As an Alternative:
Cultural Routes Education for Tourism Guides – A Model Suggestion From Turkey

Canan Tanrisever
Kastamonu University, Turkey

EXECUTIVE SUMMARY

Tourist guidance training/education is different in many countries of the world. Tourism types or tourism choices affect the specialization areas of tourist guides. Tourist guides that should be one of the components of an ecologically based integrity are not yet included in all routes. This area, which is not included in the tourist guidance curriculum, has been proposed as a training module for specialization in this study. In this context, the aim of the study is to contribute to the field and literature by creating the infrastructure of the cultural routes education program as a module. The study is a heuristic research. The interview form used in the research was formed by utilizing expert opinions on qualitative data collection methods based on literature review. According to the results of this research, this module is divided into seven main topics.

1. INTRODUCTION

Tourist guidance training/education is different in many countries of the world. The tourist guide profile that countries need varies according to the geography, culture and the share of the country in the tourism pie. Tourism types or tourism choices of tourists affect the specialization areas of tourist guides. The changing world, the same as a result of globalization, has pushed individuals to search for originality and differentiated them in holiday preferences as in many choices. In recent years, the increase in the number of people who adopt the motto of healthy living, the philosophy of turning to nature and turning to one's self has increased the demand for nature walks. Trekking, which is difficult for rural people to make sense of, is preferred as an escape therapy from stress by citizens. Even the meaning of the word trekking has been differentiated by the perception that has changed over the years. Merriam-Webster Dictionary, trekking is used in Africa to migrate with a cane or by foot, whereas in the process it has evolved into a long walk in nature that has changed in use. In nature, brisk walks to go from one point

to another within a specified time period have also diversified over time and the concept of route has emerged. It has gained an economic dimension in alternative tourism activities. When the ancient cities, ancient roads and the roads passed by the important people on the routes are considered, the names of the route were called "cultural routes". When the demand for cultural routes, the main starting point of which is trekking, is not intense, those who walk on individual routes have received support from locals, climbers and other hikers from time to time. Today, this type of tourism, which includes both solo-hikers and groups, has become a professionalization area and the need for tourist guides has increased. If cultural routes are not seen as a specialty, the gap of this need will quickly be filled with other alternatives. The most important objective in the preparation of this section is to create a substructure related to this area of expertise, which is not yet known even among the tourist guides, and to prepare an auxiliary resource. Tourist guides that should be one of the components of an ecologically based integrity are not yet included in all routes. This area, which is not included in the tourist guidance curriculum, has been proposed as a training module for specialization in this study. In this context, the aim of the study is to contribute to the field and literature by creating the infrastructure of the cultural routes education program as a module.

If the travel contains a purpose and date such as hiking, mule path, faith, trade, or following the old paths, it can be defined as a cultural route (if it is suitable for walking by nature). According to different organizations, this concept was developed by the Council of Europe. According to the European Council, the purpose of the Cultural Routes Program is to demonstrate that Europe's different countries and cultural heritage is a common cultural heritage, and to show the way to travel in time and space. The basic principles of the European Council are human rights, cultural democracy, cultural diversity and identity, dialogue, mutual exchange and enrichment that transcend time and space (Tanrısever, 2016).

In this context, the components of cultural routes are;

- Historical cities,
- Rural Settlements,
- Traditional life,
- Ancient settlements,
- Singular historical buildings,
- Natural environment and wildlife.

Common features of routes are;

- Having a theme (Culture, History, Nature, Ecology, Geology, Belief, etc.),
- To be marked (Road signs, road start signs, maps, etc.)
- Documentation (web page, guide book, GPS coordinates, web page) (Robert & Eryurt, 2013).

Cultural routes can be completed on foot or by bicycle or horseback. The markings of cultural routes are made with the marking of the international standard Grande Randonne, meaning safe road. In this marking, the least damage to the nature takes precedence. Marking is made on dirt roads, trees, stones, rocky grounds. The walking paths are marked with red-white marking and the bicycle paths are marked with red-yellow marking. Start signs are placed at the start of the road. When creating routes, tangible and intangible cultural heritage should be identified; geographical locations should be defined and

Related Content

Audio Indexing
Gaël Richard (2009). *Encyclopedia of Data Warehousing and Mining, Second Edition (pp. 104-109).*
www.irma-international.org/chapter/audio-indexing/10806

Spectral Methods for Data Clustering
Wenyuan Li (2009). *Encyclopedia of Data Warehousing and Mining, Second Edition (pp. 1823-1829).*
www.irma-international.org/chapter/spectral-methods-data-clustering/11066

A Bayesian Based Machine Learning Application to Task Analysis
Shu-Chiang Lin (2009). *Encyclopedia of Data Warehousing and Mining, Second Edition (pp. 133-139).*
www.irma-international.org/chapter/bayesian-based-machine-learning-application/10810

Direction-Aware Proximity on Graphs
Hanghang Tong, Yehuda Korenand Christos Faloutsos (2009). *Encyclopedia of Data Warehousing and Mining, Second Edition (pp. 646-653).*
www.irma-international.org/chapter/direction-aware-proximity-graphs/10889

Context-Driven Decision Mining
Alexander mirnov (2009). *Encyclopedia of Data Warehousing and Mining, Second Edition (pp. 320-327).*
www.irma-international.org/chapter/context-driven-decision-mining/10839