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A MODEL FOR GENERATING AND SHARING INFORMATION ABOUT CULTURAL ASSETS

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ABSTRACT

In this study, it is aimed to investigate the topics like how a data generating and sharing model on cultural assets will form a social awareness about protecting cultural values, in what way it will affect the individual willingness and how it will contribute to the maintenance of social capital approaches. In this context, focus group interviews were held with the populations consisting of individuals from various segments of the society and having different occupational and social formations. With this purpose, eleven different populations were determined and previously prepared 4 main questions and their related sub questions reaching a total number of eight questions were directed to these populations. The answers given are compared by grouping and it is aimed to find out the participants' willingness about such a platform and their views about formation of social and intellectual capital. The findings obtained are compared to each other and the effects of the data sharing model are discussed.

JEL: D82, D83, D85

KEYWORDS: Information Generating, Information Sharing, Cultural Assets

INTRODUCTION

The importance of adapting ten-thousands of immoveable cultural assets to the tourism development areas, promoting these masterpieces, prevailing the awareness to protect them, forming an interactive data generating and sharing system is apparent. The existing institutions are uncapable of finding out deficiencies regarding our cultural assets. For this reason, with a model towards achieving data sharing about cultural assets, it is possible to communicate a web-based and geographical knowledge system supported database to the institutions in charge of restorating the art pieces and make an evaluation about deciding whether to protect and restorate by means of providing necessary funding. In this study, main purpose is to provide sharing of deficiencies observed by individuals with touristic awareness. In cases where they directly inform the related institutions, it is aimed to measure whether they have anxiety about being taken seriously and when they give up sharing knowledge on such reasons, how a data generating and sharing model will change their willingness to reveal their existing tacit knowledge.

LITERATURE REVIEW

Knowledge Concept

Knowledge constitutes an important part of human life. The individuals who own physical power, land or a factory had competitive power in the past. In today's rapidly changing environment, the source of the competitive power shifted to knowledge. The individuals, societies and countries who strategically make use of the knowledge can be more powerful (Kroeber, 1982:8). Knowledge can be understood as penetrating thinking process that never stops to obtain certainty. Knowledge is held in peoples' minds - in their (conscious and unconscious) memory - and accumulated by experiences and associations in a course of time. In other words, knowledge reflects a personal repertoire of choice alternatives (Laurinkari,2010).

Knowledge is news which has value and it is obtained from the data processed over time. (Kroeber, 1982:9). Epistemologists define knowledge as *justified belief* and differ between a priori knowledge, consisting of analytic truth, and empirical knowledge, derived from experience.

Linkage between Knowledge Sharing and Communication

The term `knowledge sharing´ is proposed in this research. Nonaka's and Takeuchi's (1995) model of knowledge creation highlights four phases for knowledge conversion: socialisation, externalisation, combination and internalisation. In regard to knowledge sharing, the socialisation phase is of high interest. Socialisation reflects the process of sharing experiences mainly at the individual and group level. Lee (2003) argues that the socialisation phase covers up to 90% of total knowledge sharing which emphasises the importance of tacit knowledge sharing. In other words, intra-organisational knowledge sharing takes place to a large extent via the socialisation process. Therefore, knowledge sharing can be understood as a certain communication process – certain by the focus. Generally, the basic communication model, where a sender transfers a message to a receiver, is taken up to explain what communication is. Thus, the general operation of knowledge sharing can be described as a process, where the sender encodes a message, transfers the message via appropriate channel, and the receiver decodes the message (Welch,2010). This kind of superimposition highlights the act of transfer. The attention is given to the message and to the sender. However, the message can only stand as a proposal which can be selected by the receiver. Furthermore, it can lead to the impression that the transmitted message is the same for the sender and the receiver, but in fact the message can mean something different for each of them. Therefore, knowledge sharing consists not only of sending and receiving a message but of three phases: sending, receiving and processing, and each phase has its own particularities (Jianbin,2014).

Knowledge and Intellectual Capital

The distinction between knowledge management and intellectual capital like the past seems vague and undetermined. Intellectual capital is recognized as a factor of key stimulant for creating innovation and competitive advantage in economic based on today's knowledge but knowledge management is recognized as a basic activity for acquiring development and maintaining intellectual capital. This means that successful management of intellectual capital has intensive correlation and relation with appropriateness of knowledge management processes in an organization. Langeroodil (2014) shows that success full execution and correct use of knowledge management ensures acquisition and maintenance of intellectual capital. Intellectual capital' describes "features of social life-networks, norms and trust, which enable participants to act together more effectively to pursue shared objectives". Knowledge is an important source of team social capital. Knowledge level of the counterpart would be important for team members to offer their own knowledge, communicate feasibilities, and devise solutions for various problems faced in developing knowledge systems. Social ties, shared vision and trust would presuppose the appropriate level of expertise in both parties (Jungwoo and Seyoon,2015). Intellectual capital increase opportunities to access diverse knowledge. It provides the tourism an insight into the organization's specialized systems and structures in much the same way as we advise. Like geographical knowledge systems, when the tourists visit historical and cultural places, they can use the information system to state problems. Hence, the establishments can be restored or renovated. (Hsing and Tingko,2015). When intellectual capital is optimised within the virtual social networks, this motivates individuals to search for and gather information, in order to gain insights into the knowledge shared in the virtual learning communities. A profit-centred exchange of products and services is facilitated to leverage economic potentials within the virtual community. Social capital can be instrumental in the building of a virtual business model, which depicts how economic value is accumulated and distributed (Huang, Kim and Kim,2013). When the viewpoints of the survey participants are examined, it is found out that cultural assets are also important for a country's economy as well as being important for

the next generations. Huang, Kim H. and Kim J. (2013) support this finding and claims that the social capital and webs contributes to the individual sharing, learning and the whole economy.

Knowledge Sharing Attitude

In a study carried out by Wilkins and others proposes four dimensions for knowledge sharing; trust, collaboration, support expectation and opportunistic behaviour (Wilkins, oth.2004/272). Trust expectation is based on the assumption that two persons who do not trust each other should not share knowledge. Collaboration expectation is based on the assumption that in a compatible working environment with mutual trust, attitudes toss hare knowledge is affected positively. Support expectation is built on the social change theory which claims that people response positively in return for acquired benefits and response negatively in return for the harms they face. According to the social change theory, interpersonal social interaction leads to formation of some liabilities and feelings such as trust and gratitude. Opportunistic behaviour expresses the situation that a person utilizes other people in return for personal interests. In this context, the individual's cooperative approach is thought to affect the willingness to share knowledge. Hence; *Prediction 1: There is a positive relation between collaborative approaches of individuals and their willingness to share knowledge.*

Knowledge Sharing and Cultural Values

Culture has impact on the understanding of knowledge itself, the role of knowledge and knowledge carriers. Despite the fact that relevance of culture is noticed by large organisations and scholars, the effects of cultural aspects on knowledge sharing are still little considered. There are five main dimensions of culture: masculinity, learning environment, uncertainty avoidance, in-group collectivism and power distance. From these main dimensions, specific cultural criteria referring to knowledge and communication are formulated (De Long and Fahey, 2010). The efficiency of knowledge transfer , which determined by timeliness and accuracy of knowledge flow , is a key factor to advancing system degree of order.

Similarly, KC is the order parameter of knowledge system in which contains very-large scale mini-transfer activities, then the timeliness and accuracy of knowledge cooperation determine the macro statue of knowledge system. In a stable enterprise knowledge system, timeliness and accuracy of knowledge cooperation the two cannot have both. In a separate knowledge transfer process, one variable increase always at another variable decrease cost. Increase path and layer of knowledge transfer can effectively improve accuracy, but increase difficulty of searching path and delayed knowledge flow, as well as improving timeliness of knowledge transfer means accuracy cut down. Accordingly, in order to evaluation the order degree of enterprise knowledge system scientifically, this two-factor should be taken into account simultaneously (Jianbin, Yanli and Kaibo,2014). İn this context, the individual's social and cultural formation is thought to affect the attitude of sharing knowledge. Hence; *Prediction 2: There is a positive relation between individuals' social formations and their attitudes for knowledge sharing.*

The understanding of knowledge itself shows that knowledge which is neither directly affecting the profit nor connected to a task-related issue is less considered. The results for the role of knowledge reveal that specialised knowledge means personal power. Accordingly, people accumulate knowledge; however, the problem of willingness to share their knowledge arises. For knowledge sharing, the conclusion is that developing incentive systems and knowledge sharing culture increases the willingness to share knowledge voluntarily. Testing the impact of cultural values of different societies according to these proposed cultural criteria and knowledge dimensions offers the potential to understand specific individual cultural background better. It can also function as an influencing factor in developing knowledge sharing culture in the organisation. it was pointed out that knowledge sharing involves communication and therefore language as the central medium in knowledge processing. There arises a question about how an individual cultural

background influences knowledge structuring (Forst,2009). İn this context, individual cultural sensitivities are thought to affect the attitude of sharing knowledge. Hence; *Prediction 3: There is a positive relation between sensitivities of individuals about cultural assets and their attitudes for sharing knowledge.*

Information Sharing Management of Cultural Assets

In this study, it is found out that individuals and the institutions use collaboration and support expectations when they are related to the willingness to share information and the effect of information sharing on the creation of social capital has been put forward. In this parallel, the main research question is: "What is your viewpoint about a social responsibility platform in order to protect cultural assets?" The four questions and related sub-questions are selected by conducting a preliminary research. Eleven groups are created based on the expertise; academicians, architects, engineers, art historians, archaeologists, travel agents, municipalities (culture branches), tourism students, architecture students, domestic and foreign tourists. Their ideas about such a platform, willingness to participate, viewpoints related to the social capital and extraction of intellectual capital. The findings reached are compared to each other and a comprehensive table has been formed attempting to explain the effects of a Knowledge sharing platform which raises public awareness on the preservation of cultural heritage and also it is aimed to determine the approaches and willingness from different levels in the society.

Research Samples

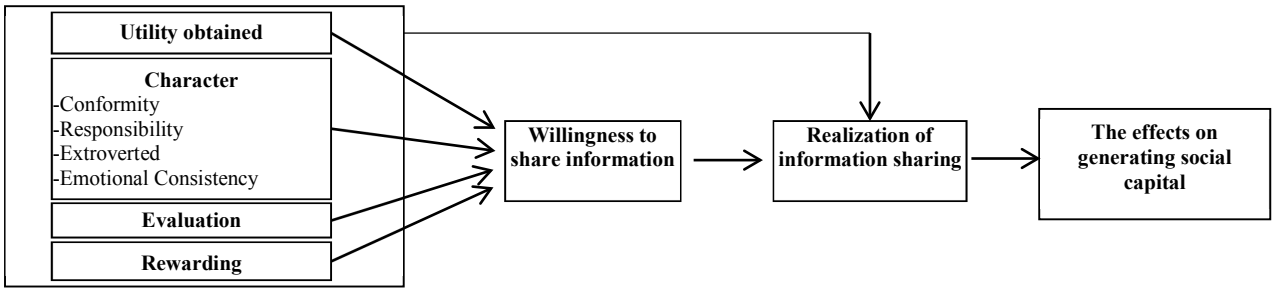
The theoretical population is consisting of different segments related to cultural assets of the society. As a pilot study, a focus group interview was conducted with 6 tourism students and questions are improved accordingly. The research sample is consisting of the groups with different occupational formations. In this framework, occupational formations were determined and in-depth interviews were held with minimum 2 and maximum 20 members of each group. In total, 77 Individuals involving 6 academicians, 5 archaeologists and art historians, 4 municipality workers, 5 architects, 6 engineers, 8 architecture students, 9 tourism students, 4 tourist guides, 8 touristic agent workers, 2 TURSAB personnel and 20 local and foreign tourists participated. The sample is selected randomly from 120 individuals who accepted to make interview.

DATA AND METHODOLOGY

In this study, a qualitative research method known as Interview is used. The analysis is based on different segments of the society which are thought to be interested in cultural tourism. The knowledge sharing is analysed on levels of different occupational formations and social statutes. In this context, the capacity of knowledge on a secure social sharing web which is designed to serve a specific aim. The groups consisting of individuals form the units in this research. In the group interviews, the questions which were prepared in advance are used.

In a study by Wang, the factors affecting willingness to share knowledge are grouped under two main groups as individual and environmental; conformity, responsibility, extroverted, emotional consistency are set as character properties. In that direction, by making use of the model "the effect of character and external facts", developed by Wang in 2005,a new model is put forward which is related to formation of social capital.

Table 5: New Model Developed by Wang's Model



FINDINGS

As a first step, an Excel document is prepared based on the data compiled from the participants. Then, the data pertaining to all occupational formations are presented as one under the other; the numbers of the same expressions are noted. At the third stage, the expressions which are thought to be the same are categorized in word document which is presented in Table 6.

Table 6: Survey Findings

Main Theme	View Point About Cultural Assets	Thoughts & Feelings	Attitude	Action
Academicians (6 people)	- Voluntary workers - Gains to tourism - Generating economic income	Sorrow - Anger - Disappoint - Happiness - Loss of trust -Loss of Interest	-Expressing about the deficiencies Curiosity about institutions attitudes - Creating an action plan	- Protecting cultural assets - Announcement in the social media -Making complaints - Creating awareness - Transmitting to the related institute/following
Architects (5 people)	-Living museum -Passing it to the next generations - Enhancing awareness about protection - Increasing education about the topic - Involving public to decision processes	-Sorrow - Anxiety about future - Feeling shame - Disappoint -Relaxing conscience	Fulfilling a responsibility completely Restorating within more awareness Willingness to start action Never doing something that could be done wrongly Proposing solution if there is a possibility for taking feedback Complaining even if there is no feedback	Understanding the reasons for occurring deficiencies Informing the authorities Reaching to the related institutions Enhancing awareness by using social media -Notifying by using photos
Engineers (5 people)	Transmitting to the upcoming generations Education about the topic Effective protection Enhancing awareness about protection Restorating as much same as the original Taking into account earth quick engineering theories	Irrespectfulness to the history Sorrow Disappoint	-Questioning the reasons for deficiencies -Loss of trust -Supporting behaviour -Doing research -Demand for compensation of defects	-Reaching to the authorities/Warning -Intervening - Keeping record of the deficiencies -Sharing in the social media
Archaeologists (1 person) & Art Historians (4 people)	Protection Transmitting to the upcoming generations Announcing universally Legal regulations Restorating as much same as the original Giving priority Opening for usage Taking precautions to protect	- Sorrow - Anger - Disappoint	Communication via e-mail Warning on-site workers Questioning the experiences	- Reminding the responsibilities to the related institutions - Forming a public platform - Written applications (petition) - Giving notifications

Tourism students (9 people)	- Elaborate protection - Adequately protected (constancy) - No specific procedures	- Sorrow - Feeling uncomfortable - Anger - Staying indifferent - Anxiety - Loss of trust	- The elimination of disruptions - Not showing reaction - Complaining	- Warning the officers - Announcing in the social media - Complaining - Inaction
Architecture Students (8 people)	- Not given sufficient importance in our country - Important for the future -Touristic value of the country	-Sorrow -Feeling uncomfortable -Anger	- Showing reaction - Warning - Insulting to the history - Not being interested - Cannot be corrected - Complaining - Contacting the officers - Carefully keeping an eye on the art pieces	- Sharing in the social media - Joining the parades - Contacting with the officers firstly and then the institutions - Complaining - Inaction - Writing solution proposals under the photos and sending them to the related offices - Creating a public opinion

Table 6 continues: Survey findings

Main Theme	Complaints	Viewpoint About E-Mails & Photos	Solution Proposals		View Point About The Platform
Academicians (6 people)	- Giving importance according To the rent extraction - Not showing equal sensitivity - Not being supported -Restoration's not being as good as the original	- Providing concrete data - Precipitating the communication - Control Mechanism - Inefficiency - Time waste - Not being taken seriously	- Employing specialists - Transparent sharing on the web - Cell phone applications social media campaigns - Forming a common wisdom - Common vision/mission - Macro Planning - Living museum	- Stimulating volunteering behaviour - Restorating as the same as original - Protecting with giving priority - Increasing the number of voluntary organizations - Team work	-Monetary/moral support -Starting to apply - Collaboration is a must
Architects (5 people)	- More harm to the idle buildings - Problem about detection - Destruction of unregistered artworks - Just Zone Safety Establishment register officially (timeless) - Restoration's not being done by the specialists	- Necessity for new staff to control - Membership systems - Opportunity to see different people's views -Useful - Not adequate for legal guarantee -Using e-government	Making legal regulations Education in the family Preparing curriculum about this topic More than one interdisciplinary participant (for democratic ambient) Maintenance and restoration support for living museums On time and adequate financial support Taking into consideration the technical capability İnformation accumulation (practioneer and controller) Method is also important as the material		An innovative for good ntention Contribution to raising awareness Deviating the realities Effective usage of the platform Must be collaboration Should be felt as compulsory Forming a central database
Engineers (5 people)	- Not showing sensitivity despite the warnings -Not protecting as the same as the original	-Willingness to share -Practical -Not believing in indicating an action	- Restoration should be done according to the original - Decreasing the red tape - Taking support from specialists - Education being given by the specialized personnel - Obtaining awareness in attention attracting platforms - Rising written and visual awareness - Increasing the participations in the conferences and symposiums - More flexible and publicly transparent institutions - Examining successful policies		- Participation/support - Existing as a need - Positive if it is aimed at purpose -Support for the information exchange -Not believing in collaboration every institution works with its own principle
Archaeologists (1 person) & Art Historians (4 people)	- Inadequate sanctions in the legal framework - Inaction against determinations	Providing solid information Realist Participation Useful in finding new artworks	- Following literature - Participating in the congress - Restoration should be done carefully, not in a hasty manner - Control mechanism - Qualitative and quantitative Sufficiency - Interaction among disciplines - Education at the High school level - Mobile teams to intervene		- Lagged project - Objective platform - Meaningless if action is not taken - Continuous control over the database - Partial control over the workers - Determinate od cultural assets on GKS - Ensuring complete involvement - Reaching the officers in a short time
Tourism students (9 people)	-Not paying interest to protect cultural assets - Lack of specialist personnel -Not showing equal treatment to every art work	- Generating a guaranteed effect inaction - Finding solution by visiting -Quick and positive result - Enhancing practical Involvement - Inadequate individual involvement	- Starting a platform like this - Forming a unit including all related topics -Government funding, - Giving priority to the art pieces which contributes to the economy more - By means of advertisements, increasing public information		- Lagged project - Support/Involvement - Becoming aware of the artworks -Everyone should be open to collaboration
Architecture Students (8 people)	- Preserving in much the same way as the original	- Providing information about the art piece - Insufficient on its own - A satisfactory application - Sharing in the media - Inaction - Following up the results - Solid evidence - Instant electronic sharing	- Strict control - Dissemination of more projects - Informing public - Common decision making of the specialist officers - Increasing potential number of tourists - Monetary and moral support - Determinate od cultural assets on GKS - Giving place in the education programmes - Micro and macro planning - Building police system /quick intervention		- Support/Involvement - Lagged project effective operation - Not supporting (Thinking that art pieces are not so important) - Promoting the platform to more segments in the society, increasing awareness

Table 6 continues: Survey findings

Main Theme	View Point About Cultural Assets	Thoughts & Feelings	Attitude	Action
Tourist Guides (4 people)	- Gaining to tourism by preserving - Passing to next generations - Improved preservation but still keeping behind other countries	- Shame for the country - Normal -Sorrow - Anger	- Showing reaction - Being affected negatively moral support	- Unable to attract tourists to the deficient areas - Complaining - Warning - Complaining via e-government
Agents Related to Cultural Tourism (8 people)	- Transmitting to the upcoming generations - Preserving the art pieces - Appreciation feeling	- Irrespective - Feeling nothing - Anxiety - Sorrow - Keeping behind	- Complaining - Punishing - Correcting the errors sensitively	- Learning the reasons for deficiencies - Complaining - Punishment by education - Working with the people who give value to the cultural assets - Inaction - Sustainable working - Trying to correct the errors - Have no idea
TÜRSAB (2 people)	- In the Ottoman period there was more respect but not very sensitive	- Sorrow - Anxiety - Disappoint	- Investigating who, why and how	- Investigating who, why and how - Complaining to the authorities
Municipalities (Cultural Units) (4 people)	- Not hastily done restoration and maintenance works - Restorating in conformity with the original - Increasing the number of jobs - Transmitting to the next generations	- Sorrow - Loss of trust	- Questioning the reasons for the errors - Complaining - Inaction - Showing reaction hand in hand with the civil organizations	- Idea exchange with the institutions - Continuous tracking - Warning
Domestic & Foreign Tourists (20 people)	- Transmitting to the next generations - As people develop more, they adhere more importance to cultural assets - Irrevocable errors - It's a social responsibility to know the qualities of the values - Art pieces which does not conform with the original lose importance - Errors getting larger because of not being handled on-time	- Sorrow - Reproach - Anxiety - Disappoint - Anger - Feeling uncomfortable	- Investigating whether to intervene or not if there is a problem - Indicating public action toward insensitivity - Creating society-wide awareness - Enforcing the people to give more value to the cultural assets - Blaming the officers - Complaining - Warning the officers	- Thinking that even if an action get started , it will not be effective - Complaining - Showing all necessary reaction - Calling civil organization to take action - Parade action

Table 6 continues: Survey findings

Main Theme	Complaints	Viewpoint About E-Mails & Photos	Solution Proposals	View Point About The Platform
Tourist Guides (4 people)	- Not employing enough archaeologists and art historians	- Thinking that they will not devote time - Crucial for increasing the awareness of the officers - Thinking that the unaware people will not take part - Falling in the spam file - Being ineffective	- Restoration done in conformity with the original - It is important to raise awareness - Rising the number of art historians and archaeologists - More strict controls - Cost deducing by effective usage of the guides - Education in the childhood - Creating a public opinion - Attracting public attention by us ng celebrities	- Sensitivity is important support if done by the right persons - Having a need - Support/involvement collaboration should be mutual positive or negative feedback informing public and persuasion
Agents Related to Cultural Tourism (8 people)	- Only giving importance to well known cultural assets and omitting others - Not enough value is given - The officers are uneducated and insensitive - Not paying attention to the complaints - Insufficient collaboration	- Problems not paid attention by many people - Not devoting time - Providing support for the usage of photos - Utilizing technology - Contribution by the close periphery	- Preserving all art pieces equally - Doing the restoration in conformity with the original - Organizing social responsibility projects - More strict controls - Providing easy reach to the related institutions - Realizing the project quickly - Collaboration with the universities - Education in the childhood period - Incentives to increase sponsorship - Procuring more financial funds to the personnel and the applications - Awareness in the promoting activities	- Absolutely there should be such a platform - Everyone takes part - Not being able to participate because of not having enough time - Unifying the institutions under one common roof - Collaboration is a must - Voluntary following system - Participation by all
TÜRSAB (2 people)	- Detrition by the unaware people - Uncertainty about less protected art pieces - Not caring about the complaints	- Building a public opinion by use of the photos	- Showing sensitivity without monetary incentives - Making use of collaboration to preserve cultural assets - Art pieces should be opened to visit in order to increase protection	- A platform where all art pieces are recorded and which can be reached by the institutions - Support/Involvement - Collaboration is a must
Municipalities (Cultural Units) (4 people)	- Raising the new generation more concerned about this topic - Not performing the necessary protection - History being left unowned - The thought that nothing will happen even if the information is shared.	- Sensible in today's conditions - This is not true without knowing cultural assets sufficiently - Support only via email	- Increasing the number of mobile teams for controlling - Creating public spots - Developing a social platform - Sincerity - Specialized personnel - Preparing realizable projects - Providing enough funding and budget - Keeping everyone aware - Checking the references of the firm in charge of restorati work	- Thought that it is positive - Society-wide responsibility Sharing - Involvement/Support - Real collaboration is possible with a sincere environment - Providing monetary support
Domestic & Foreign Tourists (20 people)	- Not enough protection for the cultural assets - Less protection when compared to Europe - Unsuccessful restoration - Thinking that enough elaboration is not shown - Incapacities of the institutions	- Easy and quick - Doing the both - Must be supported by all - Thinking that it will be useful - Increasing the effect when supported by photos - Collaboration is a must - Belief that all related parties will get involved	- Educating people about the topic - Increasing financial funding - Joint regulations by the institutions and the specialists - Decreasing the price for entering into the touristic sites - Restorating without giving harm to the originality, - Teams must be built to preventing the problems about restoration in advance - Employing voluntary and specialist people - Increasing the level of awareness - Being more cautious - Giving importance to individual responsibility projects - Adapting severe punishments like in Europe - Putting aside the negative and the positive sides of civil organizations - Suitable adjustments should be done about climate, volume conditions and external factors	- Support/Involvement - Thinking that the participation will be low - Social organs are insufficient - Everyone should be supported - Collaboration is good if it is taken seriously.

Table 7: The number of people who support the survey findings according to the key words and different formations

Key Words		Academicians (6 people)	Architects (5 people)	Engineers (5 people)	Archaeologists (1 person) and Art Historians (4 people)	Tourism students (9 people)	Architecture Students (8 people)	Tourist Guides (4 people)	Agents related to Cultural tourism (8 people)	TÜRSAB (2 people)	Municipalities (Cultural Units) (4 people)	Domestic and Foreign Tourists (20 people)	Total (77)	%
Preservation of cultural assets in conformity with the Original		2	5	6	1	5	0	3	1	2	1	14	40	% 52
Not conserving culture		1	0	0	1	7	5	2	2	0	1	4	23	% 30
Do nothing if it is done erroneously		1	2	1	0	0	0	0	0	2	1	1	8	% 10
Incapability of showing the same attention the each art piece		0	0	0	1	1	0	1	1	2	0	2	8	% 10
Complaint	To the periphery	1	0	0	0	0	1	0	0	0	0	1	3	% 4
	To the work site	0	1	1	2	0	0	0	1	1	1	0	7	% 9
	To the authorized units	5	2	2	5	5	8	3	5	2	1	17	55	% 71
	To the social media	3	2	2	0	5	2	0	0	0	2	5	21	% 27
Forming a public opinion		3	0	6	2	3	2	0	8	2	1	1	28	% 36
Not taking the complaints into account		0	0	1	1	0	2	4	1	1	1	8	19	% 25
Raising awareness by education	Family	0	1	1	0	0	0	2	1	2	0	2	9	% 12
	Curriculum	0	2	0	1	0	0	0	1	2	0	0	6	% 8
	School	1	0	1	1	0	0	0	2	0	0	0	5	% 6
Making aware		3	3	6	1	2	1	1	5	2	4	16	44	% 57
Restoration Works done unconsciously		3	1	0	1	0	0	0	0	0	1	5	11	% 14
Specialization		3	1	2	5	3	1	1	2	2	3	3	26	% 34
Interdisciplinary work		1	1	0	1	0	0	1	1	2	1	2	10	% 13
Increasing the number of personnel		0	1	0	1	0	0	1	0	2	1	0	6	% 8
Legal Sanctions		0	2	0	1	0	1	0	1	2	0	1	8	% 10
Generation/Future/Tomorrow		1	1	3	5	0	2	2	3	2	1	1	21	% 27
Opening to use or visit		2	2	0	1	0	0	0	0	2	0	0	7	% 9
Inaction/uninterested/no reaction		1	0	0	0	2	2	0	2	0	2	3	12	% 16
No feedback/irrevocable		0	3	1	2	0	0	0	0	0	0	4	10	% 13
Why/who/reason for bad condition		0	1	1	0	0	0	0	0	1	1	1	5	% 6
Auditing/Control/Mobile team/ Building police		0	2	0	1	0	2	1	0	2	2	2	12	% 16
Everybody/Society/Public/Whole		0	3	6	4	5	3	2	8	2	4	16	53	% 69
Economy/Rent/Revenue		2	2	0	0	1	0	0	0	2	0	1	8	% 10
Involvement/Support		4	5	6	5	8	8	4	7	2	4	15	68	% 88
Feeling when faced with deficiencies	Sorrow	4	2	4	5	4	2	3	5	2	3	12	46	% 60
	Anger	3	0	0	2	2	2	1	0	0	0	2	12	% 16
	Anxiety	1	1	2	2	2	1	0	1	2	0	6	18	% 23
	Loss of trust	4	0	1	0	1	0	0	1	0	1	0	8	% 10
Photos and e-mails viewpoint (positive)		6	4	6	5	8	6	4	7	2	2	15	65	% 84
Photos and e-mails (negative or zero effect)		2	1	0	0	1	2	4	1	0	2	2	15	% 19
Viewpoint to the platform (positive)		7	4	6	5	8	7	4	7	2	3	15	68	% 88
Viewpoint to the platform (negative or zero value)		0	1	0	0	1	1	4	2	0	1	3	13	% 17
Monetary and moral support (individual or institutional)		1	1	1	1	2	2	1	1	2	1	2	15	% 19
Planning (Macro/Micro scale)		4	1	0	0	0	2	0	0	2	1	0	10	% 13
Announcing to the public about the platform or the Project		0	1	6	0	2	3	2	3	2	1	0	20	% 26
Stress to detect art pieces/problems		0	2	0	0	0	0	0	0	2	0	0	4	% 5
Decreasing red tape/flexible structure		0	0	2	0	0	0	0	0	2	0	0	4	% 5

The concepts of education, family and curriculum are evaluated together and it is seen that 26 % of the participants declared their ideas that efforts should be made to raise consciousness about protecting cultural assets beginning from the early periods of the childhood. On the other hand, another noteworthy point is that new legal regulations should be made; legislation, law and accords are determined as the key words. Accordingly, 10 % of the participants emphasized that new legal regulations should be passed.
%27 of the participants pointed out that it is important to transmit the cultural assets to the next generations. It is notable that this aspect is alluded by all participants from all formations except tourism students.

Again, when we take into consideration the protection of cultural assets and the concepts of living, using, effective using are used as key words, 10 % of the participants expressed their opinions that it is easier to protect the "living museums" which are already in use.

It is found out that there are four different ways in which the participants could complain about deficiencies; social environment, worksite, officers and social media. Most notably, 71 % directly make their complaints to the staff authorities or officers and 27 % shares their ideas in the social media. Hence, 34 % emphasized that specialized officers should be charged and 13% emphasized that interdisciplinary work was needed to protect cultural assets.

The individuals who participated the survey have different interpretations about protection of cultural assets. 31% have raised concern about enhancing awareness, 22 % pointed out that the restoration should be made according to the original, 9 % declared that the art pieces should be protected and opened to tourism , 3% proclaimed that the protection of cultural assets was improving moderately, 6 % told that the restoration should be made elaborately, 4 % have presented their ideas about taking necessary precautions, 13 % declared that the errors made are irrevocable and 9 % believes that the art pieces which loses their originality would lower their importance.

The participants adhere special importance to restoration but point out that restorations should be implemented sensibly. 14 % put forward that the restoration work being implemented were not consciously done, 57% raised concern about enhancing society-wide awareness as much as increasing the awareness of the practioneer.

10 % told that the cultural assets benefit us as a way of increasing monetary earnings but this reality brings a disadvantage when the restoration work is done hasty.

When the participants are asked about what they would feel when they face impediments. 60 % told that they would feel sorrow, 16% would feel anger, 23 % would feel worried about next generations, and 10 % would feel less trusted to the related institutions.

When we examine the responses given to the main questions in the survey, the participants who look positively to the construction of a platform constitutes 88% of the total participants, 17% think that they will not be paid attention. With respect to giving support to the platform by taking photos and sending mails, 84% look positively.
69 % of the participants think that the society-wide concern should be raised and 26 % thinks that even if such a project realizes, this should be announced publicly by making use of public spots and advertisements. As a result, 88 % of the participants state that they would be willing to support such a platform.
According to these results;

"*Prediction 1:* There is a positive relation between collaborative approaches of individuals and their willingness to share knowledge." the prediction is supported. According to table 7; 88% of participants' attendance and support of the platform is understood to show positive cooperation, in case of 84% of the participants, encountered these complaints, have declared their willingness to share knowledge.

"Prediction 2: There is a positive relation between individuals social formations and their attitudes for knowledge sharing." the prediction is unsupported. According to table 6 and 7; participants share the knowledge of professional or social formation is understood that the primary influence attitudes. Viewed across a complaint, 16% of participants academics, 23% of students and agencies, and domestic and foreign tourists by displaying attitudes of inertia by 15% stated that they would not have any knowledge to share behaviour. Basis of the all participants, it is understood that they exhibit the attitude of 16% of share knowledge.

"*Prediction 3:* There is a positive relation between sensitivities of individuals about cultural assets and their attitudes for sharing knowledge." the prediction is supported. According to table 6; according to the questions asked in order to observe the awareness on the protection of the cultural heritage of the participants, 99% of which are understood to be concerned about or show sensitivity on this issue. When analysed to table 7; 84% of these participants, across a complaints, it is seen that they said they would demonstrate the attitude of sharing knowledge.

CONCLUDING COMMENTS

In line with the literature, the survey participants state that the level of joining the voluntary projects and organizations depends on the level of loyalty and trust among the individuals and interest groups. Hence, in order to form social capital, creating a trustworthy environment is primarily important. In such a trustworthy environment, the individuals would feel that they are taken seriously when they explicitly tell their experiences. The participants state that if such a project would be realized, then social platforms, media and advertisements should be used to inform the society in depth about the project's importance. Kaplan and Norton take into account the concept of intellectual capital in four dimensions as financial, client, process, learning and growth (Bontis, 2007). In the parallel vein, knowledge sharing related to cultural assets can be dealt with in the learning and growth dimensions. It is thought that if the people share knowledge then the growth would occur and consequently this would be beneficial for increasing international competitiveness to protect cultural values.

Departing from a common point of all these inferences, we can explain intellectual capital with human, relational and structural. As the tacit knowledge depends on transmitting experiences and this process is too hard, by making use of photos, knowledge can be more clearly generated. By the usage of such a system and supporting it with photos, it is aimed to increase the social sensitivity employing specialised personnel is also an important concern.

In the model, the willingness to share knowledge is measured by the benefits acquired. The benefits are inheriting the cultural values to the upcoming generations and protecting cultural heritage. These benefits form the reward consequently. One of the most important points which attracted attention in the study, are the responses given to the questions which involves a quartet of the concepts - thinking, feeling attitude and action- which are thought to be in consistency with each other. Some participants tell that they will not take action even if they feel sorry. Some other participants tell that they will take action even if they do not feel sorry. Hence, in an ignorable part of the participants, there is the inconsistency.

In parallel with this idea, the results show that there is a positive relation between the people's sensitivities about cultural assets and their knowledge sharing. On the other hand, it is also shown that there is positive relation between the individuals' occupational and social formations and their attitudes to share knowledge. There is positive relation between individuals' willingness to share knowledge and their collaborative approaches. This hypothesis is also accepted.

The findings show that the people's willingness to share knowledge increases whenever they are given opportunity for a platform and they take positive feedbacks. Henceforward, this will also contribute to the formation of social capital. Most importantly, the institutions should use this social capital effectively. Another point is that there is more need for additional personnel for improving collaboration and control. In the light of the solution proposals received from the survey participants, a Geographical information systems (GIS) can be developed based on remote servers in distinct geographical locations. In that way, any art piece can be questioned in the local area in which it is positioned and by means of visual screening and information sharing, there will be a great contribution to the efforts made towards protecting and promoting cultural assets and hence to tourism industry finally.

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