

Determining Intangible Cultural Heritage Attitudes of Employees: The Case of Muğla Provincial Directorate of Culture and Tourism

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Extensive Summary

The increase of cultural diversity in societies and communities with the effect of globalization has caused concerns with the danger of homogenization of culture. In order to protect cultural diversity, to prevent cultural similarity and to increase respect for the lifestyle of individuals from different cultures, UNESCO signed the Convention on the Protection of Intangible Cultural Heritage in 2003.

As stated in the Law No. 5448 "Approval of the Convention for the Protection of Intangible Cultural Heritage", the purpose of the contract is; It aims to protect the intangible cultural heritage, to respect the intangible cultural heritage of the community, the group and individuals, to increase sensitivity locally, nationally and internationally, and to ensure cooperation and cooperation at the international level. In the convention signed in 2003, the concept of intangible cultural heritage is defined as "practices, representations, narratives, knowledge, skills and related tools, materials and cultural places that communities, groups and in some cases individuals define as part of their cultural heritage" (Intangible Cultural Heritage Convention, 2003: 3).

Intangible cultural heritage includes oral traditions and expressions that are in danger of extinction, rituals, dances from the past of the society, and intangible cultural elements. Intangible cultural heritage, passed down from generation to generation, is constantly recreated by communities and groups in response to their interactions with their environment, nature and history, providing them with a sense of identity and continuity, thereby encouraging respect for cultural diversity and human creativity. As a tool of Intangible Cultural Heritage, (a) verbal traditions and expressions (b) performing arts, (c) social practices, rituals and holiday activities, (d) knowledge and practices about nature and the universe, (e) traditional craftsmanship come to the fore (Lenzerini, 2011).

In 2006, Turkey "Law on the Ratification of the appropriate location of the Intangible Cultural Heritage Protection Agreement" and approved the contract. As of 2019, 18 intangible cultural heritage items have been included in the UNESCO Intangible Cultural Heritage Temporary List.

Turkish Republic The Ministry of Culture and Tourism is one of the important institutions for the follow-up, development and promotion of intangible cultural heritage studies. The Provincial Directorate of Culture and Tourism, which is the provincial organization of the Ministry of Culture and Tourism affiliated to the Governorship, is also an important institution for the sustainability of the intangible cultural heritage. It is important as executive institution employees that the employees of the Directorate have knowledge about the concept and exhibit a positive attitude towards the tangible and intangible cultural heritage elements. In the study, using the Intangible Cultural Heritage Attitude Scale, data were collected from the employees of the Mugla Provincial Directorate of Culture and Tourism via survey research technique. The aim of the research is to determine the intangible cultural heritage attitudes of the employees of Mugla Provincial Directorate of Culture and Tourism.

In the research, Intangible Cultural Heritage Attitude Scale which developed by Gurel and Cetin (2019) was used. As a result of the reliability and validity study of the scale, sub-dimensions were examined according to some demographic features. According to the age variable, as a result of the analysis between the five sub-dimensions, it is seen that there is a significant difference only in the "Traditional Lives" sub-dimension. It is observed that the participants between the ages of 36-45 have a more positive attitude towards Intangible Cultural Heritage compared to the participants between the ages of 46-55. It is seen that the participants between the ages of 36-45 have a more positive attitude towards the intangible cultural heritage than the participants aged 56 and over. It is seen that the further away from the age range of 36-45, the more positive the attitude is. It can be said that primary school graduates' Intangible Cultural Heritage attitudes are more positive for the "Knowledge and Practices on Nature and the Universe" sub-dimension than associate degree graduates. It can be said that high school graduates have a more positive attitude for the "Knowledge and Practices on Nature and the Universe" sub-dimension than their associate degree graduates. For the other sub-dimensions, it was concluded that there was no significant difference between the educational status variable and Intangible Cultural Heritage attitudes. 87.5% of employees aged 46-55 have heard of the concept of intangible cultural heritage before. He has more information about the concept than other age groups. According to the education level,

the percentage of undergraduate and associate degree graduates who have heard the concept before is higher than the other graduate levels. It is seen that the state of having previous knowledge about the concept increases with the duration of working in the institution.

As a result of the study, it is seen that Muğla Provincial Culture and Tourism Directorate employees have positive attitudes of Intangible Cultural Heritage and high awareness of the concept. Intangible Cultural Heritage and Intangible Cultural Heritage of the Provincial Directorate of Culture and Tourism as the executive institution.