ANALYSIS OF INTANGIBLE CULTURAL HERITAGE
PROMOTIONAL FILM UNDER THE SCOPE OF CULTURAL TOURISM

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EXTENSIVE SUMMARY

Introduction
Continuous reunion between people in society and the institutions put forward to live together constitute the culture. Culture and tourism are two related phenomena. It is difficult to exhibit, display and promote cultures without making contact with tourism and associating it with the institutional structure of the tourism industry. Tourism is an important tool for preserving cultural diversity and originality. Tourism contributes to local development and makes the local people proud of their cultural resources, and contributes to the development and protection of these resources. In recent years, cultural tourism has attracted attention as the most preferred type of tourism among tourists. Cultural tourism, unlike others, comes to the forefront with its universal and social culture and not with its economic dimension but with its social benefits for all stakeholders. The phenomenon of cultural tourism, which is used today as a synonym for “heritage tourism” or “ethnic tourism”, often offers tourists the attraction of places and values such as cultural traditions, religious practices, folklore traditions. Basic points in the development of cultural tourism; to stimulate local development, increase the living standards of the host community, attract tourists to the heritage site, disseminate information about the heritage and protect the cultural heritage from destruction. Cultural tourists want to learn about the region's lifestyle, history, art, industry and leisure activities. For this reason, cities/countries that have cultural characteristics attract attention as important tourism destinations. Turkey are among countries attracting the attention of tourists with cultural heritages. In particular, it is important that the richness and diversity of intangible cultural values be recognized and known. Intangible Cultural Heritage values; crafts, food and beverage, show arts, social practices, representations, are defined as narratives. The Ministry of Culture and Tourism transfers our cultural values to tourists and uses written and visual elements to convey their messages. One of these elements is promotional films. Promotional films reflect the socio-cultural structure of countries and are prepared more effectively to attract the attention of the target audience both visually and linguistically. The focus of interest is created with the promotional films prepared and cultural heritage values are used in the promotion of the destinations to which they belong. From this point of view, the promotional film of the Ministry of Culture and Tourism, the subject of the study, intangible cultural heritage values to the target audience with which indicators, how often and how the purpose of the study was formed.

Qualitative research method was used in the study and document analysis was used to obtain the data. In the study, a case study was applied. The promotional film was selected with purposive sampling method to be examined on the official website of the Ministry of Culture and Tourism. Semiology analysis and content analysis were used together in data analysis. Roland Barthes' approach is discussed in semiotics. In order to ensure the validity and reliability of the study, expert opinion was sought. Since the sample of the study was
limited to a single case, the findings obtained from the analyzes were interpreted by comparing them with the communication strategies of the Ministry of Culture and Tourism and the results of rare and similar studies in this field. The results were interpreted by descriptive analysis method.

**Conclusion**

In this study, Intangible Cultural Heritage Values promotional film published on the official website of the Ministry of Culture and Tourism was analyzed within the scope of cultural tourism and the following conclusions were reached. As a result of semiotic analysis of the promotional film; using messages of cultural tourism of Turkey's intangible cultural heritage value has been determined that successfully transmitted. In the message, it was determined that visual and linguistic usage was realized and the audience was informed about the richness and diversity of intangible cultural values. In this context, cultural tourism promotion, intangible cultural heritage values, destinations, hospitality and vast experience of the Turkish people, rich crafts, different tastes, rooted social practices and rituals, ancestral sports and traditional entertainment arts with visual indicators transposed using by music and external voice. In the indicators, the values of tangible cultural heritage (unique natural beauties, places of worship etc.) were indirectly emphasized and it was determined that both cultural heritage could not be separated. The indicators were supported by local characters, color codes, myths, metaphors, technical codes and the promotion of cultural tourism was reinforced. Thus, 24/7 and 4 seasons Turkey's cultural tourism potential is highlighted. Target audience, in a privileged destination, has been invited to Turkey to live experience beyond your dreams. In order to evaluate the frequency of indicators by content analysis, the indicators were first divided into certain codes within the scope of similarities and then categories were formed with these codes. In this context, 31 intangible cultural heritage values were determined and these values were collected under 8 categories. The category represented by the most products; There have been traditional crafts and traditional food drinks (8 products). The most frequently presented categories were traditional handicrafts (40.7%) and traditional food and beverage (21%). The Ministry of Culture and Tourism gave information about their work (4.7%) and convey that work for Turkey.

When the results are evaluated, the following suggestions may be considered.

- At Turkey's promotional film is only given to the values of intangible cultural heritage under protection by UNESCO. Inclusion of non-protected values in the promotional film is important in terms of emphasizing product diversity.
- In the promotional film, destinations of intangible cultural heritage values are given little space. Putting forward more destinations, to be recognized more of the locations in Turkey and will contribute to be known.
- In the promotional film, it is necessary to include elements specific to Turkish culture more frequently, since the transfer of people in their natural environment is to arouse interest in this culture.
- In order to emphasize the cultural tourism potential of Turkey, the preparation of the tangible cultural heritage promotion film is also important.

As a result, it is aimed to fill this gap in the literature since there are no studies in which semiotics and / or mixed research methods are applied in cultural tourism. Therefore, the study is original and important. It is also thought to contribute to tourism.