

READING THE TURKISH LANDSCAPE

However different we may be, we share our humanity and a common destiny on earth as we continue to shape and be shaped by our environment.

As human beings we appreciate that essentially all our experiences take place in the landscape which at once enables and reflects all of life, both memorable and mundane. Landscape, like music, is a universal language. The sensitive traveller will no doubt grasp the beauty of the whole; but what does it all mean to the unaccustomed or the untrained eye? To the native person, the landscape is life itself. It is familiar and taken for granted until endangered or lost. Knowledge of it is intimate and intertwined with strong feelings. Others may have to begin with an analytic tour de force before developing a taste for the intricacies. Ultimately the traveller can catch glimpses in the slices of life represented by places that make up the landscape, and then feel the richness of the meanings associated with them. Our aim here is to whet your appetite by giving you a head start on your journey in reading the Turkish landscape.

First, let us be analytical. What is the landscape made up of? That depends on your perspective. Landscape is nature encompassing all those resources and land forms that a geographer or a naturalist would see. It is also history and culture reflected in the settlement pattern of cities and villages, the





Trekking at Crater Lake





Travertines, Pamukkale, Denizli

architecture and cultural artifacts marking the passage of time and important events. Then there is the idea of the working landscape which is the life support and habitat for over sixty million people. Finally, it is also a mirror of ideology, fashion and impending change, foreshadowing the future along with the problems it may pose. These different layers make up an elementary shell of the Turkish landscape. In Turkey you will experience an incredible diversity in nature, culture, history, beliefs and ideas. This in itself may not be a challenge for the seasoned traveller. After all, diversity is the most prized feature of favorite destinations. In Turkey this diversity is rich enough to challenge even the most experienced eye because it is packed into tight spaces with abrupt changes in scenery. This is why people sometimes describe the Turkish landscape as a "symphony of sounds, smells and people in the most unlikely combinations of appearance and action." The traveller may need assistance to make some sense of our otherwise entirely logical and beautiful landscape, and to perceive its unity and harmony, like a familiar face in all its different moods and expressions.

THE NATURAL LANDSCAPE

The landscape of Turkey is a magnificent, well-used Turkish carpet, hundreds of years old, displaying patterns which have evolved over the centuries.

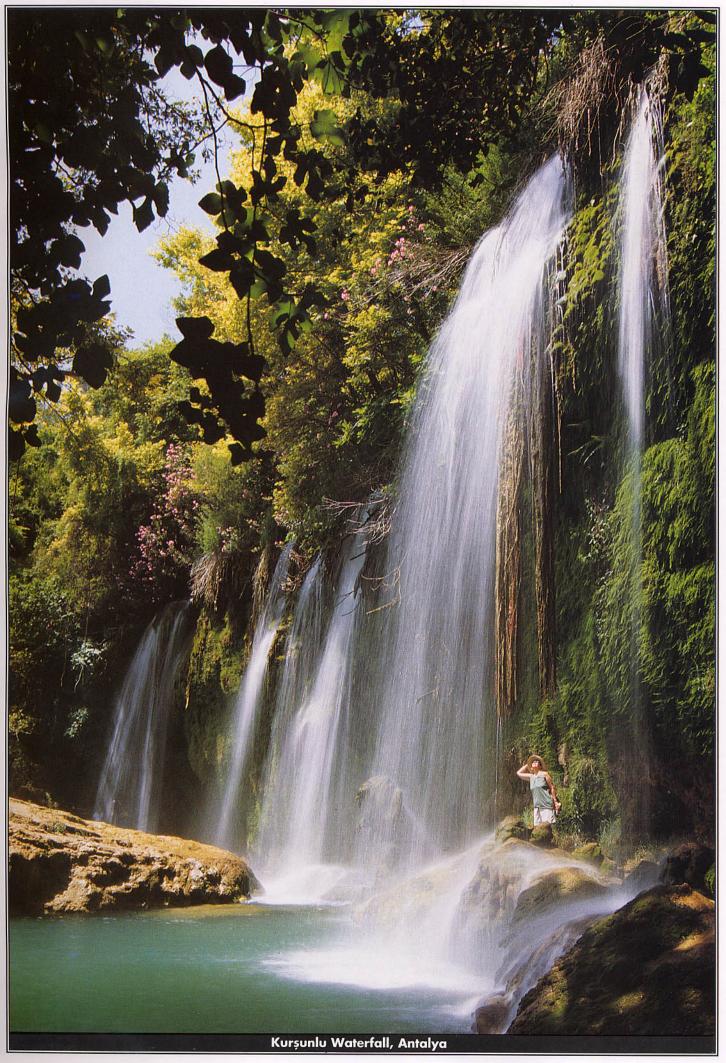


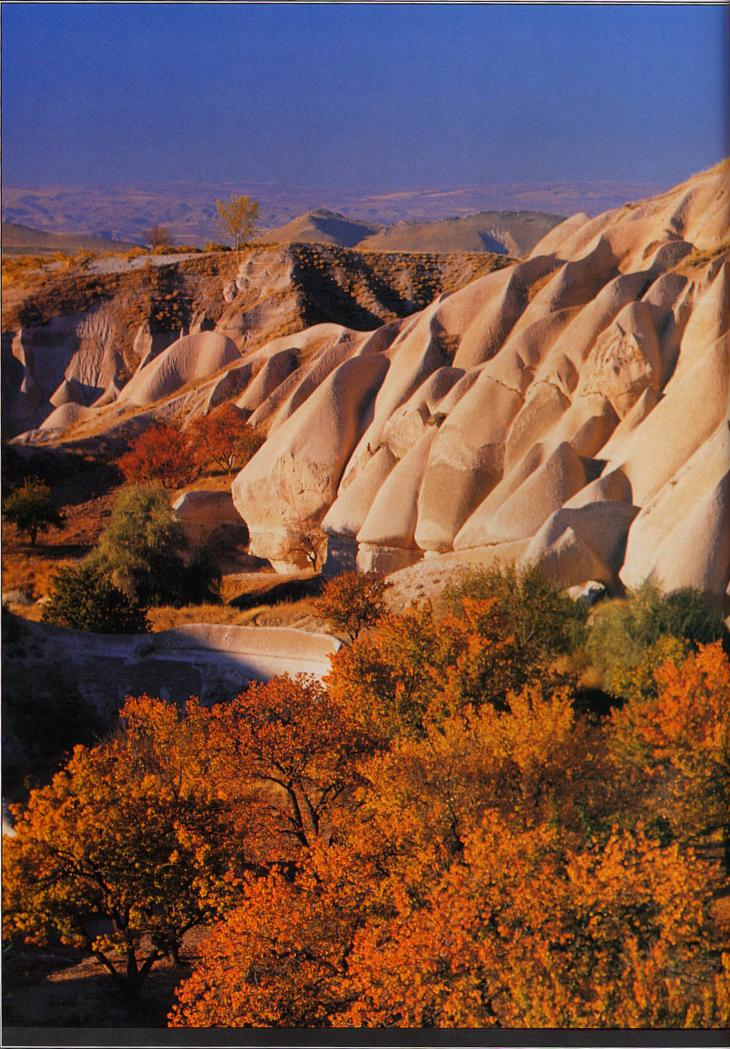
Endangered Ibises, Birecik-Şanlı Urfa

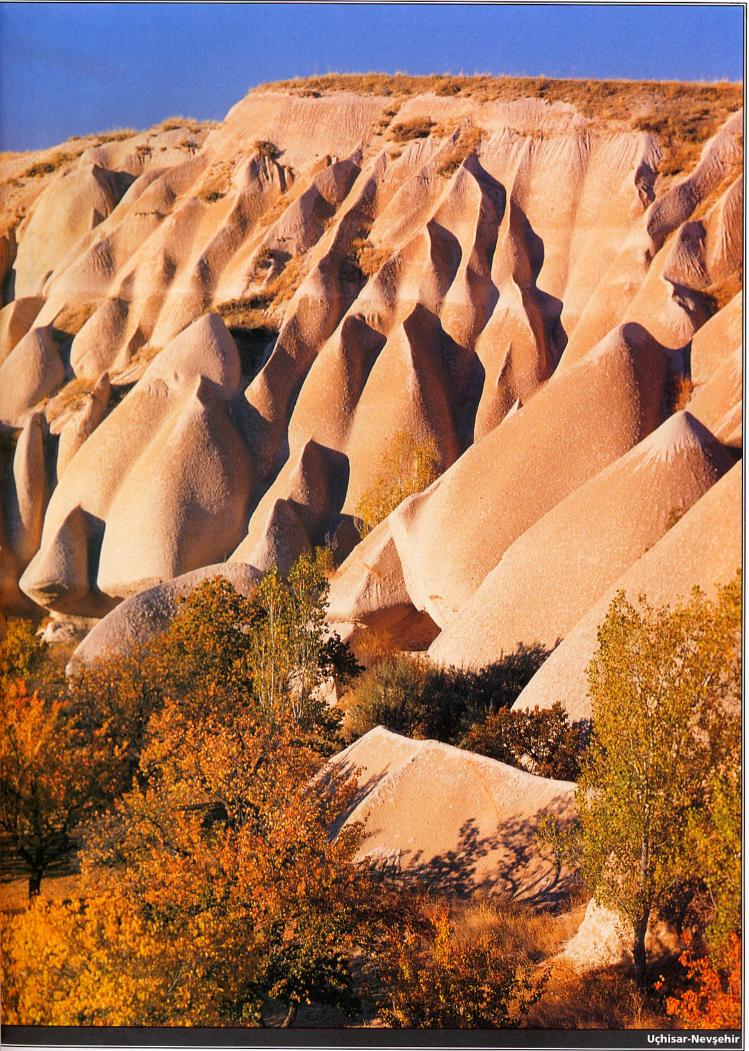
The Turkish landscape encompasses a vast variety of geographical zones. If you take a cross-section along the east-west axis, you will encounter the rugged, snow-capped mountains where winters are long and cold; the highlands where the spring season with its rich wildflowers and rushing creeks extends into long, cool summers; the dry steppe with rolling hills, endless stretches of



wheat fields and barren bedrock that take on the most incredible shades of gold, violet and cool and warm greys as the sun traverses the sky; the magical land of fairy chimneys and cavernous hillsides; and eventually the warm, fertile valleys between cultivated mountainsides, of the lace-like shores of the Aegean where nature is friendly and life has always been easy.

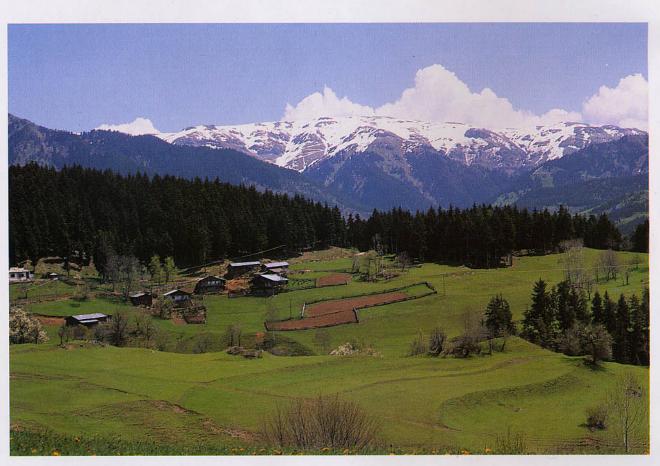






A north-south cross-section begins with the lush, temperate zone of the Black Sea coast, well protected by a chain of high mountain ranges, cultivated in hazelnuts, corn and tender tea leaves (which will soon become a part of the daily ritual during your stay here). High passes and winding roads offer breathtaking views of the Black Sea, leading to highlands and steppe, with orchards tucked into the foothills of lower mountains; then on to the vast Konya plain, and up the Toros (Taurus) Mountains into coniferous forests, which

eventually descend to a scrubby maquis fragrant with bay leaves and oregano as the Mediterranean coast approaches. Then, if you turn east, passing banana plantations and cotton fields, you will come to the desert-like part of Turkey. Just north of Syria, the earth displays all the textures and shades of brown imaginable. In short, for every two to four hours of driving, you find yourself in a different geographical zone with all the attendant changes in scenery, temperature, altitude, humidity, vegetation and weather.

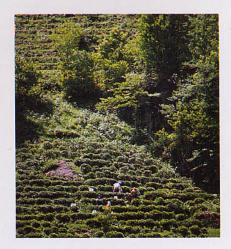


Meşeli village, Şavşat-Artvin



Yedigöller National Park, Bolu





Women harvesting tea, Rize



This landscape has the combined characteristics of the three oldest continents of the world: Europe, Africa, and Asia. It has an ecological diversity surpassing any other place along the 40th north latitude. This diversity is reflected in the intermingling of all varieties of animals just as they were found before the geological separation of the land masses occurred, but whose habitats are now dispersed among these continents. Now it is possible to observe the yearly ebb and flow of nature as the birds continue on their migratory routes twice a year. The flocks of storks and birds of prey convey a magnificent spectacle that you can watch from the hills of Camlica in Istanbul every fall. The flamingos nest in the river valleys of the Aegean and the Mediterranean and spend the winter in the salt water lakes of the inlands. If you happen to be visiting Dalyan (or any one of the 17 beaches along the Mediterranean) on a warm spring night in May you will be sharing the sand dunes with one of the most delightfully shy crea-

Rafting-Antalya

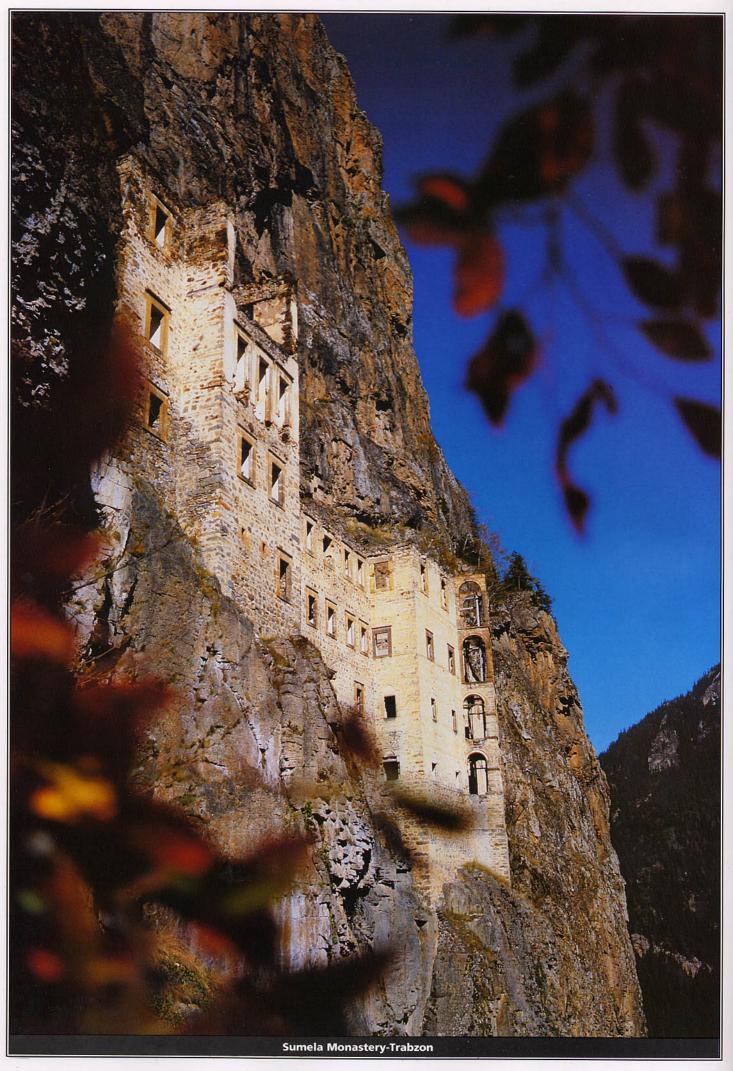


Flamingos in Çamaltı Preserve

tures of the world, the sea turtle, which lays its eggs in the sand at this time of year.

In addition to the richness of the fauna, Turkey is the home of a number of ornamental flowers, the most notable being the tulip. Bulbs were brought to Vienna from Istanbul in the 1500s and started the craze for tulips in England and the Netherlands. By 1634 this interest in tulips had become so intense that in Holland it was called "tulipomania", with individuals investing money in tulips as they do now in hightech stocks. This period of elegance and amusement in 17th century Turkey was symbolized by this flower, giving the period the name "The Tulip Age".

Many familiar fruits, such as cherries, apricots, almonds and figs, also originated in Turkey. Our common ancestors are imagined to have evolved in different parts of the world. Nevertheless, the depiction of Adam and Eve wearing fig leaves confirms a long-standing view of Turkey, with its abundance of figs, as an unspoiled Eden.



HISTORIC AND CULTURAL LANDSCAPE

Turkey's humanized landscape is inseparable from its culture. Nevertheless, to the outsider, Turkey gives a new meaning to the word "wilderness," because even in the most inaccessible or isolated parts (such as high mountaintops or secret valleys) the visitor still has the feeling that sometime in history this place, now wild and untended, was a home to civilizations. Some had settled villages and cities as long as 9,000 years ago.



Twelve Gods (Hittite Period), Yazılıkaya-Çorum

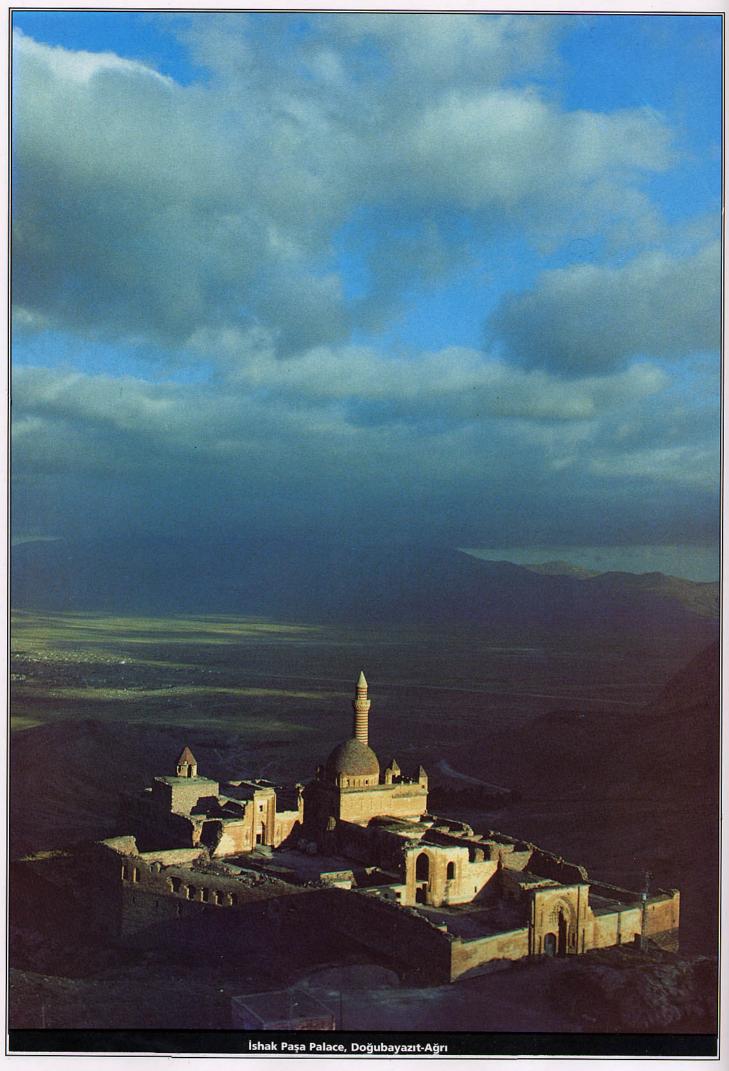
These were people of various origin, coming in waves and mingling with those already settled, each wave resulting in a new synthesis. Between 2000 B.C. and A.D. 1500, this landscape was the center of world civilization. Interpretation of the world scene today is based upon our understanding of what took place on this landscape during the last four millennia, and which is now manifested in the ruins and monuments which adorn the landscape.

Up until the advent of modernity (which, in Turkey, is associated with the comprehensive highway program of the 1950's),

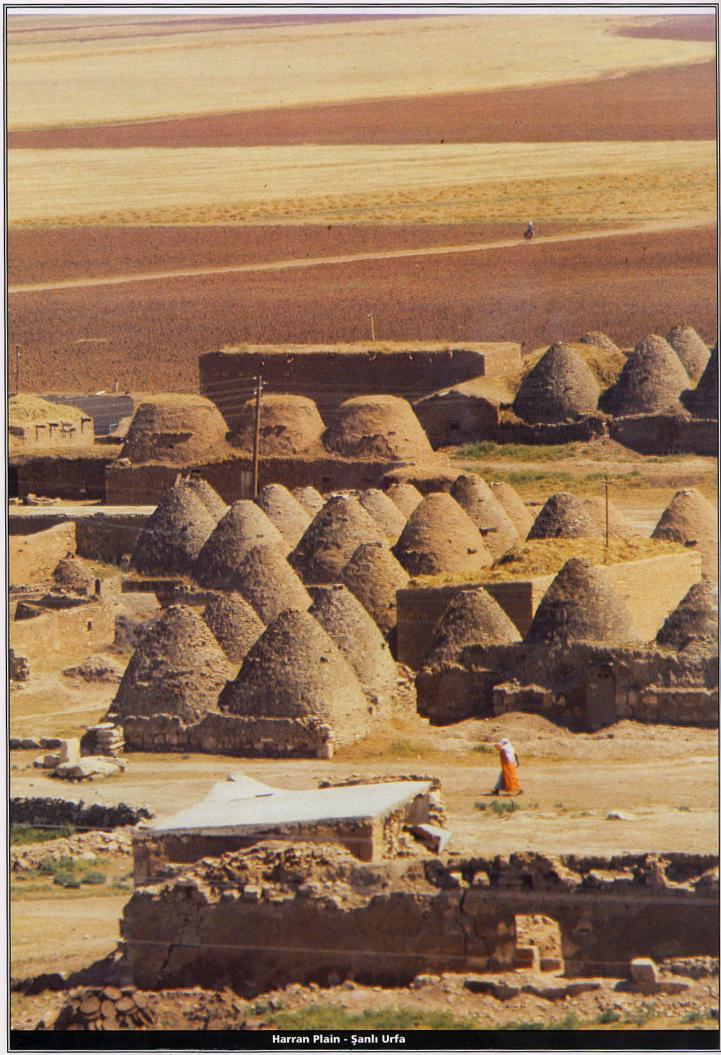


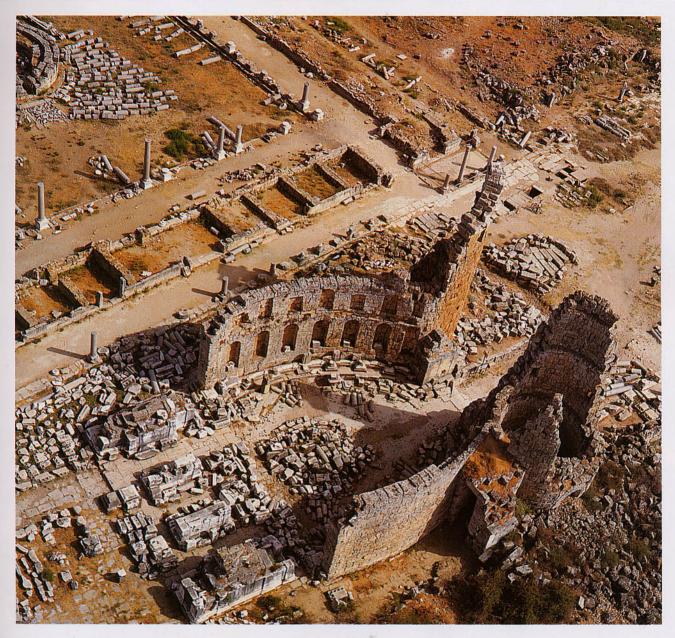
Ulu Mosque, Divriği-Sivas

the landscape had remained much as it was throughout the preceding millennia. When you see a replica in the Museum of Anatolian Civilizations in Ankara of one of the first agrarian villages in the world, dating back to almost 7,000 B.C., you cannot miss the similarity beween this prototype and all those others that you have passed on the way to the museum. As in the other long-civilized regions of the world, building technologies and layout patterns have survived to the present to become what we call the vernacular. When you have something that works, why change it?





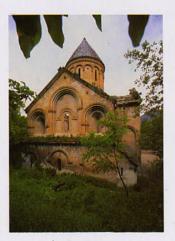




Perge, Antalya

In Anatolia, the settlement pattern is more or less as it was during the time of the ancient civilizations. There is a good chance that the road you are traveling on is the same one great warriors of East and West trod, colorful caravans passed along, and couriers with mail or secret treaties galloped. Perhaps it is the same road traveled by St. Paul and his companions, or by Sufis spreading their divine knowledge.

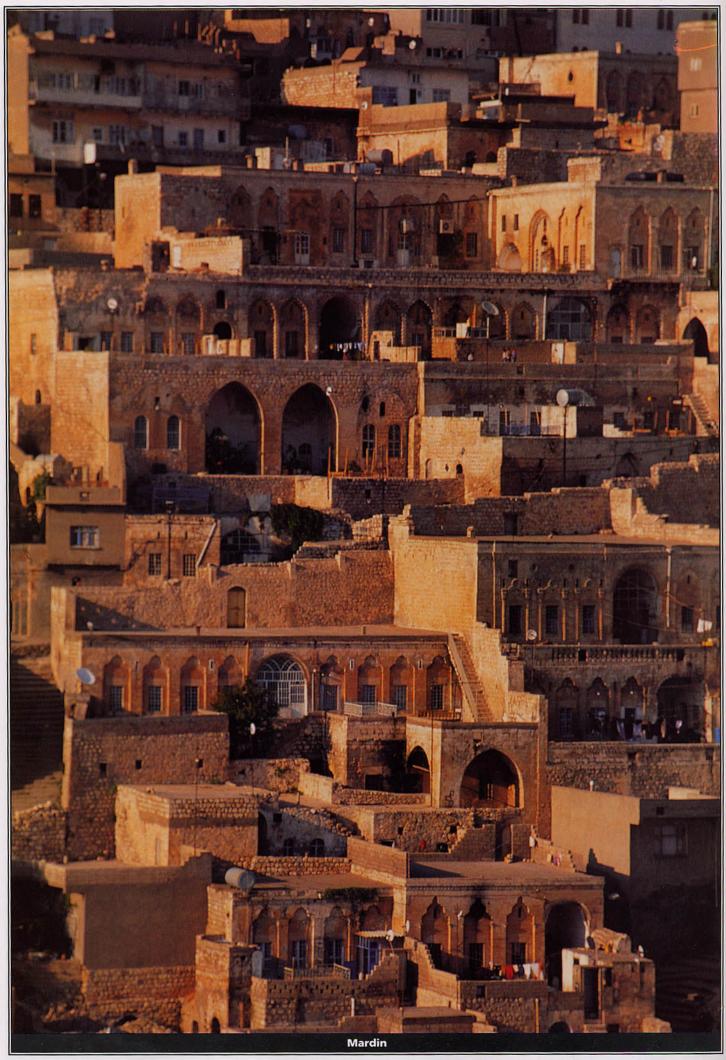
Graceful aqueducts built by the Romans made urban concentrations possible. Bridges built by Sinan and other Ottoman architects dot the countryside and are still used for the safe passage of goods and services. Caravanserais dating back to the Seljuk Empire of the 11th century offered sanctuary and relief to weary travelers. You can even stay

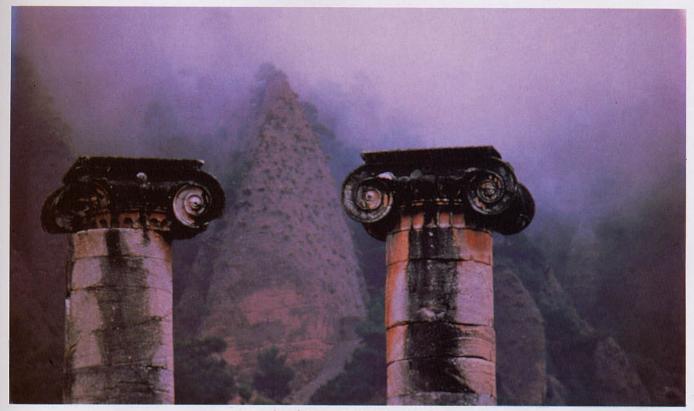


İşhan Church, Yusufeli-Artvin

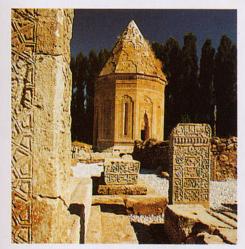
in a caravanserai now, for several have been restored into luxurious hotels.

In addition to the historic edifices proudly displayed at the main archeological sites such as Troy, Pergamum, Ephesus, Miletus, Priene, Didyma, Aphrodisias, Heraclia, Caunos, Perge, and Aspendos, many coastal villages and towns are blessed with their very own Anatolian ruins on the outskirts. This is usually an ancient theater commanding a spectacular view of the beach where villagers will tell you Cleopatra often swam. You don't have to look far for the agora either. It is probably what it has always been - the local market place! Several villages are also privileged to have "sunken cities" or ruins under the sea, which you can see if you look down into the crystal clear, turquoise waters as you swim.





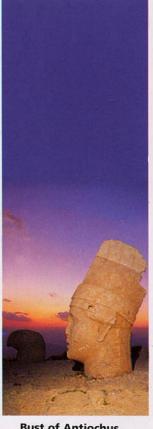
Temple of Artemis, Sardis-Manisa



Seljuk cemetery in Gevaş, Van

The Anatolian hinterland will show you glimpses of other ancient civilizations: the Hattis, the Hittites, the Phrygians, the Urartians, and the Lydians. From these civilizations come many familiar legends: the wealth of the Lydian King Croesus, King Midas with the golden touch, and the Knot of Gordion that young Alexander was able to undo only with a blow of his sword.

Then there are the smaller sites, both sacred and ordinary, but with profound meaning: monasteries, tombs of local saints, heroes, artists or poets, mosques, churches, walls, fortresses, palaces, fountains, and cemeteries. The hillsides are covered with broken pieces



Bust of Antiochus, Mt. Nemrut National Park-Adıyaman



Kaunos Rock Tombs, Dalyan-Muğla

of ancient pottery, and contemporary walls often have comer stones which may date back to antiquity. Children play and sheep graze amidst fragile remains. Until very recently the cave refuges in Cappadocia were used by villagers as cold storage or wine cellars.

The very richness of the landscape poses grave challenges for historic preservation in Turkey. Progress has been made in safeguarding the integrity of the most important sites, and work is ongoing to excavate, catalogue and preserve the country's tremendous legacy. Strict laws prevent the export of antiquities.



THE BIG CITY IN TURKEY

Turkey's focal points are its three largest cities, Istanbul, Ankara and Izmir which have become major urban centers by historical providence as well as by design.



Anıtkabir (Atatürk's Mausoleum)-Ankara

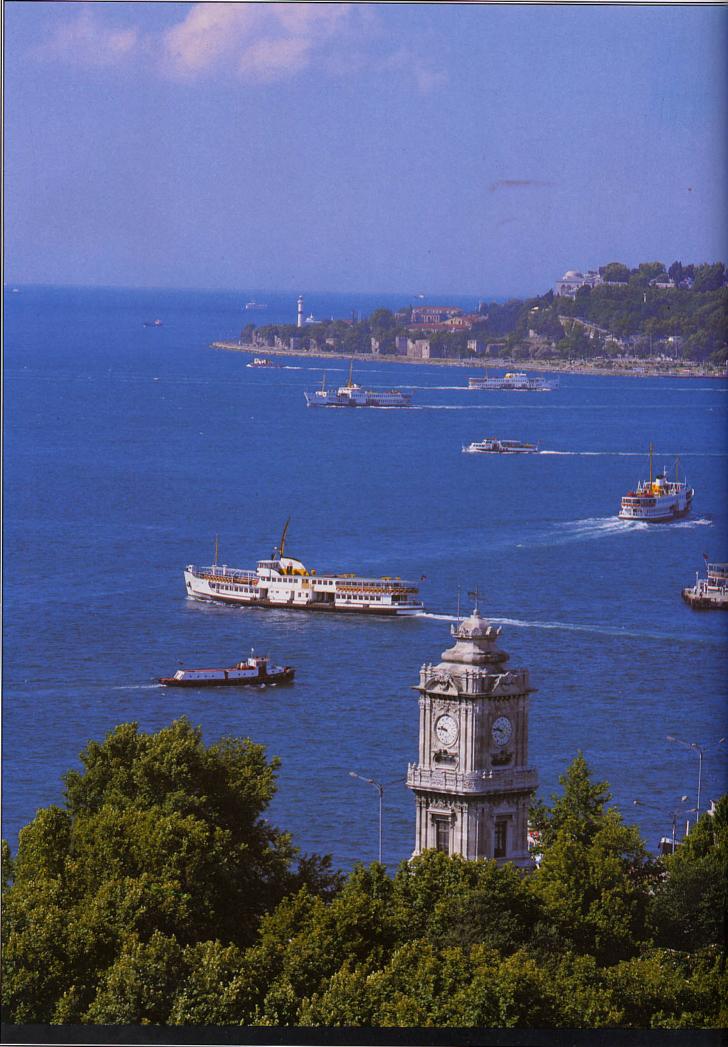
Following the foundation of the Turkish Republic after World War I these cities became the focus of social and business life. Industry and business clustered in the established commercial centers of Istanbul and Izmir while the apparatus of the government built itself a new capital inland in Ankara. These cities contain the country's most respected universities, conservatories, theaters, and concert halls. Jewish and Christian communities, as well as immigrants from different parts of the Ottoman Empire add diversity to the cities, contributing to the human mosaic so characteristic of Anatolia.

Artists, actors, poets and journalists hang out in the cities' pubs and taverns. Present day Young Turks plot alternative futures for the country in coffee houses and reading rooms. The harried working-class intel-



Clock Tower-İzmir

lectuals from the 1960's lament what might have been over wine and vodka in familiar restaurants. Young urbanites consume the fruits of modernity in glittering shopping malls and discos. The typical Turkish intellectual urbanite men and women have many things in common with their kin elsewhere in the world and they can be easygoing, fun-loving companions on your expeditions. They are well-traveled, bilingual, and have a high degree of toleration, yet are ready to voice their opinions on weighty issues. However, you should also know that deep down they share values common to all Turkish people, such as a belief in the integrity of the family, loyalty and obligation to country and community, fairness in dealing with other human beings, hospitality, compassion, and respect for tradition.







Kumkapı-İstanbul

For visitors, the big city offers an abundance of museums and famous historical sites, along with nightclubs, taverns, and bazaars filled with silver and copper objects, carpets, and gold jewelry. Istanbul, of course, is in a class of its own. A separate introduction to its own unique landscape is necessary.

The big cities also allow ample opportunity to sample Turkish cuisine at good, well-established restaurants. Eating is not taken lightly in Turkey. Dinner in a good restaurant may take four or five hours eaten in the company of friends and family, sipping drinks and savoring the endless procession of hot and cold dishes while engaging in conversation that begins with light-hearted humor, and often turns into recitations of mystic poetry, and reminiscences of the past. Turkish cuisine ranks with French and Chinese in its variety, nutrition and finesse.



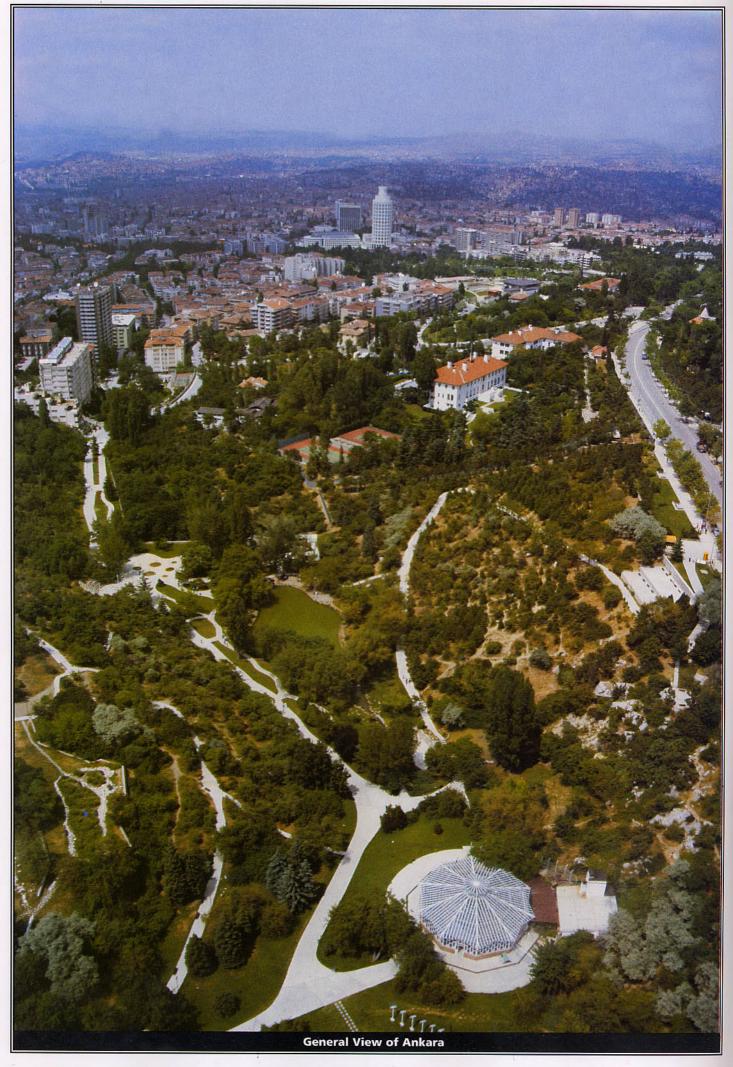
Anıtkabir, Ankara



Kordon, İzmir

Most visitors want to experience the old part of the city. According to tradition, each alley or courtyard of the bazaar specialized in a craft or trade corresponding to the old guilds. From Belgrade to Damascus, the cities of the Ottoman Empire were organized into communities formed along religious lines. These were integrated with the rest of the city and the larger society via networks of locally controlled services such as fire protection, security and schools. The old city center, with its places of worship, government, trade, and entertainment, was where the citizens mingled, enjoying the benefits of the security and bounty of the State while maintaining their culture and way of life. The churches, synagogues, and mosques along with the medreses and the mission schools are still found side by side in the old city center.

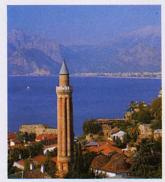






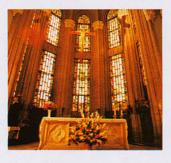
Elevator Building-İzmir

The new city center revolves around highrise, internationally-styled office buildings, luxury hotels, exclusive restaurants and bars, fashionable shopping Modernization brought apartment life into the cities, replacing the traditional fabric which consisted of one- to three-story houses overlooking cobblestone streets and shady courtyards. Neighborhoods and neighborliness are of great importance in the Turkish way of life. The introduction of apartment buildings, where a dozen or so families have joint ownership of the property, presented city dwellers with new challenges and shifted the focus of their control over the environment from the neighborhood to the apartment building with its practical issues such as heating and maintenance. In three decades, a highly complex and uniquely Turkish management pattern evolved with an administrative structure, laws and regulations. Apartment life, which has been the subject of numerous skits and humorous television series, is the hub of neighborly interaction. The old Turkish adage,"Don't buy a house,



Yivli (Grooved) Minaret Antalya



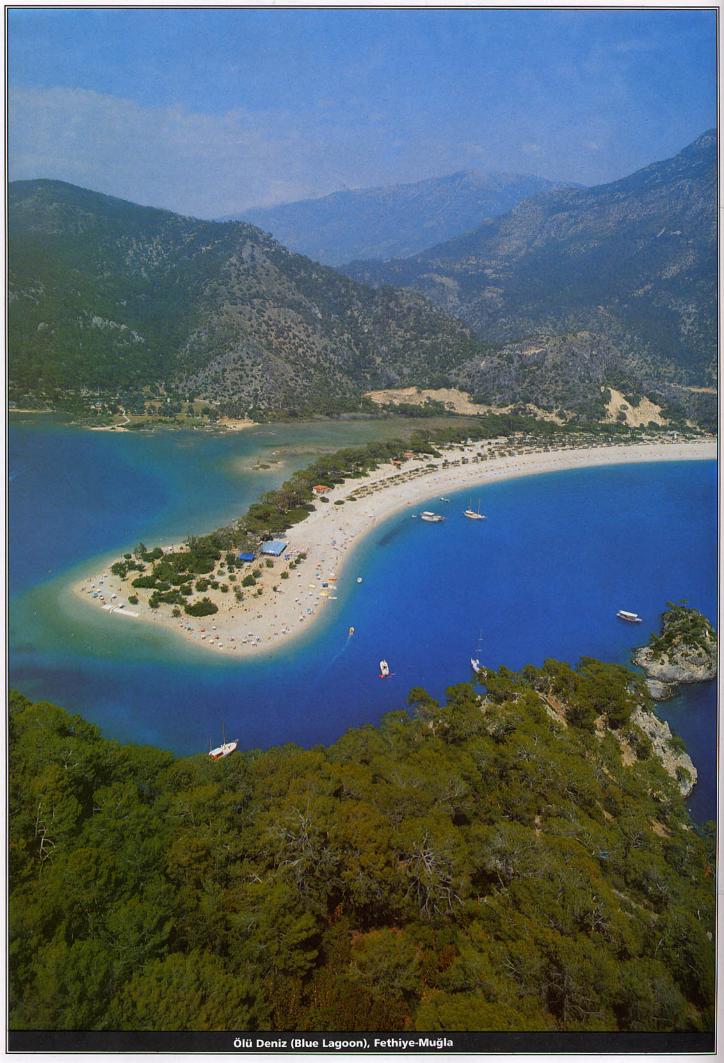


Saint Antoine Church, İstanbul

buy a neighbor" is true now more than ever. Almost all neighborhoods have weekly farmers' markets in addition to small grocery stores, fruit and vegetable stands, butchers, charcuteries (a kind of deli), bakeries and florists. If you happen to see a farmer's market, stop, explore, and taste some of the fruits and vegetables. This is how they were meant to taste before civilization came up with genetic engineering!

Settlements on the outskirts of big cities are the first stop for new immigrants from the countryside. Migration from rural to urban areas has been a way of life in Turkey since the 1960's. These settlements, often referred to as "gecekondus" (that is, "thrown up overnight"), house hard-working, extended families. Although the communities lack some city services, most have electricity, and almost all rooftops are adorned with TV antennas.

Turkish cities, despite their size, are remarkably safe. The low crime rate makes it safe to be out after dark and many neighborhoods are alive well into the night.



COASTAL DEVELOPMENTS

New developments of all shapes and sizes are popping up all along the Turkish coastline.



Golf, Belek-Antalya



Bodrum Castle-Muğla

The building boom in Turkey has not yet reached the proportions found along the Western Mediterranean with its pollution and overcrowding. Complexes of summer homes nestle alongside beautiful beaches and many of these are available for rent. Holiday villages line the coast in the popular Kemer-Antalya region while bed-and-breakfasts and modest hotels operate in almost all the small towns and villages along the coast. Many of the wonderful coves and bays are accessible only by boat. A good selection of charter gulettes, motor yachts and sailboats are available for





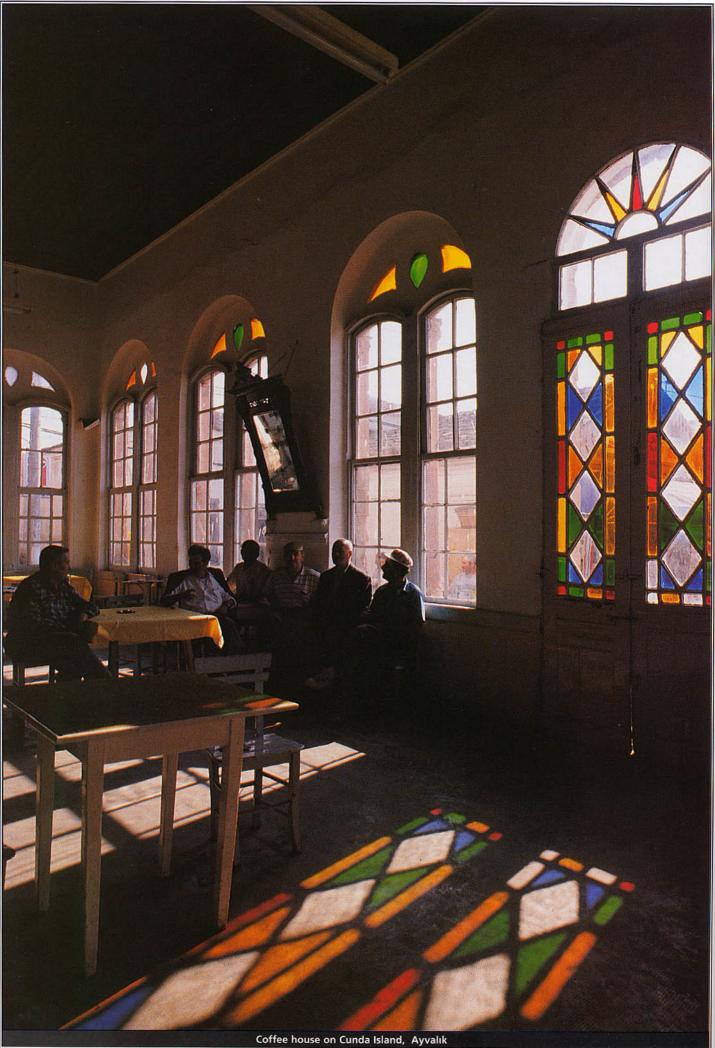
Kekova, Simena **Antalya**



Kemer-Antalya

week tours, while smaller boats can be rented for day trips.

These options offer enough variety to satisfy every taste. Sheiks and princes, European sophisticates, seniors, amateur archeologists, yachtsmen, mountain trekkers, young families with toddlers and yuppies looking for new adventures can all find something special for them in Turkey. Environmentalists will especially appreciate the sensitive approach taken to preserve (and yet enjoy) the friendliest nature ever found.



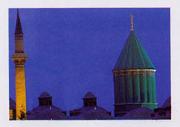
ANCIENT TURKISH CITIES

The traditional Turkish city is typically situated along historical trade routes, notably the silk and spice routes.

Built on lands rendered unfavorable for cultivation, these cities display unique localized architectural styles reflecting regional conditions with an urbane and sophisticated building tradition. Although each has a distinctive character of its own, all have a citadel; one or more grand mosque complexes containing religious colleges and welfare establishments; a traditional square corresponding to the western plaza; a number of old bath houses; traditional guild alleys jutting away from the bazaar area; and distinct neighborhoods where you are likely to find fine examples of traditional Turkish houses, often arranged around a courtyard.

Turks are wild about soccer. Budding future players will be kicking the ball around in the streets at all hours. In shaded squares, the tables of coffee houses are occupied by townsmen, sipping coffee or tea, playing backgammon and discussing the issues of the day with their friends and neighbors. It is said that both coffee and the coffee house are among the many contributions made by Turks to the good life. The sacks of coffee abandoned at the gates of Vienna by the retreating Ottoman army in the 16th century introduced the addictive brew to the West and made the cafes of Vienna world famous.

It is in these cities that both high style and localized culture evolved side by side, giving us the best examples of Turkish architecture as well as the best of folklore, traditional arts and crafts, customs and food. These cities were home to folk heros such as Köroğlu, and the poet Yunus Emre, whose simple verse offers profound ideas for humanity, along with the well known Nasreddin Hodja, that personification of folk wisdom in his humorous anecdotes, which are still widely quoted



Mevlana Museum-Konya



Harran-Şanlı Urfa



Safranbolu-Karabük



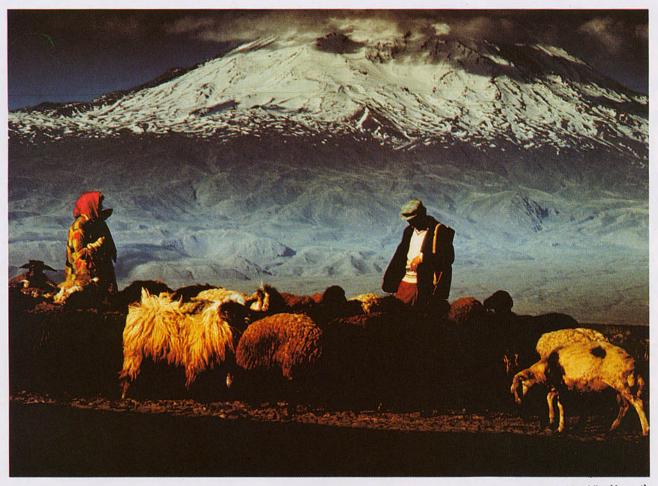
Çakırağa Mansion, Birgi-İzmir

and appreciated.

The popular theater tradition, with its comedians, storytellers, and marionette and shadow puppeteers evolved in the provincial cities. Performances were given in public squares, for national and religious festivals, or at weddings and fairs, and at inns, coffee houses and private residences. All shows, including wrestling matches, were accompanied by music, with artists performing to the sound of the tambourine. Performances were often interspersed with songs and dances or both. The dramatic instinct of the Turkish people and the role it played in daily affairs can be found in the Turkish commedia dell'arte and the shadow puppet theater of "Karagoz" which dates from the 15th century. Players performed humorous impromptu productions wherever there was an audience, impersonating watchmen, tax collectors, treasure hunters, the intellectual elite encountering the common folk, and the idiosyncrasies of ethnic groups, and so contributed, in their own way, to the continuation of an amicable coexistence.

Provincial Turkish cities still celebrate religious holidays, or bayrams, in the traditional manner. Town elders, following the holiday visits of greeting, participate in folk dances to the accompaniment of traditional folk instruments. "Grease wrestling" matches are accompanied by drum and pipe music. Karagōz puppet shows are often performed during the holidays and for family celebrations such as rites of circumcision. Many interesting provincial cities are on the way to popular holiday destinations and ancient sites. Make a small detour to see the traditional character of Balıkesir, Çanakkale, Amasya, Safranbolu, Tokat, Nevşehir, Diyarbakır, Şanlı Urfa or Mardin.

THE VILLAGE



Mt. Ağrı (Ararat)

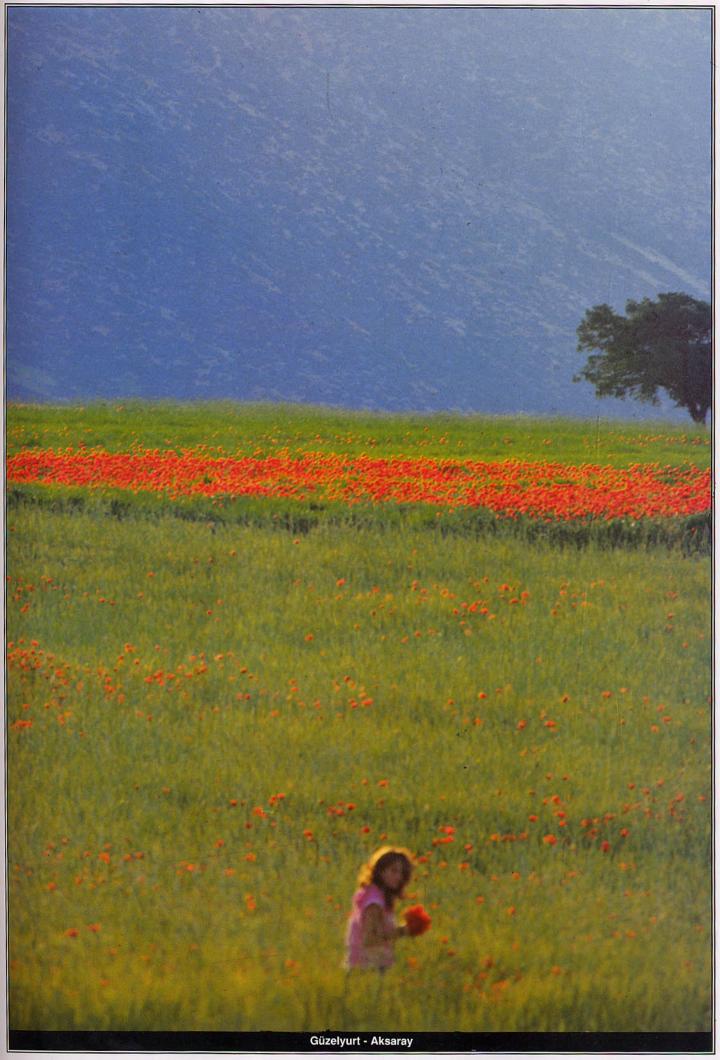
Silhouettes of villages, accentuated by slim minarets, dot the hillsides along the highways.

Villages reflect the climate and character of the region.

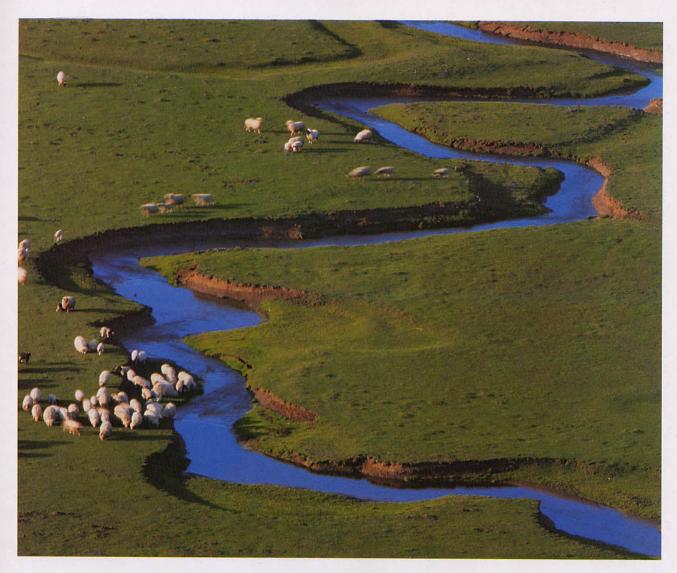
Mediterranean villages on the coast are built from a stone that takes on the color of the sky when the sun is low on the horizon; timber starts to be integrated as you reach higher altitudes. Wood frame and log construction in the temperate zone gives way to wattle and daub and eventually sun-dried brick in the southeast. You may notice interesting structures such as earthen ovens, round outhouses, or dome-shaped cisterns.



Houses in the mountain villages close to the Black Sea are widely scattered. Villagers communicate by sing-song yells and yodels which echo in the valleys. The Toros (Taurus) Mountains in the south were the traditional habitat of nomadic Turks who, in search of moderate temperatures, spent the summer in the mountains, the spring on the plateau, and winter down on the delta plain.

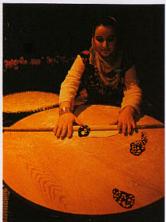






A real treat for the history buff is a visit to one of the villages just outside Bursa, such as Cumalıkızık, maintained almost entirely intact since the 13th century. Here one can see the origins of the typical Turkish house with its window overhangs, functional spaces in the courtyard, and the arrangement of rooms on the second floor, as well as the overall settlement layout with its intricate pattern of narrow streets.

Typical villages are built around a central square with the mosque, the school, the general store, and, of course, that center of male life, the coffee house. The coffee house is the men's domain where important issues such as politics and crop prices are discussed, and local gossip is exchanged. The village fountain, inner courtyards and doorways are the women's domain. Exchanging information about goods and items related

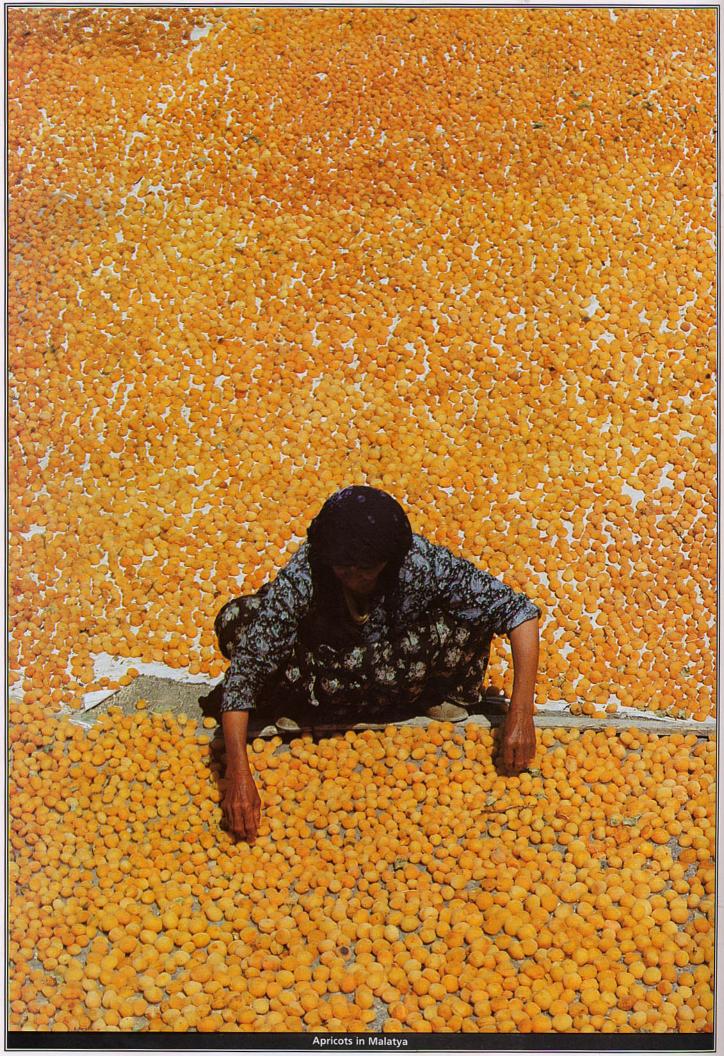


A girl rolling out dough



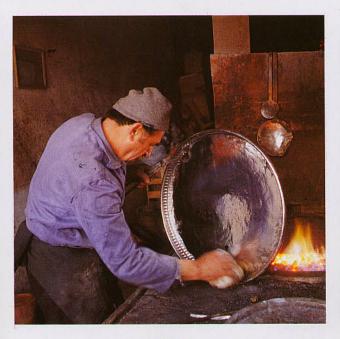
to health, child rearing, and daily sustenance happens there. You will also see villagers on their way to and from the fields or orchards on donkeys and tractors.

Villages preserve the traditional dances, customs, weaving techniques, puppet shows and plays in their original forms. The folk dramas and dances, which are still performed, carry traces of the shamanistic rituals of the Ural-Altaic region, as well as Anatolian festivals honoring gods such as Dionysus and mythical mortals like Adonis. Every region in Turkey, in fact every village, has its own folk dances, totaling more than 1,500. Dramatizing the exaltation of nature, animals, everyday life, courtship, and combat, folk dances continue to occupy an important role in village life. Their exquisite choreography and universal meaning contain a vast resource of artistic energy.



THE WORKING LANDSCAPE

Beyond the sun, sea and ancient ruins lies the working landscape. Along the Aegean and Mediterranean coasts, industrial, residential and recreational lands compete with agriculture, pushing the orchards, fields and farmland further inland.





Traditional tinsmith

The bucolic, rural scenery radiates with sincerity and health, enhancing the travellers' experience. In this, the motherland of wheat, the taste of ordinary Turkish bread surpasses any other when eaten freshly baked. The orchards, vineyards, and vegetable fields grow delicate and vibrant crops, and the cows and sheep cared for by shepherds playing the pipe and talking the animals' own language, are as happy in their pastures as free-ranging chickens. In addition to grains, staple crops include rice, cotton, sugar beets, tobaccc and potatoes. This diversity and abundance of food products have con-





tributed to the richness of the cuisine. Reforestation is an ongoing process throughout the country. Although many of the highway signs look like billboards they actually display slogans lauding the benefits and sanctity of forests.

The high pace of industrialization is evident from the factories along the highways. Active government participation encouraged industrial modernization during the early decades of the Republic. All the main industries including mining, manufacturing and textiles, as well as the majority of financial institutions were state owned and operated.











IDEOLOGY, FASHION AND THE WINDS OF CHANGE

Since the early days of the Republic, well-educated women, particularly in the cities, have taken on active roles in the professions, government, and business.

Efforts to modernize both state and society started during the 19th century. Initial reforms targeted limited institutions, such as the Armed Forces.

One of the first things to go was the traditional marching band of the Ottoman army (Mehter Takımı), the first of its kind in Europe, to be replaced by a modern, western one. Western forms of art and literature penetrated the culture and continued to flourish alongside classical and folk art, music, and literature.

The parliamentary system was also introduced more than a century ago. Following the Turkish Revolution at the end of World War I, reforms to achieve fundamental and broadly based social and institutional change were initiated by Mustafa Kemal Atatürk, the revolutionary leader and the first president of the Republic of Turkey. Secularism, and the legal protection of the democratic rights and responsibilities of all citizens, are perhaps the most important of these reforms.

One of the proudest achievements of the Republic was the establishment of women's rights in the new social order. The Turkish woman has been exalted symbolically throughout history as the mother figure and pillar of the family. Since Atatürk's reforms, women's role in social, political and economic life has expanded dramatically.

Every social and institutional change eventually leaves its mark on the landscape. The reforms of the first half of the 20th century put Turkey on a course of accelerated modernization. Careful measures ensured that culture and traditions continue to live and evolve. Although the



Mustafa Kemal Atatürk



A Concert in St. Irene-İstanbul



Suna Kan violinist

changes in the landscape were well orchestrated and significant, they were not on the magnitude of the changes that are occuring today. Starting with the highway program of the 1950's and culminating with the free market reforms of the 1980's, unbridled transformation of the landscape has taken place. The country has been electrified by the vitality of a young population that is ready to participate in a booming economy and its endless possibilities in the new world order. The generation of farmers and soldiers who used to refer to the government as "Father" (Devlet Baba), has been replaced by a "can-do" generation of entrepreneurs. The possibility of breaking all ties with both the past and the landscape, which the future depends on, has never been as real as it is today. For example, the ongoing process of agricultural industrialization is taking away the apricots and cherries with the rest of the Anatolian natives, along with the happy chickens, sheep and cows, all marching in a parade which will eventually transform them into taste-

The Turkish people are known for their ingenuity, quick wit and ability to adapt. In the current climate of democracy and local involvement, it is more than likely that the Turkish landscape will continue to reflect a harmonious and sustainable relationship with its people.

less uniformity and miserable existence.

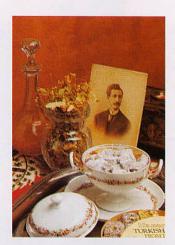
PARTICIPATING IN THE TURKISH LANDSCAPE

Each landscape in Turkey is a backdrop and a context for people and events on the everyday stage of life. Perhaps the most thrilling aspect of travel is to become an active participant in this landscape.

As in all human interaction, the basic rule is equal partnership, given the roles of host and guest. This rule defines mutual respect and a shared sense of responsibility as the guiding principle in an adventure where the parties involved are, by definition, different in their outlook and way of life. When Turks entered the tourism arena not so long ago they were armed with a tradition of hospitality rather than sophisticated facilities or a service mentality. Although Turkey now has an excellent tourism infrastructure, the motivation of most Turks remains one of sincerity and courtesy.

The desire of Turks to be understood and liked, to communicate and learn about people from other lands, and be on equal terms with them as citizens of the world is a much more important motivation. Interpret their enthusiasm to interact with you from this perspective. They would rather make long-term acquaintances, spend time together, exchange cards, letters and gifts than receive "fair payment" or large tips for help rendered. This attitude may change as the tourism industry develops more in the coming decades and much still depends on the visitors. But, for now, the sweetness of the Turkish people is unspoiled.

Here are some tips about social graces and conduct, which may be useful in interpret-



Turkish Delight

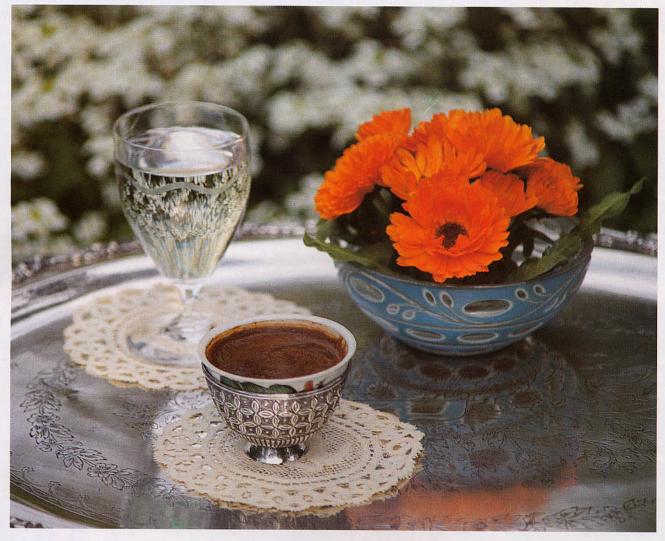


Apricot Dessert

ing the goings on around you and help you to enjoy your participation in this landscape even more.

Starting at the beginning: Greetings involving welcomes, handshakes, hugging and kissing on both cheeks, followed by a "How are you? How is the family? How is your health? How is business?...." are important rituals. It is expected that everyone will inquire about the health and well being of everyone else present before anything else. During religious holidays, greetings are even more important. Young people visit and kiss the hands of the elderly family members. Every friend and family is visited in order to renew bonds and kinship. Children receive pocket money and gifts, and social charity obligations are met. Like elsewhere, these are joyous occasions. However, celebrations emphasize traditional social and spiritual aspects, and a certain amount of decorum in action and appearance is expected from everyone.

In social gatherings, even though everyone might be sitting in the same room, it is common for women to start their interaction mostly with other women and similarly, men with men. Parties where people stand around and "mingle" are not among the common forms of socialization except among the urbanized elite. During a typical after dinner gathering coffee, tea,

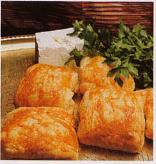


Turkish coffee

candy, cookies, pastries and fruit are served.

A dinner invitation to someone's home is a special honor. At the dinner table it is customary for the hostess to offer additional servings many times and with great insistence. The guest is expected to acquiesce after several such offers. Dinners are leisurely affairs, to be savored slowly along with the delicious home-cooked food. Sometimes guests bring flowers or sweets to such occasions.

In business relationships the whole affair is conducted as a social occasion, complete with greetings, and sharing coffee, tea, or food and drinks, depending on the extent of the transaction. Even in ordinary shopping a lot of personal information is exchanged between the vendor and the customer, setting the stage for everyone to fulfil their various responsibilities in the



Talash Borek (Pie)



Traditional costume

transaction. Bargaining is not a simple game of negotiation between adversarial parties but part of socialization and friendly chit-chat to confirm the non-adversarial nature of the activity.

There are a few subjects which need to be treated with care. These include the flag, the army, the country, and the religion. Even though people take great pleasure in explaining and answering questions about these, criticism or disrespect, even in jest, is not taken lightly. On the other hand, politics is fair game. There are few people who love talking politics as much as the Turks do.

To sum up, a guest might commit a social faux pas, but what matters is the underlying intention. If there is a sense of equality and respect, which the Turkish people will be quick to detect, all will be well. Enjoy your stay!



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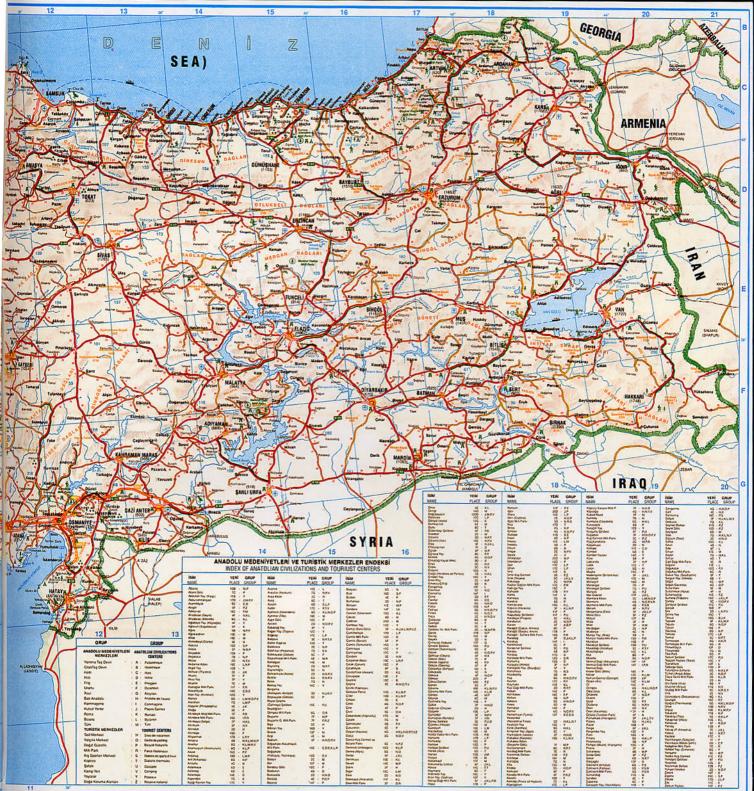
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