CHAPTER 32

EVENT MANAGEMENT PRACTICES OF NGO'S AND CULTURAL HERITAGE MANAGEMENT IN TÜRKİYE: THE CASE OF ÇEKÜL FOUNDATION

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Abstract

Intangible cultural heritage includes the tools, materials, representations, practices, skills, expressions, and associated instruments that individuals, groups, and communities consider essential to their cultural heritage. This encompasses social rituals and festivals, oral traditions and expressions, crafts, performing arts, and the understanding of the universe. The transmission and preservation of these elements across generations are crucial. This heritage embodies sustainable development and offers a sense of identity and continuity in the interaction between groups, individuals, and communities with their surroundings, the natural world, and their history. Elements such as epics, folk tales, legends, idioms, Karagöz puppet theater, traditional foods, fairy tales, folk calendars, anecdotes, birth rituals, media, folk theater, wedding celebrations, Nowruz, evil eye beads, folk meteorology, folk architecture, coppersmithing, and weaving are all part of intangible cultural heritage. This study examines the event management strategies of the ÇEKÜL Foundation in the realm of cultural heritage management. To achieve this objective, the thematic analysis method was employed using the Maxqda program to examine the corporate website of ÇEKÜL. The results of the thematic analysis reveal that the foundation develops customized educational programs for students, teachers, and institutions, and prepares publications on various topics. The findings indicate that ÇEKÜL approaches the conservation and administration of cultural heritage from a broad perspective. Word frequency analysis highlights key terms such as "education," "preservation," and "cultural." Additionally, important terms include "guide," "information," "teacher," and "urban." These findings demonstrate that the ÇEKÜL Foundation adopts a strategic approach for the sustainable preservation and introduction of cultural heritage to society.

Introduction

A crucial element in the formation and safeguarding of culture is symbolism. This concept includes both the overt and covert patterns that make up each person's unique accomplishments, which are especially clear in their artistic endeavors (Taylor, 2004; Shen et al., 2010). Traditional, historically based, and interrelated values form the essence of culture. Culture emerges as a result of collective endeavors as well as the innate components of actions that have yet to be undertaken (Roders & Oers, 2011). Every country aspires to preserve its distinct cultural character for the benefit of future generations.

Most people find significance in the concept of heritage. The tangible components of culture include works of art, commonplace items, and architectural constructions. Equally vital are the preservation of language and human memory, as well as non-material cultural forms including dance, music, theater, and ritual performances (Imon, 2017). Individuals commonly express interest in both intangible and tangible facets of cultural heritage. Cultural legacies are invaluable resources from which everyone can benefit and learn a great deal (Özdemir, 2009). Both tangible items and intangible cultural acts influence how people define their social and personal identities (Roders & Oers, 2011). Building a solid social and personal identity enhances the profile of an area or country. In other words, this situation improves a nation's standing and perception.

On the flip side, cultural legacy encompasses the values deeply embedded in human existence, embodying a specific aspect of life and substantiating its history and meaning. Culture is an expression of lifestyle that presents itself in concrete forms such as monuments or historic sites (Kuşçuoğlu & Taş, 2017). Constructed buildings and archaeological sites are seen as important historical markers that must be preserved. Consequently, the ruins of ancient towns, historical complexes, and now-deserted urban neighborhoods reflecting bygone eras are important in depicting the growth of modern life (Özcan & Dilek, 2011). Architectural structures, parks, and gardens are all significant components of many structures. Furthermore, prehistoric caves with fossil evidence of human evolution and artifacts showing our forefathers' lives and creativity are among the most valuable components of cultural heritage. Preserving the unblemished transition of such cultural heritage from antiquity to the present demands adept management.

Management of cultural heritage encompasses both material and immaterial qualities as well as resources connected to historically significant monuments, architectural structures, and locations. These components go through a metamorphosis. When acknowledged as cultural legacy, these ideals are a great advantage (Ulusan, 2023). As a result, managers of cultural assets need to ensure that their management practices and cultural heritage conservation methods are sound and efficient. These procedures should be examined if the management situation is thought to be deficient. Additionally, they should assist in the assessment of heritage to detect changes over time or ascertain the effects of various change processes on Earth, such as climate, natural disasters, or development (Halaç et al., 2022).

In this study, the ÇEKÜL Foundation's cultural heritage conservation activities will be analyzed. One of the main reasons for selecting the ÇEKÜL Foundation as a sample is the significance of its various projects and programs in terms of sustainability and societal impact. The foundation conducts comprehensive efforts aimed at raising public awareness about the preservation and sustainable management of cultural heritage. The study focuses on examining the public relations approach employed by the foundation within the framework of its conservation activities and the strategies implemented. To identify the foundation's activity strategies, an analysis of its corporate website will be conducted using Maxqda.

Event and Event Management

Events play a significant role in both our private and social lives. In our private lives, events can be exemplified by weddings, birthday parties, and funerals, whereas in social life, events include festivals, sports competitions, or fairs (Allen et al., 2012). This illustrates the broad scope of events. Although the examples and related processes outlined throughout the book are primarily at the corporate level, it should be kept in mind that the information presented can also apply to many events we participate in or organize in our daily lives.

Event management encompasses the comprehensive planning, management, and subsequent evaluation of various gatherings such as celebrations, promotions, or meetings. These events are organized to serve social integration or the institution's adopted understanding of social responsibility, as well as other corporate goals like image and reputation (Peltekoğlu, 2012; Işık & Erdem, 2007). Therefore, the quality and scope of the agenda items have recently garnered unprecedented attention both nationally and internationally. Minimizing environmental issues, directing businesses towards sustainable policies, and the sensitivity of policy and economic leaders towards this subject can only be achieved by increasing public awareness in this direction.

The mitigation of this issue is not only a social and political concern for a single nation but also a matter of international importance (Dickson & Arcodia, 2010). Accordingly, various international agreements, such as the Kyoto Protocol, have been established in recent years to reduce carbon emissions and utilize resources more sustainably. As Dickson and Arcodia (2010) noted, businesses that are closely intertwined with nature in their operational processes and routines must minimize their negative environmental impacts. This not only aids in environmental conservation but also improves the company's public image, enhances its position, provides a competitive advantage, offers public relations opportunities, and ensures financial returns (Jones, 2010). Over time, firms recognizing these "secondary" benefits have integrated eco-friendly production techniques and support for nature-friendly projects into their public relations strategies and corporate social responsibility practices, including the planning of sustainable events (Jones, 2010; Guterman, 2009). Recently, the event industry and its activities have become central themes in discussions within traditional and social media. For instance, the planned Music Festival at Salda Lake in Burdur, dubbed "Türkiye's Maldives," sparked intense debates and differing opinions during the writing of this book due to media coverage and social media posts themed around "environmental destruction." On one hand, there are arguments that the festival promotes the region and benefits local businesses, while on the other hand, there are concerns about the potential environmental damage caused by the festival and its attendees.

Events are known to have economic, social, cultural, and educational benefits in major sectors like tourism and industry, contributing to national and international tourism (Dickson & Arcodia, 2010). However, these benefits come with undeniable drawbacks, such as environmental damage, the generation of tons of waste, and the consumption of energy, transportation, water, and other resources for corporate purposes, as evidenced by numerous examples. On the other hand, successful communication processes before and during events are crucial, with public relations playing a key role. Effective communication with stakeholders ensures healthy message exchange and strengthens the corporate power of event planners and demanding customers (Gültekin, 2012). In addition to their societal roles, as mentioned above, events can also serve as instruments for corporate public relations activities. Events are not merely gatherings; they are crucial tools for conveying corporate visions, presenting messages, promoting products and services, emphasizing responsibilities, and creating a positive overall image.

Event Management and Types of Events

Events hold significant importance in both our personal and social lives. In our personal lives, examples of events include weddings, birthday parties, and funerals, whereas in social contexts, events encompass festivals, sports competitions, and fairs (Allen et al., 2012). This highlights the extensive range of events (Getz, 2002; 2012). Although the examples and related processes throughout the book are primarily discussed at the corporate level, it is important to remember that the information presented is also applicable to various events we participate in or organize in our daily lives.

Event management involves the detailed planning, organization, and subsequent evaluation of various gatherings such as celebrations, promotions, or meetings. These events are organized to promote social integration or align with the institution's understanding of social responsibility, along with other corporate objectives like enhancing image and reputation (Peltekoğlu, 2012, p. 331; Işık & Erdem, 2007, p. 114). Consequently, the quality and scope of these events have recently received unprecedented attention both nationally and internationally. Addressing environmental issues, guiding businesses towards sustainable policies, and raising awareness among policy and economic leaders can only be achieved by increasing public consciousness in this area.

Robert F. Jani describes an event as something that stands out from daily life (Goldblatt, 1997). A scheduled event is designed to fulfill one or more particular objectives and takes place within a specified period. Every event is distinctive, involving unique management, programming, setup, and participant involvement. These elements work together to form the event. Events influence people's lives by creating occasions such as birthdays, anniversaries, festivals, public events, and other diverse gatherings, which help build a sense of community and unity (Getz, 2000).

Historically, events have been regarded as indicators of culture, society, or religion, often symbolizing a common historical celebration or anniversary. In modern times, while events continue to maintain their cultural and traditional roles, they have also gained the capacity to exert global influence with the involvement of large corporations. Examples of such large-scale events include the Olympics and the World Cup. These mega-events represent significant processes that can have major impacts on the host country in terms of both size and importance. Despite their significance, mega-events are relatively rare throughout the year. More frequently observed events fall into the categories defined by Jago and Shaw (2000) as Major and Minor events, which were introduced alongside the concept of mega-events.

Major events, while not possessing the same global impact and media coverage as mega-events, still hold substantial influence at the regional and national levels. Examples of major events include national celebrations and the finals of sports leagues. Minor events, on the other hand, refer to smaller-scale events that concern a city, town, or village. Considering that most events around the world do not extend beyond their local area and are not formally recorded, it can be said that the most populous category in Jago and Shaw's (2000) classification is minor events. Examples of such events include harvest festivals, city liberation days, local fairs, and carnivals (Syme et al., 1989).

Table 1
Event Types and Their Characteristics (Ünlü, 2018, pp. 18-20)

Category	Description	Sub-Category	Description	Characteristics
Revenue-Generating Events	*Events designed to entertain for the purpose of generating income.*	*Mega Events*	*Events organized for tourism purposes, prestige, and economic gain on a large scale.*	*High number of participants, significant media impact, prominent economic factors*
		Major Events	*Events that are impactful and newsworthy, though not as large as mega events.*	*Numerous participants, substantial media coverage, prominent economic factors*
		Quality Events	*Events held over a specific time period with a unique theme.*	*Numerous participants, strong thematic focus, specific ceremonies and rituals*
		Signature Events	*Events directly associated with a specific location.*	*Location-specific*
		Special Events	*Events planned to celebrate a special occasion, outside of routine activities.*	*Occur once or at regular intervals*

Festivals	Events organized to celebrate significant occasions.	Community Service	Community-focused activities involving local participation.	Community-oriented, community participation, celebration, cultural, religious, and seasonal themes
		Multicultural Celebrations	Events where the local community participates for free in art and craft performances.	
		Religious Celebrations	Celebrations with a religious theme.	
		Seasonal or Harvest Celebrations	Celebrations that are commercially oriented and combine different themes.	
Meetings, Incentives, Conferences, and Events		Formal Meetings	Meetings conducted by an institution to provide information.	Large-scale meetings, national, regional, or international significance
		Congresses	Meetings conducted by an institution with local or regional participants to disseminate information.	Large-scale discussions, international significance, political dimension
		Conferences	Activities designed by an institution to communicate a message and facilitate information exchange.	Information exchange, focused on delivering a message
		Incentive Meetings	Meetings designed to motivate individuals and increase their productivity and purchasing patterns.	Directing participants towards purchasing patterns
		Forums	Meetings that allow open discussion.	Open discussion and audience participation
		Fairs	Activities where products are showcased, services are described, or artistic performances are conducted.	Product and service promotion
		Trade Shows	Events organized collaboratively by one or more businesses to direct participants towards purchasing patterns.	Bringing suppliers and consumers together

Mega Events are large-scale gatherings that significantly contribute to tourism and the economy. They often generate considerable media attention and attract a high number of attendees, usually gaining international recognition. Major Events, while not as large as Mega Events, still create a substantial impact and feature prominently in media coverage, with economic factors playing a key role. Quality Events are characterized by their specific themes and the inclusion of various ceremonies or rituals, targeting more specific audiences. Signature Events are directly associated with a specific location, embodying the essence of that place, whereas Special Events typically celebrate significant personal or community milestones. Festivals and Community Services focus on cultural, religious, or seasonal themes, playing a vital role in community participation and entertainment. Conferences and Congresses are formal meetings aimed at information sharing, message delivery, and public engagement, holding national or international significance.

Intangible Cultural Heritage in terms of Event Management

Persuasion techniques are clearly evident in public relations, which are structured strategic communication efforts. Therefore, a sustainable operational approach can be described as strategic communication (Del Barrio et al., 2012). Messages are crafted based on a defined strategy for the intended audience in this sustainable and organized communication process (Esfehani & Albrecht, 2019). Following the reception of these strategic communications by the target audience, an evaluation is conducted to assess the extent of change in the situation.

The interdisciplinary concept of strategic communication management encompasses six distinct areas of specialization. Some of these domains include technical communication, public relations, management communication, political communication, marketing communication, and social marketing campaigns (Qiu et al., 2022). This management style aims to enhance an organization's relationships with both internal and external audiences, support specific actions, and induce changes in behavior or attitudes (Çırak, 2022). In this context, the aim of strategic communication is to conduct a communication campaign aligned with predefined objectives.

Strategic communication involves systematic endeavors to persuade, influence, and educate the target audience to endorse or accept specific objectives. Given its focus on persuasion, attitude, and perception modification, strategic communication management requires an interactive exchange (Deniz, 2022). In this context, the target audience is treated as an active communication variable, emphasizing a method that takes into account their perspective and attitude (Kendir, 2020). Hence, the indispensable application of strategic communication management is crucial in aiding the target audience throughout the cultural heritage management procedures.

Intangible cultural heritage encompasses tools, materials, representations, practices, skills, expressions, and associated instruments that individuals, groups, and communities identify as integral to their cultural legacy (Mumcu, 2023). This includes elements like social rituals and festivals, oral traditions and expressions, crafts and the performing arts, and understanding of the universe (Yıldız, 2020). The transmission and preservation of these elements of intangible cultural heritage across generations are imperative (Giudici et al., 2013). This heritage reflects sustainable development, providing a sense of identity and continuity to the interaction of groups, individuals, and communities with their surroundings, natural world, and history. According to Ceran and Yıldız (2021), elements such as epics, folk tales, legends, idioms, Karagöz puppet theater, traditional food, fairy tales, folk calendar, anecdotes, birth, media, folk theater, wedding celebrations, Nowruz, evil eye beads, folk meteorology, folk architecture, coppersmithing, weaving, etc., fall within the realm of intangible cultural heritage.

According to Jimura (2023), the event management component within the domain of public relations holds the potential to exert a substantial influence in how cultural heritage might be managed through strategic communication in this setting. As part of public relations, event management can be utilized as a strategic instrument to safeguard, promote, and effectively transmit cultural heritage to target audiences (Erlien & Bakka, 2017). Events can help to achieve the goals of strategic communication management by boosting knowledge of cultural heritage, promoting engagement, and encouraging community ownership of cultural heritage.

Cultural Heritage Conservation with a Focus on Event Management

Strategic communication management in cultural heritage involves the remnants of humanity's past life experiences and creativity. This heritage can be either tangible or intangible, with tangible heritage encompassing elements like archaeological sites, ancient cities, and rituals. Tangible heritage is further categorized into immovable and movable aspects (Hergüner, 2023).

Historical and artistic components are crucial for a sustainable existence because of cultural heritage conservation. However, things like natural disasters, wars, economic and social upheavals, and historic degradation can all have an impact on this legacy (Bañuelos et al., 2021). In conjunction with emphasizing the conservation of historical edifices and their symbolic value, conservation efforts also involve a range of measures aimed at ensuring the buildings' long-term viability (Hirsenberger et al., 2019).

It has been observed that the level of civilization attributed to a society or nation is, to a considerable extent, influenced by the safeguarding of its cultural heritage (Korkmaz, 2020). These conservation methods serve as a way for a community to create its identity, communication, and respect in addition to serving as markers of civilization (Chou, 2019). They are seen as essential elements of both national and international culture.

The public relations component of event management might be crucial to each of these procedures. The public can be made more sensitive to cultural heritage, more aware of it, and more involved in conservation efforts by using event management techniques (Jones & Ponzini, 2018). Events that increase public understanding of cultural heritage can increase public sensitivity to it and foster support for conservation initiatives.

Important initiatives towards protecting cultural heritage include national and institutional laws and institutional frameworks, as well as UNESCO's many treaties concentrating on conservation efforts (Cameron, 2015). In order to manage how these initiatives interact with communities and increase support for cultural assets, public relations can be extremely important (Silva & Roders, 2012).

Hence, through the integration of event management methodologies with the strategic communication management of cultural assets, communities can enhance their awareness of this heritage, contribute to conservation endeavors, and actively participate in the transmission of such legacies to subsequent generations (Leask & Fyall, 2006). Within this framework, public relations' event management component can serve as a valuable instrument for the long-term preservation and advancement of cultural assets.

Technique

This research will look into the ÇEKÜL Foundation's use of event management in cultural heritage management. For this purpose, the corporate website of the ÇEKÜL Foundation will be subjected to a thematic analysis. Thematic analysis serves as a qualitative research method employed to discern, interpret, and systematically document distinctive themes and patterns within a given dataset (Clarke & Braun, 2017). This type of research can reveal significant patterns in text, photographs, or other types of data. The goal of thematic analysis is to discover patterns within specific topics or themes to gain a deeper comprehension of them (Guest et al., 2011).

According to Braun and Clarke (2006), thematic analysis is a method used to identify and analyze themes or patterns within qualitative data. This analysis is used to identify general trends on a topic by following these steps: The first step is the data collection phase, during which the data to be subjected to thematic analysis is gathered. This data can include interview transcripts, observation notes, texts, or media content. The second step is the familiarization phase, where the collected data is thoroughly read. The researcher gains a general sense of the data and notes significant parts. In the third step, coding is performed. At this point, important features in the data are identified.

This stage essentially involves labeling specific parts of the text. Codes are organized and grouped in a way that reflects the themes within the data. The fourth step is the theme development phase. During this stage, relationships between codes are examined, and they are grouped into larger themes. Thus, themes are organized and refined to provide a deeper understanding of the data. The fifth step is the reviewing and defining themes phase. In this stage, themes are further examined, and each theme is defined in detail. The researcher evaluates how each theme addresses the research questions and its role within the data set. The final step is the reporting phase. In this stage, the results of the analysis are presented in a written report, based on the research questions and findings. Themes and supporting quotations are reported in detail.

According to Nowell et al. (2017), one of the key points to consider while conducting thematic analysis is to avoid subjective interpretations and remain faithful to the data. Additionally, it is important to ensure that the researcher's biases do not influence the analysis during the theme development process.

Findings

The ÇEKÜL Foundation organizes two main activities to preserve cultural heritage. The first one is educational programs, and the other is ÇEKÜL Academy events.

Figure 1
ÇEKÜL Education Programme
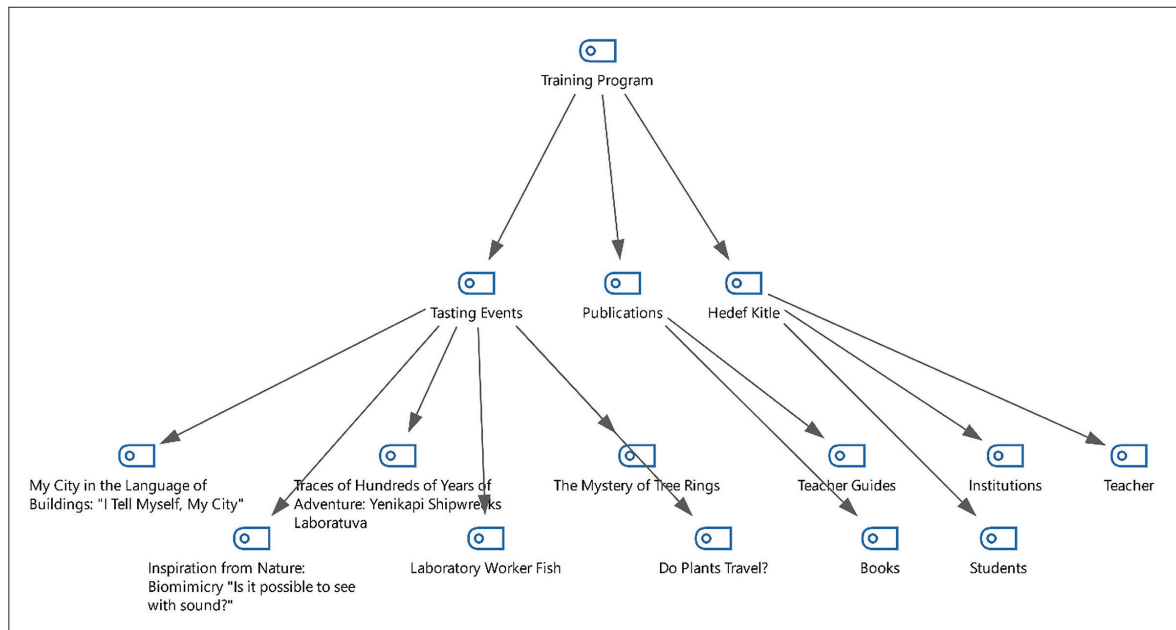
The activity of the ÇEKÜL education program is tailored to its intended audience. Students, instructors, and institutions are the intended audience for the education activities. Publications are being developed for utilization in these training sessions. Publications might be books or manuals for instructors or institutions. Furthermore, it arranges tasting events in conjunction with the aforementioned activities.

The table categorizes various events organized by the ÇEKÜL Foundation under different types such as Quality Events, Signature Events, and Special Events. These are further classified into categories like Education/Science, Cultural, and Nature/Science, reflecting the thematic focus and target audience. For instance, " Inspiration from Nature: Biyomimicry 'Can You See with Sound?'" is a Quality Event focusing on educational and scientific content. The events are designed to engage different groups through interactive and educational experiences, showcasing a blend of cultural heritage and scientific inquiry.

Table 2
ÇEKÜL Foundation Tasting Activities Analysis

Event Name	Event Type	Category	Description
Inspiration from Nature: Biyomimicry "Can You See with Sound?"	Quality Events	Education/Science	In-depth information on a scientific concept
The Language of Structures: "Narrating Myself, My City"	Signature Events	Cultural	Exploration of Istanbul's urban and cultural identity
The Traces of a Centuries-Old Journey: Yenikapı Shipwrecks Laboratory	Special Events	Cultural/Historical	Examination of archaeological findings
Laboratory Worker: Fish	Special Events	Education/Science	Education on fish anatomy and ecology
The Mystery of Tree Rings	Special Events	Nature/Science	Examination of tree age and climate data
Do Plants Travel?	Special Events	Nature/Science	Discussion on plant dispersion and adaptation
Travel Companionship	Special Events	Community	Interaction between different species
Who Works in the Forest?	Special Events	Nature/Science	Introduction to forest ecosystems
Tell Me Your Story	Special Events	Cultural	Sharing of personal and social stories

Figure 2
Target Audience Analysis of ÇEKÜL Trainings
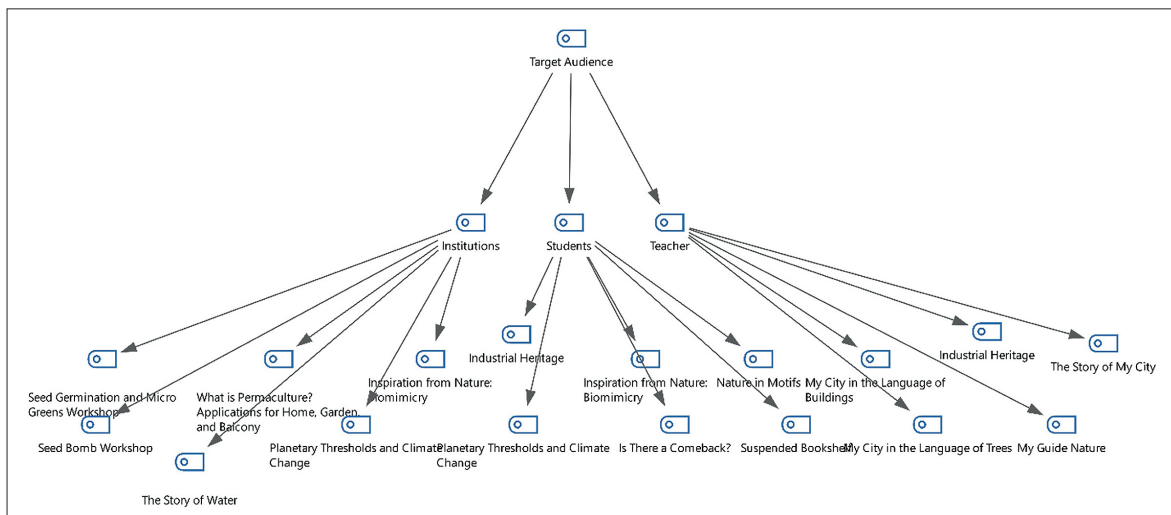
For students, Learning from Nature, Journey with Seeds, Learning from the Past, Suspended Bookshelf, Nature in Motifs, Is There a Return?, Nature's Insights: Biomimicry, Planetary Thresholds and Climate Change, and Industrial Heritage events were planned. Educators actively engaged in activities such as The Story of My City, My Guide Nature, Industrial Heritage, My City in the Language of Trees, and My City in the Language of Buildings: Istanbul. I Learn from Nature, Planetary Thresholds, and Climate Change stand out as examples for institutions. Nature's Insights: Biomimicry, The Water Story, What Exactly is Permaculture? and Practical Permaculture Practices You Can Apply in Your Home, Garden, and Balcony trainings are provided.

Table 3
ÇEKÜL Foundation's "For Teachers" Educational Programs

Event Name	Event Type	Category	Description
The Story of My City	*Quality Events*	*Education/Cultural*	*Educational program aimed at teaching Istanbul's cultural heritage.*
My Guide: Nature	*Quality Events*	*Education/Nature*	*Educational program about understanding and guiding nature.*
Industrial Heritage	*Quality Events*	*Education/Cultural*	*Educational program aimed at teaching the importance of industrial heritage.*
My City with the Language of Trees	*Signature Events*	*Education/Nature*	*The impact of trees on Istanbul's history and culture.*
My City with the Language of Structures: Istanbul	*Signature Events*	*Education/Cultural*	*Teaching the history and culture of Istanbul's buildings.*

The ÇEKÜL Foundation's "For Teachers" educational programs are comprehensive, aligning with the Ministry of National Education's curriculum and supported by in-class and extracurricular activities. These programs aim to raise awareness of natural and cultural heritage among students through teachers. Supported by written and digital materials, the programs are designed for practical application.

The "Quality Events" category includes programs focused on education, aiming to enhance participants' knowledge and skills. These programs cover topics such as Istanbul's cultural heritage, nature guiding, and industrial heritage.

The "Signature Events" category includes programs that are closely associated with specific locations, offering in-depth exploration of local history and culture. Programs like "My City with the Language of Trees" and "My City with the Language of Structures: Istanbul" aim to teach the historical and cultural significance of Istanbul's natural and architectural heritage.

Table 4
ÇEKÜL Foundation Workshops for Students

Event Name	Event Type	Category	Description
Journey with Seeds	*Quality Events*	*Education/Nature*	*Explores the journey and significance of seeds.*
Learning from Nature	*Quality Events*	*Education/Nature*	*Focuses on lessons that can be learned from natural elements.*
Learning from the Past	*Quality Events*	*Education/Cultural*	*Teaches historical insights and their relevance today.*
Hanging Library	*Special Events*	*Education/Cultural*	*Promotes reading and literacy through a unique library setup.*
Nature in Motifs	*Quality Events*	*Education/Cultural*	*Studies natural motifs in cultural artifacts.*
Is It Recyclable?	*Quality Events*	*Education/Nature*	*Discusses recycling and sustainability practices.*
Inspiration from Nature: Biomimicry	*Quality Events*	*Education/Science*	*Explores biomimicry and its applications.*
Planetary Boundaries and Climate Change	*Quality Events*	*Education/Science*	*Examines climate change and environmental thresholds.*
Industrial Heritage	*Signature Events*	*Education/Cultural*	*Highlights the importance of industrial heritage.*

ÇEKÜL Foundation's student workshops are designed to integrate cultural and natural heritage education. When analyzed according to their thematic focus and educational impact, these programs can be categorized as follows:

Quality Events: Workshops like "Journey with Seeds," "Learning from Nature," and "Inspiration from Nature: Biomimicry" offer in-depth educational experiences focused on sustainability, history, and scientific discovery.

Special Events: "Hanging Library" stands out as an event that promotes literacy with an innovative approach, involving students in cultural activities.

Signature Events: "Industrial Heritage" highlights the cultural significance of industrial areas from a local educational perspective.

Table 5
ÇEKÜL Foundation Workshops for Institutions

| Event Name	Event Type	Category	Description
Learning from Nature	*Quality Events*	*Education/Nature*	*Focuses on lessons learned from natural elements.*
Planetary Boundaries and Climate Change	*Quality Events*	*Education/Science*	*Examines climate change and environmental thresholds.*
Inspiration from Nature: Biomimicry	*Quality Events*	*Education/Science*	*Explores biomimicry and its applications.*
The Story of Water	*Quality Events*	*Education/Nature*	*Discusses the importance and cycle of water.*
What is Permaculture? Practical Applications at Home, Garden, and Balcony	*Quality Events*	*Education/Nature*	*Introduces permaculture and practical applications.*
Seed Ball Workshop	*Special Events*	*Education/Nature*	*Hands-on workshop creating seed balls for planting.*
Sprouting and Microgreens Workshop	*Special Events*	*Education/Nature*	*Teaches how to grow sprouts and microgreens.*

The ÇEKÜL Foundation's institutional workshops are designed to address contemporary ecological issues, focusing on sustainability and environmental awareness. These programs are categorized as follows:

Quality Events: Workshops like "Learning from Nature," "Planetary Boundaries and Climate Change," "Inspiration from Nature: Biomimicry," "The Story of Water," and "What is Permaculture?" emphasize education and practical applications in nature and science, aiming to provide in-depth knowledge and actionable insights.

Special Events: The "Seed Ball Workshop" and "Sprouting and Microgreens Workshop" are categorized as special events due to their hands-on and engaging nature, designed to provide practical, sustainable activities that break the routine of daily work life.

Juniper Seed in Search of its Home, The Gates of Sekoyana, and Journey to Istanbul's Natural Areas in Pursuit of Nature are the respective titles of the books.

Figure 3
Educational Publications
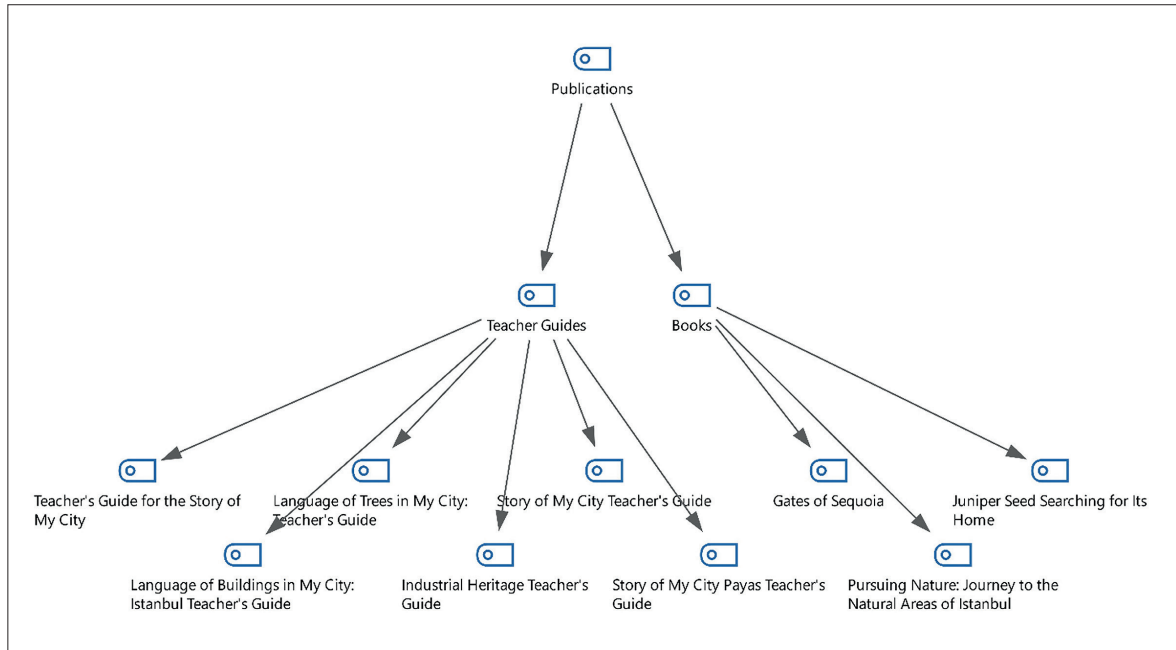
Teacher's Guides; ÇEKÜL Cultural Heritage Education Programme: Trainer's Guide, Istanbul Journey of Water, Cultural Heritage Education Studies, Little Archaeologists Industrial Heritage Education Package, Trainer's Guide My Tutor Nature The Story of My City, Teacher's Guide Payas The Story of My City, Teacher's Guide Industrial Heritage Teacher's Guide My City in Tree Language Teacher's Guide My City in the Language of Buildings: Istanbul, Teacher's Guide The Story of My City, Teacher's Guide Teacher's Manual.

Figure 4
Depicts the ÇEKÜL Academy Training Programme
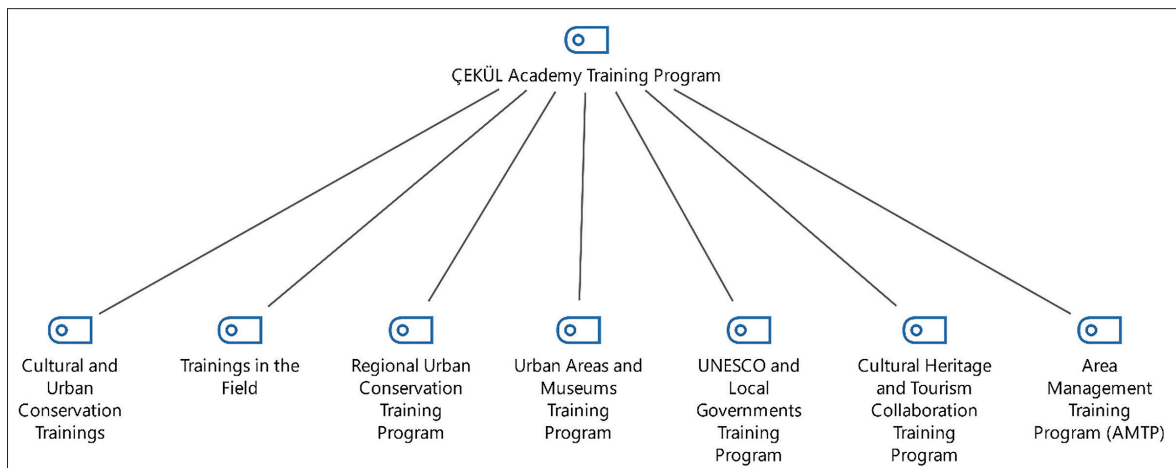
Cultural and Urban Conservation Trainings, Field Trainings, Regional Urban Conservation Training Programme, Cities and Museums Training Programme, UNESCO and Local Governments Training Programme, Cultural Heritage and Tourism Cooperation Training Programme, Area Management Trainings (AYEP) are all offered by ÇEKÜL Academy.

Table 6
ÇEKÜL Word Frequency

Word	Word Length	Frequency	%
Education	6	27	3,24
Protection	6	13	1,56
Cultural	8	13	1,56
Preparers	13	10	1,20
Guide	8	10	1,20
Information	5	8	0,96
Teacher	8	7	0,84
Çekül	5	6	0,72
Urban	7	6	0,72
Heritage	5	6	0,72
Enlightenment	5	5	0,60
Sea	5	5	0,60
With the Language	7	5	0,60
Strong	6	5	0,60
From Nature	7	5	0,60
Comfortable	5	5	0,60
İstanbul	9	5	0,60
My City	6	5	0,60
Small	7	5	0,60

The list comprises the 20 most commonly utilized words found on the webpage. Accordingly, the most frequently employed words are as follows: Education 3,24%, conservation and cultural 1,56%, preparer and guide 1,20%, information 0,96%, teacher 0,84%, ÇEKÜL, urban and heritage 0,82%.

Result

The aim of this study is to examine the event management practices of the ÇEKÜL Foundation in the field of cultural heritage management. Accordingly, the institutional website of the ÇEKÜL Foundation has been thematically analyzed. According to the results of the thematic analysis, the education programs of the ÇEKÜL Foundation are structured around specific topics. As shown in Figure 1, these education programs are directed towards students, teachers, and institutions, encompassing various themes. Additionally, materials such as books and instructor guides are created to support the training sessions.

The education and event programs of the ÇEKÜL Foundation target three main audiences, each with specific types of activities. These programs offer comprehensive education and interactive opportunities related to cultural and natural heritage. The activities for students are divided into Quality Events and Special Events. Quality Events include workshops such as "Journey with Seeds," "Learning from Nature," and "Inspired by Nature: Biomimicry," aimed at providing in-depth knowledge and education on sustainability, history, and scientific discovery. Special Events such as "Hanging Library" and "Nature in Motifs" are designed to enhance students' interaction with cultural and environmental issues through innovative and culturally engaging activities.

Programs for educators are classified as Signature Events and Quality Events. Signature Events like "My City through the Language of Trees" and "My City through the Language of Structures: Istanbul" provide an in-depth exploration of Istanbul's cultural and historical heritage, strengthening local educational perspectives. Additionally, Quality Events such as "Industrial Heritage" aim to enhance educators' knowledge and skills while emphasizing the cultural significance of industrial areas.

Activities for institutions are also divided into Quality Events and Special Events. Quality Events like "Inspired by Nature: Biomimicry" and "Planetary Boundaries and Climate Change" focus on providing in-depth knowledge and actionable insights on environmental issues and sustainability at the corporate level. Special Events, including workshops like "Seed Ball Workshop" and "Sprouting and Microgreens Workshop," offer practical, hands-on activities that promote sustainable practices and provide practical applications for everyday use.

In summary, the education and event programs of the ÇEKÜL Foundation are enriched with Quality, Special, and Signature events tailored to each target audience. This diversity allows participants to gain comprehensive knowledge and engage in meaningful interactions, ultimately enhancing their understanding of cultural and natural heritage and raising environmental awareness.

The training and publications offered by ÇEKÜL to its target audience focus on various aspects of cultural heritage. According to the findings, the education programs are tailored to students, teachers, and institutions. The education programs and materials of ÇEKÜL Academy demonstrate the institution's broad perspective on the preservation and management of cultural heritage. The thematic analysis shows that the words "education," "conservation," and "cultural" are the most frequently used terms. Additionally, words like "guide," "knowledge," "teacher," and "urban" are also commonly encountered.

In conclusion, the findings indicate that the ÇEKÜL Foundation consciously implements event management in cultural heritage management, particularly through education programs and publications targeted at its audience. The foundation plays a significant role in the sustainable preservation and promotion of cultural assets.

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