

DESIGN ELEMENTS FOR VISITOR CENTERS IN HERITAGE AREAS: GALLIPOLI HISTORICAL AREA



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Abstract: *Balancing the goal of attracting more visitors to historic sites with the need to protect the historical areas under sustainability principles is crucial. Key questions are: “What factors influence the visitor experience?” and “How can the visitor experience be enhanced?” The visitor experience encompasses the interactions a visitor has with a site, event, or service, along with the emotional, cognitive, and physical responses to these interactions. This experience affects visitor satisfaction, loyalty, and overall perception, covering the entire journey from arrival to departure. Design strategies for visitor centers should consider both landscape and architectural aspects, offering multifunctional and innovative activities. The aim of this study is to establish a general framework for the design principles of visitor centers in historical areas, by examining the design elements in order to meet the needs of the tourism industry, local communities, cultural groups, and visitors. In line with the aim of the study, only examples of visitor centers located in historical areas were examined. The examinations were conducted through the official websites of the visitor centers. A literature review identified these characteristics, which were analyzed based on parameters such as Landscape, Architectural Formation, Functional Diversity, Accessibility and Security, Interactive and Technological Facilities, and Originality. The findings have led to the development of an original evaluation and approach, specifically tailored for the Gallipoli Historic Site. It has been concluded that these centers should be included in visitor management plans and planned with local participation, allowing community-oriented interpretation from upper-scale to lower-scale design projects.*

Keywords: *Gallipoli Historical Site, Heritage Areas, Visitor Centers, Visitor Management.*

Kültürel Miras Alanlarında Ziyaretçi Merkezleri İçin Tasarım Öğeleri: Gelibolu Tarihi Alanı

Özet: *Tarihi alanlara ziyaretçi çekme hedefi ile bu alanları sürdürülebilirlik ilkeleri çerçevesinde koruma gereği arasındaki dengeyi sağlamak planlama ve tasarım alanlarının önemli bir çalışma konusu haline gelmiştir. Turizme konu olan tarihi alanlar için en temel konulardan biri alanın hassas değerlerinin korunmasının yanı sıra, ziyaretçi deneyiminin iyileştirilmesidir. Ziyaretçi deneyimi, bir ziyaretçinin bir yer, etkinlik veya hizmetle olan etkileşimlerini ve bu etkileşimlerden doğan duygusal, bilişsel ve fiziksel tepkilerini kapsar. Bu deneyim, ziyaretçi memnuniyetini, sadakatini ve genel algısını etkiler ve ziyaretçinin varışından ayrılışına kadar olan süreci kapsar. Ziyaretçi merkezleri için tasarım stratejileri hem peyzaj hem de mimari yönleri dikkate alırken, çok işlevli ve yenilikçi işlevleri de sunmayı gerektirir. Bu çalışmanın amacı, örnek olarak belirlenen ziyaretçi merkezlerinin tasarım unsurlarını irdeleyerek, turizm endüstrisinin, yerel toplulukların, kültürel grupların ve ziyaretçilerin ihtiyaçlarını karşılamaya yönelik olarak, tarihi alanlardaki ziyaretçi merkezlerinin tasarım ilkeleri için genel bir çerçeve oluşturmaktır. Çalışmanın amacı doğrultusunda belirlenen ziyaretçi merkezi örnekleri, Peyzaj, Mimari Oluşum, İşlevsel Çeşitlilik, Erişilebilirlik ve Güvenlik, Etkileşimli ve Teknolojik Tesisler ve Özgünlük gibi parametreler temelinde analiz edilmiştir. Analizlerden elde edilen genel tasarım ve planlama ilkelerinden yola çıkılarak, Gelibolu Tarihi Alanı ziyaretçi merkezlerine yönelik özgün bir yaklaşımın geliştirilmesi amacıyla değerlendirme yapılmıştır. Bu değerlendirmeler, Mimari Tasarım İlkeleri, Tarihsel Bilgilendirme ve Referanslar, Eğitim ve Etkinlik Alanları, Dinlenme ve Sosyal Alanlar, Bilgilendirme ve Rehberlik ve Güvenlik ve Acil Durum Planlaması başlıkları altında gerçekleştirilmiştir. Bu merkezlerin ziyaretçi yönetim planları bünyesinde ele alınmasının ve üst ölçekli planlardan alt ölçekli tasarım projelerine kadar topluluk odaklı – yorumlamaya izin veren, yerel katılımı planlanmasının gerekli olduğu sonucuna ulaşılmıştır.*

Anahtar kelimeler: *Gelibolu Tarihi Alanı, Kültürel Miras Alanları, Ziyaretçi Merkezleri, Ziyaretçi Yönetimi.*

1.INTRODUCTION

It is important to address the balance between increasing the interest and number of visitors to historic sites, protecting these sites within the context of sustainability principles, and formulating design approaches in these areas in line with these principles. “What factors affect the visitor experience?” and “How can the visitor experience be improved?” are essential questions to find answers to. Visitor experience is the combination of a visitor's interactions with a place, event, or service and the emotional, cognitive, and physical reactions resulting from these interactions. The visitor experience includes a variety of elements that affect visitor satisfaction, loyalty, and overall perception. This experience covers the entire visiting process from the visitor’s arrival at the site and their interactions to their departure.

Design approaches determined to shape visitor centers in terms of landscape and architecture should also provide multiple functions and innovative activities. This study aimed to identify a general framework for visitor centers’ design elements. This general framework will help to ensure that it meets the needs of the tourism industry, local communities, and cultural groups as well as visitors.

The general characteristics of visitor centers in historical areas were examined within the scope of this study. Based on the literature review, these characteristics were investigated in terms of the parameters of Landscape, Architectural Formation, Functional Diversity, Accessibility and Security, Interactive and Technological Facilities, and Originality. As a result of the examinations, an original evaluation and approach have been developed within the framework of the Gallipoli Historic Site and Management Plan.

2. METHOD

Several models have been developed to measure visitor experience and satisfaction [1]. The quantitative and qualitative data obtained using these models provide further data to develop methods for projects and applications in the field. The SERVQUAL model is a model developed to evaluate and measure service quality. This was first proposed by Zeithaml, and Berry in 1985 and later developed. [2] The model considers the quality of service in five basic dimensions (reliability, responsiveness, assurance, empathy, and tangibles) and measures service performance accordingly (Table. 1). This model is used to understand visitors’ perceptions and expectations of service quality by measuring the difference between visitors’ expectations and actual service performance. The model helps to identify areas for improvement to enhance service quality.

Table 1. Service Quality Dimensions of the SERVQUAL Model (Improved by Author)

Principles:	Service Quality:
Reliability	The capacity to perform the promised service dependably and accurately
Responsiveness	The ability to help customers and provide prompt service
Assurance	The knowledge and courtesy of employees and their ability to convey trust and confidence
Empathy	The provision of caring, individualized attention to customer
Tangibles	The appearance of physical facilities, equipment, personnel, and communication materials

The Experience Economy Model proposed by Pine and Gilmore (1998) classifies experiences into four categories: entertainment, education, aesthetics, and escapism. [3] It evaluates how visitor experiences can be optimized based on these dimensions. For example, museums and exhibitions can enhance the educational dimension, and landscape and architectural elements can enhance the aesthetic dimension. The Visitor Experience Model (VEM) handles the visitor experience as a combination of the visitor's personal motivations, expectations, and interactions with the place. VEM is used to understand visitors' expectations and motivations and to shape their experience accordingly [4].

3.RESULTS

The visitor center's design process and the criteria for effective success in this context are complex. To ensure these centers are built within the framework of a regional vision, brand, and location, they should also be a part of a comprehensive, collaborative, and inter-agency strategy. Additionally, managing visitor capacity is a fundamental necessity of visitor center design principles.

The term carrying capacity can be broadly defined as the limit to which an object, a living thing, or an environment can withstand, endure, or tolerate something while keeping its functionality or characteristics. In general, recreational carrying capacity can be examined under four categories: physical capacity, social capacity, ecological capacity, and management capacity. Serious deterioration emerges in the recreational resource, and the quality of the recreational experience decreases as a result of the intensive recreational demands in national parks and other protected areas, and this threat is constantly increasing. In this context, ensuring the idea of conservation-utilization and sustainability adopted in the management of protected areas can be achieved by determining and implementing a bearing capacity analysis-based visitor model.

Landscape

Examples of visitor centers designed and implemented in historical sites include large areas that were often the place of wars and other historical events, and their natural qualities are as important as their historical values. For these reasons, this study has evaluated the relationship between these visitor centers and the landscapes in which they are located. As can be seen in the examples, historical sites include large plains, mountains, and forested and coastal areas that have become national parks. The preservation of the natural landscape in which historical sites are located is critical to preserving the authenticity and natural beauty of these areas. Existing trees, vegetation, and natural topography should be preserved as much as possible when building visitor centers. Structures should be established so as not to disrupt the natural characteristics of the landscape, and sustainability should be at the forefront of landscape design. The use of local plant species, water-saving systems, and energy-efficient design elements is an environmentally sensitive approach. On the other hand, as part of the landscape, educational spaces and programs, including historical and environmental awareness provided to visitors, can draw their attention to both historical values and environmental sustainability [5]. The first example identified for evaluation in relation to landscape values is the Thy National Park Visitor Center in Denmark. This center provides visitors with an experience of being a part of the area as it was designed in harmony with the landscape of the natural park. This natural park has an area of 244km² and the visitor center structure is built on an area of 710m². The structure provides an example for visitors to get to know the area. Designing the visitor center as a whole within the features of the area is important for a positive first impression. It is an example that aims to use landscape elements as much as possible and to provide visitors with a space for mobility when entering and leaving the site, which makes it considered a good example for visitors.[6]



Figure 1. The Thy National Park Visitor Center [7]

The second example is the Zonguldak Caves Visitor Center in the Black Sea Region of Turkey. This center displays the unique geography of the area's caves and characteristic formations. This network of caves spread across the city offers many travel routes for local and foreign tourists, adventurers, and explorers. [8] The visitor center was built at the entrance of Gökgöl Cave, one of the symbolic caves of Zonguldak, and hosts an average of 40,000 people annually. The Zonguldak Caves Visitor Center is located on the Zonguldak-Ankara road and was completed in 2021 with a construction area of 700 m². The Gökgöl Cave is over 3 million years old and is one of the most important sites in Zonguldak and Turkey. The visitor center stands out with its simple architecture and material choices due to its stalactite, stalagmite, and curtain formations of various colors, textures, and sizes. The visitor center is located at the entrance of the cave and provides information about the other caves in the vicinity. The narrative expressed through various infographics and panels along the axis that welcomes visitors and guides them toward the cave is supported by the relationship the building establishes with nature. This project allows the visitor to experience being in a building and in contact with nature without interrupting the visitor's contact with the environment. The building materials have also been selected with references to the geography of the building. Stones extracted from a quarry near the project area were used and combined with other selected materials with skillful craftsmanship during the construction of the building. The project includes a visitor center area with information boards, a cafeteria, a souvenir shop, a library, executive rooms, and technical spaces.



Figure 2. Zonguldak Caves Visitor Center [9]

Architectural Formation

Visitor centers should adapt to the architectural and aesthetic characteristics of the historic site. Many components, from material selection to building form, should be taken into consideration to achieve harmony, which is the basic principle of design. Depending on the approach of the designer and decision-makers, sometimes site-specific architectural solutions and sometimes modern and minimalist designs can offer functional and aesthetic solutions without harming the environment of the historic site. Landscape elements, such as information boards, walkways, seating areas, and observation points, should be planned to increase visitors' interest and inform them about the site. These elements help visitors understand more about the site and enjoy the visit. Visitor centers should be designed to serve all visitors. Facilities such as access for the disabled, areas suitable for families with children, and resting points for elderly visitors should be planned in accordance with accessibility standards. These centers should be designed to disappear into the historic area and should be integrated into the environment without attracting too much attention. Landscape elements and the building should come together in natural harmony without disrupting the historical focal point for visitors.

The Stonehenge visitor center in Wiltshire, England, is another example. The center serves approximately 2 million visitors a year. Exhibition areas are used to introduce the heritage site and provide visitors with preliminary information about the site. The cafeteria areas are designed for visitors who want to wait and rest. These areas are generally located before the toll booths, which is a positive feature in terms of accessibility. The visitor center has a minimalist and contemporary design. The main materials of the structure include glass, steel, and wood, giving it a light and transparent appearance. It is designed with environmental considerations in mind, resulting in an aesthetic that harmonizes with the natural surroundings. The building is constructed with sustainability principles in mind. Environmentally friendly technologies, such as solar panels and rainwater harvesting systems, are used to achieve energy efficiency. The visitor center is designed to be in harmony with the historical and cultural significance of Stonehenge. The structure is positioned in a way that does not detract from the natural landscape and enhances the visitor experience [10].



Figure 3. Stonehenge [11]

Another example is the Yeşilova Mound Visitor Center and Excavation House in the Bornova district of Izmir, Turkey. This center was built on a Grade 3 Archaeological Site, the land of which was previously acquired by the municipality for use for parks and gardens. The site is a mixed-functional architectural structure that includes exhibition areas, educational units, social units, the excavation house, and other

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support facilities [12] This project aimed to create a building where people can come to see the visitor center, and a space where they can observe the archaeological excavation site and the finds found there. The excavation house, where scientific studies are carried out, offers a unique experience as one enters a village similar to what existed 8,500 years ago. The Yeşilova Mound Visitor Center is a unique structure with 300 visitors daily, who are guided by experts for tours and activities. It is also a living cultural center, including activities such as concerts, ceremonies, and exhibitions.



Figures 4 and 5. Yeşilova Mound Visitor Center and Excavation House [12]

Functional Diversity

Visitor centers in historic sites, aim to guide visitors, provide them with information, offer a comfortable and enhanced overall visiting experience. Their main function is to welcome visitors and serve as an information point, providing them with the necessary knowledge about the historic site through maps, brochures, boards, digital displays, or multimedia presentations, informing the visitors about the history, significance, and characteristics of the site. In addition to introducing and guiding the visited site, these spaces provide opportunities for organizing educational and cultural events. Temporary or permanent exhibitions where historical artifacts are exhibited, and stories about the site are told, places where workshops on history and culture can be held, especially for children and students, and areas that can be used for speeches, seminars, and other educational activities related to the historical site are also located within these centers, making a significant contribution to both historical sites and their immediate surroundings.

Several facilities are needed to be provided to improve the visitor experience in historic sites. Areas for visitors to rest should be equipped with seating, benches, and shaded spaces. These areas allow visitors to take short breaks and relax while visiting. Comfort meets visitors' needs and encourages them to stay longer. Restrooms and hygiene facilities should be clean and easily accessible and designed to meet basic hygiene needs, such as baby care rooms. Such facilities play a critical role in increasing visitor comfort and satisfaction. Gift shops should be places where books, souvenirs, and other products are sold. These shops allow visitors to recall their experience and leave the site with a tangible souvenir while at the same time ensuring the economic sustainability of the area. Such facilities play an important role in meeting the needs of visitors and enriching the visiting experience.

Accessibility and Safety

Ensuring accessibility and safety for a good visiting experience is the most fundamental principle of landscaping and architectural design. These principles include arrangements for visitors with disabilities, such as wheelchair-accessible ramps, elevators, and toilets, and security measures, such as first aid rooms, security personnel, and emergency plans, parking areas for easy access by visitors, and public transport connections.

Interactive and Technological Facilities

Directors of historic sites keep up with interactive and technological developments in the presentation of information and sites, and museums and visitor centers update themselves accordingly. Virtual reality and augmented reality applications offer visitors the opportunity to experience historical events or places; digital kiosks and screens where visitors can interactively receive information and mobile applications that provide maps and guidance services, where visitors can access information on their own devices, are becoming increasingly common. The effective use of community and social spaces in visitor centers at historic sites is critical to preserving and promoting the site and improving the visitor experience. These spaces and programs contribute to keeping the historical heritage alive and passing it down to future generations. Located approximately two kilometers from the archaeological site, the Mount Nemrut Visitor Center opened in 2012. Visitors, who were previously welcomed in a closed area of approximately 20 m², were now welcomed in the new 4.000 m²-center. Tourists are given preliminary information using films and visuals terrace and viewing area of 1500 m². [13]



Figures 6, 7. Mount Nemrut [13]

Authenticity

Each historic site has its own unique spatial, natural, and cultural characteristics. Visitors want to feel the authenticity of the site as they follow the traces of the past from the point of entrance. A site's authenticity refers to its preservation and intact of its historical, cultural, or natural values. Authenticity is a fundamental criterion for the recognition and protection of a site as a world heritage site.

Authenticity in the design of visitor centers ensures that a center is unique in terms of both function and aesthetics. The use of natural and local materials of the region increases the authenticity of the design. Wood, stone, or vegetation indigenous to the region can be given as examples of this. Cultural references and the integration of local arts, crafts, and architectural elements strengthen the visitor center's connection to the site. Authenticity in the design of visitor centers can be achieved by drawing inspiration from local identity and culture, using environmentally sensitive and innovative solutions, providing engaging visitor

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experiences, and focusing on artistic aesthetic values. The combination of these elements results in unique and memorable spaces.

The main objective of the Cabañeros National Park Visitor Center and Interactive Museum in Spain is to promote ecotourism in the populations forming the park's environment through information, exhibitions, research, and care of the fundamental values of its natural area. The center, which receives about 75,000 visitors a year, has an interactive museum. The design prioritized the protection of the building from the sun's rays by avoiding expenses for air conditioning during the hot months. Passive measures such as the partitioning of volumes, the orientation of the buildings, the use of underground land as thermal insulation, and the inclusion of natural light graded in the exhibition, the use of electric heat pumps and not releasing polluting gases into the atmosphere have contributed to the energy efficiency of the building. [14]



Figure 8. Cabañeros[14]

At the Gettysburg National Military Museum and Visitor Center in Pennsylvania, USA, battle scenes are projected on a large cyclorama screen, allowing visitors to feel as if they are on the battlefield. A Cyclorama is a panoramic image on the inside of a cylindrical platform and also a building designed to show a panoramic image. It is used in cinemas, theaters, and exhibition areas to describe an entire scene without interruption. The museum houses a vast collection of artifacts from the Battle of Gettysburg, providing visitors with a tangible connection to the past. These include weapons, uniforms, personal items, and other relics from the Civil War era. The museum and visitor center provide a range of educational programs, including lectures, reenactments, and guided tours led by knowledgeable historians and park rangers. The visitor center includes a research library and archives containing primary source documents, photographs, and other materials related to the Battle of Gettysburg and the Civil War. The visitor center includes a research library and archives containing primary source documents, photographs, and other materials related to the Battle of Gettysburg and the Civil War. These resources are invaluable for researchers and historians seeking to study and interpret the battle in greater depth. [15]



Figure 9. Cyclorama at the Gettysburg National Military Museum [15]

4. DISCUSSION

After examining the general characteristics of visitor centers in historical sites, a unique evaluation and approach was developed within the Management Plan of the Gallipoli Historical Site in the scope of the study. The Gallipoli Historic Site is a place that welcomes 3.5 million visitors annually. A visitor management plan has been developed to ensure the sustainability of its natural and historical values and to ensure that visitors have a high-quality visiting experience. The scope of the plan aimed to determine the locations, functions, and design principles of the visitor centers within the historic site [16]. The Site Management Plan, which sets out the principles and road map for managing the historic site holistically, preserving and transferring heritage values to future generations, and transforming the site into an open-air museum, has been prepared by the Gallipoli Historic Site Presidency pursuant to the Article 3, paragraph (ğ) of the Law No. 6546 on Certain Arrangements Regarding the Dardanelle Wars Gallipoli Historic Site stipulates that “The procedures for the preparation, renewal, and amendment of all types and scales of plans of the Historic Site shall be carried out by the Presidency and shall enter into force upon the approval of the Ministry”.

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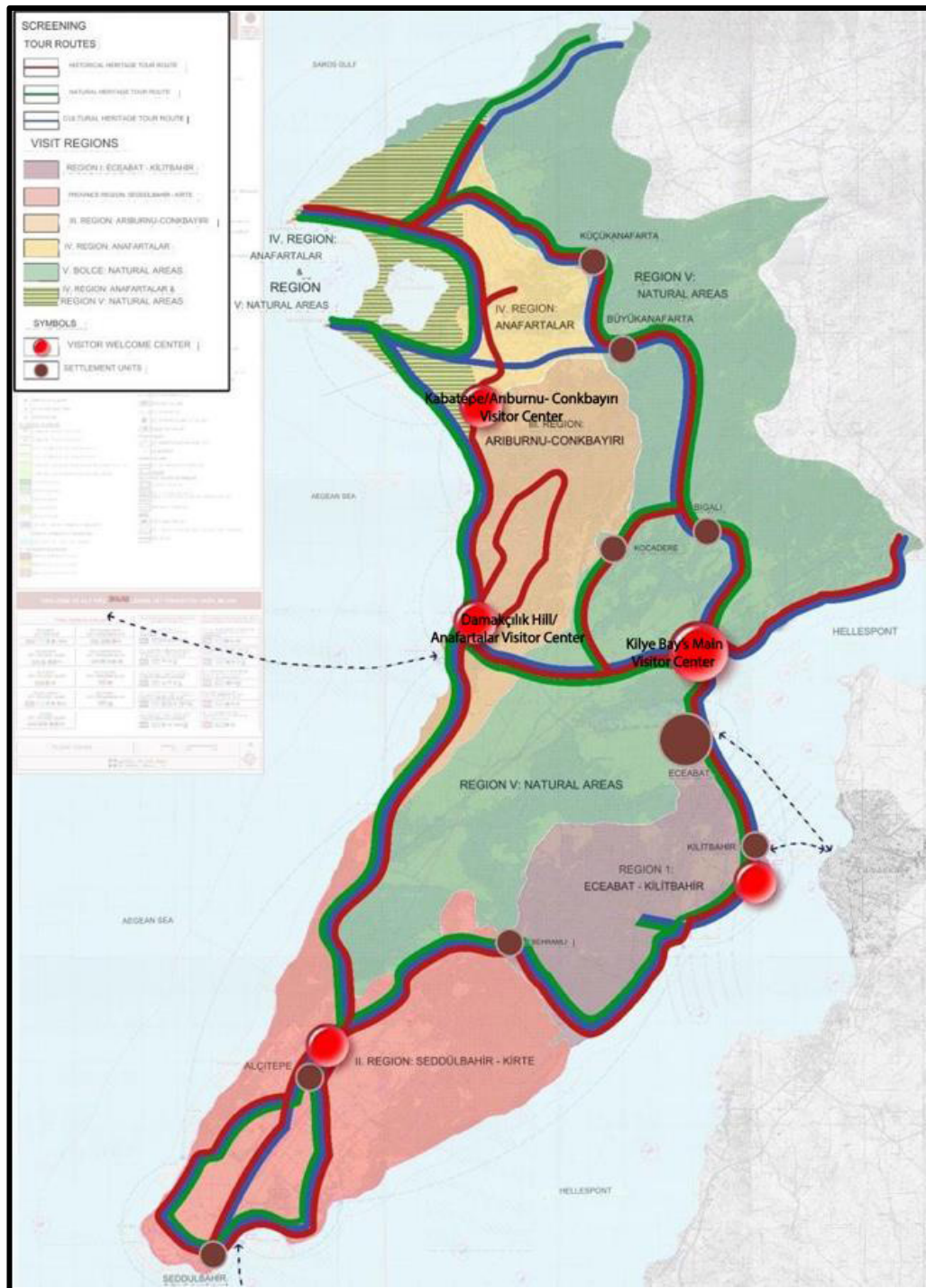


Figure 10. Visitor Centers in the Gallipoli Area Management Plan [16]

The management plan approved in 2023 shows that visitor centers are considered a component of tourism planning:

“In line with this approach, the role of the visitor centers has been determined as to manage visitor mobility based on the sustainable tourism principles of the Gallipoli Historical Area Management Plan Visitor Management Main Framework and to ensure that site visitors experience a well-designed conservation area with attraction centers and focus areas without speculating.” [16].

Accordingly, the following four main principles have been identified:

- compliance with sustainable tourism principles,
- observing the bearing capacity,
- developing the right visitor management strategies by considering the number of visitors,
- informing and guiding visitors

The historical site's management plan aimed for the establishment of five different visitor centers and prioritized the construction of three visitor centers in different locations. These centers are described in detail below.

The Kilye Bay's Main Visitor Center:

Kilye Bay, the main introduction and visitor center in Gallipoli, is the starting point of three main visiting routes that were primarily planned. These are historic, natural, and cultural heritage tour routes proposed for the Kilye Bay Visitor Center. The first is a historic heritage tour route that covers the three land battlefields, naval battlefields, and support service areas. The second proposed route, the natural heritage tour route, includes the villages of Bigalı, Büyükanafarta, and Küçükkanafarta, forests and wooded areas surrounding these villages, Ece Harbor, Suvla Bay, Salt Lake, Büyükkemikli Cape and Küçükkemikli Cape, Havuzlar vicinity, Soğanlıdere Valley, cliff formations and bays, Kocadere Campground, promenades, and Kum Harbor. The third route proposed as a cultural heritage tour route covers all rural settlements and various archaeological values of the historic area.

The Kilye Bay Visitor Center is close to Eceabat and Kilitbahir settlements and Çanakkale city center, including the Kilye Castle Archaeological Site, Kilye Bay Pier, administrative buildings, and open green areas. The historical site includes service areas that supported the front lines of the Ottoman forces in addition to the Bigalı Village Atatürk House Museum, the Kocadere Campground, which was the starting point of the 57th Regiment Loyalty March, Bigalı Castle, which was proposed to function as Çanakkale Wars Weapons and Ammunition Repair Museum in the Historic Area Plan, Çamtekke Cemetery, Kireçtepe Gendarmerie Monument and Cemetery, martyrs' graveyards and village cemeteries. Bigalı and Kocadere villages are proposed to be developed as service centers of this region within the plan's scope. In addition, the 27th Regiment Deployment/Memorial Routes proposed by the plan start from this region.

Kabatepe/Arıburnu- Conkbayırı Visitor Center

The Kabatepe/Arıburnu/Conkbayırı visitor center is the entry point, suitable for the tour vehicle system, and close to the archaeological site. The area includes the Çanakkale Epic Museum, historical elements, and heritage routes. The entire Arıburnu-Conkbayırı area is located within the historic site and has been the scene of battles with national and international importance. The Arıburnu Landing and the Battles of Kanlısirt and Conkbayırı took place here.

Among the most important places to visit in this region are Anzac Cove, Sphinx, First Lieutenant NafizÇakmak Trenches, Conkbayırı Atatürk Victory Monument, Conkbayırı Mehmetçik Inscriptions, 8th Division Headquarters Water Bed Monument, Talat Göktepe Monument, Kılıçdere-1 Cemetery, Kılıçdere-2 Cemetery, Mesudiye Cannons, Mehmet Çavuş Monument, 57th Infantry Regiment Cemetery, Respect the Turkish Soldier Monument, Kesikdere Cemetery, Quinn's Post Cemetery, Courtney's and Steel's Post Cemetery, Johnston's Jolly Cemetery, Lone Pine Cemetery, Captain Mehmet Cemetery, Lieutenant

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Colonel Hüseyin Avni Bey Cemetery, Çataldere Cemetery and Monument, Kanlısirt Inscriptions, Keklikdere Cemetery, Karayörükderesi Cemetery, Deep Respect for Mehmetçik Monument, Albayrak Sırtı Cemetery, Süngübayırı Cemetery, Conkbayırı New Zealand Cemetery, Baby 700 Cemetery, and the Nek Cemetery. The Arıburnu-Conkbayırı Battlefield and Visitor Center is located at the intersection of historic, natural, and cultural tour routes and will provide services to visitors using all these routes.

Damakçılık Hill/Anafartalar Visitor Center

The most important sites at Anafartalar are Anafartalar Plain, Suvla Cove, Salt Lake, Landing areas called Beach A, Beach B, and Beach C, Ibrikçe-1 and 2 Cemeteries, Kanlıköprü Stream Cemetery, Yusufçuktepe Inscriptions, Naim Sırtı Cemetery, Damakçılık Hill Inscriptions, Green Hill Cemetery, Hill 60 Cemetery and Monument, İsmailoğlu Stream Cemetery, Abanoz Stream Cemetery, AşağıKapanca Cemetery, Havantepe Cemetery, Aslantepe Cemetery, Küçükanaftarta Cemetery, and Azmak Cemetery. The Suvla Lake Wetland and Natural Areas (the inner and northeastern parts of the historic site are significant forest areas and 1st and 3rd degree natural protected areas) are associated with the Damakçılık/Anafartalar Visitor Center.

In addition to the important ecological diversity, the site includes other elements, such as the Büyükkemikli Cape, Küçükkemikli Cape, Büyükkemikli Inscriptions, Hill 10 Cemetery, Alopekonesos Ancient City, Limnai Ancient City and Necropolis, Lalababa Cemetery, Büyükanaftarta, Küçükanaftarta, Bigalı (Çamyayla) and Kocadere villages, Ece Harbor, Kocadere Campsite, Kilye Plain, Akbaş Bay, Kilye Bay, Eion Ancient City, Çamtekke Cemetery, Akbaş (Sestos) Castle, Değirmenlik Vicinity, Kilye Castle, Poyraztepe Bastion, and Ayazma Fountain. Other important elements are Suvla Lake, Hill 60 Cemetery, Naim Sırtı Cemetery, Büyükkemikli Inscriptions, Green Hill Cemetery, and Yusufçuktepe Inscriptions [17].

It is envisaged that the Damakçılık Hill/Anafartalar Battlefield Visitor Center will include a *Thematic Museum Arrangement of the Anafartalar Land Battlefields* and a *Museum of History, Nature, and Archaeology* for the narration of the land battles in this region. This visitor center will be located at the intersection of historical, natural, and cultural tour routes and will serve visitors using all of these routes. [18].

5.CONCLUSION

The planning and design of visitor centers created to enhance the visiting experience in historic sites is an integrated process. Elements such as providing original and ethical solutions, sustainability, environmental sensitivity, distinctive and appropriate design, diversity, functionality, accessibility, safety, and flexibility should be in this process. The distinctive design welcomes visitors and allows them to experience a 'sense of place', increasing their awareness of local environments and ultimately encouraging them to explore the space. In general, the literature does not sufficiently address visitor center designs and approaches in the planning process, especially for those in Turkey. The focus of this study was to evaluate the design of the visitor centers at the Gallipoli Historic Site in terms of parameters of landscape, architectural formation, functional diversity, accessibility and safety, interactive and technological facilities, and authenticity. The design and architecture of the visitor centers in the area examined within the scope of the Gallipoli Historic Site and management plan should have features that emphasize historical and cultural significance and offer an impressive and meaningful experience to visitors.

When evaluated in terms of landscape, the plan is an integrated work that is respectful of the natural texture and its history and functions directly with the goal of continuity. Landscapes are an excellent way to combine the historic and archaeological sites with the details of the modern city. It is a beautiful and innovative design method, as the landscape plans prevent an overall change in the infrastructure of the

archaeological site and protect the vegetation in the area by prohibiting random development around the monuments. The project has a structure dedicated to the discovery and understanding of the area’s history, configured as an ideal element for a possible starting point, opening the site to the visitor or configured as an alternative. Thus, the destination point that ends the tour is transformed from a passive transit point, where the user simply buys a ticket, to an interactive experience where the visitor is intrigued by the possibility of discovery.

In terms of architectural formation, recognizing the value of this historical landmark is aimed at the design of all three centers. A solution that will enable a holistic reading of the design space and its proportions has been produced, thus guiding the design theme (discovery and memory). As the site is integrated with the surrounding context, the city has been provided with new spaces and new opportunities the inhabitants can use on a daily basis, beneficial and necessary for all who live and work in these places. In terms of functional diversity, all three visitor centers have functionally diverse facilities (parking, seating areas, cafés, etc.). However, in terms of accessibility and safety, access for pedestrians, street furniture, corridors, bridges, streets, paving services, and public transportation should be given further consideration. In terms of Interactive and Technological Facilities, applications that stimulate people’s imagination and offer rich experiences to visitors should be designed in these three centers. Authenticity is the main design approach in all three areas. In the study, the approach was open and related to the essence of the place. The design principles for the Kilye Cove, Kabatepe/Arıburnu-Conkbayırı visitor centers have been evaluated according to the criteria set within the scope of the study. The evaluation results indicate whether the design principles are present (yes/ +) or absent (no/ -). Based on this summary evaluation, the design principles that need development for the Gallipoli Historical Area have been identified.

Table 2. Evaluation of Visitor Centers in the Gallipoli Historical Area due to Study Criteria (Improved by Author)

Criteria	Kilye Cove Main Visitor Center	Kabatepe/Arıburnu -Conkbayırı Visitor Reception Center	Damakçılık Bayırı/Anafartalar Visitor Reception Center
Landscape	+	+	+
Architectural Form	-	-	-
Functional Diversity	+	-	-
Accessibility and Safety	+	+	+
Interactive and Technological Opportunities	-	-	+
Authenticity	+	+	+

Reviewing Table 2, it is seen that the strategic plan for visitor centers in the Gallipoli Historical Area determines the location and role of the visitor centers within the historical area. Specifically, the principles related to architectural form have not yet been established, and as a result, functional diversity and interactive and technological opportunities have not been addressed. It is also seen that, location decisions are taken in consideration of the geographical criteria and landscape values and the originality is also considered.

The design and planning of the visitor centers at the Gallipoli Historic Site should reflect the historical and cultural significance of the area and provide a meaningful experience for visitors. Although the Kilye Bay, Kabatepe/Arıburnu- Conkbayırı, and Damakçılık Bayırı/Anafartalar regions have different geographical

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characteristics, the design principles to be developed should be common. Table 3 summarizes these principles.

Table 3. Gallipoli Historic Site Visitor Centers Design Principles (Improved by Author)

Architectural Design Principles	The primary principle is that centers should be in harmony with the unique natural qualities of their geography. The center should consider environmental sustainability and be designed in harmony with the natural landscape.	The use of elements reflecting the history of the region in the design of buildings and the use of materials strengthens the centers' authenticity.	The centers should be accessible to all visitors.	Technologies that save energy and minimize the environmental footprint should be used.
Historical Information and References	Use of Multimedia: Interactive experiences should be offered to visitors using videos, touch screens, and augmented reality applications.	Boards and interactive displays including detailed information about the history of the Dardanelle Wars and the Gallipoli Peninsula should be placed.	Art and Artifacts: Artifacts, photographs, and artworks from the period of the Dardanelle Wars should be exhibited.	
Training and Event Areas	Historical information and educational programs should be organized for students and visitors.	Events, including the participation of historians, academics, and experts should be organized.	Workshops such as handicrafts and historical model-making should be organized.	
Recreation and Social Areas	Cafés and sitting areas where visitors can rest and enjoy the view should be established	Sales units for souvenirs and books specific to the region should be established.	Picnic areas, hiking trails, and viewing points should be designed.	
Information and Guidance	Tours offered by professional guides should be provided.	Boards informing visitors about the different parts of the center and the historical background, mobile applications, and digital guidance systems should be developed.		
Safety and Emergency Planning	Principles based on the Disaster Risk Management Plan should be developed.	Adequate security personnel and equipment must be provided to ensure the visitors' safety.		

Visitor Centers, especially those welcoming many guests, should be addressed within visitor management plans. Planning, from upper-scale plans to lower-scale design projects, should be community-driven, allowing for the local people's participation. The local community needs to be involved in the process and outcomes, and planners should develop more effective ways of identifying and involving communities in the design and presentation of interpretation. On the other hand, different types of ownership such as public ownership, private ownership, and trust ownership, along with their advantages and disadvantages must be examined for the project areas. Different ownership models such as transfer, leasing, or joint ventures and their benefits must be implemented if necessary. Financial management principles and strategies that should be adopted for effective management of income and expenses, reporting of annual income and expenses, evaluating financial performance, and public disclosure of reports is crucial. All methods and long-term strategies that can be implemented for financial sustainability. The impact of ownership status, budgeting, and income-expense management on the success of visitor centers. A comprehensive visitor management plan should include multifaceted sustainable principles such as design principles of visitor centers, management, and finance.

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