

An Example of the Copper Production Area in Anatolia: Coppersmith in Erzincan (Turkey) and Importance of the Production Branch as the Cultural Heritage Value

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Abstract

Tangible and intangible cultural values of a society continuing from the past to the present are expressed by the term of cultural heritage. Traditional crafts are the important pillar of the intangible cultural heritage. Actually, the aforementioned arts are extremely important in terms of reflecting the culture of the society and being an instrument in transferring of this culture to the future generations. Coppersmith art, which has a long history in the culture of Anatolia, will be eligible to be addressed in this context.

Erzincan copper production and hand embroidery is distinguished from the other coppersmith centers in Anatolia with unique processing technique. Besides, that it gradually lost its importance in a changing world and faced with the threat of extinction have led us to undertake such a study.

In the study in which qualitative research methods were used a two-stage process were followed. In the first stage, the previous studies about the subject that are both general and regional were scanned, so it was attempted to establish theoretical infrastructure of the research. The second stage that provides accessing to the data from the first-hand about the coppersmith in the region is based on observations and interviews performed in the workshops and retail stores in the field. By analyzing and synthesizing all these data in the light of the principles of geographical ideas, the present article work was put forward.

In the study, the problems in some areas from the problems of apprentice and master supply until the failure in the promotion and marketing area were discussed and it was made various

resolutions to them. Making a functional cooperative in the sector, the provision of state support in certain areas and the evaluation of copper production that is a significant traditional handicraft and hand embroidery as cultural heritage and being addressed of them within cultural tourism or heritage tourism can be listed among them. Thus, important steps will be taken in terms of the survival and revival of the mentioned cultural heritage.

Keywords: Erzincan, cultural heritage, coppersmith, heritage tourism, handicraft.

1. Introduction

The term of cultural heritage, as it is known, is formed by bringing together of the words of culture and heritage. Although different definitions have been made about the word of culture by many disciplines some of their common aspects and the inclusiveness of the concept are noteworthy. Accordingly, culture may be defined as a whole way of life (Williams, 1993: 10) as well as it may be defined as all the elements that people think (attitudes, beliefs, ideas and values), and they make (behavior and life style) and form (art, crafts and other cultural products) (Aliğağoğlu, 2004: 51) or as everything performed by the human being on the space where they live that they produced depending on the space and that is produced mentally (Kayseri, 2014: 28). The heritage is any kind of value left by a generation to the generations coming after them (TLA, 1998: 1568). Then, cultural heritage represents the material and spiritual cultural values continuing from the past to the present (Park, 2010: 116). In other words, it is all kinds of assets having physical existence inherited from the past and wanted to be left to the future for various reasons and a set of values (Can, 2009: 3). Ruins for antiquity, museums, the region's traditions, religious beliefs, social activities, folkloric values, dressing styles, eating and drinking patterns and habits besides traditional crafts of a certain region are evaluated in the context of cultural heritage (Emekli 2003: 43; Doğaner, 2003: 1).

Crafts are the forms of expression of social and cultural life styles, belief systems and the requirements. Crafts that become consistent with the environmental conditions by evolving over time have begun to reflect the feelings, artistic taste and cultural characteristics of the society, and eventually it has gained the qualification of "traditional" (İz Yılmaz, 2008: 7). Indeed, traditional crafts are one of the main areas in which the unique cultural characteristics of a society, the lifestyle, production and consumption stages and acclaims concretely. In other words, traditional crafts have become an agent of transferring the emotions and artistic acclaims of the societies in a large variety for centuries (Kahveci, 1998: 387). Ironworking, coppersmith and tinsmith, wood carving and embroidery, carpets, rugs and cloth weaving, knife-making, saddle-making, broom-making, leather embroidery, basketry, calligraphy and illumination, etc. are the crafts that are intensively encountered in Anatolia's cultural history. But passing to the mass production with the industrial revolution in the worldwide and with factory production in the last 50-60 year-production in our country have led to be forgotten of our traditional crafts over time and face with extinction (Doğanay, 2004: 105). Also, the introduction of unqualified and imitated as well as cheap products to the market in the Far East countries especially in China has quite shaken the strength of the domestic manufacturers to compete. This case is at risk in terms of the future of the crafts holding an important place in the cultural heritage of our country. In this context, the protection of these values and transferring to the future generations can be listed among the primary duties of all individuals.

One of our traditional crafts which is conducive the cultural values of Anatolia to be transferred from generation to generation is coppersmith. Since copper that is a soft metal is easy to process, it is the underground source that is utilized at the earliest time (Doğanay and Çavuş, 2013-a: 255). Therefore coppersmith also carries the feature of being one of the oldest crafts dealt with by the human beings (Ozan Kaya, 2010: 18).

Coppersmith is accepted as a craft belonging to the Central Asia and Asia Minor originally. Of this craft that spread towards the west afterwards, Anatolia also is among the centers in the east (Çetin, 1956: 95). 10 thousand years ago, it is known that coppersmith is made in primitive sense with pure copper collected from the nature in Çayönü hill in Diyarbakir (in the vicinity of Ergani) in Aksaray Aşıklı Mound, and 1 to 2 thousand years later, the refining and smelting processes realized in Çatalhöyük Neolithic settlement (Doğanay and Çavuş, 2013-a: 255; MTA, 2015). Anatolia has revealed such beautiful works that surpasses its rivals such as Egypt and Iran since the 15th century (Çetin, 1956: 95). Since then, the coppersmith that appears in almost every province of Anatolia as an important business area have become a sector performed by only 3 or 5 masters having quite high age mean in a few provinces such as Erzincan, Kahramanmaraş, Gaziantep, Şanlıurfa, Diyarbakır, Hatay, Çorum, Tokat, Konya, Erzurum, Giresun, İstanbul, Ankara and that will face with the risk of disappearance with the withdrawal of them from the business life.

While forming our research fields, we can say that coppersmith in Erzincan goes back a long way in Erzincan despite not known when it appeared. Indeed, it has been detected that Urartians obtained copper in some centers of Erzincan in BC. 1st thousand year and depending on this, they developed rich mine art (Çilingiroğlu, 1997: 114). Moreover, İbn-i Battuta who is also a traveler, dropped in Erzincan in 1333 and here he expressed that the copper obtained from copper mines in the region were processed in the workshops in the city and copper objects were produced (İbni Battuta: 215; Parmaksızoğlu, 1981: 25). According to the information given by Kemah statute book dated 1530, it is understood that there were coppersmith shops in Erzincan at that time (Miroğlu, 2014: 223). Besides, in many other sources Erzincan is referred to be one of the coppersmith centers in Anatolia for both the Seljuk and Ottoman period (Belli and Kayaoğlu, 1993: 224; Gülensoy, 1994: 6).

Due to the fact that copper is a toxic metal, it is required to be used after being tinned and the emergence of the new products produced by using some materials such as plastic, steel, glass and ceramics especially depending on the development of the technology have led to the reduction of copper goods in the recent period. Besides, as stated earlier, one of the few coppersmith centers of our country is Erzincan (Bezirci, 2001: 198; Ozan Kaya, 2010: 3).

Erzincan copper production and handicraft have different methods of their counterparts in other provinces and particularly it reveals more remarkable products for the production of souvenirs. The most distinctive feature of the products produced in Erzincan is the painting and hand embroidery made on it that is away from the simplicity and sobriety (Photo 1). Hand embroidery made with techniques and tools peculiar to it reveals the necessity of the mentioned art as a source of cultural heritage. Also, Geographical Signal Title given by the Turkish Patent Institute is only available in Erzincan and Gaziantep provinces in this area (TPI, 2001).



Photo 1. The comparison of copper products of Erzincan and some other provinces (Top row belongs to Erzincan and bottom row belongs to Maraş and Antep).

2. Aim and Method

Coppersmith that has been continuing from the past is an economic activity as well as it expresses a cultural value. Indeed, the traditional coppersmith carrying the feature of cultural heritage due to being a handicraft gives information about the socio-economic structure of the period with both the type of the produced goods and production and processing techniques. Besides, not to find the people who will continue this craft due to the fact that it has lost its importance since 1990s and the number of the masters continuing this work is quite limited and it is hard to find apprentices in the sector is the determining factor in selecting Erzincan coppersmith as a study field. It is expected that the present study will contribute to the coppersmith in Erzincan and the arrangements to be made by the authorities related to the subject and it will give guidance to the investment.

The study that used qualitative research methods, two-stage process was followed. In the first stage, both general and previous studies of the area on the subject were scanned and so it attempted to establish theoretical infrastructure of the research. The second stage, which allows access to the data about the coppersmith in the region from the first hand, is based on observations and interviews in the field. In this context, 15 coppersmith workshops operating in the city center of Erzincan and 20 souvenir shops marketing the copper belongings were examined. Production stage of the copper products is directly observed as well as the business owners and employees were conducted by using a semi-structured interview forms. By being

analyzed and synthesized of all these data in the light of the principles of geographical ideas principles, the present article study was put forward.

3. Location Characteristics of The Study Area

Of Erzinçan province that is located in the Upper Fırat Part of the Eastern Anatolia Region, Gümüşhane and Bayburt are in the north, Giresun in the northwest, Erzurum in the east, Bingöl in the southeast, Tunceli in the south, Malatya and Elazığ in the southwest and Sivas provinces in the west. Erzinçan has 9 districts one of which is the central district. Our research is limited to Erzinçan Central district (Figure 1).

As well as being no mineral deposit of copper operated in Erzinçan today, it is expressed that there are mineral deposits of copper operated in the northeast of the city center in the Medieval period and Ottoman period (Belli and Kayaoğlu, 1993) (Figure 1). Indeed, İbni Battuta's expressions that were previously mentioned also support this situation. In addition, it is seen that copper-lead-zinc (CuPbZn) appearances are available in the area specified in the mining map of Erzinçan province prepared by the MTA (MTA, 2010). Besides, it would be wrong to associate the development of copper production and handicraft in Erzinçan with the presence of raw material that is one of the main establishment conditions of the industry (Tümertekin and Özgüç, 2012: 431). In contrast, the main reason of this development must be looked for in *the presence of the master labor force* as in the most of house and workshop-type of production areas (Koca and Çetin, 2005: 186; Doğanay and Çavuş, 2013-b: 55).



Figure 1. Location Map of the Research Area.

4. The Developments in Erzincan Coppersmith In The Republic Era

Although there is little data about the source of the Erzincan coppersmith of the Republican era, it has been reached to some information in the interview made with the coppersmith master. Accordingly, it can be said that the local coppersmith has come to a standstill in the early years of the Republic and it has gained importance especially after 1950s. In the recession up to the mentioned years, political and economic status of our country and the effect of the devastating earthquake in Erzincan in 1939 (Topo and Gündoğdu, 1991: 9) has come into question. Also as seen in some other coppersmith centers (Günay, 2009: 83; Çoruh and Çaparlar, 2012: 24), it can be said that the Armenians holding craft works from the past have become masters in the copperware, and then as a result of their migration, it was entered into a standstill period due to the lack of masters.

In the rapid development of Erzincan coppersmith in 1950s, the unique processing technique and beside this, the development of gift production has a large share. There is different information about the person who set forth this technique first. Although it is stated in a source that Master Zeki (Yeşilkaya) has applied this technique in 1955 (Topo and Gündoğdu, 1991: 15), it has been reached to some names such as Aladdin Sağ and Muammer Özkan in our interviews we have made with the coppersmith masters. This information is also supported by the 1967 Yearbook of Erzincan (Anonymous, 1968: 273-277). Whichever is true, Erzincan coppersmith has begun to live its golden age after this period. In the mentioned period, it is expressed to be processed of more than 200 tons of copper in a year. In addition, according to the results of the 1980 census of industry and business, there were 243 metal products industry plants employing 10 and more labor forces in Erzincan. A large part of them was copper processing plants (Topo and Gündoğdu, 1991: 9).

Increasing production depending on the purpose of producing more and gaining more has led to the reduction in art values and quality of copper objects gradually. When the products made of the materials such as plastic, steel, glass etc. in goods industry is added to this, the demand in copper has reduced. In this context, particularly after 1990s, the economic value of copper has reduced in the region and a significant amount of shrinkage has been experienced in both workshop number and the employment amount generated by it. In coppersmith sector having the signs of revival in the last few years in Erzincan, nearly 15 workshops and 20 souvenir shops are operating.

5. The Main Features of Erzincan Coppersmith

Copper workshops in Erzincan largely buy the copper in various thicknesses of plates as a raw material source from Maraş. Only one workshop stated to buy the copper from the wholesalers in Trabzon. After these copper plates bought around 20-22 TL (except VAT) are polished in polishing machines, they were turned into the shape of the product in general terms in spinning machines with the help of some tools named "mazgala" with the pre-prepared molds (Photo 2). Even though some products were being shaped by forging technique during the periods when plastering machines were not used, this method has now greatly diminished. It is needed annealing process in the manufacture of certain products. Annealing is the softening process by immersing the hardened copper in manufacturing process into water (Erginsoy, 1978: 11). In

the construction stage of a product that will occur by more than one part, the parts are completed separately and added together in various ways. The next steps are hand embroidery activities mostly identified with Erzincan.



Photo 2. Shaping of a copper plate in spinning machine.

First, the painting process that will facilitate processing on the copper product and leading to the formation of different colors is performed. This process is performed by spray guns and black dye is mostly preferred. If it is desired to remain red color of copper in any part of the product, these parts are covered with electrical tape prior to the painting process. The dyed products are left to dry (Photo 3). In addition, by immersing the copper into the silver nitrate solution, silver plating can be made. For this, it is required to determine the parts to be made silver coating by processing to purify from the black paint.



Photo 3. The processing of painting the copper products with black paint and leaving it to dry. One of the most important stages of Erzincan coppersmith is also the part of the processing various patterns on it. In the processing, it is generally seen the vegetable motifs and geometric shapes and figures that are the reminiscent of the Seljuk and Ottoman periods were widely used (Photo 4). While using template in some of them; the master usually reveals the works depending on his own mind and experience. Copper engraving in Erzincan is based on scratching the black paint on the copper product, the removal of the red color of copper with thin grooves and engraving the shape on it. At this stage, the tools named as pencil and that has different usage purposes are used (Photo 5). These are steel ended and the most commonly used of which and in particular the ones that were used to form the outlines of the shape is with the single name. A part of them are filling pens to form the inner part of the shape. All of these pens are used in the processing of the shape by hand especially by wrist movements on the copper (Photo 6-a). However, this method concerned is now rarely used. Instead of this, the technique called as machine hand embroidery (Kaymaz, 2011: 14) and in which the pens moving through the power of an engine running by a foot pedal are again used with hand orientation is used. (Photo 6-b). Although this technique is more practical, the dominance in processing pens is not as much as hand processing and fine details can be overlooked. So, the hand embroidery products made are much more precious and they are released to the market more expensively. Besides, being expensive of them reduces the demand and their production is also made based on the order. This case led to decline the number of masters being able to make hand embroidery day by day.



Photo 4. Vegetal and geometric shapes are generally processed on the copper products. Another processing method used in copper hand embroidery in Erzincan is the technique called as *mine*. In this technique, especially the interior part of floral patterns is painted with the help of oil paint. After all the transactions are finished, products are covered with varnish with the aim of increasing the durability of the engravings and not being tarnished.



Photo 5. Copper hand engraving pen samples used in Erzincan.



Photo 6. The processing phase of the copper products: Hand embroidery with pen (a) and machine hand embroidery (b).

Coppersmith in Erzincan is largely based on the production of souvenirs. Kitchenware made for use is greatly diminished compared to the past. Making kitchenware such as especially boiler, bowls, pots and kettle is almost eliminated. Due to the lack of demand, only one master making such products has remained (Photo 7). Among the most produced copper items in Erzincan, the products such as cup sets, sugar bowl, pots, vases, pans, gift clock, teapots, round metal trays, trays, jugs, urns and pitchers come in first place (Photo 8-a). In addition, making different embroidery such as painting, portrait, calligraphy has given a different value to the importance of copper products (Photo 8-b).



Photo 7. Making boiler with hammering technique

According to information obtained in the interviews we did with coppersmith workshops, an important part of the produced copper can be said to be marketed out of Erzincan. Among market areas of copper products of Erzincan, there are also foreign countries. Two workshops in Erzincan stated that they market their products to Iran. Another one stated that it was performing the official actions necessary to export to Arab countries. Besides, the copper products produced in Erzincan 40-50 years before were marketed to European countries and these products represent the Anatolian coppersmith in Europe (Bezirci, 2001: 200-202). Nevertheless, being opened of the coppersmith of Erzincan to Iran markets is an important condition for the sector, because the workshop owners have stated that they perform a more profitable business than the domestic market.



Photo 8. Some copper goods produced in Erzincan.

Some copper products produced in Erzincan, has found them a very wide area in the domestic market. Workshop owners stating that the products are marketed to almost every region and provinces also added that among these provinces that they make trade mostly are Istanbul, Trabzon, Ankara and Antalya. With the connections coming from the past, it is worked on the order to here.

The places where copper products are presented to the retail sales are the souvenir shops in the Underground Market (Photo 9). This marketplace, as its understood from its name was built in Dörtöyl locality by the Municipality of Erzincan and there are nearly 20 souvenir shops in it (clothing stores are available in the mall). However, all of the copper items sold in these shops do not belong to Erzincan. Despite changing from shop to shop, half of the copper items offered for sale are the products brought from out of Erzincan especially from Maraş. In our interviews with store owners, they stated that the products of Maraş are cheaper than the products of Erzincan and so they found a place for themselves in the market. The reasons such as being cheap, the lack of processing, to be lower of the wages in Maraş, being close to raw materials have been proposed.



Photo 9. A view from underground where there are shops of souvenirs selling copper goods

When we discuss the coppersmith activities carried out in Erzincan in the terms of the employment they create, it is felt clearly that a significant decline compared to the past is experienced. Indeed, in our discussions with the coppersmith shopkeepers, it has been expressed that in 1970s when this sector was in the golden age, both the number of workshops and the employees working in these workshops is a lot more compared to the present. There are also coppersmith masters expressing that at those times even the civil servants quitted their job and dealt with coppersmith. Today, as previously expressed, there are nearly 15 workshops (four of them make coppersmith predominantly) and 20 souvenirs shops selling copper goods in Erzincan. While usually only one person was working in the gift shops, this number rises to 8 in some of the workshops. It said that a total of about 40 people work in the workshops. But while a large part of their population is made up of over 40 years of age, a significant portion works part-time. Besides, it is very difficult to determine the exact number of people making embroidery out of the workshop and who are paid per piece.

6. Major Problems Of Coppersmith in Erzincan

One of the main problems of coppersmith in Erzincan is the inability to find apprentices who can be described as an intermediate element. In fact, this problem is not exclusive to Erzincan in our country (Arlı, 1984: 56), comes one of the main problems of not only the coppersmiths, but of whole workshop-type industries. The youngest person we interviewed in the sector was at the age of 27 and that the workers at the early age who can be trained by the masters (including their own children) do not work in this field pose a significant threat to the future of the local coppersmith. In our interview, all coppersmith masters stated this case as the most important issue of them. In addition, they suggested some factors such as their children's being tend to acquire more easy professions after being educated, coppersmith's being a difficult job and that coppersmith in Erzincan lost its economic value in the past as the effective reasons to encounter such a statement.

In addition to the shortage of apprentice in local coppersmith, being limited of the number of masters poses a major problem. Many workshops stated that they have difficulty in the supply of masters and this limitation sometimes turns into a race to grab masters among the workshops. Besides, it is considered that most of the working masters are at the retirement age and new apprentices and masters are not trained, it is not hard to understand that this case will become much more important problem in the coming years.

There is not any cooperative among the coppersmiths in Erzincan. This situation led to many problems from manufacturing to the marketing and forming a functional cooperative in this area will be an important step to solve the aforementioned problems. However, in the interviews we have made with the industry employees, it has been stated that such studies were made in the past, however unity and solidarity cannot be created among coppersmith shopkeepers in every sense and greed and competition create an obstacle to the establishment of such an organization.

Coppersmith workshops in Erzincan are scattered in various locations in the city. Therefore, it is difficult to talk about an area to qualify as a market of coppersmiths. The souvenir shops selling copper, as stated before, are gathered in Underground Bazaar. But due to being under the

ground and the lack of publicity, the bazaar is not an area where newcomers to the city can realize in the initial plan.

Another problem in terms of Erzincan coppersmith is experienced in marketing. In fact, a significant part of the workshop owners have stated that they do not have much difficulty in selling goods but they sell the products they produced very cheap and they could not get in return for their effort as well as they could get their money as delayed from especially the domestic market. In addition, they have stated that the trend to get rein of the domestic gift market to both the souvenir types made with different types of products and to the copper products produced more cheaply in other provinces. In this case, the introduction of cheap products from China has great effect.

7. Conclusions and Recommendations

Despite having a long history, coppersmith activities in Erzincan gained the fundamental importance especially after 1950s with the development of unique embroidery technique and shifting to production of souvenirs. Copper production and hand embroidery that have become an important economic activity for the province have decreased gradually due to the reasons of the deterioration in the quality because of the desire to win much more and the emergence of new products made of different raw materials. At this point it has emerged as a craft on the verge of being forgotten and extinction. However, in the current conditions, the activities based on the manual labor and eye-straining began to gain importance in cultural and touristic sense. Copper production and hand embroidery that may contribute to the economic and cultural presence of Erzincan can be transferred to the future generations as an important legacy by some measures to be taken. For this, there are some activities to be made by the administration staff of the State as well as there are important responsibilities of the employees in the sector.

The most important measure to be taken for the coppersmith sector in Erzincan is to imply a cooperative way. But by also taking lessons from the shortcomings revealed in the previous application, a main contract in which the rules and the sanctions to be applied to the ones who do not obey the rules are written up to the smallest detail must be established. Thus, it can be ensured to keep the product quality at the desired level as well as appropriate environment conditions will occur to market the products the for their own value. So, this case will reveal positive results for all coppersmith shopkeepers.

In order to solve the problem of apprentice supply that is one of the most important problems of the sector, the relevant institutions of the stated and coppersmith shopkeepers must make joint efforts. In this context, after being determined of the required number of apprentices (according to their fields, plastering workers, embroiderers, etc.), *business guaranteed coppersmith courses* should be organized by in-house training centers. The availability of trainees can be done through Turkey Business Association (TEO). Trainees who successfully completed these courses should be able to start a job immediately for at least the minimum wage (some of them may be covered by the government for the first year). I think the coppersmith shopkeepers expressing that they cannot find masters and apprentices to work for an average of 2000 TL will meet this situation gladly. In addition to this, for the solution to the problem, by opening the departments of Metal Technologies within Vocational and Technical

High Schools in Erzincan, copper production and hand embroidery can be taught to the students here. It also provided for students to do internships in coppersmith workshops.

Promotion and marketing, as in all areas, is also important in the coppersmith sector. But rather than taking this case in the local or regional scale, examining throughout Turkey could provide more useful results, because in order to get more powerful the market, sometimes making collaboration between competitors (Soykan, 2004: 38) may be a reasonable solution. In the 2008-2010 period, among the gift items exported by Turkey, the products having copper raw material come in the third raw with the value of nearly 17 million dollar. The main countries where these products are exported are the USA, Saudi Arabia, Germany, Italy and Finland. But the value of copper products we imported in the same period has been realized as on an average of 18.6 million dollars (Market Research Report of TR 83 region: 109-110). Accordingly, it is possible to reach an important bazaar without going the way of importing provided that working with all its shareholders of the sector in a coordinated manner and increasing the production in this area. When the problem is discussed in the scale of Erzincan, it must be make the advertisement of local coppersmith in both national and international field, as well as the visibility of it in Erzincan must be revealed and awareness should be created. In order to achieve the first goal, the participation of the coppersmith shopkeepers in national and international fairs by providing support to them (a coppersmith shopkeeper attended several fairs with their own means) can be obtained. Thus, as in the past – 90% of the produced products in 1980s, were marketed to some countries such as the USA, Italy, Finland, Japan, Germany, France (EU, 2015) – it will be possible to achieve the market area having high purchasing power. By ensuring cooperatives, this can become easier and more functional. Also, opening direct sales stores in some provinces such as İstanbul, Ankara, Izmir, Antalya (Market Research Report of TR 83 Region, 2012: 108) where souvenir trade is most intensive in our country and marketing the copper products with Erzincan patent can be in question by making a commitment with the stores there.

Although there are coppersmith markets in many provinces of our country, there is no such market in Erzincan. Such a market in which workshops and stores are in one of the busiest streets of the city can be created. However, this requires very large and costly investment. Therefore, at least some adjustments can be made in the current situation of the Underground Market. Although changing the name as Coppersmith Bazaar is positive in terms of coppersmith, the clothing stores located within the marketplace oppose this situation. However, by making the necessary arrangements in the marketplace with two entries, Coppersmith Bazaar can be written to an area having one gate. Besides, by placing large objects (pitcher, urn, etc.) that are remarkable visually in the area on the Underground Bazaar, it can be created awareness. Likewise, the placement of such copper ornaments on the busiest intersections can serve this purpose.

Tourism can be an important tool in the preservation of the values covered by the cultural heritage. Especially cultural tourism and heritage tourism that is accepted as the sub-group of this and which is described as a place where geography and history is met (Jhanso, 1996: 551) are based on the cultural diversity and authenticity and intend to protect these values (Uslu and Kiper, 2006: 306). If the mentioned tourism branches can develop sustainable principles and

policies, it is possible to load a mission of preventing the extinction of local and cultural values in the face of globalization (Meydan Uygur ve Baykan, 2007: 30). Being included of the traditional crafts in the aforementioned tourism branches can be considered as an important step in protecting them. In this context, it is clear that the local coppersmith will attract the attention of tourists both in terms of being the traditional crafts and of producing souvenirs attracting high attention of the tourists. Therefore, in the promotional brochure prepared by the Directorate of Erzincan Provincial Culture and Tourism, giving a large section to copper production and hand embroidery and adding copper workshop and purchasing sales outlets to the programs of the coming tours will contribute to gaining the sector to the tourism. In addition, with the aim of taking the mentioned cultural heritage under the conservation and the developing it, it can be applied to some institutions. The Ministries of Culture and Tourism, Education, Customs and Trade and the Municipalities are organizations providing support for the protection of the crafts, teaching and marketing them in national sense. At the international level, it is taken help from some organizations such as the EU and UNESCO. It can be made some attempts to be taken of Anatolian coppersmith in general and copper production and hand embroidery in Erzincan specially to UNESCO cultural heritage that is the most prestigious and well-known among the protection statues (Doğanay and Zaman, 2013: 254).

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