construction of this monument and the system of tunnels covering Selinos Brook and the magnificent brick body of the temple has an exceptional place among monuments of human creative genius not only in Pergamon, but also in whole Anatolia.

(II): EXHIBITING THE IMPORTANT INTERACTION BETWEEN HUMAN VALUES OVER A DEFINITE TIMESPAN OR IN A CULTURAL AREA, ON DEVELOPMENTS IN ARCHITECTURE OR TECHNOLOGY, MONUMENTAL ARTS, TOWN-PLANNING OR THE CREATION OF LANDSCAPE DESIGNS

Pergamon is located in Mysia region, which was the transition point of Eastern and Western civilizations in antique periods. Considering its location, it is not only a transition point of different cultures and civilizations, but also a center where a new civilization has been created by harmonizing them.

Kale Hill of Pergamon is one of the most important examples of Hellenistic Period, which was created when the ancient Western civilization met Eastern civilization in the widest sense. Besides being the rare Hellenistic cities that reached today, the city is the only Hellenistic capital that reached today. With the effect of being a capital as well, it is a city created by administrative, artistic and urban constructs of Hellenistic Period, a newly emerging period different than prior periods.

Terracing techniques, retaining walls and galleries in Athena Temple, Zeus Altar, Hera and Demeter Sanctuaries and gymnasiums and their construction techniques and plan details are prepared by adding new interpretations to the accumulation of different times.

“Galatians Sculptural Group” erected in Athena Sanctuary to commemorate victories, and then the sculpturing school on the friezes of Zeus Altar that was built on Kale Hill stand out with the vividness of facial expressions of people and animals when compared to sculpturing schools in Greek cities. The examples of this art of sculpturing that had been produced in Pergamon had been mostly copied and erected in Roman cities of the Roman Empire Period. The effect of this sculpturing school, also known as Pergamon school, can also be followed effectively in the works of Baroque and Rokoko artists after Renaissance.

Hellenistic Period had affected Roman Period not only in terms of art and architecture, but also in terms of city planning in a broader sense. Pergamon is one of the rare examples showing how these effects were followed in the city with public buildings, walls, roads and water systems during Roman period. Understanding these effects is possible only in Pergamon because other Hellenistic capitals such as Antioch and Alexandria could not reach today. Structuring of Roman Period in cities that reached today such as Ephesus had completely removed Hellenistic city. For this reason, it is very difficult to see these interactions. However, it is seen in Pergamon that urban development of Roman Period followed the Hellenistic grid city plan.

The effort of Pergamon Kings that aimed to create a monumental city merged with the natural shape of Kale Hill is followed not only in Roman Period, but also in Byzantine Period. Location of Byzantine churches on Kale Hill directly shows these traces. Pergamon is in fact a special example where the effects of Hellenistic, Roman and Byzantine periods on perception of city planning can be seen together. It presents the best example of urban and architectural interactions that belonged to these three cultures that were founded in a period of nearly a thousand years.

Maltepe Tumulus, which had been built in Roman Period, is also important in terms of continuing the Hellenistic tradition.

On the other hand, Pergamon hosts beliefs that appeared as a result of Roman Empire's interaction with Eastern cultures. Red Hall, one of the best examples of building techniques of Roman Period with its brick walls and with a general appearance that is completely under the influence of Egypt, is a very important architectural structure showing this interaction. Dedicated to Egyptian Gods, this structure is one of the important examples that emphasize the cultural structure under the influence of Egyptian civilization in the Mediterranean cultural basin.

In Ottoman Period, very good examples were created in which construction techniques and materials of ancient period are used together in architectural structures. The traces of this structure technique, which is seen in whole Aegean Region, have unfortunately been decreased nowadays. Bergama is one of the rare centres where these structures are clearly observed.

(III): BEARING A UNIQUE OR AT LEAST EXCEPTIONAL TESTIMONY TO A CULTURAL TRADITION OR TO A CIVILIZATION WHICH IS ALIVE OR WHICH DISAPPEARED;

Pergamon is the most important example that bears the city planning perception of Hellenistic Period that shaped the nature, and also evaluated the possibilities it presented. Kale Hill is the most important city that showed the temples, special altar areas and the positioning of sanctuaries and theatres that hosted festivals many people attended based on their importance in the city and their hierarchy.

Asclepieion of the city has the best information that facilitates the understanding of medicine and treatment methods in ancient period. This sanctuary that was dedicated to Asclepieios, God of Health, had been hosting pilgrims from all over the ancient world from when it was founded in 4th century BC until 4th century AD when it lost its importance. This ancient water source, which had sacred importance

for the pilgrims, still runs from the fountain built in ancient period today. Pergamon Asclepion is one of the three health centres that were the first and most important health centres of ancient world. Pergamon Asclepion stands out with its integrated planning among these three sanctuaries. Offerings and inscriptions found in this Asclepieion, where Galen, the founder of pharmacy received education, witness the most reliable information about ancient treatment methods.

Red Hall, enriched by the caryatids in its courtyard with its infrastructure system representing the Nile River is the most authentic representative among the temples under the influence of Eastern Gods in Roman Period. The structure also represents the highest level of Roman technology due to being built over Selinos Brook using the possibilities presented by the technology of Roman Period. The huge niche facing outwards on the east side of the temple is particular to this structure among the Roman temples. Such an architectural element had not been generally used in Roman temples. This temple dedicated to Egyptian Gods had been hosting cults of Anatolia that dates back to Neolithic age such as “Mother Goddess” Kybele and cults of Roman Empire such as Hadrian. While Northern Rotunda of the temple is today used as a mosque, there is a Synagogue around the sanctuary. This colossal structure, being a host to many eastern and western gods and all the monotheistic religions in the ancient period reflects multiculturalism in terms of architecture with its remains today.

Having many religious and sociological aspects, the Tumuli in Pergamon are rare examples of this interesting ancient burial custom in the Hellenistic Period. Besides, Kybele Rock Cut Sanctuary, another religious place in Bergama has a special place among the sanctuaries built for Kybele especially in Anatolia. The history of this sanctuary, located outside the city on the mountain peak at walking distance, dates back to Pre-Hellenistic Period. The cult area in Pergamon is rich enough to be a reliable and strong witness of how the cult of Kybele, the oldest local goddess of Anatolia, had been worshipped for Kybele.

(IV): PRESENTING A VALUABLE EXAMPLE OF A BUILDING TYPE THAT REPRESENTS (A) SIGNIFICANT STAGE(S) OF HUMAN HISTORY OR AN ENSEMBLE OF ARCHITECTURAL OR TECHNOLOGICAL LANDSCAPE

Hellenistic period is a very significant period for human history that appeared as the mixture of Eastern and Western cultures of the ancient ages. Hellenistic capital of Pergamon, the most outstanding example of this period in terms of landscaping, is one of the most superior cultural landscape areas with its steepness, wooden stage

building, gymnasium set on three terraces and city walls, temples and altar that had formed the cultural landscape of Kale Hill among Hellenistic theatres.

Gymnasium and Demeter Temple present the best examples of Hellenistic architectural and technological development with their retaining walls and galleries with basements. Retaining walls form contrasts with colossal monuments among topographic curves, and this cultural landscape of Hellenistic capital becomes one of the most magnificent and exceptional examples in the world. None of the cities that stand out with its urban and cultural landscape during Hellenistic and Roman periods could have been as efficient and dominant as the landscape of Pergamon city, which was affected by the height and topography of Kale Hill. Hellenistic Attalid kings had spent great endeavours and money to form this city's landscape. This landscape is one of the best examples that show how Hellenistic kings used urban structuring as political expression.

Terracotta pipes of the line that brings water to Pergamon from 40 kilometres away and lead pipes that are used to stand high pressure in the last five kilometres of the line are among the most privileged examples of the technological level in Hellenistic Period. Attalid Kings who had overcome the difficulties of nature with technology in order to bring water to Kale Hill, which is 330 meters high, created the most unique water system of the ancient world. The success gained for presenting natural sources to the public service with the help of technology puts Pergamon in a privileged position among water systems in the ancient world.

Pergamon Amphitheatre, where Telli Brook flows from the center, had been built by using two natural slopes. This is the most exceptional example of this rare structure type in Anatolia. Water had been filled in the amphitheatre by closing the covers built on the brook that was flowing inside it. The amphitheatre, one of the most advanced examples proving Roman architectural and technological level, is another privileged example showing the motivation to shape the city by using the nature, which is also seen all over Pergamon.

Another example that strengthens landscape of the city by shaping natural elements according to the tradition in Pergamon is Red Hall. While the infrastructure system of this Egyptian Gods Temple enabled it to be built on Selinos Brook, it also creates another special example of the architectural and technological level of Roman period. Having a special place among Roman brick structures, Red Hall is the biggest brick structure built in Anatolia. This temple, an extra example for Anatolia, is the biggest and most magnificent example of the Egyptian Gods Temples built in outside of Egypt.

Pergamon Asclepieion represents a very important step in transition to scientific treatment methods. Located in a way to put natural water sources in its center, Asclepieion is an exceptional example in terms of planning of ancient sanctuaries. This center which was used for approximately a thousand years is an exceptional and privileged example among ancient Asclepieions with its treatment buildings built in the best way for intended uses and planning that form a holistic landscape among temples, incubation rooms and holy water sources.

(VI): BEING DIRECTLY OR TANGIBLY ASSOCIATED WITH EVENTS OR LIVING TRADITIONS, IDEAS, BELIEFS, OR ARTISTIC AND LITERARY WORKS OF OUTSTANDING UNIVERSAL MEANING

Pergamon, the capital of Attalid Kingdom, had been the protector of Anatolia's coastal cities within the political chaos of the Hellenistic Period, and had been in relation with Greece and Rome in the west and Seleucid and Ptolemy Kingdoms in the east. Transfer of "Mother Goddess" Kybele cult to Rome is highly significant among the decisions and practices of the kingdom, which generally were determinants in these relations. Rome faced Anatolia, or faced East in a different sense, as a result of this.

Kybele cult, which had been brought to Pergamon after being taken from Pessinus by Attalid in 204 BC, stayed in the Megalasion area at Kale Hill for a while. Afterwards, it had been transferred to Rome by the King of Attalid. This religious and cultural event had a very significant political result for world history that would cause Rome to head towards Anatolia and start the historical movements that would cause the foundation of the Eastern Roman Empire.

When the carrying of Kybele cult merged with Attalid III's, the king of Pergamon, death and will to give the kingdom to Rome in 133 BC, Rome settled in Anatolia for good. The destruction of a possible war that could emerge as a result of the pressure Rome wanted to establish over Anatolia had been prevented with the will of Attalid. However, with this important event, the settlement of Rome in Anatolia and its continuation of progress had caused city states to disappear for good and the beginning of the Roman Empire.

Pergamon has a direct connection with another belief that dated back to Byzantine Period. Red Hall, which hosted Egyptian Gods, the "Mother Goddess" Kybele cult and the Hadrian empire cult, is a very special structure with its architectural characteristics. This temple has many different characteristics which make it special in terms of traditions and beliefs that are still alive. While Saint John Church had

been built inside the temple during the Byzantine Period, northern tower was turned into a church dedicated to Antipas in the Ottoman Period. The same tower is used as a mosque today. There is still a synagogue building around the temple. This structure that hosted monotheistic religions and many ancient eastern and western gods of ancient period is very important for Christianity as well.

Being a place where cultures and beliefs have combined and varied, Pergamon has hosted many authentic and masterpiece examples of human creative genius throughout the history. Zeus Altar (170-159 BC) which had been built by sculpture school known as Pergamon style, is the masterpiece of the Hellenistic Period. It had been created with the combination of many cultural, artistic, political and social characteristics of Pergamon. This masterpiece which is exhibited in Pergamon Museum in Berlin today is the most important piece representing Pergamon and Hellenistic Art in Pergamon's identity.

2.4 INTEGRITY

Pergamon and its Multi-Layered Cultural Landscape contains all the components that show its every outstanding universal value, including visual connections between Kale Hill and Kybele Rock-Cut Sanctuary at Kapıkaya, and between Kale Hill and the Tumuli; and these components are being preserved.

2.5 AUTHENTICITY

Different components of “Pergamon and its Multi-layered Cultural Landscape” meet the conditions of authenticity through different attributes. The Hellenistic settlement at Kale Hill, the Asclepieion, the Amphitheatre and Roman Theatre have authenticity in terms of form, design, location, material structure, and used materials.

The authenticity of Egyptian Gods Sanctuary (Red Hall) and its later usages has authentic expressions in terms of form, design, location, material structure according to present archaeological remains.

The Ottoman Period buildings are being conserved by correct practice. The layout of the Ottoman urban texture is preserved.

The authenticity of Kybele Rock Cut Sanctuary (Component 2) at Kapıkaya expresses Hellenistic and Roman periods in terms of form, design, location, material structure, used materials, customs, techniques, settlement plan and also spirit and feeling.

It's known that the Tumuli reflect the power of ancient Pergamon. All the Tumuli contain authenticity in terms of meaning and formation of cultural landscape.

2.6 INTANGIBLE CULTURAL HERITAGE: LIVING IN BERGAMA AND ITS ENVIRONMENTS:

Bergama and its immediate surroundings possess countless intangible cultural values as a result of the continuous human life in the region since ancient period. The common point of cultural traditions, some of which are used actively in daily life while others are used only in special occasions, is that they bear traces of different cultures that have been in the region for thousand years.

Some of these values continue as handicrafts and are sources of income for people, while others have the characteristic of bringing the society together and uniting it.

Some of the Intangible Cultural Heritages from different regions have already been recorded down in the national inventory, as they are among the common cultural heritages of Anatolia. Among these heritages, there are various traditions and handicrafts such as tel kirma, use of evil eye bead, pinking of Anatolian cotton head scarves which are made up of cotton, and weaving.

Cooking Keshkek (a traditional dish made by pounded meat and wheat, on top of which rice and stewed meat are added), Turkish Coffee, Semah which is an Alaouit-Bektashi ritual, are important traditions inscribed on UNESCO Intangible Cultural Heritage List, and they are actively practiced in Bergama.

Very few of the intangible cultural heritages of Bergama still actively practiced in the city are registered by being determined in accordance with official procedures. These intangible cultural heritages can be followed in the lists below.

KARATABAKÇILIK

● **Other Known Names of the Element:** The craftsmen who tan leather are called: karatabak, debbağ, göncü, tabak and sepicı.

● **The Group, Community and People Practicing the Element:** İsmail ARAÇ (Bergama)

● **Short Definition of the Element:** Karatabakçılık is the traditional method of tanning of animal skin into leather, and afterwards, processing it for different uses such as buff, shoe leather, parchment and drum leather. This method has been used since ancient eras, and is still used today. Lamb, cattle, goat or camel leathers can be the leathers that are processed.

The excess meat and fat on the skins are removed by using different tools. Then, the skins are cleared off from their hair, fat and meat, and dried by stretching it over wooden panels with wooden nails. After the skin is dried, they can be sandpapered by using different materials at different thicknesses according to the desired use of the leather.

The skin is tanned with no help from electricity and engine power. Karatabak (means tanner) İsmail Araç, who is from Bergama, does not use the method used by tanners of Kahramanmaraş who make use of dog turd or dove droppings when they cannot find dog turd. Dog turd had been used in the ancient period and also by the Ottomans to clear the skin off its hair and fat. Araç only makes use of materials such as lime, yellow arsenic (zarınc) and acorn as chemical solvents.

Special instruments such as “kavaleta knife” and “flota knife” are used when the skin is cleared off of its hair and fat.

● **Geographical Distribution of the Element:** İsmail Araç, who practices his craft in Bergama is the only “Karatabak” (Tanner) left in Anatolia today.

● **Protection Precautions for the Safeguarding the Element:** The production process of this element, materials and methods used in the process should be inventoried in an integrated fashion, and active training sessions should be held with the purpose of transmitting this technique to the next generation. Defining İsmail Araç, who is the only craftsmen left in the country that produces of this craft by using traditional methods, as a “Living Value,” would also increase attention for this craftsmanship.



Figure 39: Tanner “Karatabak” İsmail Araç (born in 1933) (Traditional Parchment Maker)

● **Institutions/Establishments that are concerned with the Element (relevant departments of Universities, research centres, institutes, non-governmental organizations):** Ege University, Department of Leather Engineering; Ege University, Department of Leather Technology, Turkish Leather Promotion Group

● **Activities carried Out Concerning the Element until Today:**

The works for restarting parchment production and bringing it into light by using traditional methods in its hometown Bergama had been started by Bergama Culture and Art Foundation (BERKSAV) in 2006. Macit Gönlügür, the president of the foundation in 2006, had supported İsmail Araç, the last active tanner of Bergama and our country, for parchment production and had supported the transfer of this element to the next generations.

Parchment had been selected as one of the main subjects of the IInd International Symposium of Bergama held in June 2013.

Lütfü Dağtaş shot the documentary; “The Last Karatabak of Anatolia: İsmail Araç” in 2012.

The documentary “Apprentice” was created by Tayfun Belet in 2014, and its theme was İsmail Araç and his female apprentice Demet Sağlam. This documentary received the Special Prize of Ministry of Culture and Tourism in the International TRT Documentary Prizes.

During “Peştemal Kuşatma” ceremony in July 2007, Master İsmail Araç had given the Mastery title to one of his female apprentices, Demet Sağlam, and announced Nesrin Ermiş as his “Apprentice” as a part of the ahi order tradition.

● **List of Published Documents concerning the Element:**

Macit Gönlügür’s book named “Son Parşömen” (The Last Parchment).

Paper written by Demet Sağlam named ‘Parchment’, International Bergama Symposium Book, Volume 1, 2011.

Bergama Municipality, IInd International Bergama Symposium: “Parchment as the Transmission Tool of Cultures and Ancient Medicine and Galenos of Pergamon” Book (In progress)

Book of Lütfü Dağtaş entitled “Adını Bergama’dan Alan Pergament ve Anadolu’nun Son Karatabağı Bergamalı İsmail Araç” (Pergament of which name comes from Bergama and İsmail Araç, the Last Tanner of Anatolia -2017).



Figure 40: Tanner İsmail Araç during the parchment production process

BERGAMA KERMES (FESTIVAL)

- **Other Known Names of the Element:** International Festival of Bergama

- **The Group, Community and People Implementing the Element:** People of Bergama, Bergama Municipality, Bergama Bergama District Governorate, BERKSAV (Bergama Foundation of Culture and Arts)

- **Short Definition of the Element:** The festival, which has been organized every year since 1937 during the last week of May or the beginning of June is called “Kermes” (meaning festival). It has a local dimension in its authentic elements, a national dimension in its activities, and an international dimension in scientific, artistic and touristic participation. It is usually celebrated for one week. However, there were times when the celebration was limited to two, three or five days. The directions for the starting of Bergama Kermes were issued directly by Mustafa Kemal Atatürk in 1934 during his visit to Bergama. After the demand of Atatürk, the first Bergama Kermes was held in 1937. Following this date, the Kermes has been celebrated continuously completely by civilian initiative for 15 years by the “Friends of Bergama Association”. The Kermes that is organized by Bergama Municipality or the Bergama District Governorate is prepared every year with no exceptions with the support of people of Bergama and the Bergama Culture and Art Foundation. As a result of the Kermes gaining international characteristics, international participants not only follow the events, but they also participate in the activities.

Even though Kermes means fun, holidays and fair, it also means national wedding and merry making, as well as collective labour for collecting money for the benefit of the public. Bergama Kermes hosts many different activities in many different fields, in accordance to these definitions, which seem to be similar but they differ in details.

The fields of activities in Bergama Kermes are:

- **Local Arts** (Handicraft exhibitions, participation of national and international handcrafters and organizing workshops, sales)
- **Folklore** (Folk dances, folk music, legends, feasts, parades, cortege, and etc.)
- **Tourism**
- **Fair** (Presentations and sales of agricultural products, agricultural tools, seeds, fertilizers, saplings, agriculture of olives, pine trees etc., publicity and sales of ready-to-wear clothing, and presentation and sales for a wide range of products like, souvenir, house utensils, kitchenware, and etc.)
- **Sports** (A wide range of sports activities and races that are held at a wide area, such as running, basketball, trap shoots, orienteering, cirit



Figure 41: Views from Bergama Festival

(a traditional javelin game), and etc. Interviews with the famous sports people.)

- **Theatre, Literature and Music** (Theatre plays, children’s theatre plays, traditional theatre plays, literature and poetry readings, concerts of a wide range of genres such as folk, pop, jazz, opera, etc. and interviews with prominent names from theatre, literature and music world. Interviews are not limited to arts, but they are also held on various other issues like politics, science, women, environmental pollution, stray animals, urbanization, tourism or history.)

The places that host Kermes activities are in Bergama or in its close environment. These places vary with regards to content of the activities. The activities are held in areas such as **Acropolis Hill**, which constitutes the area of Pergamon when it was the capital in the Hellenistic Period, **Pergamon Asclepion** (health centre which is dedicated to Asclepius, the God of Health), one of the three biggest and most famous ancient asclepiions, **Bağlar Kırı** (the city stadium), **Bergama City Center**, and **Kozak Plateau**.

The Kermes starts with a cortege of inhabitants, administrators, tourists, groups of contestants and entertainers who participated in activities from the Bağlar Kırı point to in front of the Municipality building in the city center. Inhabitants and visitors of Bergama are free to participate in any of the events such as shows, concerts, races held simultaneously in various part of the city according to the programme. Tickets are required for some of the concerts and theatre plays. Apart from the scheduled activities that start in the morning and continue until late at night, visitors of Kermes may eat and drink, do shopping, and find out about the latest developments about their jobs (especially agriculture related subjects) in the banquette established in Bağlar Kırı and along the main street of the city.

The activities are finalized in the last day of the Kermes, with the fair and folkloric activities held in the Kozak Plateau (which is the plateau of Bergama).

These activities have the characteristics of being an extension of the Athena Nicephoros Festivities, Demeter and Seeding Festivities, Thesmophoria Festivity and Dionysos Festivities, which used to be held in the ancient period, and had been very famous at the time. This characteristic not only supported by the similarities, variety and the joyous participation of the public to the events, but also by the fact that the antique places and buildings that are hosting the activities that they pursue the same historical continuation.

- **Geographical Distribution of the Element:** Ancient and rural settlements in Bergama and in its environment.



Figures 42-43-44-45:
Views from Bergama Festival

- **Protection Proposals for the Safeguarding the Element:**

Organization works and financial needs of Bergama Kermes, which has been organized regularly since 1937, have mostly been covered by Bergama Municipality in recent years. Accordingly, the framework of the activities is determined within the framework of human resources and financial power of the Municipality. Although it is guaranteed that the Kermes will be held regularly, more NGO's and governmental institutions can be assigned tasks to support the Kermes in terms of content, promotion and participation. Public (Bergama, Aegean Region and international) participation to the Kermes is enthusiastic and intense; however, there should be more activities to inform the participants on the historical and cultural importance and continuity of the Kermes.

- **Institutions/Establishments that are Concerned With the Element (relevant departments of universities, research centres, institutes, non-governmental organizations):** Bergama Municipality, Bergama District Governorate, Bergama Culture and Art Foundation (BERKSAV)

- **Activities Concerning the Element that Have Been Carried Out until Today:** "Documentary of Bergama Kermes" which is prepared by Nebil Özgentürk (In progress)

- **List of Published Documents concerning the Element:**

Eyüp Eriş, (2011), Kermeslerle Bergama'nın Yakın Tarihi (Recent History of Bergama through Festivals), Cultural Publications of Bergama Municipality.



Figure 46:A view from Bergama Kermes

TEL KIRMA (WIRE BREAKING)

- **Other Known Names of the Element:** There is no other known name of the element.

- **The Group, Community and People Implementing the Element:** Women in Bergama and in Bergama's nearby villages

- **Short Definition of the Element:** Tel kirma is applied with a silver wire on loosely woven, soft fabrics the fibres of which can be counted and are usually tulle, "*grappe de mur*" or local fabric. Silver wires are embroidered over the cloth, stretched out over an embroidery frame or tambour by stitching "+" or "x" shapes. These shapes are either applied over the cloth next to each other or they are scattered over the cloth with certain intervals according to the applied design.

The method is called "tel kirma" (wire breaking) because while the embroidery is in progress, the wire used for embroidery is broken by bending it up and down between nails without using scissors. In this "tel kirma" embroidery technique, 1,5 mm wide flat strings are usually used, which are made of gold, silver and copper.

The needle used in "tel kirma" technique is also special. The needle is flat and short. It is made of metals such as gold, silver or brass. The head part of the needle is wide, and it gets thinner towards the end. It is 2,5 centimetres long, and its width allows it to pass through the holes of tulle. It has two holes in the shape of horizontal lines.

It is mostly used to embroider bed sheets, lace pillows, pillow covers, bundle cloths, valances, pands, and various other sheets.

- **Geographical Distribution of the Element:** Bergama and villages at its environment, and Turkey in general.

- **Protection Proposals for Safeguarding the Element:** The frequency and extensiveness of the application of this technique is seen positive in terms of maintaining the sustainability of this cultural asset. Nevertheless, the authenticity of the materials can be protected with inventory preparation and elements of implementation to maintain the authenticity of the materials should be considered.

- **Institutions/Establishments that are Concerned With the Element (relevant departments of universities, research centres, institutes, non-governmental organizations):** Bergama Public Education Centre and nearly in all Public Education Centres which are under the Ministry of National Education in all across Turkey.

- **Activities Concerning the Element that Have Been Carried Out until Today:** Training classes for women that are organized by Public Education Centres and exhibitions that consist of the works of the participants in the end of these courses.



Figures 47-48: Examples from "Tel Kirma" works

● **List of Published Documents Concerning the Element:**

Tel Kirma, Technology of Handicrafts, (2007), MEGEP-Ministry of National Education, Ankara (online access for the publication:http://hbogm.meb.gov.tr/modulerprogramlar/kursprogramlari/el_sanatlari/moduller/tel_kirma.pdf)

BERGAMA CARPETS AND WEAVING

● **Other Known Names of the Element:** Western Anatolian Carpets of Bergama, Bergama Weavings

● **The Group, Community and People Implementing the Element:** Bergama and Villages of Bergama

● **Short Definition of the Element:** Woollen weavings such as carpets, rugs, sacks, saddlebags and prayer rugs that are among the most developed handicrafts of Bergama region are woven on traditional weaving looms (star shaped) in villages. The successful uses of root dye on rugs and the fact that their colours do not fade and always remain bright are the indicators of the superiority of these carpets. Furthermore, the fact that these carpets have been woven on traditional local weaving looms by using the special Gördes knot is another specialty that they have.

Carpet business appears as a field in which products on which cultural traces can be observed are most clearly gathered, due to a certain accumulation in time caused by its being a traditional handicraft. Important researches were conducted on Western Anatolian Carpets of Bergama. Western Anatolian Carpets of Bergama have been grouped and defined under two main periods, 18 main headings and four regions by scientists, researchers and collectors.

A: EARLY PERIOD CARPETS OF BERGAMA

1. Holbein Group Small Medallioned Carpets of Bergama
2. Holbein Group Octagonal Medallioned Carpets of Bergama
3. Lotto Group Rumi Raporlu Bergama Carpets
4. Bellini Group Bergama Carpets
5. Memling Group Turkmen Aynalı (Mirrored) Bergama Carpets
6. Transylvanian Group Carpets of Bergama
7. Big Medallion Group Carpets of Bergama
8. Cornered Square Medallion Group Carpets of Bergama

B: LATE PERIOD CARPETS OF BERGAMA

1. Ida Mountain - Çanakkale Turkmen Group Carpets of Bergama
2. Yuntdağı (Yunt Mountain) Group Carpets of Bergama
3. Yağcıbedir Turkmen Group Carpets of Bergama
4. Yüncü and Karakeçili Turkmen Group Carpets of Bergama



Figure 49: "Kız Bergama" (Girl Bergama) - Yagci Bedir Carpet



Figures 50-51: Examples of Bergama – Western Anatolia Turkmen Carpet

5. Kozak Group Carpets of Bergama
6. Mihraplı Prayer Rug (Prayer Rug with Mihrap) Bergama Carpets
7. Geometrical Schemed Bergama Carpets
8. Bergama Carpets of which background signed by long bands
9. Karadağ (Black Mountain) Turkmen Group Carpets of Bergama
10. Unclassified Bergama Carpets

C : REGIONS OF BERGAMA CARPETS

1. **Kozak Region** (Villages: Gubaş, Kılaz, Karaçeli, Yağcıbedir, Tahtacılar)
2. **Yuntdag Region** (Villages: Derici, Yüncü, Sarıkeçili, Maldan, Gaylan)
3. **Yağcıbedir Region** (Villages: Kocaoba, Yağcıbedir, Mazılı, Çağlan, Yenice, Samanlık, İslamlar, Kızılçukur, Demirciler, Kıroba, Çakırlar, Yanıgüde)
4. **Karadağ Region** (Villages: Hardal, Kaan, Muslu, Çepni, Yağcıbedir)

Bergama Carpets were quite popular until 19th century. There was a weaving loom in nearly every house. Approximately 19 kilometres of carpets were being exported in a year. Bergama Carpets were very famous among nobles, collectioners and even in churches especially in Europe. However, they are only produced in some villages today.

Besides their various colours and properties, Bergama carpets also attract attention with their stories. Especially, the story from the Yağcı Bedir (Yaycı Bedir) Tribe that weaves carpets, called “Kız Bergama” (Girl Bergama), has been fit into the carpet mentioned.

According to the story; when the Yağcı Bedir Tribe resided in Bergama-Küçükkaya, the son of the tribe’s leader and a beautiful girl from the nomad group that was settled in Küçükkaya fell in love with each other. The tribe leader asked the hand of the girl in marriage from her father. However, the girl’s father stubbornly refused the offer. When this situation became a matter of pride, it transformed into a bloody conflict. The men of both sides fought against each other, and the son of the tribe’s leader was killed during this fight. As a result, the tribe was split into two.

Following these events, the boy’s tribe immigrated and resettled in Sındırgı (Balıkesir) by establishing three new villages there. On the other side, the girl shut herself in the house in despair and started weaving carpets. She reflected all her feelings on the carpets that she wove by means of colours and shapes. For example, red represents separation, black represents sorrow, white represents hope, blue represents endless hope; while four dots represent family members which obstruct love, star of Solomon represents the son of the tribe

leader, the helix represents the locking of heart, the anchor represents tools for hindrance, transition from red to pink means represents desire for marriage. Carpets which are woven by using these colours and designs are referred to as "Kız Bergama".

- **Geographical Distribution of the Element:** Bergama and its environment.

- **Protection Proposals for Safeguarding the Element:** If Bergama Carpets can be introduced to new markets through promotional activities, rural population interested in carpet weaving will be able to easily revive this handicraft again. Carpets for big living rooms and big rooms are produced only for tourists today, as a result of the fact that modern life imposed the diminishment of using these rooms. Thus, the use of Bergama Carpets within Turkey can be further increased by promoting smaller sized Bergama Carpets that can easily be used in smaller places like underneath tables, in aisles and studying rooms.

Keeping production processes under control and always keeping the production quality at the highest level can be ensured by keeping quality of carpets high and continuing production with natural products.

- **Institutions/Establishments which are concerned with the Element (relevant departments of universities, research centres, institutes, non-governmental organizations):** None

- **Activities Concerning the Element that Have Been Carried Out until Today:** None

- **List of Published Documents Concerning the Element:**

KARAÇOBAN, Necati, (2002), *Günümüze Değın Bergama Sergeni*, Bergama Belleten, Berksav. Issue: 11, İzmir

KAYIPNAZ, Fahrettin- KAYIPNAZ, Naciye- GENÇ, Mustafa, (2001), *Tarihten Günümüze Bergama Halıları*, Bergama Belleten, Berksav. Issue: 10, İzmir

KARAVAR, Gonca, (2007), *Bergama Halılarının Tasarım Özellikleri ve Yeni Halı Tasarımları*, Unpublished Doctoral Dissertation, Dokuz Eylül Üniversitesi Güzel Sanatlar Enstitüsü, İzmir

PINKWART, Doris – STEINER Elisabeth (1991), *Bergama Çuvalları, Die Schmucksacke der yürüken Nordwestanatoliens* (Almanca)

STEINER, Elisabeth – PINKWARD, Doris – AMMERMAN, Eberhard, (2014), *Bergama Heybe ve Torba, Traditionelle Taschen der yürüken Norwestanatoliens*, (Almanca)

Bergama Belediyesi, (2017) *Hayata Dokunan İlmekler: Bergama'da Dokumacılık*, Bergama Municipality UNESCO World Heritage Site Management Office, İzmir



Figure 52: Natural materials that are used in production of root dye



Figure 53: A young girl weaving "Kız Bergama"



Figure 54: Example of Prayer Rug from Yuntdag Region

PLAYING THE CLARINET (MUSIC AS A LIFE STYLE)

- **Other Known Names of the Element:** Being a professional musician
- **The Group, Community and People Implementing the Element:** Inhabitants of Atmaca Neighbourhood of Bergama
- **Short Definition of the Element:** The history of the clarinet dates back a long time ago in Bergama. Clarinet used to be a musical instrument played by the Greek within the multi-cultural structure of the city. It became popular among the whole population under the influence of Kemal Bey, who was the Kaimakam (District Governor) of Bergama in the beginning of 1900's.

In Atmaca Neighbourhood of Bergama, children's interests in music start when they are still 4 to 5 years old. Families firstly teach their children how to play the side drum so that their sense of rhythm develops. When they are 5 to 6 years old, they start to learn how to play the trumpet and the clarinet. For children to learn how to blow the clarinet while they are 3-4 years old, before learning how to play the clarinet, is the normal progress. Children of families who do not have a side drum or a drum, start learning to tap out rhythm on oil bins. Therefore, every inhabitant of Bergama involved in music has memories of a relative chasing him/her out of the garden or of the neighbourhood while they were trying to bang on oil bins. Clarinet Masters of Bergama state that those relatives ask them to play songs now so that they can be happy or they can dance.

Since children start their musical education with rhythm at a very early age, all clarinet players are also good drummers. Even when there are musicians in the family, children still get their music education, especially learning how to play trumpet and clarinet that come after drums, from masters in famous clarinet playing families in the neighbourhood. Learning process continues through ear education rather than musical education, as a result of the fact that children's ability to learn by listening is higher. Although masters who are famous for playing clarinet are usually willing to teach techniques of music and musical notes to the children that come to them for education, it is observed that nearly all students prefer to learn how to play in the shortest possible way (through listening). The aim of these children and their families in general is learning to play the clarinet very well in a very short time so that they can start performing it at weddings and at other activities. As a result, most of the beginner students still do not know how to read notes. While this attracts the attention of many local and foreigner music researchers and trainers, it also ensures that the clarinet players of Bergama are desired musicians for concerts in many different genres of music including jazz and blues through many workshop activities.



Figures 55-56: Examples of clarinet playing in every part of daily life

Although artists from nearly all families in Bergama know how to play drum and other musical instruments well today, playing clarinet has come to a position where some families stepped forward within their capabilities as a result of a natural selection up to now. The families that are distinguished for playing clarinet and the most well-known clarinet players are listed below:

- **Kemal Benli and Benli Family:** At one time, no bride from any village around Yund Mountain could get on a horse (as part of the wedding ritual), nor any wedding could be started before Kemal Benli arrived at the scene. Kabak Ahmet, son of Kemal Benli, has taken over the tradition of attending activities around Yund Mountain as the leading clarinet player from his father. Because families who wished Kabak Ahmet to play at their weddings are at a race amongst each other, they came to Kabak Ahmet's house at the earliest morning hours in, and even when the family was still asleep, in order to cut a deal with Kabak Ahmet. Ferit Benli, who continues the family tradition of playing clarinet, has given various national and international concerts, and he still teaches pupils.
- **Zeki Şenlendirici, Ergun Şenlendirici and Şenlendirici Family:** Zeki Şenlendirici and his cousin Hüsnü Şenlendirici were the first members of Şenlendirici family to acquire extensive fame. Hüsnü Şenlendirici had become the leading clarinet player of villages around Madra Mountain. Afterwards his fame spread out all around Turkey. His son Ergun Şenlendirici and his grandson who carries Hüsnü Şenlendirici's name has followed his steps as well and his grandson who bears his name, Hüsnü Şenlendirici, has become a famous clarinet master who is very prestigious in both Turkey and abroad.
- **Fahrettin Köfeci and Köfeci Family:** In towns that cover Bölcek, Ayazkent, Kadıköy, Zağnos, Aziziye, etc. neither weddings nor festivals would start before the arrival of Fahrettin Köfeci. He is also a good instructor; he had also been the clarinet instructor of Mansur Köfeci and Ferit Benli, who are famous for playing clarinet today.
- Clarinet Masters who stick out differently from these prominent families can be listed as follows:
 - **İsmail Bergamalı:** İsmail Bergamalı (his real surname is Topyanak), who was trained by playing in villages, is an indispensable clarinetist for TRT. İsmail Bergamalı has become the only clarinet master who has been brought up with the clarinet playing tradition of Bergama by making serious progress concerning education. He is one of the best virtuosos of Turkey and of the World.



Figures 57-58: Examples of clarinet playing in every part of daily life

- **Kerim Yağmuroğlu:** Kerim Yağmuroğlu, who is quite in demand for weddings and other festivals throughout Bergama and in Turkey, raised his sons as excellent drummers and clarinet masters. Although he is small in stature, he breath is enough to be able to play clarinet for 10 hours non-stop.

Clarinetists who have been brought up with the Bergama tradition of clarinet playing, who are from all these families and names, and who are nationally and internationally famous, can be listed as follows:

- İsmail Bergamalı
- Hüsnü Şenlendirici
- Altan Gözetlik
- Mansur Köfeci
- Ferit Benli
- Vural Köfeci (Newly training)
- Uğur Ürk (New training)

Although most of these famous clarinetist use their own surnames in the activities at Bergama, we see that they use the nick surname “**Bergamalı**” (means from Bergama) in national and international concerts, which emerged as a tradition.

- **Geographical Distribution of the Element:** Bergama (Especially Atmaca Neighbourhood)

- **Protection Proposals for Safeguarding the Element:** A proposal could be made only after sociological and cultural research is carried out. Nevertheless, giving scientific musical education to newly trained clarinet players from Bergama by founding an Art Vocational High School in Bergama is voiced by almost every master that is involved in clarinet playing.

- **Institutions/Establishments concerned with the Element (relevant departments of universities, research centres, institutes, non-governmental organizations):** Tens of State conservatories in our country carry out studies concerning this field.

- **Activities Concerning the Element that Have Been Carried Out until Today:** Musical Bands established through the efforts of inhabitants of Atmaca Neighbourhood that take part in various festivals and concerts. By this means, this cultural wealth can be promoted and awareness of it is established. However, these amateur activities are inadequate.

In the Lifelong Education Centre of Bergama Municipality, certificate programmes have been offered since 2014.

- **List of Published Documents Concerning the Element:** None



Figure 59: Examples of clarinet playing in every part of daily life and musical activities

QUILT MAKING

- **Other Known Names of the Element:** Quilting
- **The Group, Community and People Implementing the Element:** Hayrettin HENDEK and other masters in Bergama Arasta (Ottoman Bazaar)
- **Short Definition of the Element:** Silk, basma (a printed cotton fabric), back cloth and cotton are used as materials for quilt making. First of all, back cloth and the cloth which will face up are stitched to each other as a structure in the process of quilt making. Later on, the cotton which is processed by using cotton fluffier is stuffed in the structure and is set in by the help of a stick. Afterwards, the desired model and pattern is applied onto the surface of the quilt. There are two types of quilts. These are silk and printed cotton fabric (basma) quilts. The most popular models are “Ebe Göbeği” and “Zincirli Yorgan”, which are specific to Bergama. Quilts are mostly made for dowry since the old times. People from villages prefer red, while people from cities prefer pink, blue and light purple coloured quilts. There are quilt makers within Arasta, at the street where Çukur Han is located. Hand-made quilts have lost their importance when compared with the past; however, they are mostly preferred for dowries nowadays.
- **Geographical Distribution of the Element:** Bergama Arasta
- **Protection Proposals for Safeguarding the Element:** Quilt making, an old handicraft, should be supported, training of apprentices, foremen and masters should be encouraged, and the use of quilts in daily life should be increased. Besides, new craftsmen should be trained for the continuing of the production of good and high quality quilts. Due to this reason, quilt making can be included in the courses in Public Education Centres.
- **Institutions/Establishments which are concerned with the Element (relevant departments of universities, research centres, institutes, non-governmental organizations):** None
- **Activities concerning the element that have been carried out until today:** None
- **List of Published Documents Concerning the Element:** None



Figure 60: Hayrettin Hendek who started quilt making 50 years ago as a teaches the craft to his son.



Figure 61: The quilt type called “Ebe Göbeği” model, which is specific for Bergama.

BASKET WEAVING

- **Other Known Names of the Element:** Basketry
- **The Group, Community and People Implementing the Element:** Atmaca Neighbourhood of Bergama
- **Short Definition of the Element:** Willow branches, the main materials of baskets, are acquired from the willow trees in Bergama that are along Kozak Road and Bakırçay River, and they are cleared off their leaves and bark. First of all, bases of the baskets are prepared using pike (kargı), vitex (hayıt) and branches of willow trees. The baskets may be varnished to increase their strength or they may be painted again as desired. Baskets are produced within Bergama on orders, and they may be sold in villages, and to touristic areas like Ayvalık, Edremit and Dikili.

Types of baskets are; Upholstered Basket, Zembilli (Woven) Basket, Keletir Basket (Big basket with two handles), Basket for Bathroom, Ellice Basket, Pannier (Large Basket- traditionally called küfe, köfün, köfe, and it is made out of vitex) for Tobacco, Caged Wicker Basket (sele), and Wicker Basket for Tea.

Materials used for basket production are beak (yargıç), gavel, knife, pocket knife, sickle and scissors. Basket making is a nearly forgotten craft, similar to many other traditional handicrafts. There are only a few people from the neighbourhood of Atmaca left as masters. There are no apprentices who are being trained at the moment.

- **Geographical Distribution of the Element:** Bergama and Turkey
- **Protection Proposals for Safeguarding the Element:** Training of apprentices, skilled and master craftsmen should be encouraged to support basket weaving which is an old handicraft. The daily use of baskets should be increased as touristic and souvenir materials.
- **Institutions/Establishments That Are Concerned With the Element (relevant departments of universities, research centres, institutes, non-governmental organizations) :** None
- **Activities carried Out until Today Concerning Element:** None
- **List of Published Documents Concerning the Element:** None



Figures 62-63-64: Born in 1958 in Bergama, Mustafa Pancar was raised as a basket making apprentice working along his father since he was 7 or 8 years old. Pancar is one of the few masters who continue this handicraft.

DOWRY AND EXHIBITING DOWRY

- **Other Known Names of the Element:** Preparation of Bridal Trousseau, Bridal Trousseau
- **The Group, Community and People Implementing the Element:** General in Turkey
- **Short Definition of the Element:** Trousseau of bride means preparation and collection of nearly all sorts of goods, tools and equipment by the bride and her family that a newly married couple will need. Before the wedding, and even when the girl is still a child, handcrafted objects such as lace covers, pouches, knitted vests and jackets, and besides these; goods where weaving and handicraft is brought together like embroidered or laced towels, embroidered pillow cases and beddings too are placed within the trousseau. It is also seen that the preparation of trousseau is started when a girl is born, and it even consists of a variety of requirements for a house such as carpets, rugs, pots and pans, curtains and seat covers. When a baby girl is born, it is of tradition that neighbours and relatives bring over footwear of knitted wool, scarves and even laced buffet cover sets for her trousseau.

When girls grow up a little, it is observed that close relatives start to buy even electrical household utensils as new models come out; such as irons, fryers, blenders, and so on. When we look at the preparation process of a trousseau within all these elements, we observe full cooperation and social participation. This process of participation, which depends on the basis of helping one another, is valid for both purchased goods and for the preparation of handcrafted goods such as knitted work, lace, embroidery where traditional handicrafts are sustained.

Trousseau Chest is among the most prominent features of the trousseau and it is usually made up of carved wood or inlaid wood, or sometimes it is decorated with ornaments that are made by using carving and inlaying techniques together. Beddings, room sets and towels, which are ornamented by usually hand-made embroidery, laces, pinking are the most important elements of a trousseau and they completely reflect traditional handicrafts. For this reason, trousseau chest is the most striking element that is desired to be seen the most all trousseau. Taking the trousseau chest out of the bride's house and bringing it into her new house has great importance due to the privileged meaning that the chest bears within the trousseau. Taking the trousseau chest out of the bride's house and bringing it into the new house is a ceremony which is usually held with the participation of many relatives from both the girl's and the boy's family. There is also the tradition of offering food and

drinks that are brought from the groom's house in the bride's house, and in some regions songs are played and dances are performed.

Washing, ironing and exhibition of hand made goods and preparation of other household appliances by maintaining them and decorating them with ribbons and bows after a preparation process that lasts for years is called "Çeyiz Serme" (Exhibition of Trousseau Goods). The objects that are collected through years of effort and taken out of boxes are washed, ironed and prepared for exhibition with the joint efforts of neighbours, relatives and women from the groom's family. Trousseau exhibition is actually placing the trousseau so that all the goods and equipment which is prepared by the bride's family can be shown to neighbours, family members and friends at either the bride's house or if house in which the newly married couple is going to live in is ready. Those who come to see the trousseau also bring things such as plates, trays; cotton head covers, lace pillows and praying rugs which are embroidered with traditional handicrafts in order to help the newly married couple. This tradition helps establishing the means of helping each other and cooperation within the scope of preparation of the goods that the newly married would need in their house, and it also helps the sustenance of many different traditional elements. These elements can be roughly listed as follows:

1. Sustenance of handicrafts such as lace, embroidering, picking
2. Sustainability of elements such as cooperation and mutual support that depend on the tradition of collaborative work called "imece", which has been done in public for large scale work since old times
3. Sustenance of traditional wood carving and inlay style chest making by means of continuing of the tradition of trousseau chest.
4. Transferring and teaching traditional music and dance, which are sustained through trousseau exhibition and taking chest out to next generations

● **Geographical Distribution of the Element:** Throughout Turkey

● **Protection Proposals for Safeguarding the Element:** Thorough research should be made by folklorists towards exhibiting all the details of the element due to the fact that the element has various cultural contents at the same time. After conducting such research, it will be possible to prepare realistic proposals in order to protect and sustain the integrity of various cultural contents.

● **Institutions/Establishments which are concerned with the Element (relevant departments of Universities, research centres, institutes, non-governmental organizations) :** Unknown

● **Activities carried Out until Today Concerning the Element:**

Unknown

● **List of Published Documents Concerning the Element:**

BAYATLI, Osman, (1941) Efsaneler ve Adetler

BAYATLI, Osman, (1943) Zeybek Oyunları

BAYATLI, Osman, (1957) Bergama'da Alevi Gelini ve İnançları



Figure 65: A bride with her trousseau exhibition

CIRCUMCISION BED

● **Other Known Names of the Element:** Decoration of Circumcision Bed

● **The Group, Community and People Implementing the Element:** Families of circumcised boys throughout Turkey, and primarily those in the Aegean and Thrace regions.

● **Short Definition of the Element:** Circumcision Bed is a cultural element which appears with the decoration of the bed, in which circumcised boys shall rest during their recuperation phase. The reason for decorating the bed is cheering up the boy who is recuperating, and providing a fun environment for the circumcised boy and his friends of similar age, with whom he shall spend time with during his recuperation phase.

Although how far this tradition dates back is not certainly known, it is known that it has been around since the end of 18th century. In Thrace, South of Marmara and Aegean Regions, bundles which are decorated with lace, embroidery and tel kırma techniques that are considered among our traditional handicrafts, cover the walls where circumcision bed leans on. It is also seen that carpets used as tapestry that are either made of silk or wool, and tapestry that are

made of velvet and covered by embroidery are used to decorate these walls. After the decoration of walls in this fashion, poles are erected on four sides of the bed, which are usually made up of wood. These poles, which rise up to mid height of the room, are usually covered by coloured cotton head covers (yemeni) decorated by picking (oya).

Materials that are decorated with handicrafts used in the decoration of circumcision are collected from neighbours, relatives and friends. In fact, the mother of the circumcised boy starts collecting these objects by sending news around weeks before the vent to collect the most spectacular and the most ornamented bundles (bohça) and cotton scarves (yemeni). In addition, female members of the circumcised boy's family such as his mother or his aunts decorate the bed together with their friends.

Everybody has fun with music while the bed is being decorated, and food and beverages prepared by relatives of the circumcised boy and mothers of his friends are offered to guests that prepare the bed.

- **Geographical Distribution of the Element:** Throughout Turkey
- **Protection Proposals for the Safeguarding the Element:** None
- **Institutions/Establishments which are concerned with the Element (relevant departments of Universities, research centres, institutes, non-governmental organizations):** Unknown
- **Activities carried Out until Today Concerning the Element:** Unknown
- **List of Published Documents Concerning the Element:** Unknown

2.7 NATURAL HERITAGE SITES: BERGAMA'S SOURCE OF LIFE

Bergama is a city known for its archaeological riches; however, it is also a rich city in terms of its urban archaeological sites, natural heritage sites and its intangible cultural heritage implementations as well. The city has been nourished from rich agricultural fields of Bakırçay Plain since ancient period. Many cultural values of the city have flourished and/or have survived until today as a result of the fertility of this plain. The cotton and goat hair of Bergama weavings have been supported by the cotton which is grown in this plain and by the rich animal production around it. Animal production that enabled parchments to come to life in Bergama in antiquity is still carried on in the plateau surrounding the city.

Kozak Plateau, which rises very close to Bergama, is known as an oxygen source for not only the region where Bergama is a part of, but also for our country and for the world. Kozak Plateau is also very rich in underground sources. Local people and environmental protection organizations have serious concerns about environmental pollution that is caused by the mines and stone quarries operated in the plateau.

Kozak Basin is surrounded by Madra Mountain (1343 meters) in the east, Yaylacık (1250 meters) and Dede Mountain (1219 meters) in the north, Kozak Brook in the west and Sakar Mountain (968 meters) in the south. While the valley of Kozak Brook is 400-500 m high, height of the hills located on the south of Hisar, Gobeller and Asagibey villages are 730 m high. Basin's average annual rainfall is 939,8 mm and average annual temperature is 11,4 C. Dominant wind direction is north. Underwood vegetation of the basin consists of the following species: cistus (*Cistus salviifolius* L.), subterranean clover (*Trifolium* ssp.), boston sword fern (*Polypodium* ssp.), vicia sativa (*Vicia* ssp.), dandelion (*Taraxacum* ssp), grass pea (*Lathyrus* ssp.), red fescue (*Festuca rubra*), marian thistle (*Silybum marinum* L.), downy oak (*Quercus pubescens* Willd.), blackberry (*Rubus fruticosus* L.) and rush (*Juncus* ssp.).

Besides Kozak Plateau, these trees are also seen in Yund Mountain surrounding south-south east of Bergama. Therefore, forestry is seen as a source of income in many neighbourhoods of both Kozak Plateau and Yund Mountain.

Forestry is carried out in 64 forest and 37 forest side neighbourhoods in which there are 101 neighbourhoods in total. These neighbourhoods are 25% of total population of Bergama.

On the other hand, Kozak Plateau is a special ecological basin comprised of 17 villages in total and with a population of ten thousand due to its pine nut cultivation areas. With its specific climate, soil and water structure and its ecological richness, the basin presents a very important living space to its inhabitants. Kozak Plateau hosts Turkey's only and world's pioneering natural pine nut forests. In terms of economy, pine nut forests provide much more income than gold mines.

Since the bedrock of pine nut forests spread in this area are granites and large-grained rocks, coarse textured soil is formed as a result of fissure and disintegration. The roots can reach deep in the soil easier since the structural characteristic of both the soil and the main material is coarse and loose. The height of the areas where pine trees spread through naturally varies between 120 – 730 meters.

Pine Nut Areas in Kozak Region:	(Decare)
Private registered lands	165.000
Lands that belong to the legal body of the village (muhtarlık)	14.300
Private afforestation	13.477
Private afforestation in progress	2.040
Pure pine nut field of State Forest	2.730
Mixed pine nut field of State Forest	1.720
Total	199.267

Average income of pine nut in Kozak Basin:

Pine nut kernel production	900- 1000 tons
Average annual nut income	1.000.000 kg x160,00 kg/TL =160 000 000 TL
Average income for each house	160 000 000 / 3228 = approximately 50 000 TL
Number of registered lumber annually treated	100-150
Amount obtained from lumbering	15.000-20.000m ³ from volume barked stem 7.000-10.000m ³ with assets 5.000-20.000 thousand steer wood

General Information about Pine Nut:

Average weight of a pine cone	: 350-450 gr
Number of pine cones obtained from a middle aged tree	:100-250
Average number of seed in a normal pine cone	: 60-80 gr
Average amount of nut kernel to be obtained from a normal cone:	12-15 gr pine nut kernels
General: 1 kg Seed is obtained from 4 kg cone.	
1 kg nut kernel is obtained from 4 kg seed.	

In Kozak region there are 14 facilities that process shelled pine nuts. 13 facilities are private, and the remaining one belongs to a cooperative founded by the support of Ministry of Forestry and Water Affairs.

Amount of nut kernels obtained by processing 4.800 tons of shelled pine nuts in these facilities are submitted to market as below:

- 150-200 tons in domestic market,
- 300 tons by border trade from southeast,
- 400-500 tons by export from Aegean Region.



Figure 66: A view from pine nut trees in Kozak Plateau

All the population of the plateau is Yuruk (Nomadic Turkish Tribes). Inhabitants of the Plateau have specific knowledge accumulation due to the nomadic life style of their ancestors. For this reason, they are very rich in terms of Intangible Cultural Heritage practices. Although people in Kozak live in accordance to modern standards, they do not let the traditions disappear and the traces of the past swept away. As a result, bayrams (religious festivals) are still celebrated with great enthusiasm. The weddings in Kozak Plateau are not merely one night

long celebrations; they are literally feasts with their preparation processes that start one week before.

Natural heritage sites around Bergama are also places where implementations of intangible cultural heritages continue intensely, and they are also areas where farming and pine nut production is carried out, which is a source of living for the inhabitants. Natural sites of Bergama have a different place and importance with its brooks crossing the Bakırçay Plain, its clean water and the natural values of Kozak Plateau.

On the other hand, olive groves are highly important among the sources of income for the people that constitute the majority of the natural heritage of Bergama. Since olive groves are areas that are exposed to the most amount of wind in the world, Bergama is an important production centre for sustainable energy. There is no negative effect of the current wind turbines in Bergama on the visual integrity of the area. In addition, in case of planning to build new turbines and while designating their locations, it is a must to preserve visual connections among the components of the World Heritage Site due to the "Cultural Landscape" feature that forms the outstanding universal values of Bergama.

The city's natural heritage has started to be utilized in terms of natural tourism and ecotourism in recent years. There is an increase in academic and sectorial works about this sector, which local investors have been interested in during recent years.

The preservation of the olive groves in Bergama and in its environment, Kozak Plateau, and the brooks is vital in order to sustain Bergama and its inhabitants, who survive on the possibilities that natural heritage have presented and supported them since the ancient times.



Figure 67: A man picking olives

3.1 STAKEHOLDERS AND PARTICIPATION

Preparations for Site Management Plan of Bergama were started simultaneously with the Nomination Works of Bergama for UNESCO World Heritage List. Analysing stakeholders have been considered as a crucial element of the preparations for the plan during the plan's maturation process and its application phases in order to be able to secure coordination, adoption and so that the plan can reach its strategic aims.

Within this context and within the framework of the plan, while

- Official participants and volunteers who work for the preservation and sustenance of Bergama,
- Those who are affected by these activities,
- People who influence and shape the activities and decisions that are made,

participated in the preparation work of the plan, they also gained their first experience on how to develop better collaborations in works that are legally or voluntarily carried out by these people.

Ideas have been exchanged with stakeholders on different issues such as the problems of Bergama, what they expect from preservation activities, what should be done in order to ensure the sustainability of a life enriched with cultural heritage.

The threats, opportunities, strengths and weaknesses that the stakeholders see in Bergama during a process of development that is reconciled with cultural values and where cultural values are protected, have been determined through interviews, by using a nominal group, and other similar methods.

Once again, tens of meetings, group discussions, bilateral discussions and studies made for developing ideas⁸, implemented on different channels during the ripening process of the plan, have been quite helpful as they prepared a ground for every aspect and every problem of Bergama to be discussed by bringing together stakeholders and public.

Two different types of progress have been made during the preparation of this very plan that you hold in your hands. The first progress includes the period between 2001 and 2014. A draft management plan has been implemented by Bergama Municipality during this process. In the said plan, actions towards what should be

⁸Please see ANNEX 1 for the results of the meetings and studies, for the decisions made during these meetings and for the issues which have been discussed.

done during the Nomination Process of Bergama for the UNESCO World Heritage List, and actions towards the required steps that should be taken concerning the preparation of a valid management plan have been implemented. During the process after the inscription of Bergama on the UNESCO World Heritage List; some actions have been put into practice and some actions have been planned by making use of the knowledge of official and national institutions such as Ministry of Culture and Tourism, Mineral Research and Exploration, Ministry of Foreign Affairs and local institutions such as İzmir Governorate, Bergama District Governorate, Metropolitan Municipality of İzmir, District Directorate of Highways, District Directorate of State Hydraulic Works, various NGO's, foundations and academics.

Works concerning the determination and registration of archaeological sites in and around Bergama have been carried out in cooperation with the Regional Preservation Council. These studies, which are the first and main step of protecting, are still being carried out for the entities in the vicinity of Bergama. International preliminary studies concerning the determination and registration of Intangible Cultural Heritage have also been carried out within the context of this draft Management Plan.

Details and the results of these studies have been shared at different times by meeting the people and institutions that are cooperated with during these studies.

As part of the work for conservation and sustainability at the local level, "**participation mechanism**" should be established officially in Turkey since 2004 in addition to meetings and exchange of ideas based on bilateral discussions. Advisory Board and Coordination-Supervision Board have been established in order to prepare, apply and monitor this management plan within the scope of "Site Management" system that as imposed in Law numbered 2863 (Law on the Conservation of Cultural and Natural Property) in 2004.

According to Law numbered 2863, Article 2, an **Advisory Board** is established by the Ministry among those who have property rights in the site, members of professional chambers and NGO's and academics of relevant departments of universities. The aim of this Advisory Board is to present suggestions on the discussion, improving, finalisation and implementation of the draft plan which is prepared or had been prepared by the Ministry.

According to the same article, again with participatory approach, a Coordination and Supervision Board is established to implement management plans and to follow the implementation of management plans. According to mentioned article, **Coordination and Supervision Board** is established with the participation of a

representative each from institutions whose service is needed by the Ministry of Culture and Tourism, and two members selected by the advisory board. The board is authorised to approve the management plan within six months and supervising the implementation of this plan upon the agreement on the draft plan after an analysis.

“Advisory Board” which has been established in order to ensure healthy communication among all the stakeholders, namely the implementers, financiers and supervisors of projects and actions, has been formed like below.

ADVISORY BOARD (2012-2016)

*(It was established upon Bergama Municipal Council Decision in 05.12.2012.
Term of office expired on 20.08.2016.)*

No	Institution-NGO
1	Ministry of Culture and Tourism
2	İzmir Governorate - Provincial Directorate of Culture and Tourism
3	Bergama Municipality
4	German Archaeological Institute
5	ICOMOS Turkey
7	Faculty of Architecture, Mimar Sinan Fine Arts University
8	Bergama Vocational School, Ege University
9	Faculty of Architecture, Dokuz Eylül University
10	Faculty of Letters, Archaeology Department, Ege University
11	Bergama Chamber of Commerce
12	Bergama Amateur Photography Association (BEAFSAD)
13	Friends of Bergama Tourism Association
14	Bergama Culture and Tourism Association (BERTUR)
15	Hera Hotel
17	Ulu Cami Neighbourhood Mukhtar

ADVISORY BOARD (since 22.02.2017)

No	Institution-NGO
1	İzmir Governorate - Provincial Directorate of Culture and Tourism
2	Bergama Municipality
3	Head of Bergama Excavations - German Archaeological Institute
4	Faculty of Architecture, Mimar Sinan Fine Arts University
5	Directorate of Bergama Vocational School ,Ege University
6	Faculty of Architecture, Dokuz Eylül University
7	İzmir Development Agency (İZKA)
8	İzmir Regional Council Number II for Conservation of Cultural Properties
9	Bergama Chamber of Commerce
10	İzmir Tourism Foundation (İZTAV)
11	Bergama Culture and Arts Foundation (BERKSAV)
12	Bergama Amateur Photography Association (BEAFSAD)
13	Friends of Bergama Tourism Association
14	Bergama Culture and Tourism Association (BERTUR)
15	Hera Hotel
16	Kurtuluş Neighbourhood Mukhtar
17	Yerlitahtacı Neighbourhood Mukhtar
18	Bergama Carpet Weaving and Handicrafts Cooperative

COORDINATION AND SUPERVISION BOARD (2014-2016)

(Established upon Bergama Municipal Council Decision in 15.01.2014.
Expired on 20.08.2016.)

No	Institution-NGO
1	Site Manager – Bergama Municipality
2	Ministry of Culture and Tourism
3	İzmir Governorate - Provincial Directorate of Culture and Tourism
4	Bergama District Governorate - Directorate of Bergama Museum
	ICOMOS Turkey
5	Bergama Municipality
6	Bergama Head of Excavation
7	Rectorate of Ege University
8	Bergama Vocasional School, Ege University
9	İZKA (İzmir Development Agency)
10	İzmir Regional Directorate of Foundations
11	Regional Directorate of State Hydraulic Works number II
12	Bergama Chamber of Commerce
13	BERKSAV (Bergama Culture and Art Foundation)
14	Selçuk Neighbourhood Mukhtar

COORDINATION AND SUPERVISION BOARD (since 22.02.2017)

No	Institution-NGO
1	Site Manager
2	Ministry of Culture and Tourism General Directorate Of Cultural Heritage And Museums
3	İzmir Metropolitan Municipality Head of Study and Planning Department Historic Environment and Cultural Properties Directorate
4	Bergama Municipality
5	İzmir Regional Directorate of Foundations İzmir Regional Directorate
6	Bergama District Governorate Directorate of Bergama Museum
7	Bergama Head of Excavation German Archaeological Institute
8	Ministry of Culture and Tourism General Directorate Of Cultural Heritage And Museums İzmir Directorate of Surveying and Monuments
9	A member from Advisory Board
10	A member from Advisory Board

According to Law numbered 2863, Article 2 “a site manager is designated to ensure coordination by Ministry of Culture and Tourism (...)” in order to manage stakeholders stated above and the participation mechanism in general, in preparation and implementation processes of the plan efficiently. The site manager is also the coordinator of Coordination and Supervision Board that is responsible for the approval the management plan and the monitoring of implementations. Yaşagül Ekinci Danişan, who is the

coordinator of “Bergama World Heritage Office” that was founded within body of Bergama Municipality in January 2012, was assigned as Bergama Site Manager by Bergama Municipal Council Decision on 15.01.2014. After the legal regulations were made when authorization has passed to Ministry of Culture and Tourism in 2016, Mrs Danişan has been assigned as Manager of Bergama and its Multi-Layered Cultural Landscape by Ministry of Culture and Tourism on 08.12.2016.



Figure 68: Some stakeholders are discussing opinions on how to solve traffic problems of Bergama in a meeting in May 2015

Both Advisory Board and Coordination and Supervision Board meet in Bergama for at least twice a year in order to ensure that the participation mechanism which has been established at the very beginning of the preparations of the Pergamon and its Multi-Layered Cultural Landscape Management Plan, operates efficiently. Site Manager informs the board members about the date, place and agenda of the meetings before a reasonable time period. Besides, boards can meet in Bergama or outside of Bergama with all its members when considered necessary according to the agenda of the meeting. Along with Site Manager, the other Coordinator designated by the board from among the board itself, can invite Advisory Board to a meeting.

The members of the boards can meet in smaller groups according their areas of specialisation on specific subjects, and they can share their suggestions and ideas they generated through discussing among each other with the Site Manager, Ministry of Culture and Tourism and Bergama Municipality. Finally, as people who are not members of the board can be invited for these meetings, meetings always welcome the participation of those besides the board members.

3.2 FINANCIAL RESOURCES IN CONSERVATION

It is observed that the limited monetary resources in the field of conservation have been increased significantly as a result of recent legal arrangements. It is possible to analyse the financing of conservation in Bergama under three headings: central, local and private sector.

1-Central resources: The resources which are transferred from the central budget to institutions responsible for conservation. The budgets of the Ministry of Culture and Tourism, Development Agencies and General Directorate for Foundations may be counted among such resources.

2-Resources of local administrations: While the budgets of local administrations are generally financed by legally determined contributions, Bergama Municipality can use its own income and the financial resources it receives from İzmir Metropolitan Municipality or the Provisional Bank on areas such as cultural preservation, sustainability and heritage management.

3-Private Economy resources: These resources include resources within a wide framework, including contributions to conservation projects by national or international institutions and resources of private companies that they transfer to conservation projects for sponsorship or social projects.

According to the Law numbered 2863 (Law on the Conservation of Cultural and Natural Property), governmental institutions in our country are obliged to spare a sufficient budget every year in order to maintain preservation of the cultural assets that they own. There is an effort to create financial resources through grants given generally by central institutions and certain exemptions are given to owners of cultural assets in order to ensure that private persons or corporations protect the cultural heritage they have.

Ministry of Culture and Tourism provides resources for the maintenance of the archaeological sites in Bergama and for the restoration of the assets at the areas. Restoration of the Red Hall which was started in 2014, and projects such as walking trails and electrical installations for illumination of Asclepion and the Kale Hill that have been carried out in 2013-2014 are funded by the Ministry's financing.

Excavations, conservation works and restorations in the archaeological sites are carried out both with the budget of the Head of Excavations itself, and with resources provided by sponsorships from third persons.

Institutions of the central government may provide funding for private persons in different forms in order to maintain the conservation and restoration of cultural assets which are within the Urban Site. To give an example, Ministry of Culture and Tourism provides monetary funding to the owners of cultural assets, who are from low and middle income groups.

Monetary funding is given by the Ministry of Culture and Tourism for preparation and implementation of projects for the maintenance and repairing of immovable cultural assets.

On the other hand, General Directorate of Foundations, municipalities and other public institutions can help the conservation, maintenance and repairing of immovable cultural and natural assets with technical staff and funding upon the approval of Ministry of Culture and Tourism.

Similarly, in accordance to Law numbered 2985 of Collective Housing. administration of TOKI (Administration of Collective Housing), which is a governmental institution, allocates at least 10% of the total amount of loans to private persons on their application for the maintenance, repairing and restoration of cultural assets. Prioritized projects within this scope are determined with a joint effort of Ministry of Culture and Tourism and Administration of Collective Housing.

“Contribution Fund for Immoveable Cultural Heritage” has been established so that municipalities may also provide services in the field of conservation. This contribution fund is raised through the allocation of 10% of the property tax which is accrued to the taxpayer, in accordance with the 8th and 18th articles of Law no 1319 of Property Tax. This fund is foreseen to be used for expropriation, preparation of projects, planning and implementation activities to be done as part of projects that are prepared for the protection of cultural heritage within the jurisdiction area of municipalities. Bergama Municipality has regularly been making uses of these funds since 2006.

There are also budget allocations foreseen to be given to municipalities for preparation of Urban Conservation Plan. According to these allowances; sufficient budget is allocated to General Directorate of Provincial Bank the in order to be transferred to budgets of municipalities for the preparation of Urban Conservation Plan. In addition, Metropolitan Municipalities also contribute to Urban Conservation Plans and Construction plans.

Another contribution made by municipalities for conservation implementations of cultural and natural assets is the contributions made to implementations of construction plans. This is a type of

contribution provided by the Ministry of Environment and Urban Planning so that municipalities can make construction implementations. It is provided in expropriation and arrangement areas. This contribution is given to clearing the area around historical and touristic assets and monuments in terms of expropriation, and to the arrangement of the area around historical and touristic assets in terms of arrangement, with the condition to be included in four year construction plan that is approved by the Ministry.

On the other hand, owners of cultural assets are exempt from many taxes. To give an example, owners of immovable cultural and natural heritage do not pay inheritance and transfer tax. Architectural services for relief, restoration and restitution projects for registered immovable cultural assets and all tasks to be carried out within the implementation of projects are exempt from Value Added Tax. Registered cultural assets are exempt from legal fees during turn over and acquirement, notary fees, payments made in accordance with the legislation of taxes, land registry fees and fees of consulates, letters patent, permits and licenses and as certificate fees. Immovable cultural assets and parcels that are immovable cultural and natural assets, on which there are strict building limitations because of being parts of 1st and 2nd degree archaeological sites, 1st degree natural sites or immovable cultural assets are exempt from all taxes and fees. All vehicles, tools, machinery, technical materials, chemical materials, gold and silver leaves imported by the National Assembly, Ministry of National Defence, Ministry of Culture and Tourism, General Directorate of Foundations are exempt from all taxes and fees provided that they are used for the detection, preparation of projects, maintenance, repairing, restoration, excavation and security of museums for the protection of cultural assets. Repair and construction work carried out on immovable cultural heritage are exempt from all taxes, fees and share of expenses in accordance with the Law of Revenue of Municipalities.

Studies have shown that in Bergama, people living in traditional urban and commercial areas of the city mostly belong to middle or middle/low income groups. In other words, they have no financial power to cover the expenses required for repairment and renovation work of the structure they own or live in. As a result, such aids and tax exemptions are important financial resources for the population that lives in Bergama urban and archaeological sites and owns immovable cultural heritage.

Bergama Municipality makes more use in each year of Prime Ministry publicity funds and national and international publicity funds of the Ministry of Culture and Tourism.

Bergama Municipality has participated in many international tourism expos such as Berlin, Dubai, Utrecht, Moscow, Tokyo, Paestum with İzmir Development Agency (İZKA), which is one of the important stakeholders of this Management Plan, in 2015. On the other hand, Bergama Municipality and Bergama Chamber of Commerce attend the Berlin ITB Tourism Expo regularly with the Ministry of Culture and Tourism.

3.3 OTHER PLANS FOR CONSERVATION AND THEIR FIELDS OF INFLUENCE

1/100.000 SCALED ENVIRONMENT MANAGEMENT PLAN OF MANISA-İZMİR REGION, which also covers the Bakırçay Basin including Bergama, has been approved and taken into effect on 16.11.2015.⁹

The main objective of this plan is to eliminate the problems created by the fast and uncontrolled urbanization and segmented and sectorial planning, to maintain the controlled development of urbanization and industrialization and to ensure the sustainability of these developments, to prevent interventions which would harm the ecological balance and to channel development in a way that would ensure protection of cultural and natural values with 2025 as the target year. The plan contains general provisions such as structuring, land usage, operating quarries, energy investment (wind turbines + thermal power plant + nuclear power plant, etc.), establishing industrial zone and highway arrangements in Bergama and in its environment, which effect city's population, environmental pollution, preservation of cultural and natural assets, tourism plans and social life in the city.

BERGAMA URBAN CONSERVATION PLAN has been put into effect by the decision of Regional Conservation Council dated 08.06.2012 and numbered 996. The general decisions of the 1/5000 scale plan and decisions of implementation of the 1/1000 plan cover second degree archaeological sites, third degree archaeological sites, third degree archaeological sites and urban sites that comprise the settlement zones of the city.

In addition to the general decisions concerning all actions of constructions, settlements, renovations, and usage in World Heritage

⁹ For the complete text for the plan, please visit the link:

<http://www.csb.gov.tr/gm/mpgm/index.php?Sayfa=sayfaicerik&Icld=937>

And for the subregional area which covers Bergama visit:

http://www.csb.gov.tr/db/mpgm/editoridosya/file/CDP_100000/izmir_manisa/J18_16112015.jpg

Site and Buffer Zone, the Urban Conservation Plan also defines preservation and restoration processes in detail, construction materials that can be used, building and restoration techniques, details of settlements and requirements for craftsmanship during construction and restoration processes within this scope.

URBAN CONSTRUCTION PLAN OF BERGAMA has been accepted by the Municipal Council on 11.10.2010 with decision numbered 1067. The decisions of this plan have no direct influence over the Heritage Site; however, it directly determines the structuring shape of many settlements in the buffer zone. The plan organizes all urban texture, namely the social infrastructure areas, parks, parking lots, green areas, commercial zones, administrative zones, traffic lines and areas reserved for sports. The details of this plan may be accessed from the Planning and Urban Directorate of Bergama Municipality.

Enforcement of the actions and monitoring of the plans are easily carried out since the Urban Construction Plan and Urban Conservation Plan is implemented by the municipality. Stakeholders who will carry out actions of Management Plan of Bergama and its Multi Layered Cultural Landscape are different institutions and NGO's. Each stakeholder has different responsibilities and authorisation. Therefore, operating the coordination mechanism efficiently is important for carrying out and monitoring the actions of the Management Plan. In addition, Bergama Municipality, which actively takes responsibility in most of the local actions of the management plan, has the authority to change the provisions of Urban Construction Plan that are contrary to the spirit and actions focused on the preservation of the World Heritage Site. In other words, the spirit and actions of the Management Plan set ground for changing other plans in Bergama. To give an example, story height in settlements around the Tumulus which are not within the Urban Conservation Plan because they are not in an urban site are lowered by applying changes in the urban construction plan¹⁰.

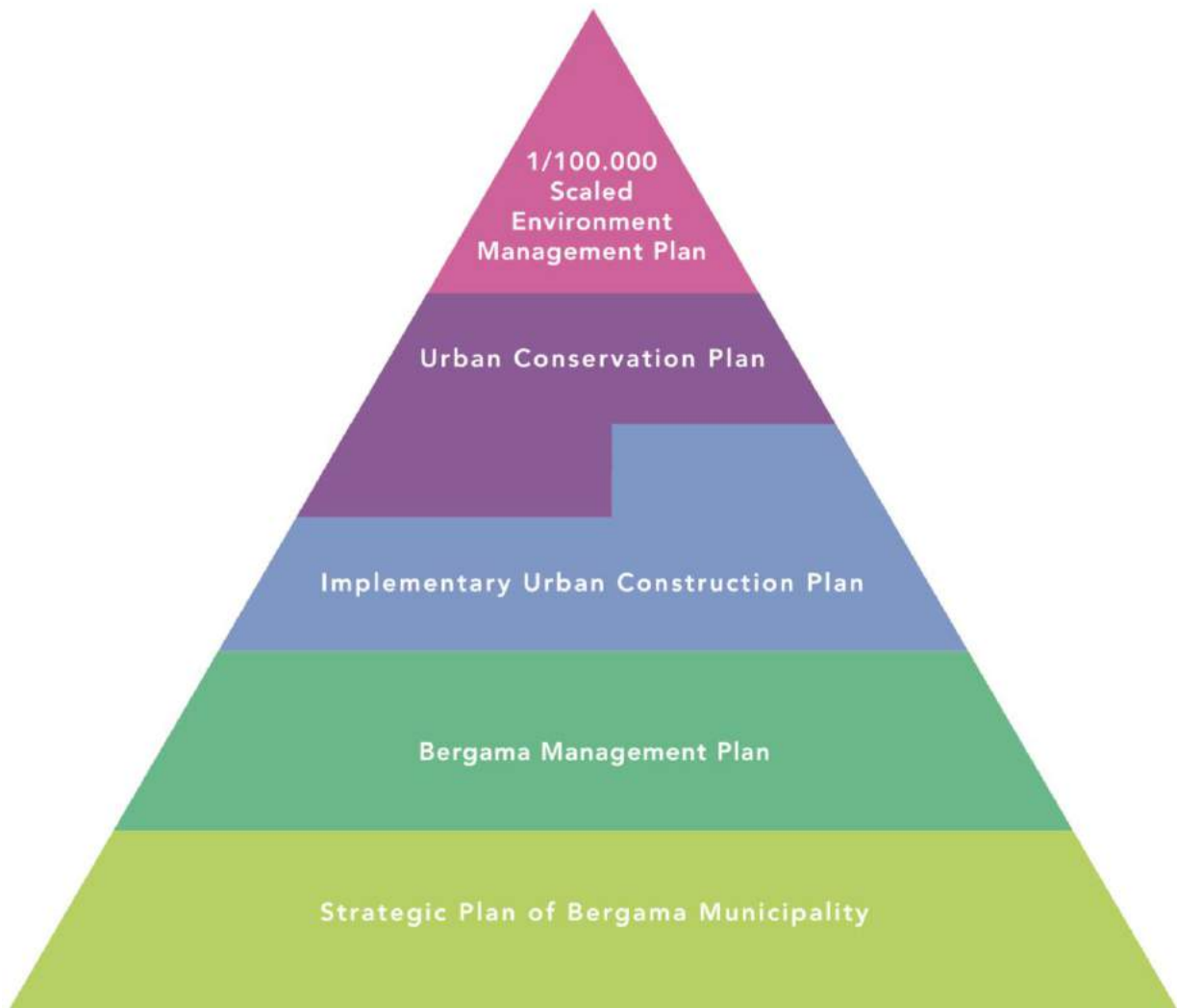
General Directorate of Urban and Planning in Ministry of Environment and Urbanisation is the utmost responsible and authorised for implementation and monitoring of 1/100.000 scaled

¹⁰During the summer-fall period of 2015, in order to protect the visual connection between the Tumuli and Kale Hill, Bergama Municipality has carried out a scientific research with "Ege Planning" on how the heights of the buildings which are located in between the Tumuli and the Kale Hill should be. There has been some changes by limiting building heights in the Urban Construction Plan depending on the results of this study; and some areas have been changed as 'green areas' by closing it to structuring. The decree for the change has been accepted in November 2015 by the Municipal Council and the changes was approved by the İzmir Metropolitan Municipal Council in 2016.

Environmental Plan of Manisa-izmir Region. The relation between this plan and Site Management Plan can be provided by the coordination mechanism within the Site Management system.¹¹

Relations among all the plans stated above are shown below in Schema 03.

Schema 03 Hierarchical Relations of the Plans



¹¹ Please look at Page 7, Shema 1: Site Management System

3.4 MANAGING DIFFERENT RICHES TOGETHER: ARCHAEOLOGICAL SITES/ MONUMENTS/ URBAN TEXTURE/ NATURAL HERITAGE/ DAILY LIFE/ COMMUNITY DEVELOPMENT

UNESCO World Heritage Site of Bergama contains different protected sites.¹² The archaeological and urban sites in the city have created a unique landscape between the natural beauty of Selinos Brook and Kale Hill. Bergama has been inscribed on UNESCO World Heritage List with its Cultural Landscape feature. This landscape, which has been shaped by the accumulation of thousands of years and the contribution of many different cultures, kept the cultural and social life of the city's population alive: It's an incomplete analysis to base the invention of the Parchment in Pergamon on the competitions of ancient kingdoms over libraries and art. What provided the skilful transformation of leather that had already been used as a writing material for thousands of years to parchment is the richness of natural life in Bergama and its environment. The plenitude of hills, clean water and numbers of goat flocks fed by this natural richness and the human power that mastered karatabaklık (tanning) should be perceived together.

Likewise, the superiority of the world famous quality, colours and designs of Bergama Carpets and Weavings is due to the natural life in Bergama and in its surroundings and also the presence of master weaver women as a result of a hundreds of years-long tradition.

By looking at Bergama today, we see a texture that still sustains the thousands of years old unique cultural and social richness including UNESCO World Heritage Site and its Buffer Zone, olive groves within archaeological heritage sites, rivers in urban conservation sites, Tumuli that suddenly appear in the alleys, clarinet sounds suddenly filling neighbourhoods, the appetizing display of cheese and honey on the shop windows in Arasta, carpets, rugs and weavings decorating the pavements.

While different types of heritage (archaeological, urban, industrial and natural) physically coexist in the city, Intangible Cultural Heritages are also sustained socially within daily life.

The presence of various types of heritage the city is both an indicator of richness and an element that should be approached carefully in

¹² Please look at ANNEX 2 for different protected sites within Bergama UNESCO World Heritage Site and Buffer Zone.

terms of planning. All types of heritage in the city are in fact in danger due to certain constraints brought about by modern life and changes created by modern life. These threats that heavily show their effect on certain areas are weaker in other fields.

To give an example, archaeological sites have been regularly excavated by the Head of Excavation using scientific methods since 1870's and thus, the ancient riches of the city have been unearthed and exhibited. Besides, it is observed that the ties between archaeological sites and locals and their feeling of belongingness is not strong enough as a result of the fact that visiting archaeological sites are charged and the implementations that would make the visits to ancient city attractive are insufficient. These archaeological sites have expensive ticket fees and concurrently, local people who are of low income and have many children cannot visit these sites. This situation is the result of the fact that electronic tickets are designed to be used all around Turkey for a year, and that this renders the card expensive for the local population who would come to these sites once or twice a year and spend time with their family and friends. Similarly, expensive fees for the aerial tramway used to reach the Kale Hill decreases the will of public to see the center of Bergama filled with the most famous structures of the Hellenistic and Roman periods. Citizens often express their complaints concerning this issue.

While monumental buildings within protected urban sites are restored, and used by re-functioning when necessary by the General Directorate of Foundations, the Ministry of Culture and Tourism, the Governor's Office and the Municipality (depending on the property ownership), restoration and maintenance of privately owned properties are carried out irregularly in general. Although property owners of immovable cultural heritage are aware of the process of the preservation councils and how they can interfere with these buildings, this threat of under-maintenance cannot be prevented. The reason for this is that property owners do not apply for monetary and in-kind contributions granted by different institutions such as Ministry of Culture and Tourism, TOKI, Governor's Office and the İzmir Metropolitan Municipality because procedures are time consuming.

When we look at natural heritage sites and olive groves, we see that the local population appreciate the value of these natural heritage sites.

There is a group of people in the city since the 1990's, who demand serious standards for operating facilities of mining and energy plants in the city that can harm the environment. Nonetheless, rich natural resources in Bergama and its environments attract different investments to the region such as dams, hydro-electric plants, mines, wind-energy systems and thermal plants. The increasing investments of energy and mining sector endangers the flow rate and cleanliness of the Bakırçay River, in which hundreds of streams flow. The air quality in the Bergama region, which has the highest rate of oxygen in the world, its pine nut production areas which also have the highest rates in the world, necessitate a meticulous planning of such investments. In recent years, studies have been carried out, which indicate that the decrease in pine nut crops is in direct relation with the change in weather conditions. In order to ensure that the olive groves, vineries and greenhouse productions are not put into danger, the investments in question should undergo detailed analyses prior to issuing permits, and investments that pose environmental risks should not be permitted at all.

In spite of the vivid social life in the city, some handicrafts such as parchment production, quilt making, tailoring, basket weaving etc. are losing their area of usage under the influence of modern life. Conscious efforts and actions are required in order to transfer the cultural values of these handicrafts to the next generation. On the other hand, weaving is continued as it is a source of income for the rural population; however, natural dye and threads are replaced by industrial materials, which create a danger for this handicraft of losing its authenticity.

Rich and various heritages of the city are regarded as development factors, instead of mining investments that pressure heritages and consumption-oriented modern life in Bergama. We believe that if cultural and natural sustainability is provided; natural, archaeological, urban heritages and the intangible cultural heritage, are strong enough to sustain community development.

Therefore, Pergamon and its Multi Layered Cultural Landscape with its every value is aimed to assume active functions for the community development of the public in light of the results of the current situation analysis.

STRENGTHS

1. Cultural past that dates back to ancient period and historical continuity, and the fact that multi layered cultural areas and components preserve the authenticity that reflect this continuity,
2. The fact that Bergama is on UNESCO World Heritage List with its components that show the cultural layers of the city,
3. Scientific works being carried out in the archaeological and urban sites for many years regularly and scientifically,
4. Scientific data and publications about the site being prevalent and reachable,
5. Assets of foundations being preserved and used within the foundation system,
6. The fact that there is no industrial activity which may harm the cultural heritage in the city where the source of income is based on agriculture,
7. Local administration, Chamber of Commerce and individual entrepreneurs carrying out preservation and sustenance works for civil architectural examples located in the urban site,
8. Property owners in the urban sites being well informed of preservation procedures,
9. High level of recognition of the city at national and international levels,
10. City's structure that enables sustainability of different types of tourism such as cultural, ecological, health and congress tourisms,
11. Bergama hosting Bergama Kermes (Festival), which is the oldest festival in Turkey,
12. Intangible cultural values such as Bergama Weavings, Parchment, quilt making, etc. still being sustained in the city,
13. Forests cover 60% of the surface of Bergama and the city being rich in natural heritage,
14. The fact that the city is situated in the agricultural basin, and that there are extensive irrigation opportunities,
15. City having the Kozak Plateau, which is one of the leading pine nut production areas in the world and known to be oxygen-rich,
16. The existence of thermal sources in the city that are suitable to use in green housing, heating and tourism sectors,
17. The existence of vocational schools of two universities,
18. The interactive communication among institutions who are primarily responsible for preservation, such as Local Administration, Conservation Council, Museum Directorate and Bergama Head of Excavation,
19. High institutional experience of Local Administration, Bergama Head of Excavation and Bergama Archaeological Museum on preservation and sustenance of cultural assets,

OPPORTUNITIES

1. The success of local administration in re-functioning works by regularly buying examples of civil architecture and/or monuments via expropriations every year and restoring them,
2. Increase in the awareness of owners of registered property that have multi property structure in allocating their buildings to local administration and different institutions for their socio-cultural usage,
3. Bergama being a focal point for many different districts in its vicinity in terms of trade, education, health, and etc. despite being far from Izmir
4. Opportunities of contribution to economy and decreasing air pollution by increasing the capacity of thermal opportunities,
5. Awareness of utilizing the geographical formation of Bergama within the context of patient rehabilitation,
6. High capacity of nature and eco-tourism in Kozak Plateau,
7. Increasing number of Village Projects that are intended to develop animal husbandry, which has a very strong effect on economic development (dairy sheep, dairy cattle, apiculture, carpet weaving etc.),
8. High renewable energy capacity of Bergama, especially high capacity of wind power generation
9. Resolving infrastructure problems of the city which require full-scale investments in cooperation with Izmir Metropolitan Municipality,
10. Attention paid to guidance and informing works in the city to ensure the visitors to see all and different cultural richness of the city,
11. Recent focus on the works carried out by universities in the city, IZKA (Izmir Development Agency), Chamber of Commerce, Municipality and tradesmen chambers on the subjects of evaluation of opportunities in terms of the city's different tourism types and setting service standards in tourism facilities and monitoring these standards. Demands of local organizations and public on reviving Arasta, which is the Ottoman Commercial Area,
12. Interest on preparation of local souvenirs for the visitors,
13. Works towards providing later entrance hours to archaeological sites (in order to avoid the negative effects of heat),
14. Works carried out by local administrations in Bergama and its environments on integrated tourism planning and the increase in the works carried out by the Ministry of Culture and Tourism, Bergama Municipality and IZKA concerning the different tourism types and their integrated promotion of Bergama by being the complement of these works,
15. Organizing Kermes (Festival) activities throughout the city and the increased participation of public in the activities,
16. High level of sensitivity by the local population for sustaining Intangible Cultural Heritage,
17. Recognition of Bergama Carpets and Parchment at national and international levels,
18. Starting giving education to children in institutions of informal education concerning the city's history and cultural values with the support of Bergama Municipality
19. Increase in vocational courses and in encouragement activities intended for women,
20. Increase in parental education and family planning educations,
21. Increase in the number of people who want to conduct permitted and followed up excavation within the scope of "Treasure Seeking Regulations" dated 1984 and numbered 18294 instead of attempting illegal diggings in Bergama and its environments,
22. Increase in pedestrian transportation and in number of works carried out to overcome the insufficiency of parking lots,
23. Good relations between local universities with different institutions of the city (Municipality, Chamber of Commerce, IZKA, NGO's) and good evaluations of opportunities in working together on different projects, the leading of which being cultural preservation, Site Management and tourism improvement,
24. Local administration having a particular office that assists cultural asset owners for official procedures, works on the identification of cultural assets, natural heritages and intangible heritages in Bergama and its environments and communicates with universities and Ministry of Culture and Tourism on these subjects,
25. Increasing interest of tourism-accommodation investors in the city in the recent years,

WEAKNESSES

1. Income of inhabitants being mostly on middle and low/middle income level,
2. High level of unemployment due to the fact that there are no big industrial and agricultural facilities,
3. Lack of awareness of inhabitants of Bergama on outstanding universal values of the city,
4. Insufficient information of institutions and agencies in Bergama and its environments about outstanding universal values of Bergama,
5. Low awareness on universal values of the Tumuli and high number of problems on adapting the Tumuli to modern-day urban texture and city life,
6. Inadequacy of preservation and restoration works being applied or tried to be applied in urban archaeological sites, (The number of restorations is low when compared with the high number of cultural assets.)
7. Lack of integrated tourism plan,
8. Lack of integrated visitor system that involves printed and digital indicators and that can also guide academic researchers,
9. National and international tourism agencies only bringing daily tourist groups,
10. Inadequacy of touristic services and qualified accommodation facilities,
11. Lack of mechanisms through which visitors can communicate with shopkeepers and locals,
12. Insufficient inspection of accommodation and food & beverage facilities in the city,
13. The low number of informative materials addressing to visitors, (social media, website, printed guides or maps, etc.),
14. Low level of investment by local investors on cultural economies and cultural tourism,
15. Not taking "geographical indication" in carpets and other weavings of Bergama, and the standards of thread, dye, weaving not being inspected,
16. Inadequacy of teams and techniques to provide sufficient health care education and preventive healthcare services that would be sufficient for the demographic structure,
17. Physical inadequacy of urban infrastructure,
18. Inadequacy of parking lots in the city,
19. Inadequacy intercity and international transportation lines,
20. Insufficiency of the cleaning of the city,
21. Disconnection of relationships between governmental institutions and local public due to scattered and mountainous settlements,
22. Intensive air pollution in the city due to heating method used in the city during winter.

THREATS

1. Owners of registered civil architectural structures think that restoration procedures are complicated and long,
2. Sewage system connected to Selinos Brook causing environmental pollution in the city,
3. Negative effect of the heavy tonnage vehicles passing over the Roman tunnels under Red Hall and over the Selinos Brook,
4. Being unable to restore cultural assets that have multi ownership problems,
5. Lack of a "procedure" unity addressing physical and aesthetic effects of Modern Bergama's urban development on the Tumuli and Roman city remains,
6. Illegal excavations carried out by some "treasure seekers" from Bergama or around Bergama,
7. Inefficiency in determination of cultural heritage in villages as a result of scattered and mountainous settlements,
8. Lack of private courses - activities within formal education programmes towards archaeological sites and other cultural riches of Bergama,
9. Reduction in use of natural products in materials, such as dye and threads, of carpets and weavings of Bergama,
10. High tendency of the young population to migrate from the city,
11. Gradual breaking off of the socio-cultural ties between the local public and archaeological sites,
12. Slow continuing in establishment of the spirit of solidarity in the district by means of social cultural, and sportive activities,
13. Natural resources which exist in and at vicinity of Bergama (mines, water sources, sources related to forests) unable to be used within the framework of planning that which has an integrated approach,
14. Existence of mining activities and projects to generate energy, which would harm natural and cultural heritage,
15. Wide rural areas, and as a result, difficulty in communication between the city and rural areas,
16. Disconnected communication between district-province-centre in fields other than cultural protection and multi decision makers in activities,
17. Abolishing the administrative structure of villages with the Law of Metropolitan Cities dated 2012, numbered 6360 (Countless Anatolian villages and small towns, which are important in terms of rural natural heritage and rural cultural heritage similar to Bergama, are being exposed to pressure of urbanization by this law.)
18. Difficulties in delivering services to scattered and mountainous settlements as a result of the Law of Metropolitan Cities,

4. STRATEGY OF THE PLAN

VISION:

To create a Bergama that ensures the sustainability of maintaining holistic conservation of the Pergamon and its Multi Layered Cultural Landscape formed by the creation of different layers in thousands of years with mutual interaction of natural, cultural and the Intangible Cultural Heritage with mutual and conscious efforts by institutions, NGO's, the public and visitors, and to create generations that perceive living in Bergama as wealth and privilege.

MISSION:

To preserve the Pergamon and its Multi Layered Cultural Landscape with its inhabitants by creating a mechanism that approaches archaeological, urban, natural and Intangible Cultural Heritage as a whole and to support community development through this way.

To reinforce the cooperation mechanism among institutions and persons who have authority and responsibility for the preservation of Natural, Cultural and Intangible Cultural Heritages.

To ensure that every institution and persons who have authority and responsibility for conservation have complete and accurate information concerning the outstanding universal values of Bergama's Cultural Landscape.

To create "Responsible Tourism," which present archaeological, urban, natural and intangible cultural heritages as a whole in Bergama.

STRATEGIC GOALS AND TARGETS:

STRATEGIC GOAL 1: HOLISTIC CONSERVATION AND MANAGEMENT OF BERGAMA CULTURAL LANDSCAPE

TARGETS:

-
- To document the archaeological, urban and landscape values reflecting outstanding universal values of Bergama through scientific researches and their sustainable conservation, carrying out and monitoring necessary restorations at the site and passing down these outstanding universal values to posterity.
 - To prepare “Disaster Risk Management Plan for Everybody”
 - To maintain participation and sustainability in the site management plan

STRATEGIC GOAL 2: RESEARCH, EDUCATION AND CREATION OF AWARENESS

TARGETS:

-
- To ensure locals, visitors and students enjoy living in Bergama by supporting their active participation in sustenance of natural, tangible and intangible cultural heritage.
 - To compile and publish natural, tangible and intangible cultural heritages that reflect outstanding universal values of Bergama. To prepare various informative materials that introduce the heritages and that can be used in different activities.
 - To holistically handle outstanding universal values of Bergama in educational and scientific studies

STRATEGIC GOAL 3: CONSERVATION OF NATURAL ENVIRONMENT:

TARGETS:

-
- To carry out documentation works of the natural heritages of Bergama regularly.
 - To create awareness for conservation of natural heritage among public, local governmental institutions and other decision making authorities.

STRATEGIC GOAL 4: SAFEGUARDING INTANGIBLE CULTURAL HERITAGE:

TARGETS:

-
- To safeguard every intangible cultural heritage element sustained in and around Bergama and transmit them to posterity.
 - To adapt intangible cultural heritage practices into contemporary life through modern designs and re-functioning.

STRATEGIC GOAL 5: CREATION OF RESPONSIBLE TOURISM:

TARGETS:

-
- To establish and develop a sustainable visitor management system ensuring holistic coexistence of cultural, natural and intangible cultural heritages in and around Bergama.
 - To increase the number of overnight stays of visitors.

5 SUSTAINABILITY AND MONITORING OF THE PLAN

During the monitoring and evaluation process of the plan, the measuring of results by comparing them with aims and goals will be ensured, and analysing works will be carried out concerning the consistency of these aims and targets.

The full text of the management plan has been forwarded to every local public institution, NGO's, schools and research centres regardless of having authorization in actions of the plan or not. The full text of the plan is sent to regional directorates and governorate units in İzmir, ICOMOS Turkey and UNESCO National Committees. Moreover, the plan has been published in the website of Bergama Municipality. Likewise, summary of the plan has been prepared as brochure and it will be used in educational works for the public. Thus it has been aimed that all the stakeholders will be able to reach to plan and provisions of actions. Vision and mission statements of the plan have been hanged in places that people can see in Bergama Municipality's World Heritage Office.

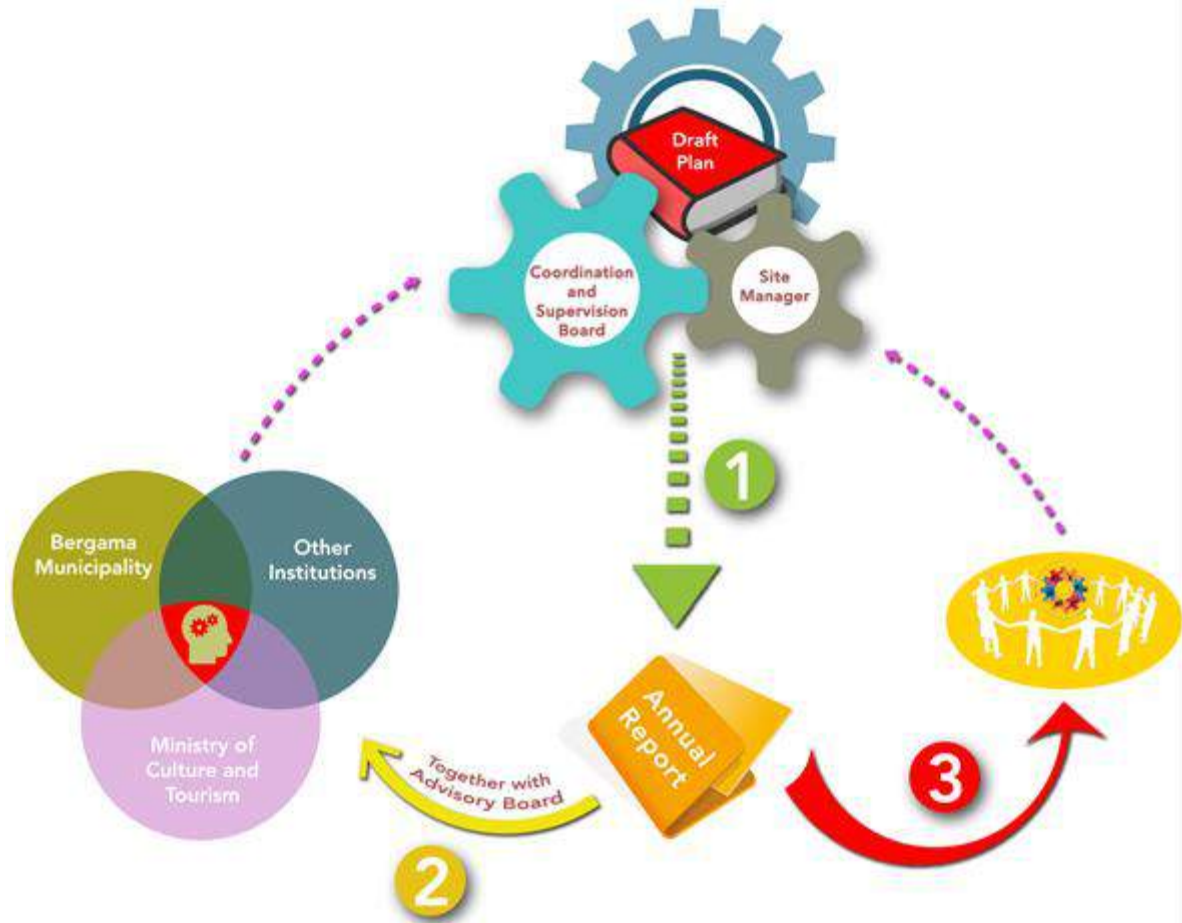
Developments concerning the plan are going to be shared with stakeholders during meetings to be held. The Advisory Board will meet minimum once a year and the Coordination-Supervision Board will come together twice a year for discussing the process of the actions of the plan.

An annual report is going to be prepared every December concerning the actualization of the actions as well as the studies carried out within that year, and this report will be shared with the Ministry of Culture and Tourism, relevant Regional Conservation Councils, local governmental institutions, NGO's and scientists. Annual reports will also be published in the website of the Bergama Municipality.

The vision, mission and objectives of the Management Plan will be reanalysed every five years and the actualization achieved of the actions of the plan will be analysed holistically. Required changes in the aim and objectives will be made through acquired results, and re-planning of actions and implementations in accordance with the changed conditions will be realized.

The vision, aim and objectives of 2021-2031 management plan will be designated in light of the monitoring that will be done in 2021, and implementations and actions of 2021-2025 will be reconstructed.

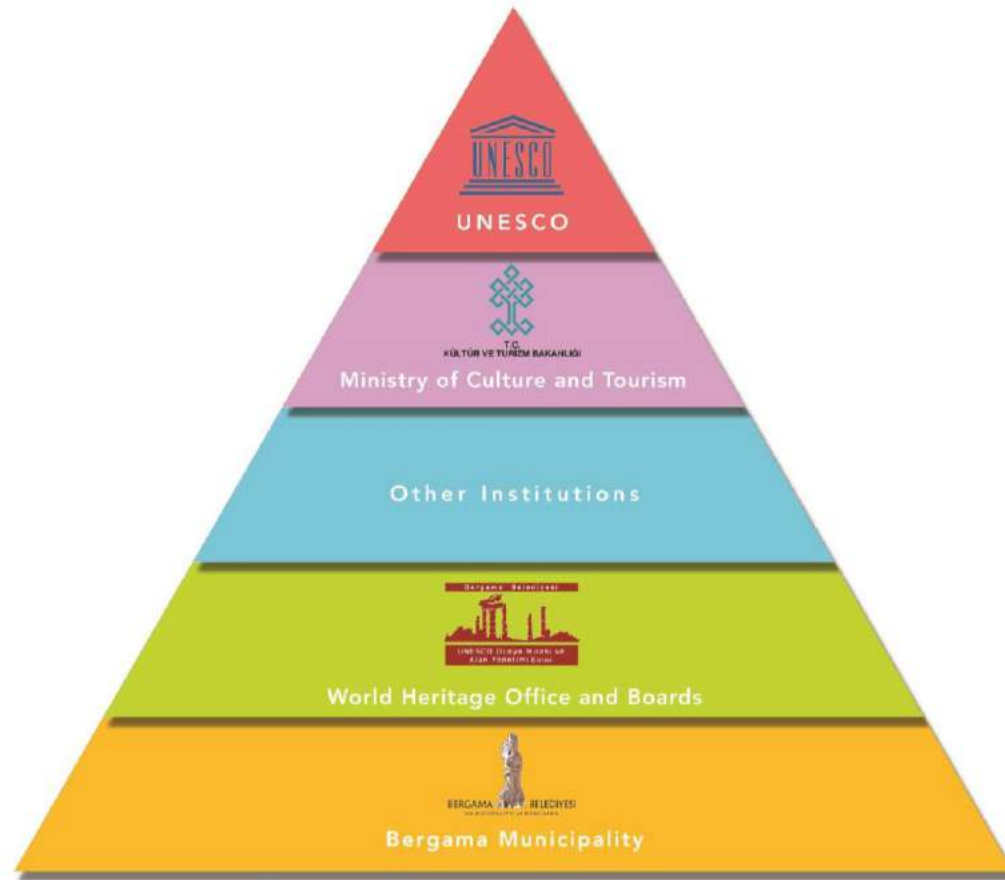
Basic information regarding the implementation and monitoring of the actions of this plan is given below in schemas. General procedure concerning the monitoring of the plan is seen in Schema 04, and hierarchy of responsibility in realization of the Action Plans is seen in Schema 05.



- 1 Monitoring and supervision of the plan will be followed by Coordination and Supervision Board and Site Manager. Annual monitoring-supervision reports will be prepared every year.
- 2 If annual report puts forth alterations to be made on Management Plan, plan is presented to stakeholders for the alterations upon the proposal of Advisory Board and it's presented to Coordination and Supervision Board.
- 3 While annual report is being viewed by the institutions, on the other side it's shared with public. (Printed Media, Digital Media, Informative Meetings, etc.)

Schema 05

Responsibility for Actualization of Action Plans



Regulatory - Norm Determinant
Authorization

Responsibility
in Actualizing the Actions

6 ACTION PLAN:

STRATEGIC GOAL 1: HOLISTIC PRESERVATION AND MANAGEMENT OF BERGAMA CULTURAL LANDSCAPE

TARGET: To document the archaeological, urban and landscape values of Bergama reflecting outstanding universal values of the city through scientific research and their sustainable conservation, carrying out and monitoring necessary restorations at the site and passing down these outstanding universal values to posterity through this.

ACTIONS:

1-Monitoring the world heritage site and buffer zone regularly according to interdisciplinary cooperation, recording the monitoring, and transmitting these records as data to the process of preservation practices.

Responsible Institution: Bergama Museum Directorate, Bergama Municipality, German Archaeological Institute Bergama Head of Excavation, İzmir Regional Council for Conservation of Cultural Properties No II (from now on Conservation Council).

Financial Source: It will be provided by relevant institutions.

Term: Short-medium-long term¹³

Performance Indicators: Advisory Board, Coordination and Supervision Board, NGO's and number of public meetings carried out, number of monitoring reports carried out at the site, number of published brochures, posters, books, etc., number of materials put in the digital system

2-Reporting scientific researches, restoration and conservation works that are carried out in the site annually, sharing them with stakeholders who are active in preservation works and determining actions that are necessary to realize according to monitoring results.

Responsible Institution: Bergama Museum Directorate, Bergama Municipality, German Archaeological Institute Bergama Head of Excavation, Conservation Council

Financial Source: It will be provided by relevant institutions.

Term: Short-medium-long

¹³**Short Term:** is comprised of 0-2 year/s time.

Medium Term: is comprised of 3-5 years time.

Long Term: is comprised of 6-10 years time.

Performance Indicators: Number of scientific researches and restoration and conservation works carried out and number of reports about these works

3-Adding seismic monitoring within the monitoring system. Having discussions on this subject with Boğaziçi Kandilli Observatory and Yıldız Technical University, and monitoring effects of seismic movements in the archaeological and urban sites by making a protocol. Adding the obtained info to the monitoring reports.

Responsible Institution: Bergama Municipality, Boğaziçi University, Yıldız Technical University

Financial Source: Bergama Municipality and İzmir Metropolitan Municipality

Term: Short

Performance Indicators: Rate and number of reporting effects of seismic movement

4: Monitoring industrial, mining, energy and urban investments that may have negative effects on mentioned visual connections, raising awareness among decision maker institutions and agencies on "Visual Connections", one of the leading Cultural Landscape values that support Outstanding Universal Values of Bergama for protecting visual connections between World Heritage serial sites within monitoring system and transferring them to posterity

Responsible Institution: Bergama Municipality, İzmir Metropolitan Municipality, World Heritage Office, Ministry of Culture and Tourism KÜVAM (General Directorate Of Cultural Heritage And Museums), BERKSAV (Bergama Culture and Art Foundation), German Archaeological Institute

Financial Source: Bergama Municipality, BERKSAV

Term: Short-Medium-Long

Performance Indicators: Number of agenda items concerning "Visual Connections" in the annual meetings of Advisory and Coordination Supervision Boards, number of informative meetings carried out in person with private and public investment institutions, number and types of informative-educational brochures prepared especially on the subject of Bergama Cultural Landscape and visual connections that date back to ancient periods.

5- Carrying out surveying and restoration projects of non-functional cultural structures (Bergama Municipality will continue expropriation, restoration and re-functioning works it has been carrying out since the beginning of 2000's.)

Responsible Institution: Bergama Municipality, İzmir Metropolitan Municipality, Conservation Council, İzmir Directorate of Surveying and Monuments, Mimar Sinan Fine Arts University (MSGSU).

Financial Source: It will be provided by Bergama Municipality and İzmir Metropolitan Municipality. Contribution margins of Property Tax will be used according to Contribution Margins Regulations for Conservation of Immovable Cultural Property (TKVKKPY). IZKA (İzmir

Development Agency) sources will be applied for medium term projects.

Term: Short-medium-long

Performance Indicators: Number of buildings on which surveying and restoration projects were carried out.

6- Developing “guided project” in cooperation with IZKA through a holistic approach to be brought on restoration and re-functioning of non-functional cultural structures + central project of visitor welcoming center in opa-2 area (Special Project Areas), and facade improvement projects which will be applied to some streets inside the urban site.

Responsible Institution: Bergama Municipality, IZKA, İzmir Metropolitan Municipality, Conservation Council, MSGSU.

Financial Source: IZKA and Bergama Municipality

Term: Short-medium-long

Performance Indicators: Number of structures on which restoration and re-functioning has been carried out and number of projects carried out in cooperation with facade improvement projects

7- Registering “Bergama Sümerbank Textile Factory” which has a special place among industrial heritage of Turkey and its evaluation with other Sümerbanks in Turkey in an integrated way.

Responsible Institution: Bergama Municipality, Conservation Council

Financial Source: Bergama Municipality

Term: Short-medium-long

Performance Indicators: Carrying out the registration of the structure, meeting notes and decisions taken for the conservation and usage of the structure. Comparison reports with other Sümerbank Factories.

8- Continuing maintenance, conservation and restoration works of structures within Archaeological Sites (Including the Tumuli + Kybele Rock Cut Sanctuary)

Responsible Institution: German Archaeological Institute Bergama Head of Excavation, Bergama Museum Directorate, Conservation Council, İzmir Directorate of Surveying and Monuments, Bergama Municipality

Financial Source: German Archaeological Institute, Ministry of Culture and Tourism KÜVAM, Bergama Municipality, Regional Directorate of State Hydraulic Works, District Directorate of Roads

Term: Short-medium-long

Performance Indicators: Number of structures on which restoration and maintenance works have been carried out, number of reports, conservation and restoration works carried out for Tumuli.

9- Ensuring certain parcels are left to posterity for researching urban archaeology by expropriating them in Urban Archaeological Site are, on which rescue excavations have been carried out.

Responsible Institution: Bergama Museum Directorate, German Archaeological Institute Bergama Head of Excavation, Conservation Council, Bergama Municipality

Financial Source: Bergama Municipality, İzmir Metropolitan Municipality

Term: Long

Performance Indicators: Scientific studies carried out about areas that are exhibited and publishing the studies carried out to improve exhibitions. Number and total area of parcels expropriated in these areas, total area left for reserve

10- Preparing and implementing landscape projects that will control the pressure of urban development around the Tumuli and increase connection between the Tumuli and the city.

Responsible Institution: Bergama Municipality, Conservation Council, Ministry of Culture and Tourism KÜVAM, German Archaeological Institute

Financial Source: Bergama Municipality, TKVKKPY

Term: Short

Performance Indicators: Number of projects and implementations carried out for the Tumuli

11- Opening Maltepe Tumulus for visitors by implementing landscape plan of Maltepe Tumulus and completing necessary expropriations.

Responsible Institution: Ministry of Culture and Tourism KÜVAM, Provincial Directorate of Culture and Tourism, Bergama Museum Directorate, Conservation Council, Bergama Municipality, German Archaeological Institute

Financial Source: Ministry of Culture and Tourism KÜVAM

Term: Medium

Performance Indicators: Finished expropriations, implementation of landscape project and opening the Tumuli for visitors

12- Carrying out improvement, expropriation, restoration and recreation area arrangements in Selinos Brook.

Responsible Institution: Bergama Municipality, Conservation Council, Regional Directorate of State Hydraulic Works no II, German Archaeological Institute, MSGSU

Financial Source: Bergama Municipality, İzmir Metropolitan Municipality, TKVKKPY,

Term: Medium

Performance Indicators: Preparation of improvement project, completion of expropriations, setting the budget, implementation of the project

13- Carrying out restoration projects and implementing them on the bridges over Selinos Brook.

Responsible Institution: District Directorate of Roads, Conservation Council

Financial Source: District Directorate of Roads

Term: Medium

Performance Indicators: Preparation and implementation of restoration projects

14- Carrying out a restoration project and implementation of Bedesten. Including Bedesten within cultural life with re-functioning.

Responsible Institution: Bergama Municipality, Regional Directorate of Foundations, Conservation Council

Financial Source: Bergama Municipality, TKVKKPY, Regional Directorate of Foundations

Term: Short

Performance Indicators: Setting the necessary budget, starting and finalizing restoration works and re-functioning the structure

15- Re-functioning “Building of District Police Department”, which is a unique example of structures from Ottoman Classical Period, and “Building of District National Education Directorate”, which is one of the best examples of Neoclassical Period, to include them within areas of cultural life.

Responsible Institution: Bergama District Governorate, Bergama Municipality, Conservation Council

Financial Source: Bergama Municipality, Bergama District Governorate, IZKA

Term: Long

Performance Indicators: Protocols ensuring the cooperation among the institutions, decisions on usage purposes of the structures, necessary allotment protocols

16- Carrying out surveying and restoration projects and implementations on Tabaklar Bath, which is in ruins. Re-functioning of the Bath building and ensuring its inclusion in cultural life

Responsible Institution: Bergama Municipality, Regional Directorate of Foundations, Conservation Council, MSU

Financial Source: Bergama Municipality, Regional Directorate of Foundations, TKVKKPY

Term: Long

Performance Indicators: Carrying out necessary expropriations around the Bath, setting the budgets by responsible institutions, preparing projects and starting their implementation, re-functioning the structure

17- Setting “walking trail” for opening Roman Aqueducts which is located behind Kale Hill for visitors.

Responsible Institution: Bergama Museum Directorate, Ministry of Culture and Tourism KÜVAM, Bergama Municipality

Term: Short

Performance Indicators: Setting the line of walking trail and project preparation

18- Preparing and implementing landscape projects of Roman city theatre and amphitheatre that are located in settlement areas today.

Responsible Institution: Bergama Museum Directorate, Ministry of Culture and Tourism, Bergama Municipality

Financial Source: Ministry of Culture and Tourism, Bergama Municipality

Term: Long

Performance Indicators: Carrying out detailed surveying of current situation of theatres, taking necessary precautions for conservation, preparing and implementing landscape projects

19- Setting standards for the dimensions of signboards and canopies of shops in urban archaeological site in accordance with the terms of Bergama Urban Conservation Plan, with the aim of ensuring easy perception of the cultural assets.

Responsible Institution: Bergama Municipality, Conservation Council

Financial Source: Bergama Municipality

Term: Short

Performance Indicators: Informative meetings organized for shop owners in the Urban Site, setting standards for the signboards and canopies and their implementation

20- Designing urban furniture in a way to maintain easy perception of cultural assets in urban archaeological site.

Responsible Institution: Bergama Municipality, Conservation Council

Financial Source: Bergama Municipality

Term: Short

Performance Indicators: Creating necessary designs, setting budget and implementation

21- Designing the City Stadium which is located in the middle of the settlement areas as the City Park and Square. Building the stadium in a more convenient area with holistic equipment that will be suitable for all kinds of sports activities.

Responsible Institution: Bergama Municipality, Bergama District Governorate, İzmir Provincial Directorate of Youth Services and Sports

Financial Source: Responsible institutions

Term: Long

Performance Indicators: Establishing cooperation among institutions, allotment of the City Stadium to relevant institutions, designating the place for the new stadium and carrying out the necessary allotment to relevant institutions, preparing and implementing projects

TARGET: To prepare the “Disaster Risk Management Plan for Everyone”

ACTIONS:

22- Developing a comprehensive risk management plan, which considers citizens, visitors and cultural assets as its focus, in order to be prepared for natural disasters and other risks. Organizing workshops and meetings which will enable the joint participation of public, NGO’s and relevant governmental institutions to the development of the plan.

Responsible Institution: District Governorate of Bergama, Bergama Municipality, Ege University, NGO’s

Financial Source: Ministry of Environment and Urbanization, Bergama Municipality, Bergama District Governorate

Term: Medium

Performance Indicators: Number of workshops and meetings carried out with the participation of public, NGO’s and relevant governmental institutions, number of people participated in the meetings and workshops, materials such as brochures, posters, etc. and preparing risk management plan

23- Carrying out informative publishing and printing activities regarding what citizens living in archaeological, urban and natural sites shall do during disasters caused by fire, earthquake and flooding, and etc. Establishing a team composed of representatives of governmental institutions, experts and researchers with the aim of preparing informative materials.

Responsible Institution: District Governorate of Bergama, Bergama Municipality, Ege University, NGO’s

Financial Source: Bergama Municipality, District Governorate of Bergama

Term: Short

Performance Indicators: Establishing a team who will carry out works to inform public, variety of printing and publishing materials and number of people who reach these materials, number of informative meetings and number of people who participate in the meetings

24- Making studies concerning how citizens and cultural assets will be affected from possible disaster scenarios and sharing the results with public.

Responsible Institution: District Governorate of Bergama, Bergama Municipality, Bergama Museum Directorate, German Archaeological Institute Bergama Head of Excavation, Ege University, NGO’s

Financial Source: Bergama Municipality, District Governorate of Bergama

Term: Medium

Performance Indicators: Carrying out studies on the effects of a possible disaster, sharing the results of the study with public and materials used in this sharing

25- Informing public institutions and the handicapped concerning what citizens with special needs and those who are handicapped may experience during possible disaster scenarios, and what possible precautions should be taken.

Responsible Institution: District Governorate of Bergama, Bergama Municipality, Ege University, NGO's

Financial Source: Ministry of Family and Social Policies, Bergama Municipality, District Governorate of Bergama

Term: Short-medium-long

Performance Indicators: Number of informative meetings carried out and number of people and institutions that are contacted

26- Preparing leaflets and informative boards and placing these boards in locations where they can attract the attention of citizens and visitors.

Responsible Institution: District Governorate of Bergama, Bergama Municipality, NGO's

Financial Source: Bergama Municipality, District Governorate of Bergama

Term: Short-medium-long

Performance Indicators: Number of the brochures prepared, and number of people that are contacted, the period of sharing the information on boards

27- Raising awareness on protecting cultural heritage and citizens by bringing together citizens and government offices that are responsible for disaster risk management on designated days and weeks

Responsible Institution: District Governorate of Bergama, Bergama Municipality, Scientists, NGO's

Financial Source: Bergama Municipality, District Governorate of Bergama

Term: Short-medium-long

Performance Indicators: Gathering frequency of responsible institutions, number of activities done for awareness

TARGET: To maintain participation and sustainability in the site management plan

ACTIONS:

28- Organizing neighbourhood meetings and house visits to ensure public takes part in works and decision making mechanism on conservation and sustenance practices and organizing private meetings for hearing out complaints

Responsible Institution: Bergama Municipality, Scientists, NGO's, Institutions with responsibilities in the World Heritage Site

Financial Source: Bergama Municipality, District Governorate of Bergama

Term: Short-medium-long

Performance Indicators: Number of neighbourhood meetings carried out for public and number of house visits, number of private meetings and number of people participated in the meetings

29- Announcing the annual actions of the plan regularly through use of published media, websites and boards to public in order to ensure ready participation of citizens and civil society organizations in conservation, sustenance and publication works concerning Bergama's outstanding universal values.

Responsible Institution: Bergama Municipality

Financial Source: Bergama Municipality

Term: Short-medium-long

Performance Indicators: Variety of methods and materials used for announcing annual actions of the plan to public, frequency of sharing with the public and number of people who are contacted

30- Providing access of citizens to annual realization reports of the Management Plan by informing them through published media, websites and boards. Ensuring the citizens to take responsibility for actions they are also involved in.

Responsible Institution: Bergama Municipality

Financial Source: Bergama Municipality

Term: Short-medium-long

Performance Indicators: Number of materials ensuring people to reach information, number of people and NGO's taking the responsibility

31-Preparing publications, establishing a regular e-mail information network, designing a Site Management website, and organizing meetings, panels and workshops in order to increase the coordination between institutions and persons who have responsibility and authority over actions to ensure sustainability of the Management Plan and the citizens.

Responsible Institution: Bergama Municipality, Scientists, NGO's, Institutions who has the responsibility for World Heritage Site

Financial Source: Bergama Municipality

Term: Short-medium-long

Performance Indicators: Number of workshops and meetings organized to ensure the sustainability of Management Plan, number of people, NGO's and institutions who are contacted, variety and number of informative system that is formed

32- Continuous participation of World Heritage Office's staff in Site Management Training Programme, which is carried out by Union of Historic Towns (TKB) and ÇEKÜL (Foundation for the Protection and Promotion of the Environment and Cultural Heritage) academy to have different experiences concerning latest management and preservation systems.

Responsible Institution: Bergama Municipality, Union of Historic Towns, ÇEKÜL Foundation

Financial Source: Bergama Municipality

Term: Short-medium-long

Performance Indicators: Number of educations carried out by the responsible institutions, variety of education subjects, and participation rate of staff of the Office in these educations

33- Establishing a "Union of Turkish World Heritage Towns" composing of sites in our country that are inscribed with UNESCO World Heritage List.

Responsible Institution: Municipalities in Turkey which contain UNESCO World Heritage Sites, Union of Historic Towns, UNESCO National Committee, Ministry of Culture and Tourism KÜVAM

Term: Short

Performance Indicators: Pre-interviews for establishing the union, preparing guideline and establishing the union

34- Finding new financial resources for actions that do not require a high budget unlike surveying and restoration projects, such as informing, raising awareness and sustaining Intangible Cultural Heritage implementations, carrying out publications. Increasing sources of sponsorship.

Responsible Institution: Bergama Municipality

Term: Short-medium-long

Performance Indicators: Setting the financial source, amount of the sponsorship sources, variety of materials to use sources that are formed to create awareness

35- Forming a coordination and informing system to make sure general informing and idea exchanges regularly in order to raise awareness for preventing or at least reducing the negative effects of activities and projects by public institutions which will be carried out within the boundaries of Site Management of they will have impact on Outstanding Universal Values of Bergama.

Responsible Institution: Bergama Municipality, Bergama District Governorate, İzmir Governorate, Relevant Ministries and public institutions

Term: Short-medium-long

Performance Indicators: Number of informative meetings, number of people, NGO's, Institutions and Agencies who are informed, forming informing system by responsible institutions

STRATEGIC GOAL 2: RESEARCH, EDUCATION AND CREATION OF AWARENESS:

TARGET: To ensure locals, visitors and students enjoy living in Bergama more by supporting their active participation in sustenance of natural, cultural and intangible cultural heritage.

ACTIONS:

36- Supporting researchers and public in terms of their access to the multi-layered heritage. Organizing “neighbourhood tours” throughout the year, so that public can regularly visit the archaeological sites.

Responsible Institution: Bergama Municipality,

Financial Source: Bergama Municipality, NGO’s

Term: Short-medium-long

Performance Indicators: Materials prepared for making it easier for researchers and public to reach information about the city and heritage site, informative meetings that are carried out, tour programmes that are prepared, number of locals who participated in tours

37- Providing necessary logistics and guidance services for scientists and students who come to Bergama for research or education. Providing access to World Heritage Office’s library and digital archive for scientists that come to the site for research.

Responsible Institution: Bergama Municipality,

Financial Source: Bergama Municipality, Universities

Term: Short-medium-long

Performance Indicators: Number of information and documents about Bergama in the library, number of access to information and documents, number of people to whom guidance service are given to

38- Establishing “Conceptual Museums” that create awareness on the outstanding universal values of Bergama, which are at the same time designed as education centres to support the city’s cultural life. (Museum of Parchment Manufacturing, İsa Çelik Museum of Photography and Visual Arts, Carpet and Weaving Museum, Galenos Ancient Medicine Museum, City Museum, etc.)

Responsible Institution: Bergama Municipality, Scientists, NGO’s

Financial Source: Bergama Municipality, NGO’s, private enterprise

Term: Long

Performance Indicators: Designating sites and places for conceptual museums, budgeting, designing museums according to their concept, employing personnel who will work in museums, opening the museums

39- Carrying out regular neighbourhood, school or conceptual educational activities so that citizens, and especially the youngsters learn the outstanding universal values of Bergama. Concentrating on trainings about restrictions brought on building heights around the Tumuli, the recognition of which is low among outstanding universal value of Bergama.

Responsible Institution: Bergama Municipality, District National Education Directorate, NGO's

Financial Source: Bergama Municipality

Term: Short-medium-long

Performance Indicators: Number of training, number of participants in the training, rates of reaching the youngsters

TARGET: To compile and publish natural, cultural and intangible cultural heritages that reflect outstanding universal values of Bergama. To prepare various informative materials to introduce these heritages and to be used in different activities.

ACTIONS:

40- Preparing documentaries and publications about Bergama carpets, Parchment production, Tahtacı (Anatolian Alaouit Group) "Cem" Ceremonies and rituals, multi-layered structure of Bergama, Bergama Kermes (Festival), ancient cities around Bergama. Preparing an animated movie that explains the outstanding universal values of Bergama.

Responsible Institution: Bergama Municipality, Researchers, Scientists, NGO's

Financial Source: Bergama Municipality

Term: Medium

Performance Indicators: Number of documentaries, movies, animations and publications that are created

41- Continuing publication activities aiming to provide citizens, and especially the youngsters learn about the outstanding universal values of Bergama.

Responsible Institution: Bergama Municipality, Researchers, District National Education Directorate, Teachers, NGO's

Financial Source: Bergama Municipality

Term: Medium

Performance Indicators: Number of publications and digital publications of books, brochures, articles about outstanding universal value of Bergama

42- Preparing materials on “Cultural Conservation and Bergama” to be used in formal education in order to be used in schools throughout the year.

Responsible Institution: Bergama Municipality, Researchers, District National Education Directorate, Teachers, NGO’s

Financial Source: Bergama Municipality

Term: Short

Performance Indicators: Variety of materials prepared for Cultural Preservation and Bergama, number of schools that use the materials and number of students contacted, number of seminars organized

43- Publishing brochures and maps in different languages for visitors, preparing and distributing educational materials addressed to public, organizing special activities on special days and holidays to increase public awareness.

Responsible Institution: Bergama Municipality, Çakabey Private Schools

Financial Source: Bergama Municipality

Term: Short

Performance Indicators: Number of languages used in brochures, maps, promotional videos, etc. that are prepared for visitors, materials prepared in order to raise awareness in public and arranging organizations that provides access of these materials to the target audience

TARGET: To holistically handle outstanding universal values of Bergama in education and scientific studies.

ACTIONS:

44- Supporting the evaluation of the multi layered and multi heritage structure Bergama in studies concerning Pergamon. (Providing logistic support to scientists and researchers who work in the fields of urban planning, art history, history, architecture, etc. for their research on Bergama during Byzantine Period, Beylik Period, Early Ottoman and Late Ottoman Periods. Providing financial support for the publication of these studies)

Responsible Institution: Universities, Scientists, Bergama Municipality

Financial Source: Bergama Municipality, Universities

Term: Short-medium-long

Performance Indicators: Cooperation carried out with universities for scientific studies, logistic and financial support given for post graduate, doctorate and other scientific studies

45- Enhancing local possibilities for researchers who want to conduct studies about the city. (Establishment of the 'City Museum' and 'Osman Bayatlı Urban Library' and improving the library of World Heritage Office where scientists and undergraduate and post graduate students can easily access scientific resources on Bergama)

Responsible Institution: Bergama Municipality, NGO's

Financial Source: Bergama Municipality, Universities, NGO's

Term: Medium

Performance Indicators: Establishing research library and publish these on digital database for the use of those who want to conduct studies

STRATEGIC GOAL 3: PRESERVATION OF NATURAL ENVIRONMENT:

TARGET: To regularly carry out documentation works of the natural heritages of Bergama.

ACTIONS:

46- Carrying out regular evaluation and registration works of the natural heritage in and around Bergama, regular monitoring of their protection and usage, keeping the monitoring records and using these records as data for preservation works.

Responsible Institution: Scientists, Universities, Bergama Municipality, Bergama District Governorate, Provincial Directorate of Environment and Urbanisation, NGO's

Financial Source: Bergama Municipality

Term: Short-medium-long

Performance Indicators: Rate of monitoring and reporting, providing the usage reports that are prepared as data

47- Sharing the data obtained from identification and registration works with public, NGO's and governmental institutes. Publishing these data.

Responsible Institution: Bergama Municipality, Scientists, NGO's

Financial Source: Bergama Municipality

Term: Short-medium-long

Performance Indicators: Number of identification and registration carried out, meetings and seminars organized for sharing the data obtained from these works

TARGET: To create awareness for the conservation of the natural heritage among public, local governmental institutions and other decision makers

ACTIONS

48- Facilitating public activities on special days such as bayram/eid, weddings, birthdays, and etc. at natural heritage sites to maintain a close relationship between natural heritage and local people. Continuing the activities of Bergama Kermes (Festival) at sites of Kozak Plateau and Kapıkaya. Creating new activities that are developed around natural heritage.

Responsible Institution: Bergama Municipality, Scientists, NGO's

Financial Source: Bergama Municipality

Term: Short

Performance Indicators: Proving easy access to natural sites

49- Measuring and monitoring the quality of air in Kozak Plateau in Bergama, doing necessary scientific research in order to preserve the quality of pine nuts in the Plateau.

Responsible Institution: İzmir Metropolitan Municipality, Universities

Financial Source: İzmir Metropolitan Municipality, Universities

Term: Short

Performance Indicators: Carrying out cooperation with universities in order to measure, monitor and preserve the quality of pine nuts, publishing the results of these studies, taking necessary precautions

50- Developing a section where natural heritage is specifically studied within “Disaster and Risk Management Plan for Everybody”.

Responsible Institution: Bergama Municipality, Bergama District Governorate, Scientists, NGO’s

Financial Source: Bergama Municipality

Term: Medium

Performance Indicators: Adopting the ideas related to conservation of natural heritage sites with the cooperation of stakeholders

51- Ensuring that public is regularly involved within works and decision making mechanisms during studies carried out for protection of natural heritage and for ensuring everybody to benefit from these heritages. Preparing informative brochures, organizing neighbourhood meetings, visiting neighbourhoods with representatives of governmental institutes, representatives of NGO’s and scientists.

Responsible Institution: Bergama Municipality, Bergama District Governorate, Scientists, NGO’s, Relevant Institutions

Financial Source: Bergama Municipality

Term: Short-medium-long

Performance Indicators: Participation of public, NGO’s, institutions and agencies in meetings, seminars and presentations towards conservation of natural heritage sites, preparing and distributing materials such as informative brochures, posters, etc.

52- Strengthening the communication between central and local government and macro and micro level plan makers, plan implementers and local public who becomes affected by the plan in conservation works, sustaining and advocating natural heritage in Bergama and its environments, building active relations between İzmir-Bergama-Rural Bergama for the sustainability of Rural Life, Rural Heritage, Intangible Cultural Heritage and Natural Heritage and directing investments towards areas that will ensure the transfer of the rural area to next generations.

Responsible Institution: Bergama Municipality, Bergama District Governorate, İzmir Metropolitan Municipality, Scientists, All relevant central and local planning institutions, NGO's

Financial Source: Bergama Municipality

Term: Medium

Performance Indicators: Number of coffee house and neighbourhood meetings besides meetings and seminars in order to activate an exchange of ideas, number of participants, number of activities and reports of activities that gather the public and plan makers together etc.

53- Establishing "Medicinal Plants Garden" that include endemic plants that have an important place among Bergama's natural riches, and that highlight the historical position of the city in pharmacy.

Responsible Institution: İzmir Metropolitan Municipality, Bergama Municipality, Scientists

Financial Source: İzmir Metropolitan Municipality, Bergama Municipality

Term: Long

Performance Indicators: Designating the area to establish the Medicinal Plants Garden on, the size of the budget, number and quality of the employees, starting construction of the museum and completing re-functioning, number of the plants in the garden and the increase in their number

54- Prioritization of pedestrianisation as much as possible in city's transportation network in order to decrease harmful gas emission within Bergama

Responsible Institution: İzmir Metropolitan Municipality, Bergama Municipality, İzmir Institute of Technology

Financial Source: İzmir Metropolitan Municipality, Bergama Municipality

Term: Long

Performance Indicators: Size of pedestrianized area, number of activities organized to inform shop owners in the pedestrianized area, residents around this area and people who use this area regarding the subject and number of participants, size of budget provided for the preparation of necessary projects, carrying out the pedestrianisation.

STRATEGIC GOAL 4: SAFEGUARDING OF INTANGIBLE CULTURAL HERITAGE:

TARGET: To safeguard all sustained Intangible Cultural Heritage elements in and around Bergama and transfer them to next generations.

ACTIONS

55- Identification and registration of all Intangible Cultural Heritage elements that are still practiced in Bergama and its environments

Responsible Institution: Bergama Municipality, Bergama District Governorship, Provincial Directorate of Culture and Tourism

Financial Source: Bergama Municipality

Term: Short

Performance Indicators: Number of identification and registration of Intangible Cultural Heritage elements

56-Monitoring practices of Intangible Cultural Heritage with interdisciplinary cooperation, recording of monitoring results, and transmitting these records to be used as data for applications of protection, making a difference, design, and tourism.

Responsible Institution: Bergama Municipality, Universities, Provincial Directorate of Culture and Tourism

Financial Source: Bergama Municipality

Term: Short

Performance Indicators: Number of monitoring reports, number of institutions with whom the reports were shared, number of designs that are created based on the reports, rate of those that were implemented after being designed

57- Identification of the intensity of public's practices of Intangible Cultural Heritage elements. Identification of the Intangible Cultural Heritage that is at risk of vanishing. Archiving Intangible Cultural Heritage practices through publications and documentaries.

Responsible Institution: Bergama Municipality, Universities, Provincial Directorate of Culture and Tourism

Financial Source: Bergama Municipality

Term: Short

Performance Indicators: Number of methods developed in order to measure the frequency of practices by the public, numbers-periods of mediums through which measurement results are shared with the public, number of visual-printed-digital materials prepared, number of material added to archive

58- Carrying out works to raise awareness on Intangible Cultural Heritages that are at risk of disappearing. Providing examples of intangible cultural heritage practices to public during all sorts of activities in the city, and especially during Bergama Kermes. Reserving a special study programme for Intangible Cultural Heritage implementations in formal and informal education systems such as Life Long Education Centre of the Municipality, and “education programmes with certification” given at Public Education Centre.

Responsible Institution: Bergama Municipality, Bergama Public Education Centre

Financial Source: Bergama Municipality, Bergama Public Education Centre

Term: Short

Performance Indicators: Number of seminars, meetings, brochures, promotional short videos on Intangible Cultural Heritage elements, number of people-institutions that are informed through these materials and methods, number of education programmes with certifications, number of people who get certifications, number of entrepreneurs who use their certificate in their business

TARGET: To adapt Intangible Cultural Heritage practices into contemporary life through modern designs and re-functioning.

ACTIONS

59- Creating designs in which Intangible Cultural Heritage practices are adapted into the ever-changing daily requirements of people in order to keep the relationship of locals with the Intangible Cultural Heritage lively. Ensuring especially the transformation of handcrafted products into daily use materials.

Responsible Institution: Bergama Municipality, Bergama Public Education Centre, ÇEKÜL Foundation

Financial Source: Bergama Municipality, ÇEKÜL Foundation

Term: Short

Performance Indicators: Number of products the designs of which are improved for daily usage, number of design workshops organized for this, amount of production

60- Supporting handicrafts to become a source of income for housewives by supporting the establishment of woman labour cooperatives or foundations. In this way, also securing the sustainability of Intangible Cultural Heritage practices.

Responsible Institution: Bergama Municipality, Woman Cooperatives

Term: Short

Performance Indicators: Number-size of places where cooperatives and foundations will make production and marketing, number of beneficiaries of these places, production amount of the cooperatives, sale amount, amount of income obtained, etc.

61- Securing the continuity of Intangible Cultural Heritage practices at risk through re-functioning, by reconsidering them within modern art implementations, and sustaining them within the city's cultural life by raising awareness. Pioneering the development of souvenir economy relying on parchment making, weaving, "tel kirma" (A traditional embroidery made by gold or silver wire) and etc. by supporting the increase of their production.

Responsible Institution: Bergama Municipality, ÇEKÜL Foundation, Woman Cooperatives, Private Enterprises

Term: Short

Performance Indicators: Number of products designs of which are improved for daily usage, number of design workshops organized for this, amount of production, etc.

STRATEGIC GOAL 5: CREATION OF RESPONSIBLE TOURISM:

TARGET: To establish and develop a sustainable visitor management system ensuring visitors to experience cultural, intangible and natural heritage in and around Bergama holistically.

ACTIONS:

62- Planning visitor routes in and out of Bergama that put forward the Intangible Cultural Heritage and natural heritage elements as well as tangible heritage elements that constitute outstanding universal values of Bergama.

Responsible Institution: Bergama Municipality, İzmir Metropolitan Municipality, Union of Historic Towns, ÇEKÜL Foundation, Ege University

Financial Source: Bergama Municipality, Ege University

Term: Short

Performance Indicators: Organizing a team, number of alternative routes prepared, duration of routes, number of guides that routes are introduced, number of printed-digital-online brochures explaining the routes

63- Creating awareness to encourage investments in different tourism economies in Bergama where different tourism economies such as Cultural Tourism, Natural Sports, Rural Tourism, etc. can be practiced at the same time.

Responsible Institution: Bergama Municipality, Bergama Chamber of Commerce, Ege Tourism Association, TURSAB (Association of Turkish Travel Agencies)

Term: Medium

Performance Indicators: Number of proposal reports showing that different types of tourism can be carried out together, number of institution-guide-agencies to whom these reports are presented, etc.

64- Continuing the joint international publicity carried out as part of the integrated tourism planning of İzmir.

Responsible Institution: Bergama Municipality, Bergama Chamber of Commerce, IZKA, İzmir Metropolitan Municipality, Other Relevant District Municipalities, Relevant District Chambers of Commerce

Financial Source: IZKA, Relevant District Municipalities, İzmir Association of Professional Tourist Guides (IZRO)

Term: Short-medium-long

Performance Indicators: Number of tourism expos participated in, number of panels-meetings-workshops participated in, etc.

65- Carrying out informative meetings with Tourism Agencies concerning integrated tourism destinations in the Northern Aegean and İzmir.

Responsible Institution: Bergama Municipality, Bergama Chamber of Commerce, TURSAB, IZRO

Term: Short-medium-long

Performance Indicators: Number of proposal reports related to integrated tourism destinations, number of institutions-guides-agencies to which these reports have been submitted, etc.

66- Setting up a web site that presents different tourism potentials of Bergama in an integrated way.

Responsible Institution: Bergama Municipality, Bergama Chamber of Commerce

Financial Source: Bergama Municipality, Bergama Chamber of Commerce

Term: Short

Performance Indicators: Budgeting for the development of the website, preparation of the web site and keeping the web site updated

TARGET: To increase the rates of visitors' accommodations.

ACTIONS

67- Carrying out publicity, meetings, press and advertisement activities that will raise awareness on Outstanding Universal Values of Bergama for tour operators

Responsible Institution: Bergama Municipality, Bergama Chamber of Commerce, Ege Tourism Association, TURSAB

Term: Short-medium

Performance Indicators: Number of advertisement brochures and advertisement videos, number of guides, agencies and tour operators that materials are distributed to, number of meetings organized for people who are involved in tourism, number of participants in these meeting, etc.

68- Carrying out awareness activities to increase capacity of accommodation facilities and to build different types of facilities to answer different demands.

Responsible Institution: Bergama Municipality, Bergama Chamber of Commerce, Ege Tourism Association, TURSAB, Private Enterprises

Term: Medium

Performance Indicators: Number of meetings-workshops to be organized with investors that will ensure the transfer of Bergama's tourism values, participation rate in these activities, amount of the investment

69- Determining standards for service quality of tourism facilities in accommodation and service sector, educating the staff about standards and carrying out regular inspections of these standards.

Responsible Institution: Bergama Municipality, Bergama District Governorship, Bergama Chamber of Commerce, Ege University, Private Enterprises

Financial Source: Bergama Municipality, Private Enterprises

Term: Short-medium-long

Performance Indicators: Determining standards, their implementation at the facilities, forming an inspection unit and providing inspection, number of facilities that are inspected, reports prepared

ANNEXES

Works That Are Carried Out During the Nomination Process of Bergama for UNESCO World Heritage List and the Preparation Framework for Bergama Site Management Plan

Many people, institutions and NGO's have supported the works carried out for the inscription of Bergama on UNESCO World Heritage List and preparations of the Site Management Plan. Although it is difficult to list all the works here, we tried to list the works carried out by different institutions during official process started with the inscription of Bergama on the Tentative List of Turkey. The aim of forming the list below is to present the conscious programme carried out by institutions and people in Bergama towards a common goal before this management plan came into effect by summarizing the works during the process instead of listing all the works. Thus, decision makers and implementers that could not follow the works after they started or that could only see some parts of the works but missed the whole process during this long term process can understand the whole process better.

Many awareness activities which took place before the official start of the nomination works of Bergama for World Heritage List, had been carried by NGO's in Bergama who are not in the list below. Also, some conservation and sustenance works, which had been carried out in previous years and are not in Annex 1, have directly supported the inscription process of Bergama on UNESCO World Heritage List.

Examples of these works are the following: Bergama Urban Cultural Assets Inventory work supported by MSGSÜ, Turkish Academy of Science and Bergama Municipality within the scope of TÜBA-TÜKSEK Turkish Cultural Inventory Project between 2003-2005, Conservation Plan of Ertuğrul Neighbourhood that was prepared in 2006, Restoration of Küplü Bath in 2007, Urban Design and Street Improvement of Arasta work carried out by Bergama Municipality in 2007-2008 with contribution margin taken from Special Provincial Administration, "Protection Award for Registered Historical Buildings" given by Bergama Museum to owners who conserve their registered houses in 2008-2009, "Informative Guide for Registered Building Owners in Bergama" and the panel "Cultural Heritage Management in Bergama and Bergama in the process of UNESCO Nomination Candidacy" that was organized in 2010, and allotment of Bedesten that was carried out between Bergama Municipality and General Directorate of Foundations in 2011.

Works carried out since 2011 within the scope of the official process are listed below. The ones who would like to learn more detailed information about these works can use the following ways.

E-mail: bergamaunesco@gmail.com

Face to Face Meeting: Bergama Municipality
World Heritage Office
Ertuğrul Mh. Eski Belediye Cd. No.1
35700 Bergama /İZMİR

Phone: +90 232 632 80 05 (171 or 196)

2011:

- 07-09 April 2011: International Bergama Symposium was organized.
 - November 2011: Nomination works for UNESCO World Heritage List and Site Management procedures have been actively started after the establishment of Bergama Municipality World Heritage Office.
 - 06 December 2011: The first Coordination Meeting was organized with the participation of institutions that have authority, responsibility and works at different fields of UNESCO World Heritage Site, NGO'S and the public. Following this meeting, the Governor's Office in İzmir has sent a circular demanding support from governmental institutions in İzmir for the work carried out by the Bergama Municipality.
 - 10 December 2011: During the İzmir Travel Turkey Tourism Expo, representatives of tourism sector were informed about the nomination process for UNESCO World Heritage List by carrying out a presentation on outstanding universal values of Bergama.
 - 26 December 2011: An information meeting concerning the nomination process for UNESCO World Heritage List was held in Bergama which was open to public.
 - Encouragement prize, which is granted by the Union of Historic Towns to Conservation Implementations, was given to the restoration and refunctioning of "Historic Gazi Paşa Greek School" project by Bergama Municipality.
- Cleaning of Selinos Brook was done by students in 2011 within the scope of the campaign titled "Protect the Cultural Heritage of Bergama", which was organized by the Conservation of Monuments and Tourism Hotel and Hotel Management Programmes of Ege University Vocasional School of Bergama.

2012:

- 03 February 2012: UNESCO Nomination Process and Management Plan were discussed at YAYED (Association of Local Administration Research, Assistance and Education) during Bergama Meeting.
- 21 February 2012: Cooperation started between Çakabey Private Schools and Bergama Municipality Schools for the preparation of publicity materials which focus on the outstanding universal values of the city by using photography and videos.
- 26 February 2012: What has been done so far especially in publicity and raising awareness works, and what more should be done, was discussed in Bergama Meeting of World Heritage Travellers Association.
- 04 March 2012: Ambassadors from Latin American countries were hosted in cooperation with Research and Practice Centre for Latin American Studies of Ankara University, and information concerning the nomination process of Bergama and the outstanding universal values of Bergama was shared. Ideas were exchanged by participants concerning international studies and cooperation in the cultural field.
- 06 April 2012: Coordination Meeting-2 was organized and studies that had been carried out concerning the gathering of information and documents following the Governor's Office mandate were examined. Participants were informed about the inscription criteria for the UNESCO World Heritage List, and their opinions were received.
- 11 April 2012: Opinions were exchanged concerning the Management Site and the priorities of the Site Management Plan in a meeting in Istanbul to which academics from Mimar Sinan University of Fine Arts, Yıldız Technical University and Middle East Technical University, representatives of German Archaeological Institute and ICOMOS National Committee attended.
- 19 May 2012: Bergama World Heritage Office attended to ICOMOS-CIVVIH Mediterranean Sub-committee İzmir Meeting. Some members of CIVVIH Committee met in Bergama and exchanged opinions on the multi-layered structure and characteristics of the cultural landscape of Bergama. Opinions of the experts were heard.
- May 24, 2012: In "Bakırçay Conference" where the natural, cultural, socio-economic and administrative problems of Bakırçay Region, which Bergama is a part of, and projects that

have been prepared for Bakırçay Region's future, have been discussed, and information was shared concerning the Nomination of Bergama for UNESCO World Heritage List and on tourism planning.

- 25 May 2012: During "Workshop of Bursa Site Management" that was organized by UNESCO National Committee, information was shared on the works carried out within the scope of Site Management Plan in Bergama. Information on how the management site was determined and works carried for identification and registration of cultural heritages were shared with the participants. The difficulties disadvantaged groups encounter when they participate in works for the development of the Management Plan were discussed.
- 22 June 2012: A regional meeting was organized at the Provincial Directorate of Culture and Tourism concerning the Intangible Cultural Heritage. Following the meeting, studies concerning the inventory of Intangible Cultural Heritage of Bergama started to be carried out. Identification works were completed in 1 September and were sent to the Directorate.
- August 2012: "General Evaluation Report on Restorations Carried out in the Urban Site of Bergama During 2010- 2011-2012" was prepared.
- Thus, the efficiency of human resources of the Municipality and its financial resource finding mechanisms that are currently working was exhibited. Another report has been prepared on buildings and areas in urban sites that can be actively be included in cultural life through restoration and re-functioning. In this way, data that would form a basis for applications to funding institutions such as IZKA (İzmir Development Agency), İzmir Metropolitan Municipality, Ministry of Culture and Tourism.
- July – August 2012: " International Bergama Stone Sculpture Symposium" had been organized. Works of the participants have been placed at different squares of the city.
- 11 September 2012: Information was given concerning the nomination process for UNESCO World Heritage List, during the Expo of CHP (Republican People's Party) Municipalities. Successful results were shared, which were brought about by local administrations featuring cultural heritage in their visions concerning their cities. Participants have been informed about the support of heritage protection and re-functioning works to city development specifically in Bergama.
- 25 June 2012: "Galenos" statue, which is the work of sculptor Ekin Erman, was placed in the Cumhuriyet Square in Bergama. The nomination process for the "Golden Mortar Prize of the

Union of Turkish Pharmacists”, which the mentioned statue was a part of, was finalized with receiving the special award on 06 November 2012. Efforts to raise awareness for Physician Galenos of Pergamon have been locally increased even further.

- November 2012: Support was provided for studies of identification and surveying works on Bergama Urban Site of students by Architecture Department of Mimar Sinan Fine Arts University. These studies became a tradition by continuing in 2013, 2014 and 2015.
- 14 November 2012: Works that were carried out within the scope of nominating Bergama for the UNESCO World Heritage List were shared by organizing Coordination Meeting-3. Information was exchanged concerning the works to be done in the upcoming processes. Different examples of implementation carried out at national and international levels concerning the management of cultural preservation were explained to the participating government institutions, representatives of NGO’s, scientists and public.
- 16 November 2012: Support was provided for and ideas were exchanged on the preparation work of the Poster presentation by Tomoko Kano and Wanwen Huang (Teikyo Heisei University ve The University of Tokyo) with the subject: “Sustainable Development of Dweller’s Life and Tourism in Historical Settlement, Take Pergamon City, Turkey as an Example”, which was prepared within the scope of International Conference on Cultural Heritage Preservation in Times of Risk.
- An exchange of ideas was carried out with the scientists for the first time in “Pergamon International Symposium” in 2011, which continued in 2013, 2014 and 2015. Different academic studies about Bergama were presented in symposiums organized in different countries in 2015.
- 16 November 2012: A photography exhibition which lasted two weeks was established at the Optimum Mall. At this exhibition at mall, which located at the centre of İzmir and used intensively by people, photographs which aimed to raise awareness of the outstanding universal values and Intangible Cultural Heritage of Bergama were exhibited. Photographs have been compiled from the archives of BEAFSAD (Bergama Amateur Photography Association). The mentioned association has given Bergama Municipality the authority to use the photographs taken as part of the “International Bergama Photomathon” and received a prize in “educational work on raising awareness and protection concerning the outstanding universal values of Bergama”
- December 2012: Participation in İzmir Travel Turkey Tourism Expo was ensured with publicity purposes. There was mutual

opinion exchange with Ege Tourism Association and tourism agencies concerning the development of a tourism plan.

- 10 December 2012: Advisory Board Meeting-1 was organized. Advisory Board is an obligatory board in accordance with national legislation (law numbered 2863 and regulation numbered 26006). The Board was established with the participation of institutions, academics, NGO's and citizens, which contributed to the forming of the plan during the preparation of the Board Management Plan with their ideas.
- Studies were started in December 2012 for the revision of the Management site as defined by the Ministry of Culture and Tourism in 2011. It was realized that the size current management area was not big enough after the works carried out on nomination criteria for the World Heritage List throughout 2012. Works to expand the area started to be considered in a way that would reflect every outstanding universal value of Bergama. The mentioned expansion operations continued until December 2013.
- The project for presenting the Ecotourism Sector Analysis of Bergama had been prepared by the academics of Ege University with the support of IZKA (IZKA Project No: TR31/2011/DFD01/0047).

2013:

- January 2013: A joint Documentary by Lesvos Island and Bergama for publicity; "Trip to Pergamon", has come out. This documentary is the first product of the opinions which state that an integrated tourism plan can be developed by the Municipalities of the Northern Aegean, which is around Bergama, with Lesvos Island.
- 25 January 2013: A publicity meeting was organized as part of the EMIT Tourism Expo in Istanbul, with members of TURSAB and tour operators. Information was given concerning the nomination process of Bergama for UNESCO World Heritage List, criteria of outstanding universal values and tourism planning.
- 07 February 2013: Face to face interviews were carried out in Ankara with members of the tourism sector concerning conservation of the UNESCO World Heritage sites and tourism planning.
- March 2013: Participation in Berlin ITB Tourism Expo together with Bergama Chamber of Commerce with the aim of publicity.
- 13 March 2013: An agreement was signed with BILKOM Company for the preparation of 3D Bergama publicity visuals as part of the social responsibility project, and announcements

were made in the universities of İzmir for the participation of students in this project. The project of 3 dimensional visuals of Bergama was completed, which was the first step of “3D Anatolia Project” in which students from Yasar University, Dokuz Eylül University and Ege University participated and which started with BILKOM on 09 June 2013.

- Free access was provided for the visuals showing the re-erected antique buildings, which were designed within the scope of the project, via iTunes and Android applications.
- April 2013: Official information was sent to governmental institutions in the district and in the province as well as to NGO’s in order to raise awareness on the conservation of the Tumuli and their vicinity, which are a part of the outstanding universal values of Bergama. In April 19, 2013 a private field trip and meeting was organized with the participation of representatives from the Ministry of Culture and Tourism, the Regional Conservation Council, Head of Excavations and representatives of municipality. Problems faced during the process of protection of the Tumuli as part of outstanding universal values, and ways to solve these problems were discussed.
- 9-10 May 2013: IInd International Bergama Symposium was organized. During the symposium, scientists evaluated two subjects: 1- “Parchment: the Transmission Tool of Cultures” and “2- Medicine in The Ancient Period and Galenos of Pergamon” The symposium ended with a “Parchment Making Workshop”. The tannery of Master Tanner Ismail Araç, who is 83 years old and known as “The Last Karatabak (Tanner) of Anatolia”, was visited and parchment production was experienced with the participants. After this symposium, local demands were formed regarding the establishment of a parchment museum in Bergama. On the other hand, parchment started to be prominent in creations of modern art as an ancient material. After the attention created by female apprentices of İsmail Araç, documentaries started to be prepared with different perceptions of different directors concerning parchment making and “karabatakçılık”. In Summer-Fall 2013, bilateral discussions were arranged with local volunteers, scientists and musicologists about the establishment of parchment museum in Bergama.
- 2013 Spring Period: A research was conducted by İzmir Institute of Technology and Bergama Municipality that analysed traffic axes, parking areas and traffic densities in Bergama and proposed solutions to reduce traffic density. Results of the research were shared with every governmental institution in the city.

- 26 June 2013: Information was given to İzmir Governorate concerning the financial requirements for nomination of Bergama for UNESCO World Heritage List and for restoration and re-functioning of the monuments of the city in Management Plan.
- 2013 Summer Period: Guide of Bergama was published in which the visitors can see the outstanding universal values and components of the multi-layered cultural landscape of the city holistically.
- 2013 Summer-Fall Period: Informative meetings were organized that aimed to draw attention of the administrators of governmental institutions in İzmir to “pressure of structuring around Tumulus” and the lack of financial sources concerning “re-functioning and restoration of monumental structure located in urban site”.
- 17 September 2013: A meeting was held with the local members of the Coordination and Supervision Board and the Advisory Board concerning works that have been carried out during the past 2 years, expectations, and details with regards to interviews that should be carried out in 2014 were discussed.
- 23-27 September 2013: ICOMOS Expert was hosted in Bergama for on-site inspections as part of nomination process for World Heritage List.
- 29 September 2013: Questions by the members of Atatürkist Opinion Association on UNESCO World Heritage List and protection were answered during their regional meeting and their proposals on the management plan were heard about.
- 18 December 2013: A meeting was held in İzmir in order to have an exchange of information with governmental institutions and universities regarding the works carried out for the preparation of the management plan.
- December 2013: Works concerning the expansion of the Management Site were completed. Areas that are in the World Heritage Site such as Columbarium, Aqueducts, Kybele Rock Cut Sanctuary and the area where there are the Tumuli of İlyastepe have been included in the Management Site. When this Management Area defined after the mentioned expansion was declared to be inadequate in the report of ICOMOS announced in May 2014, management plan was revised in a way to expand the buffer zone around the Tumuli. This expansion has been approved by the Ministry of Culture and Tourism.
- In 2013, a research was conducted on the possibilities of integrated tourism in Bergama and its environments, as a joint project of the Department of Geography and Department of Tourism and Hotel Management of Ege University. The results of

this research have been published under the title “A Sustainable Tourism Approach and Potential of Integrating Tourism of Bergama and Dikili” by Bergama Municipality.

- In 2013, the Cultural Prize of Bergama Culture and Art Foundation (BERKSAV) was given to Mehmet Gönenç, Mayor of Bergama, based on his pioneer position in inscription activities of Bergama on UNESCO World Heritage List.

2014:

- 13 January 2014: A report including a summary of all the work that has been done concerning the establishment of Parchment Museum was published. This report was distributed to NGO's and private establishments who could finance the project.
- January 2015: Cumulative information was given to IZKA about restorations and big scale urban projects that are being planned to be completed in the short and middle terms, and communication began concerning the creation of financial resources.
- April, May and June 2014: Prior to the 38th Session of UNESCO World Heritage Committee, interviews were done with UNESCO National Committee, Ministry of Culture and Tourism, Head of Bergama Excavation and ICOMOS International.
- 22 June 2014: Participation in the 38th Session of UNESCO World Heritage Committee in Doha, the capital of Qatar, where Bergama and its Multi Layered Cultural Heritage has been inscribed on UNESCO World Heritage List as Bergama and its Multi-layered Cultural Landscape.
- 2014 Spring and Summer Period: Free bus tours were arranged for transportation from İzmir to Bergama twice a week on Fridays and Saturdays as part of the project called “Bergama is Calling You”, which was organized by Bergama Municipality and Bergama Chamber of Commerce.
- July and September 2014: information was given to Ministry of Culture and Tourism concerning the mining permits around Bergama. A meeting was held concerning the inspection of the mining permits in order to maintain protection of Pergamon Cultural Landscape.
- October 2014: Meetings with General Directorate of Roads and Ministry of Culture and Tourism were held concerning the establishment of a tourism reception center in Topçu Kışlası (Artillery Barracks) area (This area is within the management site OPA-2 (Private Project Area), and changing the highway routes that pass over Roman tunnels of the Red Hall.

- Fall 2014: A meeting was held with Bergama Museum Directorate, Regional Directorate of Roads and Ministry of Culture and Tourism, concerning making revisions in informative signboards along the highways. Attempts to change signboards where there are wrong or missing information about Bergama were started.
- 11 November 2014: Participation was ensured in YAPEX Conservation and Restoration Expo, which was jointly organized by Union of Historic Towns and ÇEKÜL Foundation. UNESCO Nomination Process and Site Management plan were shared with other municipalities.
- Fall-Winter 2014 and Spring 2015 Periods: Bilateral meetings were conducted with local NGO's on what has been done in terms of protection, education and tourism activities in Bergama following its inscription on UNESCO World Heritage List, and what more should be done.
- 21 October 2014: A meeting was jointly organized with İzmir Metropolitan Municipality in İzmir with the participation of Governmental Institutions that are involved in tourism planning, NGO's and public. Representatives of UNESCO National Committee and TURSAB have attended as speakers.
- During 2014, activities to raise awareness on reviving parchment making as a handicraft as well as craftsmanship, and to ensure its recognition at local and national level.
- Mehmet Gönenc, Mayor of Bergama, was presented an award in SKALITE Regional category by Istanbul SKALITE due to his efforts concerning inscription of Bergama on UNESCO World Heritage List.
- Bergama Municipality was given an implementation prize in "2014 Contest of Encouraging Protection Works" by the Union of Historic Towns, on account of restoration work carried out on historical houses in Havra and the urban site.
- In 2014, the Cultural Prize of Foundation of Bergama Culture and Arts (BERKSAV) was presented to the World Heritage Office of Bergama Municipality due to its success during the inscription activities of Bergama on UNESCO World Heritage List.
- In 2014, tourism activities started in Kozak Plateau by establishing infrastructure for rural tourism with initiatives of local entrepreneurs. In 2015, "Library and Memory house of Rasime and Recai Şeyhoğlu" has been opened in Demircidere Village of Kozak Plateau as a continuation of these projects.
- In 2014, "Education History Museum of Kadri of Bergama" was established through private investment of 14 Eylül School, in the historical building of the school that was restored by Bergama Municipality. The said museum and a team from 14 Eylül School

composed of Turan Şen, Mehmet Tamer Ayyıldız, Özlem Ezgin, Ercan Akkan and Kadir Kiriş, have been rewarded in the “Innovation Awards in Education” competition organized by the Ministry of Education in 2015.

- Registration works of 14 Ottoman buildings located on Red Hall have been carried out upon documentation and evaluation works by MSGSÜ for the protection of Red Hall, which is an archaeological site, with respect to its multi-layers.

2015:

- In the first half of 2015, preparations were made with IZKA (İzmir Development Agency of a project to support the Cultural Tourism sector in Bergama by developing a Guided Project for integrated tourism and publicity planning for İzmir and environments).
- From March 2015 onwards, works begun to form educational materials about "UNESCO", "Cultural Riches of Bergama" and "Protection of Cultural Values", for students at various levels, by taking permission from District National Education Directorate. Education materials, which are prepared by using the suggestions that came out from the studies with teachers, will be used in information activities that will be carried out at schools.
- April 2015: Mehmet Gönenç, Mayor of Bergama received the Prize of Culture and Arts as part of the 2nd "Homeros Awards for Contribution to İzmir" given by Private Tefvik Fikret Schools.
- April 2015: In collaboration with Bergama Chamber of Commerce, Bergama Municipality and Bergama Vocational School of Ege University, an education programme was carried out by the academics of Tourism and Hotel Management Programme of Vocational School for representatives of tourism in order to increase the service quality of tourism facilities with the motto; "Happy Tourist Happy Tradesmen".
- 26 May 2015: A SWOT Analysis was conducted in order to observe the effects of the activities that have been carried out since 2011. The SWOT Analysis of the Management Plan was renewed via workshops carried out with the participation of local institutions, academics, representatives of NGO's and opinion leaders.
- 2015 Spring and Summer Period: Free bus tours were arranged from İzmir to Bergama twice a week on Fridays and Saturdays as part of the project called "Bergama is Calling You" that was organized for the second time by Bergama Municipality and Bergama Chamber of Commerce.

- Publicity events were carried in collaboration with IZKA with the aim of promoting İzmir holistically, focusing on UNESCO World Heritage Site of Bergama. Participation to Tourism Expos in Berlin, Dubai, Utrecht, Moscow, Italy, Paestum and Tokyo was ensured.
- From July onwards, an integrated tourism planning was started with districts located in the Northern Aegean Region. "Tourism Development Network of Pearls of Northern Aegean Region" has been established. The aim with these works is to create a Northern Aegean tourism destination including Lesvos Island of Greece as well.
- In July, joint celebration and sharing of experience took place with Alba, Italy which was inscribed on UNESCO World Heritage List in the 38th World Heritage Committee along with Bergama and Böblingen, Germany which is a Twin Town with Bergama.
- 2015 Summer-Fall Period: A scientific research has been conducted with Ege Planning in order to preserve the visual connections that have been present since the antique period between the Tumuli and the Kale Hill. Results of the study revealed that building heights are ought to be limited at some areas. The proposals of this research were accepted in the assembly meeting of Bergama Municipality in November 2015, and accepted by İzmir Metropolitan Municipality in March 2016.
- May 2015: Activities to raise awareness of Bergama Carpets as well as parchment on local and international levels were started. Meetings and studies have been conducted within this context with different NGO's, governmental institutions, cooperatives of weavers and people who are involved with the trade of these carpets. The first meeting was held on 22 June 2015. On 1 October 2015, a presentation was organized where researchers that conducted studies on weavings and carpets of Bergama were gathered together. It was decided that preparations for application to join UNESCO Creative Cities Network with weavings and carpets of Bergama will start in 2016.
- 2015 Fall-Winter Period: Surveying works, which will form the basis of rehabilitation, restoration, recreation landscape project of Selinos Brook, has been carried out by Bergama Municipality. In 2016 phases of preparation and implementation of the project will be completed.
- 2015 Fall-Winter Period: Façade Improvement Project was carried out around Covered Bazaar in the urban site.
- Within the scope of "Respect to History Local Preservation Awards" organized by İzmir Metropolitan Municipality for the 13th time, 3 different houses and their owners in Bergama had been awarded in the category "Life in a Historical Building". At

the same event, Special Award of the Jury was given to İsmail Araç as Living Value for being “the last Karatabak (Tanner) of Anatolia”.

- December 2015: It is declared that the IZBAN (rail system) developed by İzmir Metropolitan Municipality that would provide transportation between Ancient City of Ephesus (located in south of İzmir) and Pergamon (located in north of İzmir), was found inapplicable by Ministry of Transportation, Maritime and Communication.
- Protection and restoration projects prepared by postgraduate programme of Department of Restoration of MSGSÜ were given to Bergama Municipality. Upon their approval by conservation council, the projects will benefit from funds.

2016

- 28-31 January 2016: Bergama Municipality participated in 20th EMIT International Tourism Expo organized in Istanbul with the stand of UNESCO World Heritage Pergamon. Stand of Bergama received “The Best Publicity” award in the Expo.
- 14 March 2016: During “Local Administrations 2016” Awards organized by Social Democrat Municipalities Association, Bergama Municipality was given the “Art, Culture and Tourism” award due to its works regarding UNESCO World Heritage Bergama.
- “Bergama is Calling You” organization started once again in April. The organization was first started in 2014 by the Bergama Municipality and Bergama Chamber of Commerce. Within the organization that lasted 5 months, free bus tours have transferred people from İzmir to Bergama twice a week on Fridays and Saturdays.
- 19 April 2016: During the Book Fair traditionally organized every year in İzmir; publication works for the books published again by Bergama Municipality were carried out. These include books by Osman Bayatlı, and “Once Upon a Time in Bergama” a book by Sara Pardo, in which the author transformed the historical process that created the Outstanding Universal Values of Bergama into a children’s book. During the fair, a speech entitled “Ancient Pergamon and Osman Bayatlı” was carried out.
- 4 May 2016: “X-Bus photography workshop and seminar” was carried out in Bergama with the participation of local amateur photographers in the joint organization by Faruk Akbaş, who is a leading travel and documentary photographer from Turkey,

and Fujifilm Turkey. The subject of the activity was Cultural and Natural Heritage of Bergama.

- 19 May 2016: On May 19, which is celebrated nationwide as the “National Youth and Sports Festival”, started to be celebrated as “Youth Festival” in Bergama, in which sports and cultural activities are collected together.
- During the “Bergama UNESCO World Heritage Days” celebrated traditionally every year on the anniversary day of the inscription of Bergama on the UNESCO World Heritage List, the book by Researcher-Author İlhan Pınar entitled ‘Bergama Within the History Through the Eyes of Travellers 1671-1892’ was publicized. Conversations on the stages of Bergama from 2nd century BC onwards were organized.
- Bergama Cultural Center has been opened in the beginning of October. Cultural Center, which is designed by World-renowned Turkish architect Emre Arolat, was constructed with the support of Bergama Municipality, Ministry of Culture and Tourism, İzmir Metropolitan Municipality and Emre Arolat. The Cultural Center has received many prizes in many international architecture competitions before and after its opening.
- Restoration and maintenance works of “Red Hall”, which is among the leading structures that reflect outstanding universal values of Bergama, has been carried out by İzmir Directorate of Surveying and Monuments throughout the year.

Urban Conservation, Urban Development and Neighbourhood Works

After the “Whole-City Law” came into effect in 2015, it was decided to develop projects specifically for the sustainability of natural, rural heritage, Intangible Cultural Heritage and rural life and rural development in rural areas around Bergama. While Neighbourhood Cultural Centres are founded in rural neighbourhoods, public transportation system was improved and projects of distributing livestock (bovine and ovine) to villagers were carried out with the cooperation of İzmir Metropolitan Municipality and Bergama Municipality. Common works were improved on subjects such as apiculture, sericulture, milk and milk products production, organic agriculture, olive and olive oil production, gathering and marketing mushrooms and herbs, rural tourism and so on. Within the scope of these works designed with a term of 13-15 years, production and marketing cooperatives started to be founded as well.

Certain examples of the works carried out in 2016 are listed below.

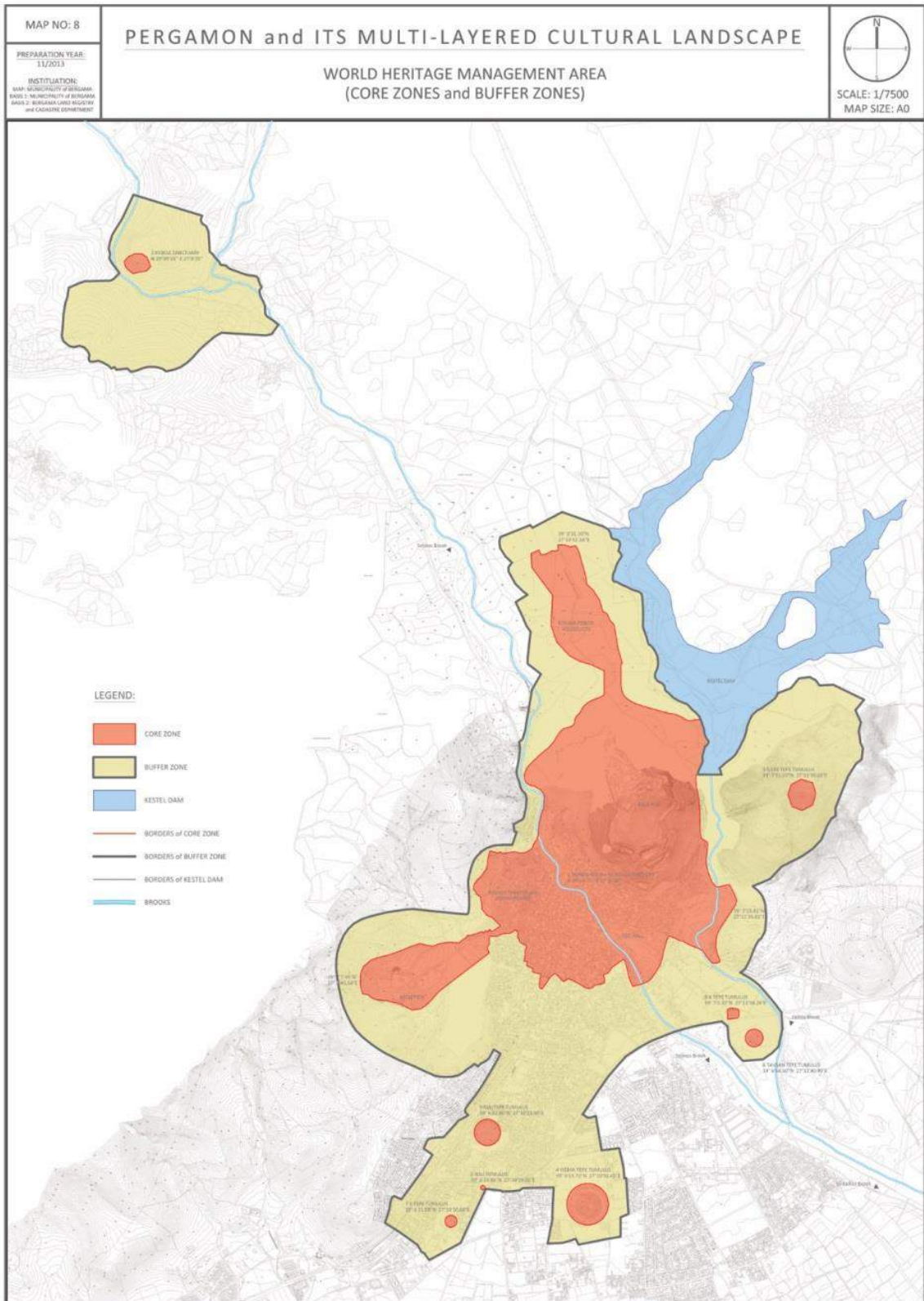
- 8th Bergama Camel Wrestling Festival was organized in 6 February.
- Bergama Municipality has increased its support to Turkish Folk Music Bands to improve their works. Performing Folk Music with local participation was supported with events spread through the year.
- "World Farmers" Day, which is celebrated in May, was celebrated with events organized extensively and inclusively in rural production areas of Bergama.
- The "Bergama Women Initiative" established the Women Initiative Production and Enterprise Cooperative of Bergama, which is supported by Bergama Municipality as well, in order to transfer traditional production methods to the next generations and increase the contribution of housewives to the family budgets. This cooperative is the second women's cooperative in Bergama that produces to sustain traditional handicrafts and to ensure the meeting of these handicrafts with the needs of modern life, and it has already started conducting design creation efforts.
- Life Long Education Center of Bergama Municipality started to organize regular training with certifications in cooperation with art and traditional crafts workshops. Certain certification programmes have been carried out with the cooperation between Public Education Center and Vocational Department of İzmir Metropolitan Municipality.
- During the 80th International Bergama Festival organized in 2016, "Local Products" stands that always take part in the festival were improved and transformed into the "Intangible Cultural Heritage Street", where "Living treasures and traditional arts and crafts" that are organized with international participation are exhibited. Common workshops were organized by national and foreign "Living Heritages" that meet members of two different women production cooperatives active in Bergama. It was decided to organize this "Intangible Cultural Heritage Street" in the Kermes regularly every year with the support of Bergama Municipality.
- Children Club of the Bergama Municipality started reaching all the schools located in rural Bergama by broadening its field of activity.
- "Cultural Center and Village Halls" started to be established in neighbourhoods of rural Bergama with cooperation between İzmir Metropolitan Municipality, Rasime-Recai Şeyhoğlu Library Chains and Bergama Municipality.
- "International Bergama Retro Motofest" was organized in the beginning of October. Within the scope of the 3-day event that

is planned to be organized traditionally every year, group events were organized in cultural heritage areas of Bergama on one day, and group activities were organized in Kozak Plateau on another day and camps were set up.

- As part of the activities of “Mukhtar Day”, which started to be celebrated nationally in 2015, events concerning the problems and responsibilities of mukhtars in central and rural Bergama started to be organized. During the events in which Bergama Municipality and District Governorate of Bergama actively took part in, it was decided to organize educational activities for mukhtars throughout the year and provincial managers to meet mukhtars regularly in “conversation” events with the support of İzmir Metropolitan Municipality.

ANNEX 2:

MANAGEMENT SITE



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ANNEX 4:

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ALTERTÜMER VON PERGAMON (AVP) (ARCHAEOLOGICAL EXCAVATION HISTORY)

- Band I 1: Alexander Conze: *Stadt und Landschaft* (1912)
- Band I 2: Alexander Conze: *Stadt und Landschaft* (1913)
- Band I 3: Alexander Conze (Hrsg.): *Stadt und Landschaft* 3: Friedrich Graeber: *Die Wasserleitungen* (1913)
- Band I 4: Günther Garbrecht: *Die Wasserversorgung von Pergamon* (2001)
- Band II: Richard Bohn: *Das Heiligtum der Athena Polias Nikephoros* (1885)
- Band III 1: Jakob Schrammen: *Der grosse Altar – der obere Markt* (1906)
- Band III 2: Hermann Winnefeld: *Die Friese des groszen Altars* (1910)
- Band IV: Richard Bohn: *Die Theater-Terrasse* (1896)

- Band V 1: Georg Kawerau – Theodor Wiegand: *Die Paläste der Hochburg* (1930)
- Band V 2: Hermann Stiller: *Das Traianeam*. Berlin 1895
- Band VI: Paul Schazmann: *Das Gymnasion. Der Tempelbezirk der Hera Basileia* (1923)
- Band VII 1: Franz Winter: *Die Skulpturen mit Ausnahme der Altarreliefs* (1908)
- Band VII 2: Franz Winter: *Die Skulpturen mit Ausnahme der Altarreliefs* (1908)
- Band VIII 1: Max Fränkel (Hrsg.): *Die Inschriften von Pergamon* (1890)
- Band VIII 2: Max Fränkel (Hrsg.): *Die Inschriften von Pergamon* (1895)
- Band VIII 3: Christian Habicht, Michael Wörrle: *Die Inschriften des Asklepieions* (1969)
- Band IX: Erich Boehringer – Friedrich Krauss: *Das Temenos für den Herrscherkult* (1937)
- Band X: Ákos von Szalay – Erich Boehringer u.a.: *Die hellenistischen Arsenale. Garten der Königin* (1937)
- Band XI 1: Oskar Ziegenaus, Gioia de Luca: *Das Asklepieion. Der südliche Temenosbezirk in hellenistischer und frühromischer Zeit* (1968)
- Band XI 2: Oskar Ziegenaus, Gioia de Luca: *Das Asklepieion. Der nördliche Temenosbezirk und angrenzende Anlagen in hellenistischer und frühromischer Zeit* (1975)
- Band XI 3: Oskar Ziegenaus: *Das Asklepieion. Die Kultbauten aus römischer Zeit an der Ostseite des Heiligen Bezirks* (1981)
- Band XI 4: Gioia de Luca: *Das Asklepieion. Via Tecta und Hallenstraße. Die Funde* (1984)
- Band XI 5: Adolf Hoffmann, Gioia de Luca: *Das Asklepieion. Die Platzhallen und die zugehörigen Annexbauten in römischer Zeit* (2011)
- Band XII: Klaus Nohlen, Wolfgang Radt: *Kapıkaya. Ein Felsheiligtum bei Pergamon* (1978)
- Band XIII: Carl Helmut Bohtz: *Das Demeter-Heiligtum* (1981)
- Band XIV: Doris Pinkwart, Wolf Stammnitz, *Peristylhäuser westlich der Unteren Agora* (1984)
- Band XV 1: Meinrad N. Filges, Wolfgang Radt: *Die Stadtgrabung. Das Heroon* (1986)
- Band XV 2: Klaus Rheidt: *Die Stadtgrabung. Die byzantinische Wohnstadt* (1991)
- Band XV 3: Ulrike Wulf: *Die Stadtgrabung. Die hellenistischen und römischen Wohnhäuser von Pergamon. Unter Berücksichtigung der Anlagen zwischen der Mittel- und der Ostgasse.* (1999)
- Band XV 4: Holger Schwarzer: *Das Gebäude mit dem Podiensaal in der Stadtgrabung von Pergamon. Studien zu sakralen Banketträumen mit Liegepodien in der Antike* (2008)
- Band XVI 1: Manfred Klinkott: *Die byzantinischen Befestigungsanlagen von Pergamon mit ihrer Wehr- und Baugeschichte* (2001)

ANNEX 5

CONTACT INFORMATION

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