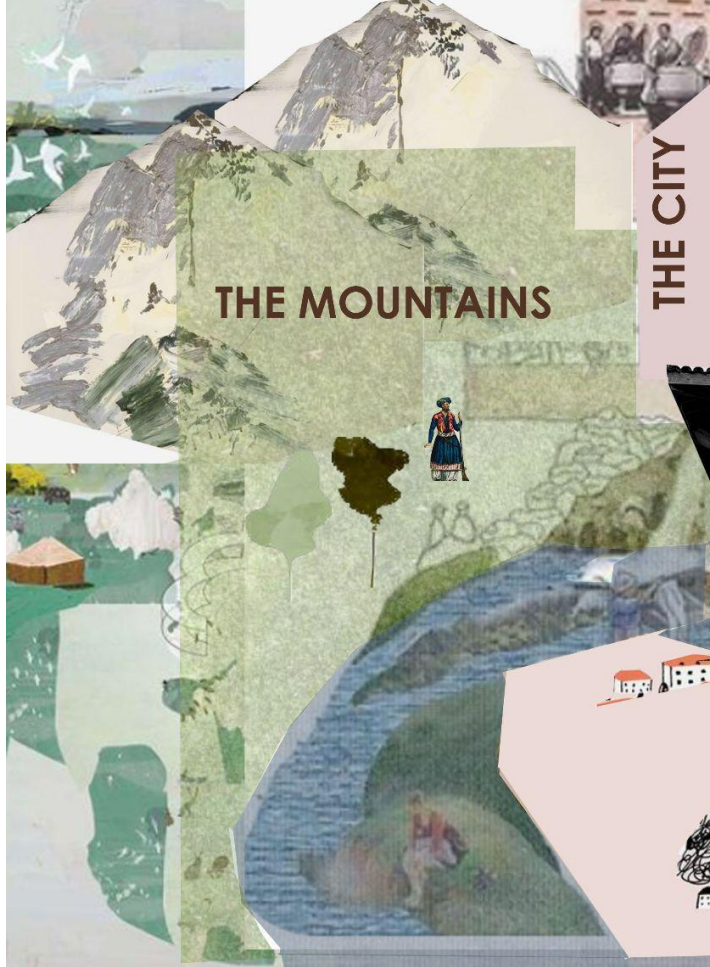


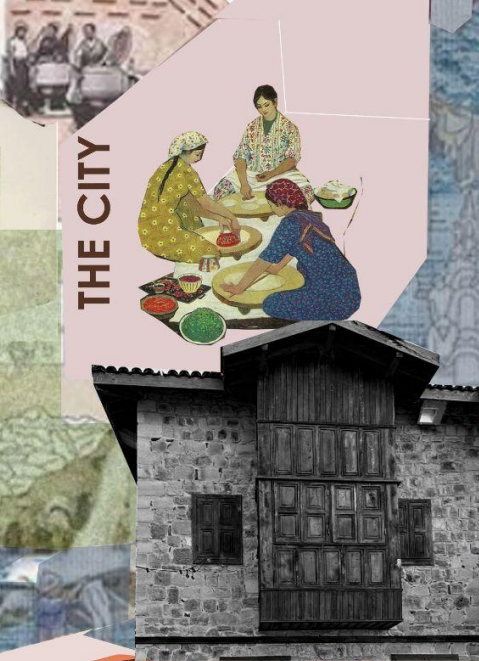


Connecting the cultural landscape

# What is the cultural heritage?



THE MOUNTAINS



THE CITY



THE SEA



# Nomadic lifestyle

The district of Manavgat, located within the Antalya province, is home to a rich cultural heritage of the Yörük community. The Manavgat Yörüks stand out with their traditional lifestyle, handicrafts, and cultural characteristics.



**Origin and Nomadic Life:** Manavgat Yoruks are a community whose ancestors are thought to have migrated from Central Asia to Anatolia. Nomadic lifestyle forms the basis of their cultural identity. They engage in animal husbandry by making seasonal migrations between spring and winter areas.



**Seasonal Migration:** The Yörüks engage in animal husbandry and lead a nomadic lifestyle. During spring, they migrate from their winter quarters (kışlak) to their summer pastures (yaylak). These seasonal migrations play a significant role in their socio-economic life. Yaylak areas provide suitable grazing for their animals and protection from the summer heat.



**Cultural Significance:** Manavgat Yörüks play an essential role in Turkish culture, and their way of life and traditions are of great interest to researchers.

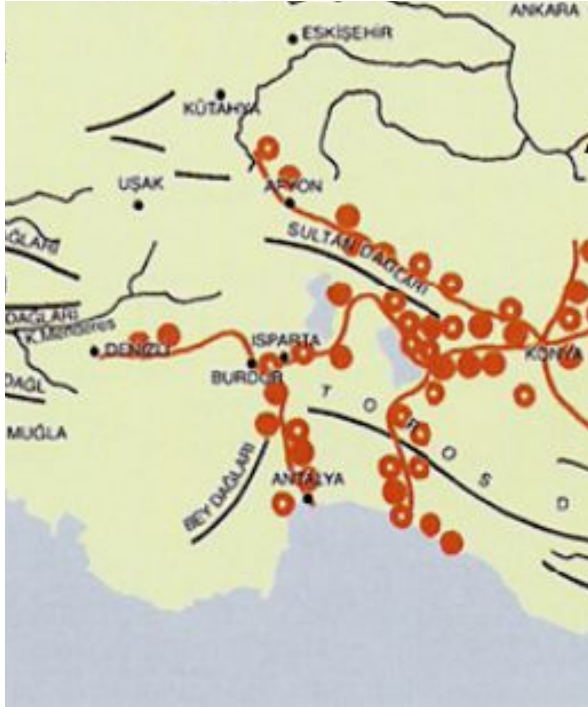


# What is the “**KERVANSARAY**” caravanserais exactly?

Caravansaries, were roadside inns strategically positioned along major trade routes, such as the ancient Silk Road. These architectural marvels served a dual purpose.



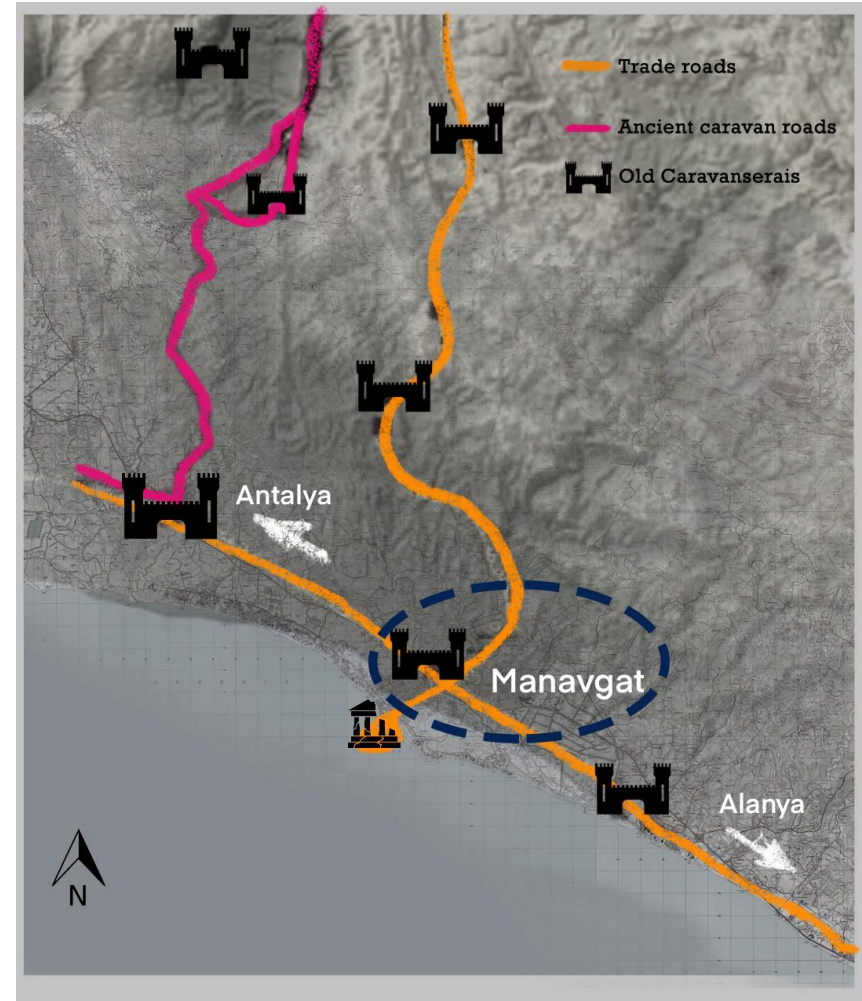
The term “caravanserai” is a Persian compound word, combining “kārvān” (meaning a group of traders, pilgrims, or other long-distance travelers) with “-sarāy” (indicating a “palace” or a “building with enclosed courts”).



Antalya is one of the ancient cities on the historical silk road. Anatolian Seljuks became partners in world trade through the ports of Antalya and Alanya; they have built caravanserais all over the country in order to ensure the safe circulation of the goods they produce and import within the country. **Seventeen of these caravansaries are located within the borders of today's Antalya.** Only the names of some of them and the region where they are located could be identified and the place where they were built could not be determined. Most are in ruins and consist of a pile of stones.



Antalya caravanserais were located on eight different caravan roads and contributed to the commercial life of Anatolian Seljuks. Some of them were on a few caravan paths. These caravanserais, which have provided great service in terms of trade and accommodation in the past, seem to be able to be used for historical and cultural tourism.



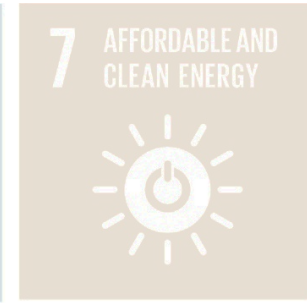
In summary, kervansarays symbolize Turkish hospitality and have left an indelible mark on history by facilitating trade, ensuring safety, and providing shelter for weary travelers.



**Caravanserais served as hubs for the exchange of goods, ideas, and culture.** Caravanserais were not only practical but **also symbolic**. They represented the interconnectedness of cultures, trade, and human movement across vast distances.



# UN SUSTAINABILITY GOALS USED



# The name of your (Social) Enterprise or charity or community based organisation

**NEW NOMAD KERVAN** Relinking the cultural DNA through reintegration of local traditions in the landscape

## Vision and Mission Statement

Cultural Connection: Employing & partnering with local people knowledgeable of the specifics of cultural heritage to celebrate & sustain cultural landscapes & traditions by educating & providing meaningful experiences in an accessible, affordable & resilient way.

<b>Key-Partners</b> -University -Municipal government -Ethnographical museum -NPO -Local community	<b>Key Processes</b> -Collecting materials -Recruiting cultural experts, guides, artists, locals, etc. -Staff education -Organizing cultural events related to art & cultural heritage.	<b>Value Proposition</b>  -Avoiding identity loss by not conforming to mass tourism.  -Interconnections of cultures, trades, & human movement across vast distances.  -Marketing & sharing local culture while also providing economic benefits.	<b>Key-Products &amp; -Services</b> -New Nomad Kervan system linking important cultural elements -Travelers will stay in tents and Sarai -Workshops & events	<b>Customers</b>  Locals:            Tourists: -Universities    -Universities (programs)      -Digital Nomads -Families        - Schools -Schools         -Budget Travelers  <b>Beneficiaries</b>  -Local communities & villages - Manavgat Province -Bike tour guides -Local artists, crafts-people, shop owners
<b>Key Resources</b> -Cultural experts -Fundraising -Cultural landscape -Taurus Mountains -Manavgat Nehri River -Historic remains (Silk Road)	<b>Channels</b> -Social Media -Marketing (University) -Webpage -Events & festivals -Promoting education -Workshops			

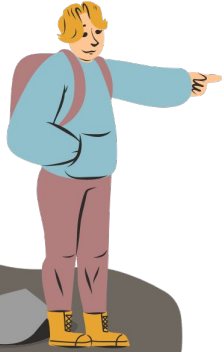
**Cost-Driver**  
Marketing, constructions & raw materials, maintenance, staff payments, rent

**Revenue-Driver**  
Rent, events, workshops, products, sponsorships

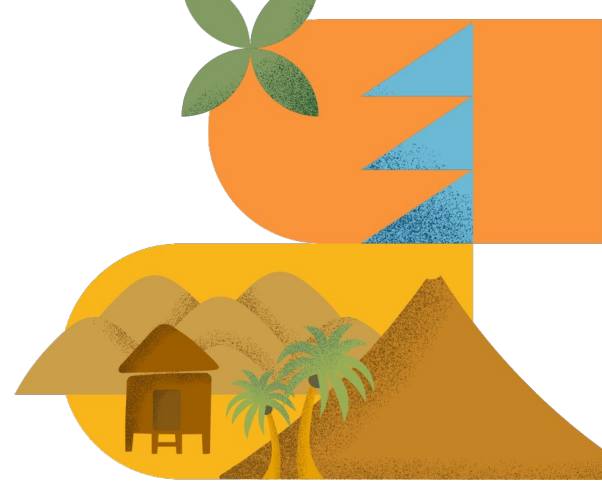
**KPI (Key Performance Indicator)**  
Percentage of new public open spaces created; customers positive reviews; rising local employment rates; local satisfaction rates

**Social & Environmental Impact / Impact on Beneficiaries**  
Locals feeling more connected to their cultural & historical roots; Educating others about cultural heritage and landscapes that can inspire visitors to embrace & learn more about their own culture & important landscapes; Promoting environmental protection that will carry into the future; Embrace mobility switches with connected train lines and bike/hiking paths that utilize historical existing routes (silk road).





## Interview Session



If “New Nomad Caravanserias” are established how would you feel about it?



# CUSTOMERS & BENEFICIARIES: FIELD TESTING

## Roller Skater



### Background

- Antalya native
- Roller skates every day
- Visits Manavgat very often

Berk, 16

### Complaints

- No good spaces for biking & skating in Manavgat
- Worried about too many cars

### Hopes

- A skate park
- Smooth & safe pathways for bikes & pedestrians

### Comments

- Manavgat is a beautiful area!
- My friends and I would love to camp and travel through the landscape; we would roller skate to the different sites.

## Akdeniz Student



### Background

- From Istanbul
- Studies tourism
- Never been to Manavgat
- Nomadic roots

Mert, 24

### Complaints

- Mobility; there's not an efficient way to travel there
- It could be too expensive

### Hopes

- Collaboration with the University to organize trips for students
- Free trip

### Comments

- I don't know what's special about Manavgat
- Would many people want to travel like nomads?
- You should focus on the nomadic food traditions

## Tattoo Artist



### Background

- From Antalya
- Studied at Akdeniz
- Goes to Manavgat very frequently
- Prefers the forest

Beyza, 30

### Complaints

- I don't have a car and there is a great lack of accessibility
- Travel expenses

### Hopes

- Efficient public transportation around the region
- Educate local people on heritage

### Comments

- In my opinion younger people would love to travel in this way
- I have seen the changes in Manavgat before & after the fire and want more protection of the landscape.



# CUSTOMERS & BENEFICIARIES: FIELD TESTING

## Fisherman



### Background

- From the Black Sea
- Loves nature
- Fishes often
- Never been to Manavgat

Mehmet, 71

### Complaints

- I have too many responsibilities to follow all my dreams

### Hopes

- To open a shop one day
- To travel to Manavgat

### Comments

- I would bring my family and travel around like a nomad; I think it would be fun and I could educate my grandchildren on history.
- In a perfect world, I would open a shop in your Saraay to sell fishing supplies.

## Mother



### Background

- From Central Turkey
- Never been to Manavgat & doesn't want to go

Aysel, 43

### Complaints

- Travel expenses
- Inaccessability of public transit in the region

### Hopes

- To stay here in Antalya & provide for my family

### Comments

- I'm not interested in traveling like a Nomad and don't think many people would.

## Tour Guide



### Background

- From Germany with Turkish heritage
- Travels all over the region

Gürcan, 45

### Complaints

- Age limitations of tourists I work with
- Over-tourism of sensitive land areas

### Hopes

- To offer a variety of experiences
- To partner with more locals
- More accessibility

### Comments

- It's important to limit the size of tourist groups at important cultural heritage sites as to not damage them.
- Locals I work with in the villages love to share the culture & "come out of their shell."

**Challenge:**

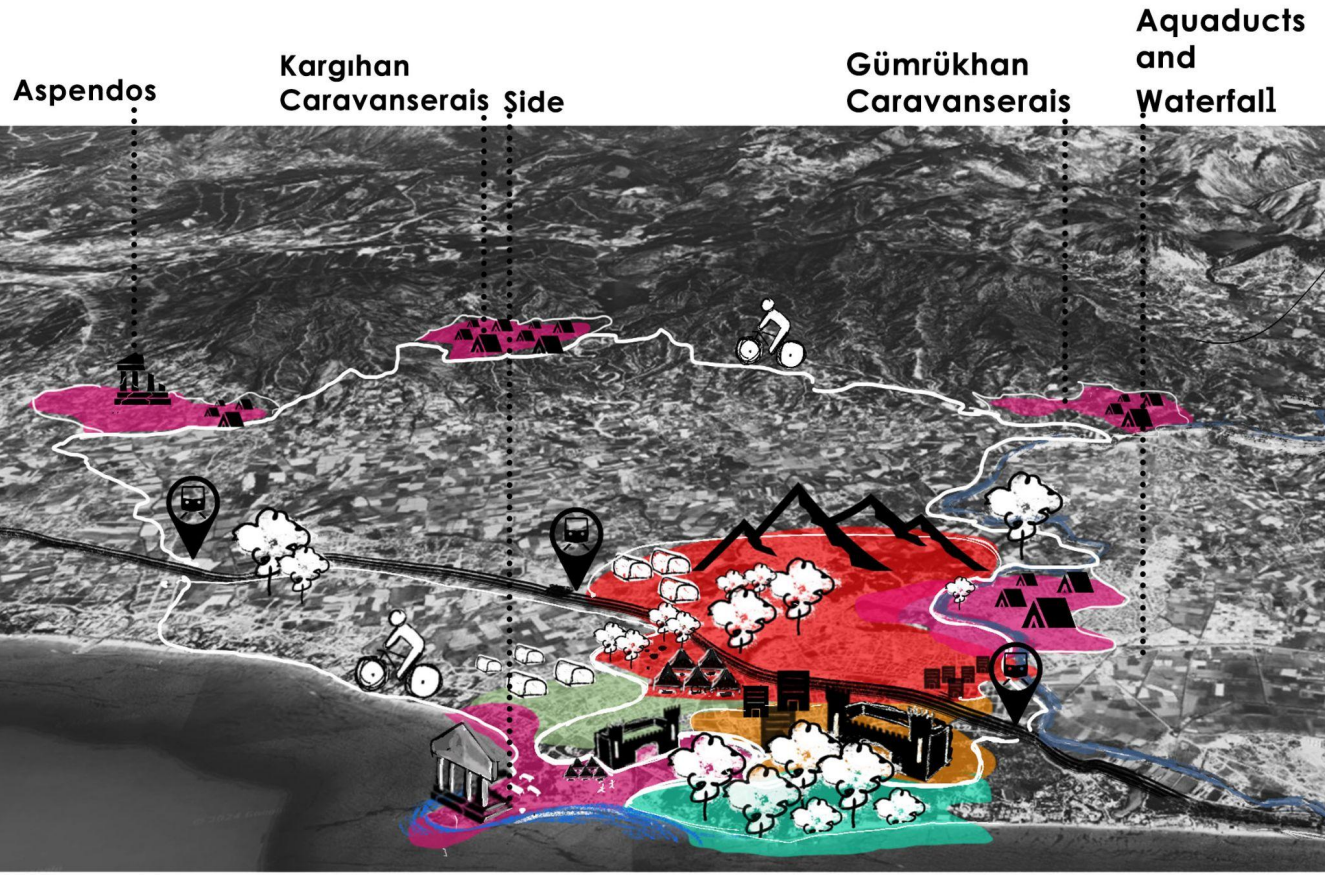
Disconnected,  
bordered



**Vision:**

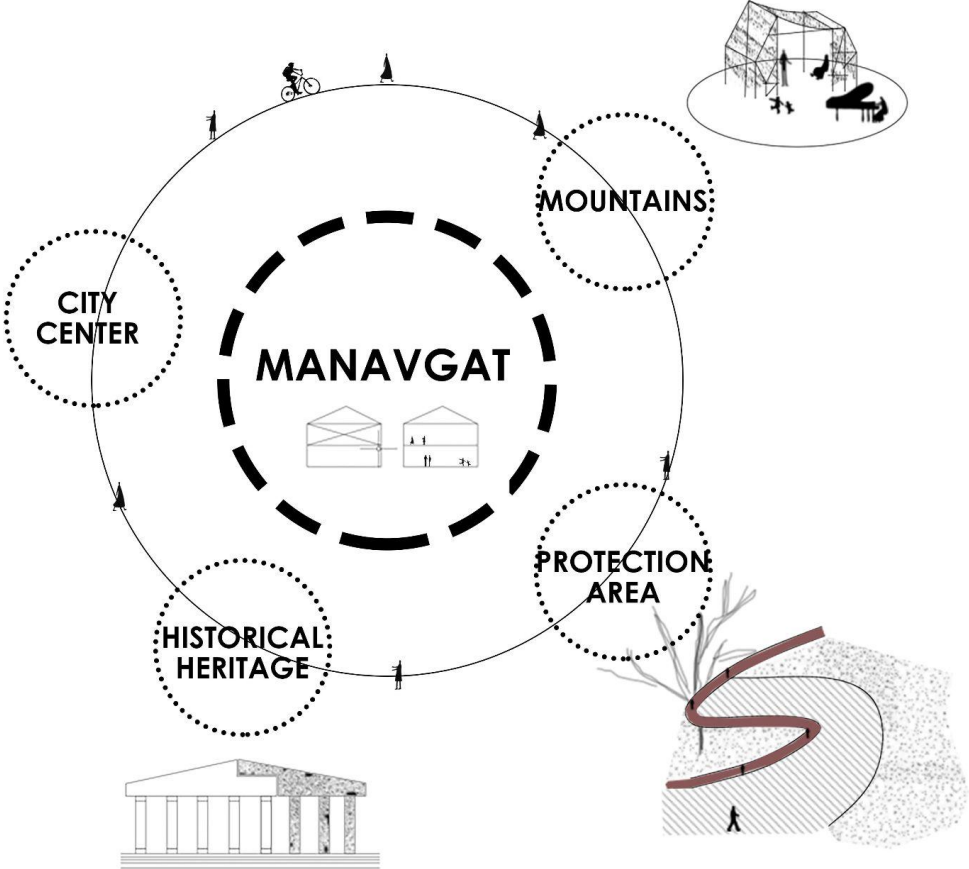
linked and  
overlapped



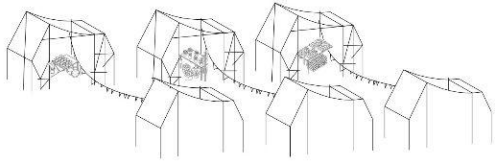


- Historical Heritage Site
- Protected Forest Area
- Greenhouses
- Fire Demolished Forests
- Urban City

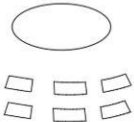
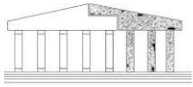
# Diverse historical connectivity through cultural landscapes



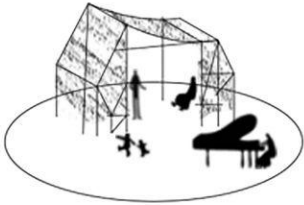
# ADAPTIVE AND TRANSFORMATIVE SPACES



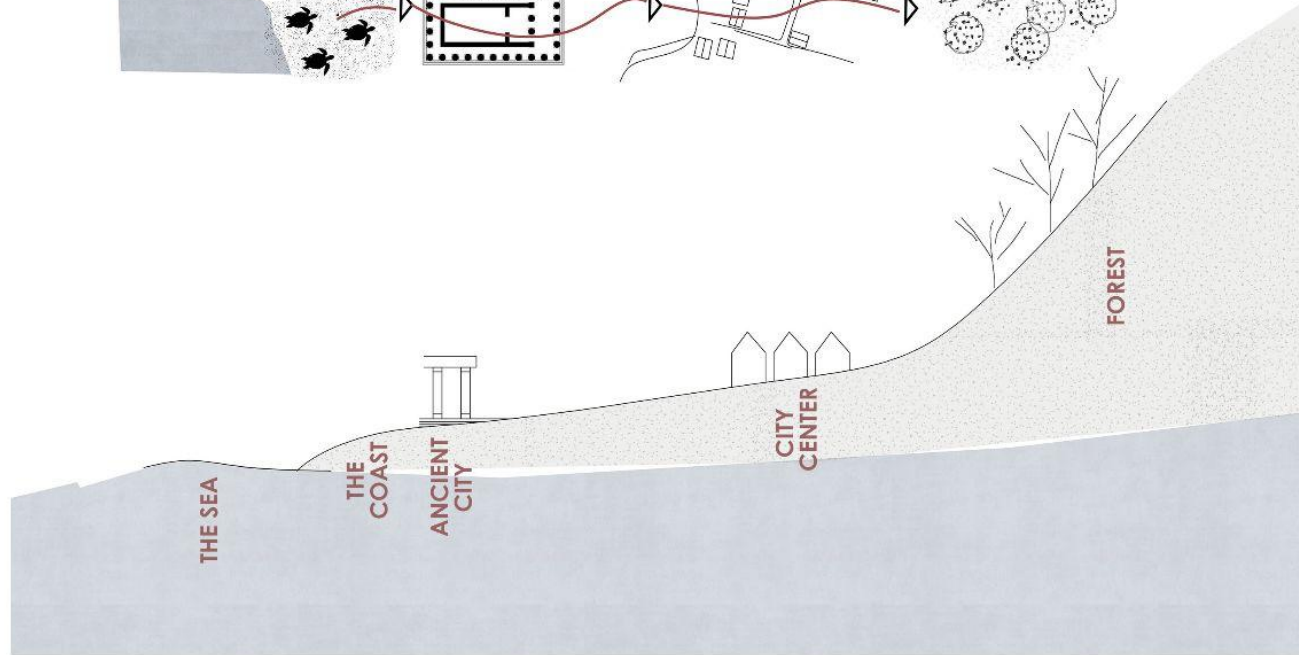
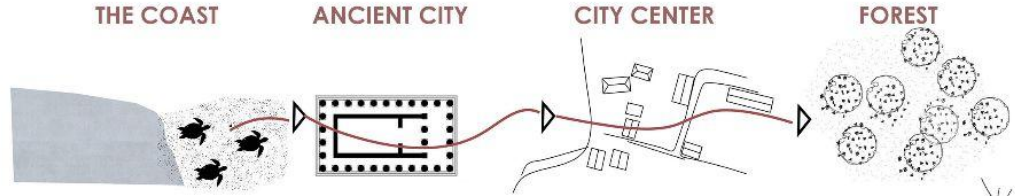
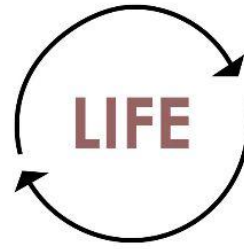
MARKET CRAFT AREA



OPEN CLASSROOMS



PERFORMANCE



# KEY RESOURCES



Taurus Mountain



Manavgat River



Akdeniz University



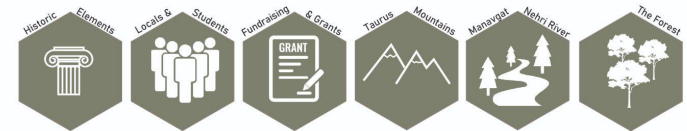
Side Temple



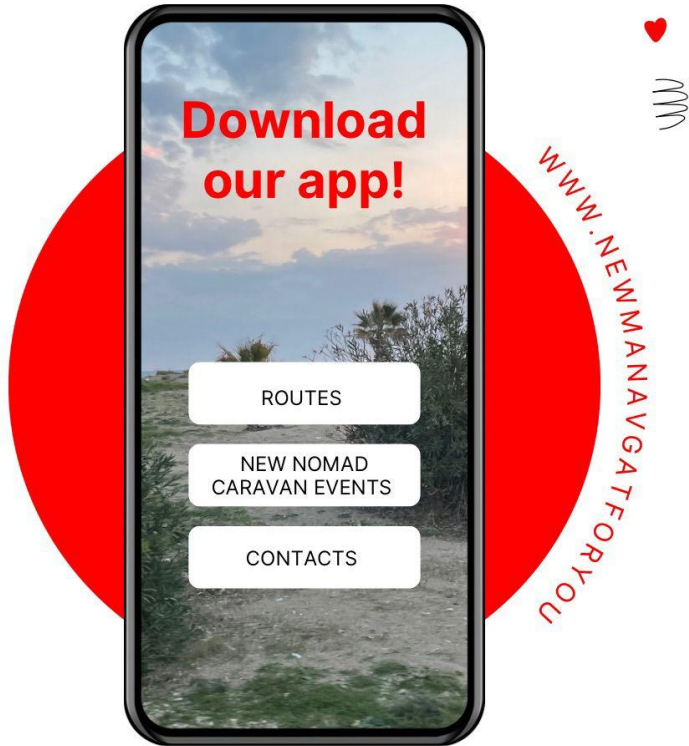
Basilica Aspendos



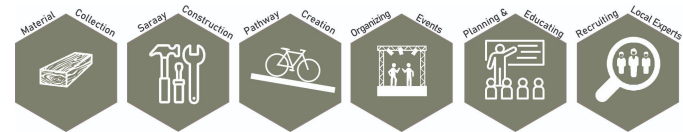
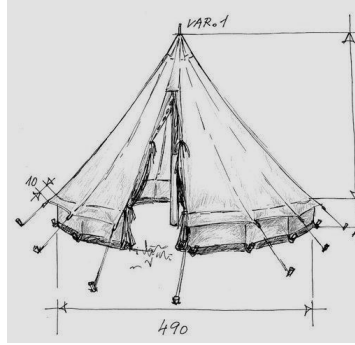
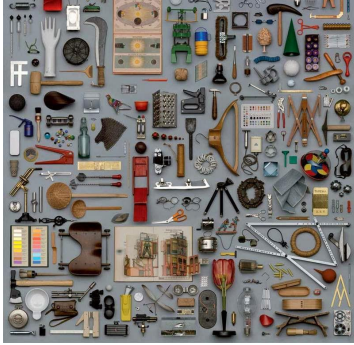
Historic Manavgat Saray



# CHANNELS



# KEY PROCESSES





# KEY PARTNERS

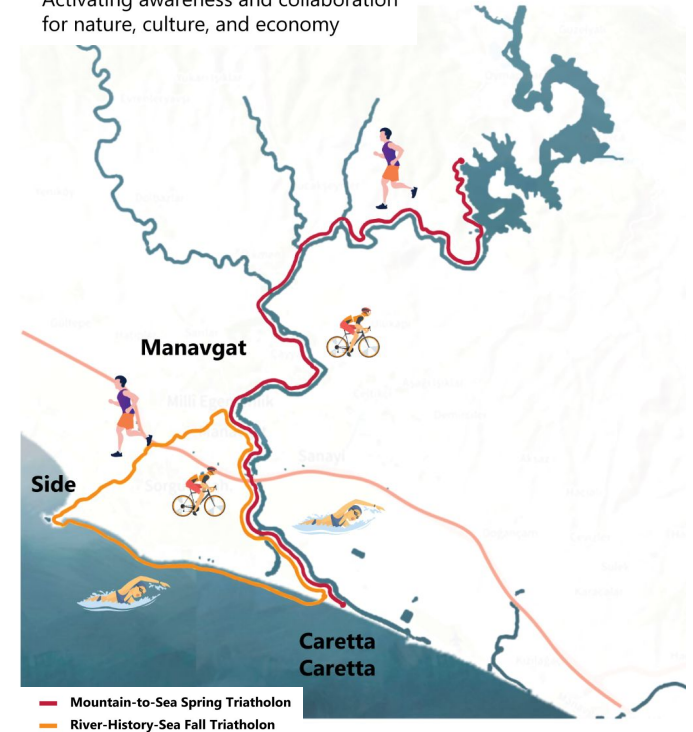
We would partner with organizations that can contribute to the longevity and resilience of Manavgat. Nonprofits & municipalities will help with funding & legal aspects. Local communities, Akdeniz University & the ethnographical museum will promote the culture throughout the landscape.

## PARTNERSHIPS

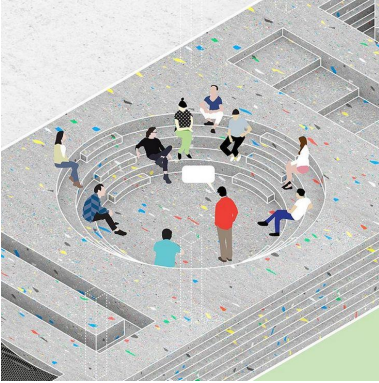


## MANAVGAT TRIATHLONS

Activating awareness and collaboration for nature, culture, and economy



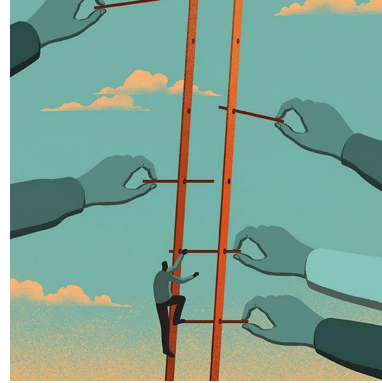
# KEY PERFORMANCE INDICATORS



Percentage of  
new public open  
spaces created



Customers  
positive reviews



Rising local  
employment rates



Local satisfaction  
rates

# KEY PRODUCTS & SERVICES



- This Saray will be built in Manavgat city in a traditional way with modern services.
- It will host cultural events and educational workshops for locals and tourists.
- There are spaces for commercial activity on the ground level to support local artists, shop owners, etc.
- The upper level will provide accommodations for visitors.



# KEY PRODUCTS & SERVICES



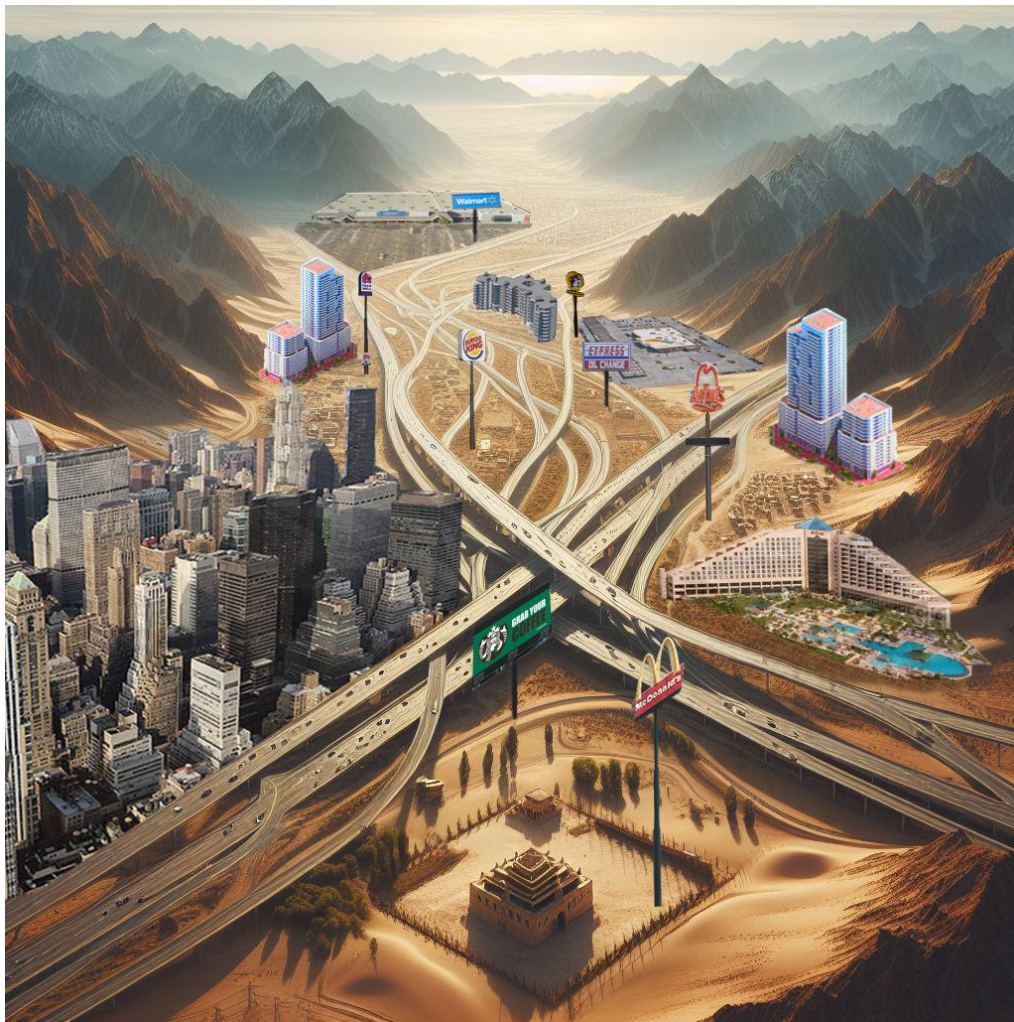
- Utilizing historic places as the location for public spaces including this example at the ruins of Side for an outdoor classroom/public space.
- Visitors will be able to stay along the journey of the landscape in tents and saray to have to experience the traditional culture in a unique way.



# SOCIAL & ENVIRONMENTAL IMPACT

- Locals feeling more connected to their cultural & historical roots - Aspendos
- Educating others about cultural heritage and landscapes that can inspire visitors to embrace & learn more about their own culture & important landscapes.
- Promoting environmental protection that will carry into the future.
- Embrace mobility switches with connected train lines and bike/hiking paths that utilize historical existing routes (silk road).





## NEGATIVE FUTURE OUTLOOK

- Industrialization
- Disrespect of historic elements
- Over tourism
- Culture is forgotten
- Biodiversity loss
- Identity loss
- Conformity
- Minimized walkability
- Impermeability
- Overrun with all-inclusive resorts



## POSITIVE FUTURE OUTLOOK

- Lowering carbon emissions
- Celebrating cultural identity
- Giving prominence to the cultural landscape
- Protecting biodiversity
- Empowering locals (artists, producers, tour guides, etc.)
- Connected local communities with a non-motorized network
- Embracing local traditions
- Inspiring visitors to embrace their own cultures and protect cultural landscapes

# Lets Celebrate Cultural Identity Together





Teşekkür ederim!



Sincerely,

Magdalena, Alexis, Harrison,  
Ema, Hawa, & Evelina