

FROM RAPIDLY GROWING GLOBAL CITIES TOWARDS SLOWING DOWN:  
CITTA SLOW- AKYAKA CASE

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HİLAL GÖZÜBOL

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Approval of the Graduate School of Social Sciences

---

Prof. Dr. Tülin GENÇÖZ  
Director

I certify that this thesis satisfies all the requirements as a thesis for the degree of Master of Science.

---

Prof. Dr. H. Tarık ŞENGÜL  
Head of Department

This is to certify that we have read this thesis and that in our opinion it is fully adequate, in scope and quality, as a thesis for the degree of Master of Science.

---

Prof. Dr. Melih ERSOY  
Supervisor

**Examining Committee Members**

Prof. Dr. F. Nihan ÖZDEMİR SÖNMEZ (Ankara Uni., REDM) \_\_\_\_\_

Prof. Dr. Melih ERSOY (METU, CRP) \_\_\_\_\_

Doç. MUSTAFA KEMAL BAYIRBAĞ (METU, PADM) \_\_\_\_\_

**I hereby declare that all information in this document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results that are not original to this work.**

Name, Last name : Hilal GÖZÜBOL

Signature :

## **ABSTRACT**

### **FROM RAPIDLY GROWING GLOBAL CITIES TOWARDS SLOWING DOWN: CITTA SLOW- AKYAKA CASE**

GÖZÜBOL, Hilal

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Rapid globalization has changed the city life drastically which resulted in searching for alternative city planning in the world. "Speed" concept began to be remembered side by side with people harming their surroundings and their standard of living. People are constantly seeking sustainable cities in an unending race to consume things fast. Their cultural values, social relationships with each others are under treat of vanishing. Henceforth, slow movement action has been taken immediately not to lose values before it is too late. This thesis study examines the slow movement concept in Akyaka from the "being a neighbourhood" perspective. Akyaka has been downgraded from municipality status after alteration in Metropolitan Municipality Law No.6360 which was legislated in 2012 and implemented after the 2014 local elections. This process was the following of accreditation by the International Council as Slow City. The thesis also pays attention to Akyaka as being a slow city in 2011 and how it became a neighbourhood after 2014 local elections and how does this situation affect its slow city brand with regards to branding, marketing, political relations, local people aspects and tourism. The actions taken by the central government and its' approaches to the local movements in Gökova region through Akyaka case has been taken over. The effects of the ongoing decision-making processes and participation of local people are emphasized. Finally, some recommendations were made for the sustainability of slow cities and efforts made to

actualize the branding in the regions and country-wide to support “Slowness” against “Speed”.

**Keywords:** Speed, Slow Movement, Cittaslow, Akyaka, The Metropolitan Municipality Law No.6360.

## ÖZ

### HIZLA BÜYÜYEN KÜRESEL KENTLERDEN YAVAŞLAMAYA DOĞRU: YAVAŞ ŞEHİRLER – AKYAKA ÖRNEĞİ

GÖZÜBOL, Hilal

Yüksek Lisans, Kentsel Politika Planlaması ve Yerel Yönetimler Ana Bilim Dalı  
Tez Yöneticisi: Prof.Dr. Melih ERSOY

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Hızlı küreselleşme şehir hayatını olumsuz bir şekilde değiştirdi ve bu durum dünyada alternatif şehir arayışlarıyla sonuçlandı. “Hız” kavramı; insanların, yaşadıkları çevreye ve yaşam standartlarına zarar vermekle anılmaya başlandı. İnsanlar hızlı tüketimin arasında sürdürülebilir kent yaşamı arayışı içerisindeydiler. Değerler yok olma tehlikesiyle karşı karşıya kaldığı gibi sosyal ilişkilerde zarar görmekteydi. Bu yüzden, çok geç olmadan önlemler alınmaya başlandı. Hazırlanan bu çalışmada yavaş hareketin daha çok şehircilik, markalaşma, yerel yönetim ve yerel halk arasında farkındalık kavramlarına ağırlık verildi. Türkiye de yavaş şehrin yapı taşını oluşturan kriterleri, kendi şehirlerindeki hızı değiştirmek adına yardım edeceğini düşünerek girişimlerde bulunuldu. Yavaş Şehir kriterleri ekonomik sosyal ve siyasal açılardan sürdürülebilir kent kavramı doğrultusunda incelendi. Bu tez çalışması aynı zamanda Akyaka'daki yavaş hareket kavramını; Uluslararası Konsey tarafından “Yavaş Şehir” olarak akreditasyonunun alınmasının ardından 2014 yerel seçimleriyle mahalleye dönüştürülen “Akyaka Mahallesi” açısından incelemektedir. Siyasi gücünü kaybeden Akyaka'nın 2011 yılında yavaş şehir olması ve 2014 yerel seçimlerinden sonra 6360 Sayılı Büyükşehir Belediyesi kanunuyla birlikte nasıl mahalle statüsüne düşürüldüğünü, bu durumun Akyaka'nın yavaş şehir markasını nasıl etkilediğini; yerel yönetimin, yerel halkın karar alma sürecine katılımını,

markalařma ve turizm aılarından detaylı bir Őekilde ele almıřtır. Trkiye’de merkezi ynetim ve yerel ynetimlerin, yerel hareketlere yaklařımları; Gkova Krfezi’nde bulunan Akyaka rneęi zerinden ele alınmaya alıřılmıřtır. Blgede devam eden karar alma srelerinin etkileri ve halk tarafından ortaya ıkan tepkiler zerinde durulmuřtur. Sonu olarak, yavař Őehirlerin srdrlebilir olması ve elde edilen markalařmanın, “Yavařlık” ın, “Hız”a karřı duruřunun, blge ve lke apında destek bulabilmesi konularında tavsiyelerde bulunulmuřtur.

**Anahtar Kelimeler:** Hız, Yavař Hareketi, Cittaslow, Akyaka, 6360 Sayılı Bykřehir Belediyesi Kanunu.

*To My Mother*

*Aysel Gözübol*



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*Mom...I wish you could have seen this...*

## TABLE OF CONTENTS

PLAGIARISM .....	III
ABSTRACT .....	IV
ÖZ .....	VI
DEDICATION .....	VII
ACKNOWLEDGEMENTS .....	IX
TABLE OF CONTENTS .....	X
LIST OF TABLES .....	XIII
LIST OF FIGURES.....	XIV
LIST OF ABBREVIATIONS .....	XVI
CHAPTER	
1. INTRODUCTION.....	1
1.1. The Scope and Aim of the Study .....	7
1.2. Research Methodology.....	11
2. URBANIZATION AND SUSTAINABILITY .....	16
2.1. City Growth and Urbanization until Slow City.....	22
2.1.1. City Growth.....	22
2.1.2. Urbanization .....	24
2.1.3. Alternative City Examples within Urbanisation .....	27
2.1.3.1. Garden City (Ebenezer Howard) 1903 .....	27
2.1.3.2. Radiant City/Ville Radieuse (Le Corbusier) 1933 .....	29
2.1.3.3. Broad-acre City (Frank Lloyd Wright) 1935 .....	31
2.1.4. Rapid Urbanization .....	33
2.1.5. Globalization .....	34
2.1.6. Sustainability .....	39
2.1.7. Sustainable Urbanisation .....	41
2.1.7.1. Alternative City Models within Sustainable Urbanisation: Eco-City ...	43
3. SLOW ACTIVISM AND SLOW CITY (CITTASLOW).....	47
3.1. The Process of Slow City Concept.....	47

3.2. Slow Movement .....	49
3.3. Slow City.....	51
3.3.1. The Process of Becoming Slow City.....	53
3.3.2. CittaSlow Criteria.....	54
3.3.2.1. Energy and Environmental Policies.....	54
3.3.2.2. Infrastructure Policies .....	56
3.3.2.3. Quality of Urban Life Policies.....	57
3.3.2.4. Agricultural, Touristic and Artisans Policies.....	58
3.3.2.5. Policies for Hospitality, Awareness and Training .....	59
3.3.2.6. Social Cohesion.....	60
3.3.2.7. Partnership .....	60
3.4. Slow City Examples in the World.....	62
3.4.1. Greve - ITALY .....	66
3.4.2. Orvieto- ITALY.....	68
3.4.3. Nordlingen- GERMANY .....	70
3.4.4. Sonoma-USA.....	71
3.5. Slow City Examples in Turkey .....	72
3.5.1. Seferihisar – İZMİR .....	72
3.5.2. Gökçeada – ÇANAKKALE .....	74
3.5.3. Şavşat – ARTVİN.....	75
4. AN EXAMPLE OF SLOW CITY IN TURKEY: AKYAKA CASE .....	77
4.1. Reasons to be Chosen as a CittaSlow .....	78
4.2. Process of Becoming a CittaSlow .....	87
4.3. Pioneers of the Idea in Akyaka and Public Awareness.....	89
4.4. Decision-Making and Referendum Process in Akyaka .....	91
4.5. Activities Arranged in Akyaka .....	94
4.6. Problems Experienced during the Process in Akyaka.....	97
4.6.1. Problem 1- Lack of Public Interest in Akyaka .....	98
4.6.2. Problem 2-Globalisation and its effects on “City branding” and “Marketing” .....	102
4.6.3. Problem 3- CittaSlow and Increasing Tourism Demand in Akyaka .....	108
5. PROBLEM 4- PRACTICES OF CENTRAL GOVERNMENT: .....	

DISREGARDING DEMOCRACY IN GENERAL AND LOCAL DEMOCRACY IN PARTICULAR.....	119
5.1. The Municipal Law No.6360 .....	119
5.1.1. Problems with the Execution of the New Law and Downgraded Status of Akyaka .....	129
5.2. Planning Authority and Practices of Central Government Related to Akyaka and the Environment.....	137
5.2.1. Opinions of Plan Drafters.....	143
5.2.2. Did the Planners Interview with Local Administrators While Taking This Decision?.....	144
5.2.3. Reaction to the New Arrangement at the Local Level .....	145
6. CONCLUSION .....	153
6.1. Summary of the Research .....	153
6.2. Main Findings and Policy Proposals.....	157
REFERENCES.....	166
APPENDICES	
APPENDIX A. APPLIED ETHICS RESEARCH CENTER EVALUATION RESULT / UYGULAMALI ETİK ARAŞTIRMA MERKEZİ DEĞERLENDİRME SONUCU.....	
	188
APPENDIX B. LETTER WRITTE BY THE ULA MUNICIPALITY.....	189
APPENDIX C. INTERVIEW QUESTIONS-ADMINISTRATORS.....	191
APPENDIX D. INTERVIEW QUESTIONS-LOCAL PEOPLE.....	192
APPENDIX E. TURKISH SUMMARY / TÜRKÇE ÖZET.....	193
APPENDIX F. TEZ İZİN FORMU / THESIS PERMISSION FORM.....	205

## LIST OF TABLES

### TABLES

Table 2. 1 The chronological order of the terms used in city concept.....	16
Table 2. 2 Attractive and Repulsive Factors Leading to Urbanization.....	26
Table 2. 3. Rural and Urban Combination Benefits .....	29
Table 3. 1. CittaSlow Main Criteria .....	54
Table 3. 2. The list of CittaSlows in the world .....	63
Table 4. 1 Contributors of the Slow City Process in Akyaka .....	87
Table 4. 2 Factors Affecting City Image .....	107
Table 5. 1 Local Administrative Legal Regulations .....	121

## LIST OF FIGURES

### FIGURES

Figure 1. 1 Akyaka's Slow City Certificate is assigned to Ula Municipality .....	5
Figure 1. 2 Exceeding number of people.....	6
Figure 1. 3 The garbage they left behind .....	6
Figure 1. 4 Conceptual Framework of the Study.....	7
Figure 1. 5 The components of the people in Akyaka.....	14
Figure 2. 1.Ebenzer Howard's The Three Magnets.....	28
Figure 2. 2. Radiant City's Conceptual Drawing .....	31
Figure 2. 3. Frank Lloyd Wright's Broadacre City .....	32
Figure 2. 4. The Sustainable Development Challenge .....	42
Figure 2. 5. Singapore Tianjin Eco-City Project .....	44
Figure 2. 6. Three Dimensions of Urban Sustainability.....	46
Figure 3. 1. CittaSlow Logo.....	53
Figure 3. 2. Greve in Chianti.....	67
Figure 3. 3. Orvieto.....	69
Figure 3. 4. Nordlingen.....	70
Figure 3. 5. Sonoma .....	71
Figure 3. 6. Seferihisar .....	73
Figure 3. 7. Gökçeada.....	74
Figure 3. 8. Şavşat .....	76
Figure 4. 1. Akyaka .....	78
Figure 4. 2. Gökova Special Environmental Protection Area.....	80
Figure 4. 3. Lutra lutra.....	81
Figure 4. 4. Monachus.....	81
Figure 4. 5. Nail Çakırhan House.....	84
Figure 4. 6. Nail Çakırhan House.....	84
Figure 4. 7. Traditional Architecture in Akyaka.....	85

Figure 4. 8. Windsurfing in Gökova Bay.....	86
Figure 4. 9. Nature Sports in Akyaka.....	86
Figure 4. 10. Referandum in Akyaka.....	92
Figure 4. 11. Referandum in Akyaka.....	92
Figure 4. 12. Referandum Brouchure .....	93
Figure 4. 13. Traffic during feast time in Akyaka in 2016 .....	114
Figure 4. 14. People in Akyaka during 2016 feast.....	115
Figure 4. 15. People in Akyaka during feast time in 2016.....	115
Figure 4. 16. Harm to the environment by the River Azmak.....	116
Figure 5. 1. General Budget Tax Revenues Sharing Ratios (%) in Law No.5779.....	127
Figure 5. 2. General Budget Tax Revenues Sharing Ratios (%) in Law No.6360.....	127
Figure 5. 3. Muğla Metropolitan Municipality President Osman Gürün checks the work done in Akyaka.....	129
Figure 5. 4. Chronological orders of events in Akyaka since becoming a Slow City.....	132
Figure 5. 5 Chronological orders of events in Akyaka since becoming a Slow City.....	133
Figure 5. 6. Chronological orders of events in Akyaka since becoming a Slow City.....	133
Figure 5. 7. Gökova Bay Map .....	139
Figure 5. 8. Some coils and dangerous shallows in the bay of Gökova from the book of Sadun Boro “Heave anchor” .....	141
Figure 5. 9. Muğla Environment Festival 3rd of June, 2018.....	146
Figure 5. 10. MUÇEP - Meeting Announcement.....	148
Figure 5. 11. 19, 300 m2 olive grove land.....	149
Figure 5. 12. Akyaka Solidarity Signature Campaign.....	150
Figure 5. 13. Akyaka Lovers Association Office.....	151

## **LIST OF ABBREVIATIONS**

GASDER: Gökova Akyaka Lovers Association

GPS: Global data system

UNDP: United Nations Development Program

EU: European Union

CHP/RPP: REPUBLICAN PEOPLE'S PARTY

AKP/JDP: JUSTICE AND DEVELOPMENT PARTY

MHP/NMP: NATIONALIST MOVEMENT PARTY

DYP/DWP: DEMOCRATIC WAY PARTY

NGO: Non-Governmental Organisation

GDP: Gross domestic product

GEKA: Southern Aegean Development Agency

METU: The Middle East Technical University

TMMOB: The Union of Chambers of Turkish Engineers and Architects

MUÇEP: Muğla Environment Platform

SEPA: Special Environmental Protection Area

MEU: The Ministry of Environment and Urbanism



## CHAPTER 1

### INTRODUCTION

*“A great City is not to be confounded with a populous one”*

Aristotle

A significant consequence of the rise and dominance of bourgeoisie has been the emergence of overpopulated metropolitan cities all around the world. Over the past few centuries enormous cities have been generated with extensive density of urban population and left a significant part of the population idle in rural life (Marx and Engels, 1972 as cited in Stevenson, 2003). It can be said that the Industrial, and to some extent the agricultural revolution in Europe during the 18th and 19th centuries changed the meaning of the term “City”. We encountered a dramatic transformation in structure of society, gender and kinship relationships, and the settlement of humans in this period (Stevenson, 2003). Later the term “global” and its interplay between cultural turn and political economy appeared in social structure in this period (Eade & Mele, 2002: 20-23). All these changes lead to a fast urbanization process in cities and changing the behaviour of the city dwellers.

The rapid urbanisation affected the dynamics of the modern society by decreasing the quality of citizen’s lives, changing the habits in social and environmental relations, changing structures in political relations. These developments inadvertently lead to the emergence of alternative city models in rather recent times. Following these developments, this dissertation aims to review certain alternative city models focusing on the most popular city understanding of the new era, namely, the Slow City.

To fully grasp the concept of the Slow City and disambiguate its connotations, the various attributions of this new city model has been explored closely with regard to four eminent examples (Seferihisar, Gökçeada, Şavşat and Akyaka) from Turkey. However, it is worthy to note that there are no less than 17 Slow Cities in Turkey and each one of them has developed special characteristic features and practiced certain policies during the process of application to be a Slow City in the Commission in order to meet the required criteria in the guideline.

Slow City was originally meant to put some breaks on highly industrialised and unbearably fast lifestyle. Thus, it could even be applicable when we try to slow down the cities like Paris, New York, London or İstanbul. It is especially relevant and valid for the places where the social relations were lost, identities disappeared, and people became alienated to themselves and to the society because of fast living style and high consumption levels. To halt this detrimental speed, Slow City plays the role of a moderator to introduce and maintain the balance, in other words, to “slow the rush”. On the other hand, if Slow City is applied to a place which is already slow but withholds certain potentials like tourism or gastronomy, it is an inevitable fact that the place will trigger to move fast and became a centre of attraction as a result of the introduction of the concept as we see in the photographs above. Akyaka is such a region that is it waiting for a boom in tourism.

When we desire to achieve sustainable urbanisation against the driving forces of neo-liberalism, Mc Donald’s discourse which was alarming the people in Piazza di Spagna in the heart of Rome to protect their local taste against fast food could be seen as a very successful initiative to preserve traditional food products in the region. People wanted to halt the fast food chain restaurant launch in the region in order to save their local taste in order to raise awareness of the pleasure of eating. Therefore, slow movement here is utilized as a methodology and a practical policy to push the break before the region accelerate into an unstoppable neoliberal consuming mode. The fact should not be overlooked that when we want to slow down a place which is already slow with the same concept, surprisingly the place starts to accelerate. As it will be elaborated later in this dissertation, this is exactly what happened in Akyaka.

Another significant point is that Slow City and similar initiatives must be supported by the local governments and local people to be internalized better. Otherwise, the initiative will be solely in the service of the economic interests of the inhabitants. In Akyaka, the situation was a little different. Authentic local people had no real interest in the concept and the philosophy of Slow City and took it merely as a tourism promotion opportunity. Therefore, as it will be extrapolated later in this study, the initiative has not been fully successful there. This relative failure can be attributed partially to the complex demographic structure of the region in which no clear line can be drawn between local inhabitants and the seasonal or permanent inbound immigrants.

Thus, as it will be explicated later, the complex structure of population in Akyaka can be best understood by examining the entirety of the population in three distinct groups. The first one is craftsmen (this group will be called as authentic people during the thesis) who are the owner of shops, were born and grew up in the region. The second one is local people, who live in the area and came from other places ten to fifteen years ago. The third one is investors, who came to the place to function essentially as economic players or better say, the neoliberalism's agents.

For the Slow City to succeed in Akyaka, the initiatives must have started from the core of the population which is authentic people with support of local governments. However, what happened in practice was that a group of actors who were in local politics lead the torch and authentic people remained uninterested in the concept. This group of interested actors were behind the implementation of the Slow City standards in the area. They started studies on becoming a Slow City in 2008, set the local governance principles for sustainable development in 2009, started Slow City activities the same year, held referendum before submitting the letter of intention in 2010 and contributed into Akyaka becoming a Slow City in 2011.

These steps were then followed by the rush of the investors who either flooded the region or already were living there and realized the potential rent income as well as they pursued their own economic interests disregarding the needs and ideas of the

authentic people. Actually, the authentic people were not content with the increasing number of tourists in the area because there was not adequate accommodation for everyone. Another reason they were discontent is the abundance of overnight tourists who preferred to stay in marginal hotels, bring their own food along and not spend money in the city centre. This does not contribute to the spinning of the wheel of the local economy at all. Thus, authentic people were unhappy with the newly added crowd and their waste that was being left behind because they were not earning from them and furthermore, have to clean the city after they left.

Apart from economic stalemate, the referendum process did not follow a democratic procedure in Akyaka. According to 2018 demographic results Akyaka has 3010 residents (“Ula Nüfusu – Muğla”, 2018). However, in referendum only 911 people participated and 95% of it approved being Slow City by saying “Yes”. Having considered the number of people living in Akyaka, one might extrapolate that the people who voted in the referendum formed no more than 30% of the total number. Hence, we cannot talk of any democratic process and the result does not reflect the real opinion of the majority and the entire initiative seems like an investment project to gain unearned income from the area without involving authentic people into it.

Akyaka, compared to the other Slow Cities, has been an exceptional specimen for a close study in this thesis because of the fact that after two years from being accredited officially in the Slow City Commission in 2011, the city lost its political strength by declaration of the Metropolitan Municipality Law No. 6360 in 2012. Subsequently, its approval as Slow City was put on standby both in the town itself and in the official website of the CittaSlow because the legal amendments set up a barrier in front of Slow City concept in the region. However, the city was later accredited and certified as a slow city after joining to Ula district as a neighbourhood. Akyaka gave its certification to Ula Municipality in this process.



**Figure 1. 1 Akyaka’s Slow City Certificate is assigned to Ula Municipality** (Source: “Akyaka'nın "Sakin şehir" belgesi Ula'ya devredildi”, 2014)

Akyaka’s special administration status has had some merits as well. During the research that led to the composition of this dissertation, it was vividly realised that being a slow city has attracted the attention of a rather large group of volunteers, although the initiative did not enjoy the extensive support of the authentic local people in the area as mentioned above. In addition to this, high tourism potential of the city resulted in the economical speeding up in the region rather than slowing down. For example, in 2018 a population of 3010 dwellers were living in Akyaka but during the Ramadan Feast number became 60.000 which was much higher than the city’s basic capacity. Therefore, Akyaka lost its slowness as a result of already existing tourism potential that was triggered by the Slow City accreditation. This is the problem case of this thesis.

This problem leads us to the main research question that “Even if the current municipalities cannot survive in this slippery political platform, as Akyaka lost its political strength by being a neighbourhood of Ula district, how will CittaSlow concept survive?” In the case of Akyaka, the local government took over the executive power from and left the municipality without any decision-making authority. Meanwhile, the tourism potential of the city boomed and in the lack of the municipality the people living in that city tried to find a solution for exceeded number of inbound tourists and their accommodation as well as the waste they left

behind after Feast seasons. Therefore, Slow City regained another meaning within the places where the hidden tourism may rise.



**Figure 1. 2 Exceeding number of people**      **Figure 1. 3 The garbage they left behind**  
(Source:“Sakin Kent Akyaka’da trafik çilesi”, 2016,“Tatil cenneti Akyaka’da 2 ton çöp toplandı, 2018)

The study of the concept of Slow City I Turkey should not be limited to the existing 17 Slow Cities. There are actually many examples of cities which are already slow in Turkey. For example, a village in Bala district of Ankara does not attempt to register as a slow city while using local food, making local products, living slowly, not living in a hurry and living in harmony with nature, but why does Akyaka do so? Because that village has no potential to be converted into a business venture. There is no commercial concern there.

Taken all these concerns into consideration one might conclude that three basic factors are needed for slow city to become meaningful and achieve success. 1- It should not be based on capital investment 2- There should be a local consensus about the implementation of the initiative 3- There need to be a supportive legal framework. All things considered, if these three conditions are combined, the slow city will succeed.

Therefore, this study aims to scrutinize the effectiveness of the implementation of the concept of slow city in Turkey. By closely reviewing the case of Akyaka, it will be elucidated how the concept of slow city has been thus far applied with an

incompatible understanding and the desire to obtain economic capital from the converted city has overtaken and subverted the core ideals of the concept.

### 1.1 The Scope and Aim of the Study

This dissertation primarily aims at exploring the role and the place of CittaSlow movement which is in itself an attempt to develop city life and ensure its sustainability and promote environmental policies, infrastructure policies, quality of urban life policies, agricultural, touristic and artisans’ policies, hospitality, social cohesion and partnership policies with Akyaka case. It addresses the research question “How will CittaSlow movement survive if the current municipalities cannot continue as an independent entity in slippery political platform?” because of Akyaka being a neighbourhood of Ula district and losing its executive power as a municipality.

## Conceptual Framework of the Study

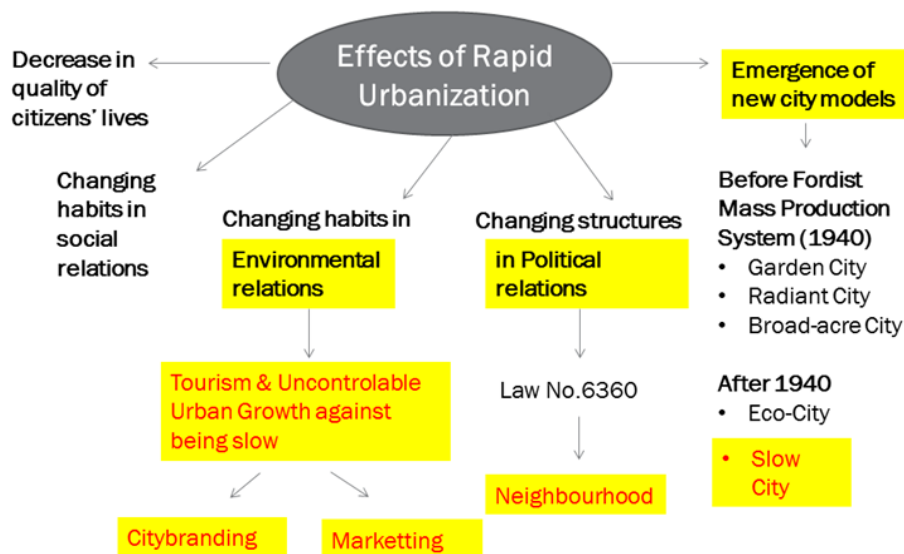


Figure 1. 4 Conceptual Framework of the Study

The research question posed in this thesis first revolves around the effects of rapid industrialism and other forms of developments in the cities on the quality of life of

the citizens by placing an emphasis on their changing habits of social, environmental and political relations through the inevitable outcome of new city models (Figure 1.1). Therefore, as alternative model for sustainability, the “Slow City” case has been investigated to clarify whether its goals have been achieved successfully in Akyaka with the Municipality amendments of Law No.6360 or not.

Although the alternative models such as Slow City Movement have contributed ostentatiously to the publicization of the concept of the sustainable cities, they, in effect, have failed to create a mass movement mainly because of the administrative obstacles. In Akyaka, for example, the law amendments did not let the slow city movement go further and forced it to remain a person-based movement.

Taking into consideration, the first chapter introduces the question of the thesis with its sub hypothesis, effectiveness of the slow city movement in Turkey and the conceptual framework of the study along with the scope and aim of the study and the methodology adopted in conducting it.

In the second chapter, the term “city” is closely scrutinized to elucidate how the meaning of the term has changed in time along with the rise of industrialization and capitalist society. Since the shape of the cities has been rescaled by the industrial developments financial centres have also played a huge role in the development of cities throughout the modern era and thus, the remarkable effects of technology will be discussed under the light of the concept of sustainability. It will be discussed how the new era has given rise to alternative city models all around the world and how the new terms have been added to the city planning scope and how people started to seek for identities and social connections. Apart from natural destruction and the cities, ties to the roots will have been questioned profoundly. It will be shown how the alternative city models led us focus on Slow City concept and how effective it could be for the sustainability of urbanisation.

In Chapter 3, the Slow Movement’s gradual rise to prominence is discussed. It is reviewed how the slow food action gradually paved the way for the slow city and its



defining criteria will be explored with vivid examples. Detailed City Slow criteria are offered with the city slow examples from different countries such as Italy, Germany, the U.S and Turkey. However, the real focus of the study is Akyaka and the effects of the movement in the region will be discussed in the following two chapters in terms of city branding, marketing and executive power of the city in details.

In Chapter 4, the process of Akyaka becoming a slow city is scrutinized in detail. What procedures have been followed, who were the main actors and the role of the people who settle in the area are all examined. Supporting the hypothesis of the thesis, it will be demonstrated that there was quite a big gap between the people who were in the decision-making process and the genuine dwellers of the area, in terms of their perception of the concept of Slow City. In this chapter the results of interviews with the inhabitants, and the authorities will be analysed along with the surveys conducted in the region. The real focus in this chapter is to examine the process from different angles such as administrators', local people and investors' point of view.

In Chapter 5, the main focus point of the study is examined in details to show how the central government generally ignored democracy in general and the local democracy in particular. The Municipal Law No. 6360 on "The Establishment of Fourteen Metropolitan Municipalities and Twenty-Seven Districts and Amendments at Certain Law and Decree Laws" is a pillar of this practice it will be clarified how the central government utilized its planning authority and practices related to Akyaka and the environment which had numerous detrimental results. For example, the first-degree protected areas in the area were altered into the third-degree protected areas. In this chapter, Akyaka's becoming a neighbourhood after declaration of Law No. 6360 in 2012 will be reviewed in details to show how it affected the continuum of being a Slow City. The political opportunities and administrative attitudes are closely observed in this study. The effects of changes of the statuses especially on tourism are another significant topic that will be explored closely.

Finally, in chapter 6, there is a summary of the research followed by the main findings of this study. Significant policies have been proposed to avoid wasting of

efforts made by volunteers and administrators during the Slow City process in Akyaka. We also try to reach the conclusion regarding the question of “How will CittaSlow survive if the current municipalities cannot survive in slippery political platform?”

Debates are mainly centred on the issue of negative aspects of “Speed” and the terms of “Capitalism”, “Industrialism”, “Globalisation” and “Urbanisation” as a reaction of speed which made “city slow” term appeared as alternative as well. Neoliberalism and its negative effects made cities lose their locality and identity therefore people reacted to the lost identities of their culture, customs, cuisine, architecture.

Branding has been vividly appeared as a result of fast consumption world and it supported the hypothesis that slowness is actually needed if we are not to lose some certain values. Branding has to be taken into consideration that cities try hard to be a part of what is the latest trend to make them eye catching in front of public. People are eager to follow the populist approaches and experience them immediately. This causes cities to put their acts together and perform fast.

One cannot underestimate the effects of “marketing” which is also arisen from neoliberal approaches. The economic side of the branding is closely connected with the successful marketing process. Therefore, people who are the experts of marketing strategies play the key roles in the branding issues and they sell the city with a profitable price to the public. Selling includes tourism, nature, food, or some other feature of the city.

The last and the salient discussion are about the local administration system which has been re-evaluated under the Law No.6360 in details. Rescaling of the cities and the enlargement of the borders resulted in problematizing the distribution of the services, sharing the municipality budget equally and most importantly leaving people aside in decision making process which can be clearly observed in the case of Akyaka. It was downgraded to the neighbourhood municipality under Ula municipality. This puts the thesis question in front of public eyes very clearly that

how CittaSlow movement would survive even if the current municipalities cannot survive in slippery political platform.

## **1.2 Research Methodology**

In order to answer the questions raised above, this thesis practiced a strong research strategy and methodological structure. For this reason, every study to obtain the right information has been observed and critically evaluated in terms of their suitability for this research and explained briefly in this section.

To meet the defined purposes of the study, an empirical analysis that relies on observations and descriptions to explain the case was initially chosen. Adequate data has been collected in the field study through interviews and surveys to prove the three hypotheses of the study: 1. “CittaSlow will not survive if the vital element of the local people participation is not achieved”, 2. “CittaSlow is not likely to perform successfully if the city is already slow or if the attempts are directed towards creating an image of city branding through marketing” and 3. “How will Cittaslow survive even if the current municipalities cannot in slippery political platform?” Using multiple resources, the study has tried to answer these lofty questions.

To reveal the reasons behind the thesis question, critical thinking and logical extrapolation have been utilized. To begin with, every aspect of the society in Akyaka has been evaluated critically. In addition to that the criticisms towards central government’s attitudes to law implementation have been analysed and criticized. Special attention has been made to the removal of the executive power of the municipality and downgrading its political status to a mere neighbourhood. It has also been noted that there is a possibility that the Slow City agenda will not be adopted by the next local administrators since it is considered mainly beneficial for only a group of people and the idea is shaping in their control.

In order to reach this conclusion, reproductive reasoning is used as a research strategy and pre-assumptions have been made towards the effectiveness of the Slow

Movement to observe appropriateness of it in practice inductively. Later on individual meetings with the people in the region and collecting data from other sources such as, newspapers, journals and media sources led the study towards forming a conclusion. Starting with a set of hypotheses such as CittaSlow will not survive in this slippery political environment and eliminating effects of City branding and Marketing provide a possible answer for the thesis problem. Then the study proceeded by using observations and interviews to test these hypotheses. Therefore, in this study inductive and deductive reasoning were put into practice and reproductive reasoning became a mediator in between to contribute into revealing hidden and untold reality. In Akyaka case, to determine dynamics and mechanisms which affected Slow City process, reproductive research strategy is needed.

However, despite providing chances to explain the dynamics and mechanisms affected Slow City in Akyaka, reproductive research had to be combined with abductive strategy which is to construct theories derived from the actors' languages, implications and what they meant (Malhotra, 2017). To make the problem understandable for the readers clearly, categorized and conceptual data which is gathered in a logical pattern from the interviews have been interpreted to reveal the interviewees' views. People's feelings and responses, especially how they conceptualize the theory and give meaning to CittaSlow movement have been observed and analysed.

The study is based on qualitative data collection method because human behaviour plays an important role in determining answers to the study questions and thus, it is assumed that the underlying motives and desires can be brought to light and comprehended by using in-depth interviews that have been done to discover why people think CittaSlow is an appropriate alternative city model for them (Kothari, 2004:3)

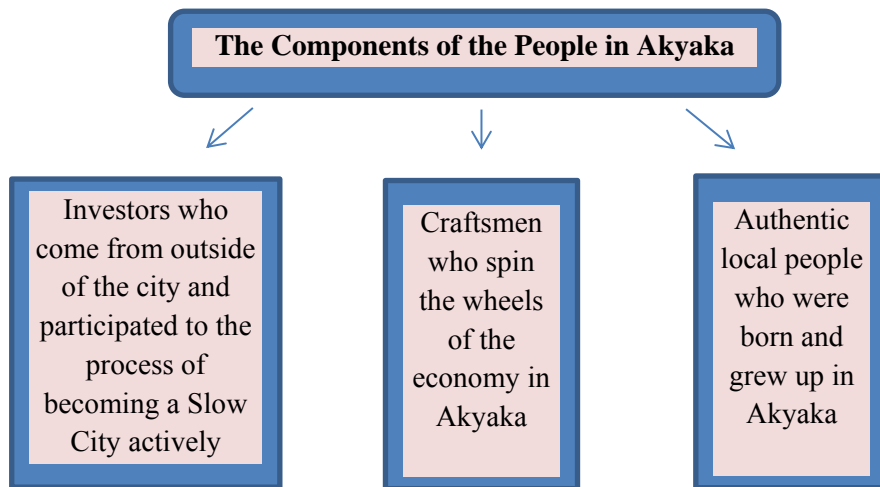
Normative analysis is chosen for this study to be able to interpret and construct accurate results by placing value on individual views as well. To achieve this, personal interviews, telephone interviews, video conferences as well as audio and

video recordings, mailing the questionnaires and scheduling were all utilized during data collection. There were also face to face meetings which were planned with individuals and groups.

Semi-structured interview method is used by asking additional questions which were supposed to clarify unclear questions. The reason to prefer this method is mainly, to reach the data that cannot be obtained by questionnaires and scales. Furthermore, the other reason for choosing semi-structured interviews as a tool is that they touch on two key points in data collection. First, they are very suitable for research attendees who sometimes have different perceptions and opinions about complex and sensitive issues and their opinions are used for more information. Thus, it is a good way to explain the answers. Second, it is very useful in working to reach a common interest in the group of people belonging to all kinds of occupational groups. This method makes it easy to reach a standard result (Barriball, 1994:330)

Empirical Analysis has been done to find out more about CittaSlow and capture it with detailed information gathered from the interviews. Descriptive research also combined evaluative research by interpreting and constructing value on interviewees' views. We mainly seek people's feelings and responses to CittaSlow movement and its development in Akyaka.

For this reason, interviews were conducted with twenty-four people who live in Akyaka. First group of people were the Deputy Mayor of the Municipality and the employee from the municipality who were the policy makers and reflected local government's view on the concept. Nevertheless, when the Deputy Mayor was representing the political aspect of the phenomenon the municipality employee critically approached the Slow City movements.



**Figure 1. 5 The components of the people in Akyaka**

Second group of people were the initiators of the Slow City Movement in Akyaka who are chosen to provide a conception or a general picture of the mechanisms or structures in process of accreditation. How they started the action, what kind of activities they have done and how informative they were during this process has been revealed with their interview results. In the study these two groups are considered as one and called as investors which are mentioned in the introduction paragraph.

Besides policy makers and initiators that have been considered as administrable part of the story and their interview questions have been prepared accordingly, there was a third group of people who were local people. They were interviewed extensively to uncover the degree of the awareness of the locals. A hotel owner supplied information about tourism and accommodation in the city and how slow movement affected the business. Two butchers were interviewed to focus on the requests of people and clarify the burden on the city during the peak seasons and how they cannot meet the exceeding demand of people. Bar owners draw attention to the noise limit implementation in the region and how it affected their customers' attitudes towards the city. In the interviewees view, Slow was found to be taken synonymous with relaxing and peaceful atmosphere suitable for old and retired people. Coffeeshop owners both at the beach side and in the city, centre gave information

about the crowd and the waste they leave behind. The restaurant owner reflected the significance of snail logo and its prestigious stance among the craftsmen and non-existence of local taste in the region to sell. She also complained about the overnights customers who bring their food and do not come to the restaurants. Third group has been considered as craftsmen in the city who are the pillars of the economy to circle.

The most prominent group of this study was the authentic local people. Whole Slow City work proceeded by asking people who were the main owners of the city, but not with their full participation. They work in the local market and are mostly busy with farming. These people were aware of the Slow City movement, but after a while they could not internalize it sufficiently and started to complain about the crowd and piles of garbage. They did not want to be so crowded and constantly expressed during the interviews that Akyaka is no longer the old Akyaka. In this case, the lack of participation by the authentic locals is the proof that the administration has not been fully successful in enforcing the initiative. It must be emphasized that a social phenomenon has to be operated from the inner circle of the society. (Blaikie,2007:124).

In addition, the study has taken into consideration the latest news from the newspapers and the latest information about the region. In this context, even the number of publications related to Slow City movement in the print media, has highlighted the initiatives to marketing the idea. Journals, especially academic ones and the writings of people who know the subject from the academic point of view also contributed into the evaluation and interpretation of data. So, the Slow movement was supported by different views from different angles. Facebook and Instagram accounts opened for Akyaka which are mostly tourism-oriented work were outstanding. All these data helped to reach a conclusion.

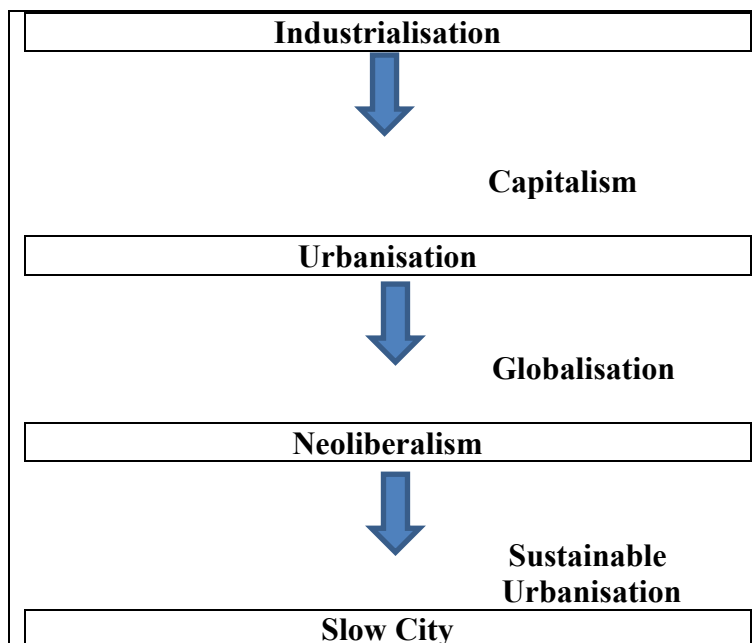
The study hopes to attract the attention of the public to the most crucial question: how CittaSlow movement would survive even if the current municipalities cannot survive in slippery political platform. Before going any further, we would like to explore the changes of the term “City”, from miscellaneous perspectives in details.

## CHAPTER 2

### URBANIZATION AND SUSTAINABILITY

The general understanding of the term “city” and how it developed under the effect of industrialism during the 18<sup>th</sup> and 19<sup>th</sup> centuries is the process by which the term gains much more complicated meanings. It is investigated with the collaboration of capitalism and neo-liberal approaches within the sustainability discourse which includes economic and technological improvements and preserving the ecosystem.

**Table 2. 1.** *The chronological order of the terms used in city concept*



The Industrial Revolution, which began in England in the 18<sup>th</sup> century soon spread to other countries and became an important factor in the acceleration of urbanization. Today, while industrialization is regarded as a level of development (Ertürk and



Sam, 2016). With the industrial revolution, especially agrarian societies became urban and urbanism became the main aim of their population. Urbanism as Stevenson mentioned in her book, included the advancement of new forms of sociality, changed power relations and, in the view of some commentators, the development of a precise urban sensibility (Simmel and Wirth, 1995 as cited in Stevenson, 2003).

The structure of society, gender and kinship relationships and the dominant shape of human settlement were transformed dramatically in this period. The composition of the rural and the urban was totally overturned because of the large-scale migration of potential industrial workers who moved from the countryside to the cities where the factories of the emerging manufacturing bourgeoisie were based (Stevenson, 2003).

If pre-industrial European cities are examined, it is seen that there is no distinction between the public and the private sector, or that this division has a more permeable structure. In the 18th and 19th centuries when the Industrial Revolution was overlapping with the Age of Enlightenment, European public and private spaces started to get separated from each other by a definite line. As the process of modernization of traditional cities of the Western countries moved on, the segregation between the private and the public area emerged. The realization of this distinction influenced the towns and led to redesign of the streets as well as the areas in the context of urban planning (Kedik, n.d as cited in Kılıç, 2010).

In addition to the change of the city's physical structure, the increase in the number of cities and the growth of the city because of industrialization, another significant factor was the social differences that would affect the human behaviours and relations that necessitate organization, division of labour and specialization in the structure of society (Ertürk and Sam, 2016).

Industrialization is also assessed in terms of the changing of the working conditions and the impact of new business areas on the social structure. The emergence of factories, trade centres, workplaces, service sectors in different fields, and the

diversification of specialist occupational areas with the development of specialization show the power of change in economic structure. This transformation brings about important transformative factors such as specialization, the need to succeed in one's own field, the reduction of leisure time (and the change of the structure of social relations), economic sufficiency and the creation of stress in reaction to this (Aytekin & Şit, n.d: 1821-1829).

After the Industrial Revolution, mainly agrarian societies were gradually transformed into societies that were predominantly urban. So, urbanism became the main residential experience and lifestyle of most of the population. This urbanism instigated the advent of new social forms and altered the relations of power and, in the thoughts of some commentators, lead to the improvement of an outspokenly urban sensibility (Simmel 1995 as cited in Stevenson, 2003).

In brief; the way of living which was revolutionized by the Industrialization also prompted a revolution in the way people think about society. Significantly, the academic discipline of sociology developed in tandem with urbanization and industrialization (Stevenson, 2003). It should also be noted that the economic structure developed by industrialization causes different income groups to be separated from each other, leading to the separation of living areas according to economic income.

There is an aspect of the industrialization that threatens to out shadow its social advantages. Although industrial development increases the quality of life, it makes people dependent on limited energy sources. The urbanization developing as a result of industrialization is increasing results in irreversible environmental disasters while new settlements, transportation systems, new schools, new ports are being constructed. On a general basis, the increase of industrial production that causes the environmental problems to increase and the natural environment to deteriorate is a serious issue that must not be overlooked.

Moreover, in today's contemporary world, we may not say that "urbanity" is fully measured by the total of the population living in the cities. Not the whole dwellers are equally in the centre of urban economy, politics and cultural life. People who live closer to the economic or industrial sectors are much more privileged compared with the people living in the outer sides. The same is true for the cultural educational or political life as well (Wirth, 1938: 1-24). The effects of capitalism and cities losing their locality can sharply be seen here.

Capitalism, on the other hand, appeared in a form of economic organization in which wealth is created for investors through the production of saleable goods and services. The direct employment of workers rather than bargaining or trade is the defining characteristics of capitalists. As elucidated time and again in Marxist theory, the differentiation between the value of the products of labour and the price which is paid for it forms profits. In order to be most successful, the system requires having large inputs of raw materials, and extensive markets, which are best ensured through the possession of empire. Due to mass production and associated agglomeration, capitalism creates urban growth and urbanization because it concentrates productivity and all the workers and spending power that are linked with it. Furthermore, the city serves as a centre for the consumption of the profits of capitalism (Clark, 2004: 40-74).

Migration from the country to the city, after industrialization, transforms the peasant farmers into urban workers, proletarianizes them in masses, or turns them into white-collar workers (Şengül, 2008: 279-290). It is through this process that the industrial workers are standardized, capitalism becomes substantially socialized, and as a result people are alienated from each other and start to see each other as rival. The high gains achieved in the developing industry have led to the mass destruction of the rural areas and lifestyles. The increasingly competitive environment has affected the workforce, made it difficult for them to get enough compensation in return for their effort and has resulted in the emergence of the wage slavery (Büyükcivelek, nd. as cited in Özdemir, Sarı ve Uzun, 2017: 82-85).

The difference in economic income in the society also affected the social structure. It resulted in the differentiation of social places in the city. The first comprehensive evaluation of the results of capitalism in the urban spaces was conducted by Engels. Engels showed that the capitalism transformed the cities in a manner suited to its own sense and image by specific references to Manchester City; he demonstrated that exploitation and poverty created by capitalism were not related to only work places but also with urban spaces (Şengül, 2008: 279-290).

While capitalism transforms the city in its logic, it does not see it as a living space. In capitalist mentality, urban space has attained a central position as a commodity that can be bought and sold. According to Lefebvre, a French Marxist thinker, the relationship between capitalism and city is indispensable for capitalism. In other words, if capitalism has been able to reach today's development, it owes it to discovering of the city space as a commodity that can be bought and sold (Lefebvre 1991 as cited in Şengül, 2008: 279-290).

In the capitalist system, the main thing is to make a profit; everything else can change, transform, and substitute. Another important reality about capitalism is that capitalism does not focus on life and needs of human beings and it is not a solution-oriented system for the needs. As already pointed out above, the single grand objective of capitalism is the accumulation of profit. Another important issue is that capitalism is based on absolutely exploiting, destroying, and consuming to sustain the conditions of self-existence (Yeşil Öfke, 2014).

Since its emergence Capitalism has always interfered in various aspects of human life, including the environment, the city, and the city values. It has made arrangements for serving its own purpose, and has not refrained from harming, destroying, and consuming when it has deemed it necessary. However, in terms of today's capital accumulation system, all these phenomena have a different meaning, and a vital function. Especially, the nature and the city has become one of the means of production that provides capital accumulation, instead of being an abstract term

Nature is now relentlessly changed, transformed, polluted and exhausted in the forms of physical environment, geography or space.

In this process, the city and nature have been commoditized at a great pace; the nature and the city have become the most basic sources of wealth and the means of gathering wealth. Capital accumulation is founded upon the exploitation of the city and nature. When the only available material for capital accumulation is the nature and the city, Neoliberal policies whose main function is to leap up the profits and eliminate the barriers for capital accumulation set forth to make the nature and the city as much vulnerable as possible, and take unlimited measures in order to build up, construct, and exploit (Yeşil Öfke, 2014).

Historically speaking, the 21<sup>st</sup> century is an interesting time for those who want to understand the term “City”. This period coincides with a rapid cultural turn in the society, namely the redefinition of the identity: the self-interest of the people and the politics of differences (Eade & Mele, 2002: 4-7). Instead of being a part of a capitalist structure, cities try to define themselves individually by finding their unique differences.

Researchers have observed this subject under the umbrella term of the sustainability of the cities. In this regard, many city alternatives such as, ‘sustainable cities’; ‘green cities’; ‘digital cities’; ‘smart cities’; intelligent cities’; ‘information cities’; ‘knowledge cities’; ‘resilient cities’; ‘eco cities’; ‘low carbon cities’; ‘liveable cities’; and even combinations, ‘low carbon eco cities’ and ‘ubiquitous eco cities’ have been studied under the lights of distinctive concepts. The research question posed in this thesis revolves around the effects of rapid industrialism and other forms of developments in the cities on the quality of life of citizens by placing an emphasis on their changing habits of social, environmental and political relations through the inevitable outcome of new city models and therefore an alternative model for sustainability of the “Slow City” case has been searched. It has also been investigated whether the amendments of the Municipal Law No. 6360 in Akyaka can be considered as a satisfactory achievement in this direction or not. Although the

alternative models of the sustainable cities seem quite appealing on a general scale, they have resulted in administrative obstacles or been mostly reduced to simple group efforts rather than creating a mass movement. In Akyaka, for example, the law amendments did not instigate a far-reaching urban movement but remained a person-based endeavour.

## **2.1. City Growth and Urbanization until Slow City**

In history, various factors played an important role in the city development. As it is mentioned in Ertürk and Sam (2016), Fustel de Coulanges who is the first urban theorists tried to explain the establishment of cities with religious factors. Moreover, while Maine and Maitland described cities as a legal structure, Rietschel argued that the cities had emerged because of the market economy. Although there are different ideas about the existence and development of the cities, all ideas converge at a common point. When the explanations on the existence of the cities are examined, it is seen that the dominant factor of the development of the cities is the economy (Ertürk and Sam, 2016).

### **2.1.1. City Growth**

Residential settlements' population size, population structure, and social and economic features cause the place to be called "city" (Wirth, 1938). Conceptual examination shows that in English, the words "city" and "urban" are synonymous. The term in Italian is "citta", in French "cite", in Spanish "ciudad", and in German "stad" (Kaya, 2018: 4).

There is not an agreement on the definition of the concept of the city among the theorists, scientists and researchers. Some of them define the city according to its population size. However, the inadequacy of taking population size as the main criteria is stated by Louis Wirth. Wirth explains this situation with these statements: (1938: 1-24)

City is the centre of culture with its schools, theatres, museums, travelling salesmen and mail-order houses and newspapers; it has a contact with its inhabitants. Industrial city will differ from a commercial, mining, fishing, resort, university, and capital city. By means of this; as a social entity city, a crucial civilizing centre serving different inhabitants' demands (1938: 1-24)

Another definition focuses on the social structure of the settlement. According to these definitions, in addition to population, the settlements with social relations and specialization on division of labour are defined as the city.

According to Burgess, McKenzie, and Park, city is the centre of civilization. Revolution in economy, politics, intellectual and social life is the cores of it. The dwellers are very important for the transformation of the city and development of it. As Park and Burgess mention in their books, "the city is by no means of finished product. Its growth and energy are so fast that it changes its complexion almost daily and the character of mankind itself (1925).

The city, as one finds it in history, is also the point of maximum concentration for the power and culture of a community. It is the place where the diffused rays of many separate beams of life fall into focus, with gains in both social effectiveness and significance. The city is the form and symbol of an integrated social relationship: it is the seat of the temple, the market, the ball of justice, the academy of learning (Mumford, 1938 as cited in Wheeler and Beatley, 2004).

On the basic level a city should obtain physical needs for its dwellers like; housing, income, education, transport, communication, access to health services and other facilities. Beyond this a city is a place where the citizens live in safety and protection without crime or accidents. Besides that, a city should offer planned environment, pollution and noise free, aesthetically pleasing, and physically imaginable look (Hildebrand, 1999).

As Lewis Mumford cited, cities or urban areas are the places where system of order exists, issues of civilizations are focused and self-consciousness appears. Self-interests geared up the rapid improvement in cities with connection of economic

growth and technological enhancement of human productivity which were the main cores of migrations. The result could best be examined with its latest manifestations in developed countries. What has been observed in those countries is that “urbanization itself” is the finite process, a cycle through which nations go in their transition from agrarian to industrial society. This process started in developed countries about hundred years ago whereas underdeveloped countries have recently reached at this phase. Whether it started a hundred years ago or recently, the cycling will come to the end finally (LeGates & Stout, 2011).

### **2.1.2. Urbanization**

Urbanization is a concept that explains a process of change such as development, growth and modernization. With this statement, it can be understood that the urbanization can be defined as a process of a settlement which leads to the emergence of a complex that can be defined as a city. In other words, urbanization can be defined as the population accumulation process which leads to the increase of the number of the cities, the growth of the cities, the increase of the organization in the social structure, and the changes in specialization and in social relations with the economic development (Wirth, 1938)

Urbanization is a subject which explains the increase in population living in towns and cities. In order to describe the social and behavioural features of urban living such as urban values, expectations and lifestyles, urbanism is the most commonly used term (Clark, 2004:40-74).

Urbanism, as mentioned above, is the result of industrialism and the modernization of the city life. However, the slow city movement just seems to be the opposite of it. Therefore, we will conclude the discussion that growth of urban life branched out seeking new living styles, hence, the authenticity of the cities have been lost slowly with urbanization.



Urban growth and urbanization are two terms which are independent. So, they must be explained as two separate trends. Urban growth clarifies the total increase in the size of the urban population. It considers natural increase, which is an excess of births over deaths, and net in-migration. The switch from a spread-out pattern of human settlement to one where the population is concentrated in urban centres is measured as urbanization. It is also about the relative shift in the distribution of population from the countryside towards the towns and cities (Clark, 2004:40-74).

Urbanism as a characteristic mode of life can be examined empirically from three interrelated perspectives:

1. as a physical structure comprising a population base, a technology and an ecological order,
2. as a system of social organization involving a characteristic social structure, a series of social institutions, and a typical pattern of social relationships,
3. as a set of attitudes and ideas, and a constellation of personalities engaging in typical forms of collective behaviour and subject to characteristic mechanism of social control (Wirth, 1938: 1-24).

The impact of economic activity on population growth and its reflection on the socio-cultural structure of the society shows that the urbanization has physical, economic and social dimensions.

The reasons leading to urbanization can be categorized into two as "attractive" and "repulsive" factors that enable people to come to urban areas from rural ones. These factors are given in the table 2.2.

**Table 2. 2 Attractive and Repulsive Factors Leading to Urbanization** (Source: Ertürk & Sam, 2016)

<b>Repulsive Factors</b>	<b>Attractive Factors</b>
<ul style="list-style-type: none"> <li>• Over population</li> <li>• Land inadequacy and poor land distribution</li> <li>• Hidden unemployment</li> <li>• Insufficient employment</li> <li>• Low productivity</li> <li>• Agricultural mechanization</li> <li>• Seasonal inadequate economic activity</li> <li>• Natural disasters</li> <li>• Increased mobility with education</li> <li>• Agricultural policies</li> <li>• Characteristics of agricultural land, climate conditions and erosion.</li> </ul>	<ul style="list-style-type: none"> <li>• Income difference between country and city</li> <li>• Better opportunity for education</li> <li>• The attraction of the city</li> <li>• Expectation to find a job</li> <li>• Advanced life standards</li> <li>• Contemporary health services</li> <li>• Better transportation facilities</li> </ul>

Following the information reviewed above, the basic characteristics of urbanization can be listed as follows:

- Urbanization is a demographic process observed in the concentration of a population in cities.
- Urbanization leads to urban employment becoming more prevalent because of a shift in population from agriculture to industry and service sector.
- Urbanization creates a change in the physical environment and living conditions.
- Urbanization is the process of social change and reconstruction.
- Urbanization reveals new forms of organization (Ertürk and Sam, 2016).

When the subject is discussed in general, it is seen that there are economic, technological, political and social factors affecting the urbanization. The factors mentioned are in integral interaction with each other during the urbanization process.

### **2.1.3. Alternative City Examples within Urbanisation**

Cities have lost their power to control their growth. Social classes separated the cities and abandoned traditions with rapid population growth. The balance between urban urbanization and urbanization of rural areas began to change in the late 19th century in favour of an unprecedented urbanism. When Howard, Wright and Le Corbusier started working, the first thing they saw was a recession, the population in the villages, and the crisis in the old regional centres. First commercial activities ended, and then talented young people flocked to metropolitan cities (Fishman, 2002:107)

#### **2.1.3.1. Garden City (Ebenezer Howard) 1903**

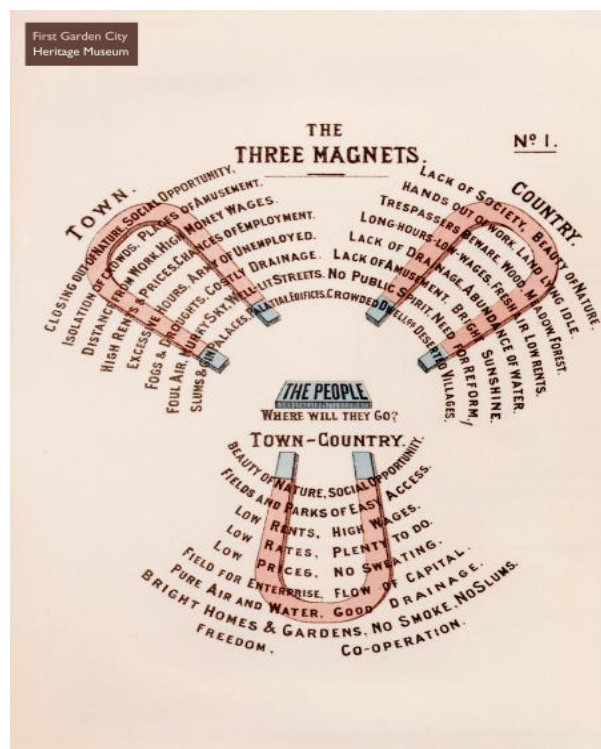
As we have mentioned earlier, the Industrial Revolution that began in England in the 18th century, introduced radical changes both in urban area production and in the transformation of rural areas. Industrial cities made people separated from their natural environments. In accordance with the problems of the industrial workers who live in unhealthy houses, it is aimed to make the dreary living areas liveable by means of the town-country relationship.

Howard was a collaborative socialist that practiced planning as a device of collaborative coexistence. The Garden City was created by him in 1898 to solve the problems of the industrial era. The basic principle of Garden City Theory is the model of garden cities integrated with nature and environment (Günay, n.d. in Ersoy, 2012: 21-26).

Howard produced a solution called "Garden Cities" as an alternative to overcrowding and urban pollution. So, the roots of the model are based on the reaction to urban agglomeration, the air pollution, the uninfected urban areas that do not see the

sunlight and especially the bad conditions of the working class by the industrialization (Günay, n.d. aktaran Ersoy, 2012: 21-26).

The Garden City, which was created by turning it into a “green belt”, with its size limited to thirty thousand settlers, would be compact, adequate, healthy and beautiful. It will attract people from crowded cities such as London, where wealth and power are dangerously concentrated; hundreds of new communities, where small-scale co-operation and direct democracy would come to life, would spread to rural areas (Fishman, 2002:107)



**Figure 2. 1 Ebenezer Howard’s The Three Magnets** (Source: “Ebenezer Howard's 3 Magnets”, 2009)

As it is seen in Figure 2, Ebenezer Howard used the 'Three Magnets' chart to illustrate the contradiction between urban, rural and the social crisis. If we go through the information supplied in the chart, there are three magnets equidistant to the people in the middle. Each one of the magnets represents different lifestyles. It

identifies the positive and negative features of the different lifestyles and revealed rural-urban synthesis. The rural area must have the characteristics of peace, health and natural life together with the information, technology, technical and political solidarity of the cities.

The table below also indicates what Howard aimed at while creating his Garden-City so that the benefits of both town and country can be combined together to have the utmost advantages of the Garden-City in terms of beautiful nature with parks and clean air, bright homes and gardens with low rates and rents and equally shared peaceful environments for everyone.

**Table 2. 3. Rural and Urban Combination Benefits** (Source: “Garden Cities of Tommorow by Sir Ebenezer Howard”, 2014

TOWN	COUNTRY
<b>COMBINATION OF BOTH ASPECTS</b>	
Beauty of nature	peace all over the places
Social opportunity	cumulative growth
Fields and parks of easy Access	equal chances
Low rents	high wages
Low rates	plenty to do
Low prices	no sweating
Field for enterprise	flow of capital
Pure air and water	good drainage
Bright homes & gardens	no smoke, no slums
Freedom	Co-operation

### **2.1.3.2. Radiant City/Ville Radieuse (Le Corbusier) 1933**

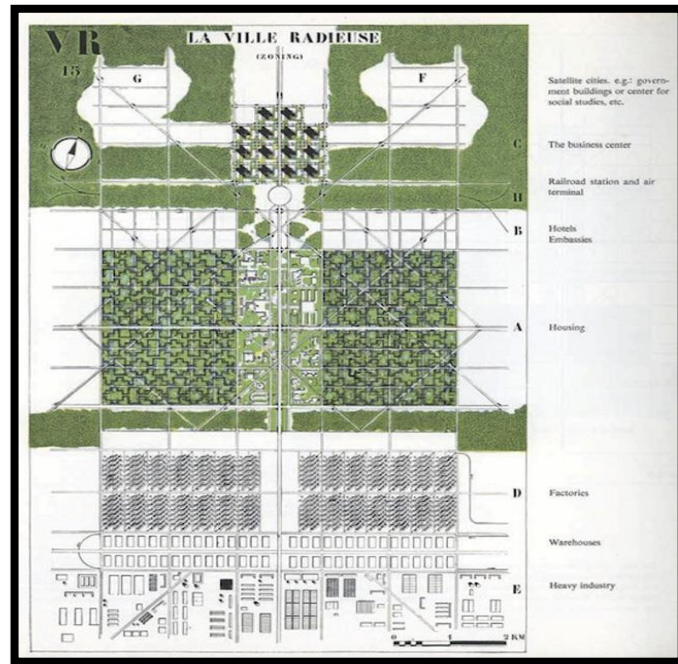
Another alternative urban design has been generated by Le Corbusier who offers a different city to reduce population and environmental pollution called Radiant City or Ville Radieuse. Instead of enlarging the city outward, Corbusier designed the city

inside by suggesting a vertical growth model rather than of horizontal (Arkitera, 2018).

Ville Radieuse, presented in 1924, was designed to include effective means of transportation, as well as plenty of green space and sunlight. Le Corbusier's city of the future was created in order to preserve residents with a better lifestyle and to contribute creating a better society. Though the city has radical, strict and nearly totalitarian features in its order, symmetry and standardization, Le Corbusier's suggested principles which had an extensive influence on modern urban planning. It also led to the designing of the new high-density housing typologies (Merin, 2013).

Le Corbusier suggested the collapse of the large areas in the centre of Paris and other major cities. Instead of old buildings, parks, gardens and large highways, glass and steel skyscrapers would rise in a geometrical way. These towers would serve as management points in their region. In these buildings, the technocrat elite composed of planners, engineers and intellectuals who would strive for the welfare and beauty of the society would be sheltered. Le Corbusier, in the first form of his ideal city, sent rich people to very luxurious apartments close to the centre, and hierarchical areas was sent to the suburbs outside the environment to the satellite-cities. But in a later design, he envisioned everyone living in multi-storey buildings. Le Corbusier called his plan a city worthy of our time scale (Fishman, 2002:115)

Le Corbusier came up with the idea of Ville Radieuse to integrate nature and technology and tried to find solutions to similar problems such as overcrowding and urban pollution. However, unlike Howard, he did not provide a solution for outside the city.



**Figure 2. 2 Radiant City’s Conceptual Drawing** (Source: “10 Haritada Şehir Planlamannın Evrimi, 2013”)

### 2.1.3.3. Broad-acre City (Frank Lloyd Wright) 1935

One of the important urban development planning concepts is Broadacre City created by famous American architect Frank Lloyd Wright. In order to be finished industrial cities completely and to create urban spaces where rural and urban usage come together, Broadacre City was generated as a continuous urban space with a low population density and services classified mainly depending on the type (Arkitera, 2018).



**Figure 2. 3 Frank Lloyd Wright's Broadacre City** (Source: "10 Haritada Şehir Planlamannın Evrimi, 2013")

While Howard attributed a sovereign value to co-operation, Wright was a representative of individualism. Wright wanted America to become a nation of individuals. The planned city, which he called broad-acre, carried the decentralization to a single family, unlike Howard's ideal small community. Cities that are larger than the district centre are lost in large-acres with Wright utopic city. The centre of society is divided and shifted by covering thousands of farms in rural areas. Everyone has the right to have land that he can use, with at least one-acre land per person. Most people spend part of their time in their fields, and some of them work in small factories, offices and shops that are scattered among the fields. A major highway network combines society. Decentralization let everyone choose their way of living on their own soil (Fishman, 2002:114)

In Broadacre City there is no distinction between rural and urban. Therefore, it was aimed to be a widespread and low-density settlement. The environment is designed



to spread over the countryside and become an organic part of it (Architecture for the future, 2018).

Wright argues that individuality is important in cities for the functioning of democracy and the radical decentralisation is possible with the physical and economic independence of the citizens. It is thought that real democracy and real capitalism will be achieved without centralization of power and land ownership. If the unequal distribution of land ownership is prevented, it suggests that equality will be provided, and that poverty will disappear. Hence it is thought that metropolitan cities are obstacles to progress, because these cities were centres of power, money, and population, and this was bringing inequality (Architecture for the future, 2018).

#### **2.1.4. Rapid Urbanization**

On the one hand, Urbanization is defined as the growth of the existing cities in terms of population and area. On the other hand, it is defined as the transformation of the settlement units such as the village, town, etc. into urban areas and the increase in the number of existing cities (Nadaroğlu, 1996 as cited in Meydan and Emür, 2013: 51-73).

Technological and economic developments have accelerated industrialization and industrialization has accelerated urbanization. Due to the movement of industrialization and mutual interaction between these two, the urbanization has also gained a new dimension. Sometimes these two concepts develop in a way that is compatible with each other. However, the fact that urbanization proceeds more rapidly than industrialization reveals social and economic problems that are difficult to solve (Alkan, 1991 as cited in Meydan and Emür, 2013: 51-73).

The growth in the cities has also accelerated in correspondence to the acceleration of the urbanization process. Rapid urbanization is observed in residential areas due to the lack of inadequacy of accommodation, infrastructure and other urban services,

unpredictability of urban population for rapid growth, and repulsive and attractive reasons between rural and urban areas.

"Rapid urbanization" which affects the development of cities in a negative way beyond economic, technological and social reasons, causes settlement areas to compete with other cities in order to try to become an economic attraction centre. Therefore, a world-wide phenomenon of "rapid urbanization" seems unsustainable due to its destructive entity over cities and city dwellers' lives. The city quality decreased by means of expansion in vertically high buildings and constructions as well as horizontal mobility of people from rural to urban (Hildebrand, 1999).

It is also a consequence of rapid urbanization that rapid growth of urban population in developing countries is accommodated in shanty towns. In the developing world, highly determinative features of the built environments of most major cities are formed by self-erected and often illegal developments. Shanty towns are explained as individuals' responses to extreme need. The population is forced to erect and live in makeshift dwellings, because all cities cannot support sufficient housing and there is insufficient ability to pay for it even if it was available for all in-migrants. Therefore, those have to live on the street due to deficiency of inability to find space or to accumulate the necessary resources and materials to construct a permanent shelter (Clark, 2004: 40-74). Accordingly, cities' structures are changing due to the economic development. At the same time, it is observed that there is a change in people's living standards and lifestyles as well.

### **2.1.5. Globalization**

In the historical economic process, when the conditions of the world economies are taken into consideration, different lines of developments emerge. Progress in information technologies, liquidity of capital and mobility have consequently led to different forms of cross-border economies. Capital, labour, commodities, raw materials and tourist flows have made it possible for national states to take their places in the new system. The privatizations changed dramatically, and the opening

and expansion of national economies to foreign firms led national economies to create a global market. (Sassen, 2005:27)

Globalization is a multidimensional process that has political, social, technological and cultural features besides economic base. Therefore, it affects the developments in technology, communication and information in societies in terms of economy, politics and social life. While many radical transformations in socioeconomic context affect the countries in the globalization process in their entirety, urbanization is primarily the area in which these changes are experienced (Tümtaş & Ergun, 2016: 135-150).

Globalization, and therefore neo-liberalism, which was developed in the universalization of locality, the free circulation of knowledge, the mobility of the capital, and the creation of common tongue in the world was mainly applied in the 1980s. With globalization, the city has changed in terms of capitalism and has become the matter for the reproduction of the capital. The new emerging concept in cities has become capital and cities have become centres of attraction for capital. (Keyder, 1993 as cited in Yaylı, 2012: 331-355).

Here we see the formation of a transterial "centre" established through Globalization. This process includes telematics and intense economic processes. New York, London, Tokyo, Paris, Frankfurt, Zurich, Amsterdam, Los Angeles, Sydney and Hong Kong are among the most powerful international financial and business centres in the new inter-urban geography. Now it is expanded to include the cities like Sao Paulo and Mexico as well. The intensity of transactions between these cities, especially through financial markets, trade in services and investments has increased sharply. (Sassen, 2005:37).

While globalization has accelerated competition between cities, these cities have new economic, political and cultural roles. These roles have caused significant changes in the urban space organization. The structure of the labour market and the form and distribution of urban activities have also changed rapidly (Brugmann, 2009 as cited

in Yaylı, 2012: 331-355). In this context, the slow city phenomenon stands sharply at the opposite side of our hypothesis regarding the understanding of new urbanism.

It is claimed by the proponents of globalization that it is able to lead to the convergence of income, access to knowledge and technology, consuming power, improving the living standards and spreading the political ideas. In addition to this, integrated economies would lead to increase in economic growth and wealth. It is also argued that the fruits of modernization and civilization will be enjoyed by almost all people (Fathima, 2015).

Although the phenomenon of globalization is primarily perceived as economic, it's another important effect is the changes in people's lifestyles. Thanks to globalization and developing technology, the development of internet network systems and the ability to access it by everyone has reduced the effectiveness of time and space concepts. In other words, when the information can be accessed whenever and wherever it is needed, it causes the concepts of time and space to lose importance. For this reason, in terms of lifestyle, there has been acceleration in the way societies are becoming more and more similar.

The social structure in the city is also experiencing significant changes with globalization. The deepening of the gap between the rich and the poor, the decreasing differences among societies, the widespread consumption of cultures, the development of standardized culture and lifestyle, and the emergence of differences, confusion and social polarization are the most obvious effects of globalization on urban life (Yaylı, 2012: 331-355). These effects caused differentiation between urban spaces. Besides, differentiation of urban spaces according to the classification of income groups has been observed. The emergence of high-income groups with the need to live in places isolated from other urban dwellers away from the centre and the need to increase security expenditures to protect their luxury lifestyles can be an example of this issue.

There are two opposing ideas regarding the relation between globalization and local culture. Those who think that globalization affects local culture positively find the process becoming dependent upon accepting the irresistibility of technology. They argue that globalization facilitates access to different cultures, thus there are increase in social relations and quality of life. Those who think that there is a negative affect between globalization and local culture are defending the idea that diversity is becoming less day by day due to globalization and the world has become even more homogeneous (Bahar & Kozak, 2005).

In this context, from clothing to nutrition style, from television series to computer programs, from women's rights to homosexual freedoms, a uniform culture at the world scale is presented as the common value of western societies. Some brands such as Coca Cola, McDonald's, Blue Jean, Nike, Adidas, and etc. are becoming globalized; they reveal the truth about the dependency of consumption. In this case globalization expresses a socio-cultural attitude and approach rather than an economic benefit (Akdemir, 2004).

Another critic noted at this point is that the globalization is a concept of a consumption-centred society model. Because, according to them, global culture is "consumption culture" Global leaders have an understanding of valuing people according to their purchasing power. That is why consumption without necessity is becoming widespread. In this sense, shopping makes a psychological satisfaction like being worthwhile and noticing by others (Eroğlu, 1999: 140).

From this point of view, it can be said that existing social lifestyles oblige people to overconsume without requirement due to globalization phenomenon. In fact, one's primary duty becomes consuming rather than producing in his/her social environment. An unnecessary and unconscious consumption as the ideology of globalization encourages more consumption of individuals. This situation transforms a person into a more individualistic, alienated, and mere economically living and mechanized entity. (Nar, 2015: 941-954).

The contemporary method of communication was changed by the new phenomena such as participatory journalism, online communities and transnational activism organized through online networks. Another result of globalization is the rapid growth of social relations and social organizations on the internet. New communication system, which emerged online, has been influencing the minds of people through social networks, movies, blogs, online open debate forum etc. Therefore, it could be claimed that mass media plays a larger role in cultural diversity than in cultural standardization (Fathima, 2015).

Therefore, the atmosphere where communication facilities are more convenient has become dominant. There are very important positive results such as the spread of democratic values, being a part of a society with given social rights triggers the transfer of cultures, a clearer perception of different cultures and societies, increased opportunities for access to information (Talas and Kaya, n.d: 149-162).

Three reasons for the importance of media for the globalization concept can be as follows:

- Media corporations have increasingly globalized their operations
- Global communication infrastructure facilitates global information flows.
- Global media play a key role in how we view events across the world in developing shared system of meaning. (Nar, 2015: 941-954).

It can also be argued that globalization has many important deficiencies and shortcomings, too. With the requirement of technology in order to access to information and communication, and the huge financial cost of technology, it is difficult to say that the benefits of globalization are equally distributed (Talas and Kaya, n.d: 149-162).

The globalization process also affects the increase of environmental problems. Unlimited environmental problems such as air, water, atmosphere pollution, and forest destruction, and desertification, chemical or nuclear wastes are expressed as ecological globalization (Khor, 2001). The factories are amongst the major causes of the destruction of environment, so the cities are affected negatively.

Apart from the environmental issues, poor people are considered in an invisible and excluded position through gaining favour. The conditions of health and education have reduced into the low levels for poorer classes of the society. Instead of ensuring the well-being of the peoples in the world, globalization causes poverty, misery and environmental degradation (Brecher, 2002).

#### **2.1.6. Sustainability**

Due to the accelerated production which started with the Industrial Revolution, today's urban population and urbanization have increased to the point where they will destroy the natural environment. In the world, rapid increase in the urban population, cities, metropolitan areas and urban regions encountered with new phenomena and problems. Uncontrolled usage and consumption of sources in urban area and industrialization have caused greenhouse effect and ozone depletion. Hence, the world has had negative consequences on its natural environment. Apart from this, the social and economic differentiation among the population groups in the cities has risen; problems like urban poverty and urban security have also begun to affect the quality of urban life in a negative way (Habitat for Humanity, 2007).

The problems that appear in cities and threaten nature can be listed as follows;

- High density of population
- Pollution (water, soil, air, noise)
- Urban sprawl
- Alienation between people with different socio-economic levels
- Waste damage to nature
- Excess energy consumption
- Non-renewable energy
- Unconscious land use and land loss
- Lack of green space
- The existence of microclimate

- Heat islands
- Unhealthy industrialization
- Reduced and exhausted natural resources

The concept of “Sustainability” has emerged vis-a-vis a need to overcome these environmental problems that have increased in parallel with the economic and technological improvements during the rise of the global cities. Its primary objective is to protect ecosystems.

The concept of sustainability has been brought to a concrete level on the international scene with the Brundtland Report of the World Commission on Environment and Development in 1987. A clear definition of the concept, with emphasis on social, environmental and economic dimensions, is given below.

Development is a multidimensional concept that aims to provide a higher quality of life for all people. Economic development, social development and environmental protection are dependent and mutually reinforcing components of sustainable development (Khulman ve Farrington, 2010: 3438 aktaran Akçakaya, 2016: 47-64).

Keleş defines sustainable development as a continuous and balanced development and describes it as follows:

It is an environmentalist world view aiming at ensuring economic development without self-sacrifice on the basis of the use of environmental values and natural resources in a way that does not lead to waste, by rational methods, considering the rights and benefits of present and future generations (1998).

According to the sustainable development approach, if there is coordination between the environment and the economic policies, there will also be an improvement in the social structure. In this context, it is possible to talk about three dimensions that sustainable development can be defined as, that is, economic sustainability, social sustainability and environmental sustainability (Tosun, 2009).



### **2.1.7. Sustainable Urbanisation**

It is provided that a sustainable development is a model of development that will coordinate the economy and the environment. In addition to this, social development will be achieved with this model. The first of the above-mentioned dimensions includes participation and a strong civil society. The second, on the other hands, is the stability of the economic capital, and the third is the meeting of human needs, the protection of natural resources and the promotion of human well-being (Goodland, 2002: 1-24).

There are different definitions of sustainable cities. Geenhuisan and Nijkamp state that sustainable cities are the places where socio-economic interests are harmonized with environment and energy considerations. Ertürk expresses his idea in a similar way:

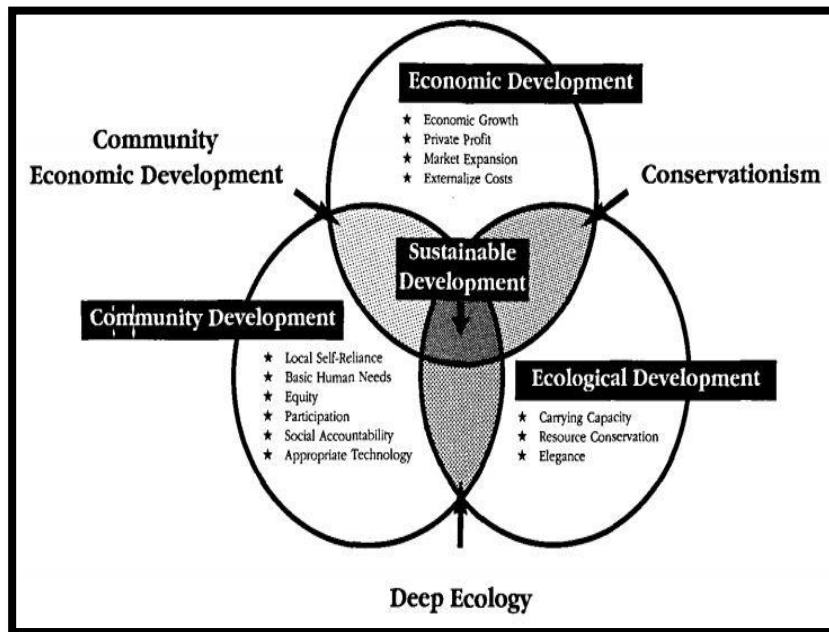
The city which can meet human needs better than today's cities and which provides the development of city system that will not prevent the needs of future generations (1996). Bayram, also explains the concept that; Sustainable city is a structure with harmony between social and economic interests and environmental and energy problems, and also its continuity (Yazar, 2006).

In accordance with Brundtland Report, the idea of sustainable development has become a central trend in policy making all over the world. The most important factor behind this is the continuation of the current development trends and the understanding that continuous and balanced development cannot be achieved (Yazar, 2006).

The focus of sustainability on cities is largely on immense cities which are both the main consumers of natural resources and the main producers of pollution and waste. Therefore, a general evaluation determines that the aims of a sustainable urbanization in a city can be as follows:

- Development in quality of life,
- Different options for development,

- Resistance to poverty,
- Solutions for unemployment and nutrition problems,
- Meeting basic health needs,
- Conservation and development of biodiversity,
- Restructuring in technology,
- Control of population increase,
- The use of renewable energy sources,
- Using clean and reliable water,
- Removal of risks.



**Figure 2. 4 The Sustainable Development Challenge** (Source: Pinfield, 1996: 151-163)

In an attempt to achieve all these goals of global cities and urbanization, different urban designs have been introduced in history under the light of the concept of sustainable urbanization. The example cities given under the next heading are the ones which meet the sustainability of the cities. In Addition, they have an indirect

connection with Slow City movement which even though they cannot be considered as a city design but mainly focus on slowing the speed of the cities.

#### **2.1.7.1. Alternative City Models within Sustainable Urbanisation: Eco-City**

Deterioration of the environment, the increase of social inequalities within the society, and the harmful effects of large-scale cities resulted in a new phenomenon called eco-city. If we look at the usage of this term, it can be observed that it is used for the first time in the context of increasing environmental movements until the mid-1970s. The eco-city concept continued to be seen as an essentially innovative concept in the 1980s and early 1990s and was one of the practical examples of solving environmental problems (Cowley, Joss and Tomozeiu, 2011: 1).

The first examples of using the term were in the United Nations World Summit (Rio de Janeiro, 1992) and the emerging sustainable development program (Agenda 21), which was seen as practical eco-city initiatives. Examples of the first eco city are Curitiba (Brazil), Waitakere (New Zealand) and Schwabach (Germany). China and India are currently at the forefront of eco-urban development in Asia (Cowley, Joss and Tomozeiu, 2011: 1).

The aim of this model is to provide and apply multi-dimensional benefits to human beings, provided that they are at an optimum level of using nature without disturbing the natural ecological balance. In other words, it tries to guarantee a sustainable World for everyone (Çetinkaya, 2013).

The aims of eco-cities can be listed as:

- Reducing the effect of the city on the environment
- Usage of renewable energy sources
- Minimum level of waste production
- Usage of recycled materials
- The ultimate reduction of ecological footprints.

There are different cities with an eco-city approach in the sense of sustainability through rapid urbanization and seeking solutions to the growing population. One of them is Tianjin Eco-city in Singapore. The Sino-Singapore Tianjin Eco-city's aim is to be "a thriving city with socially harmonious, environmentally-friendly and resource-efficient structure. It is a practical model for sustainable development" (Singapore Government, 2018).



**Figure 2. 5 Singapore Tianjin Eco-City Project** (Source: "Singapore Tianjin Eco-city Development and Investment", 2012)

In this chapter, we initially examined the historical evaluation of the term "city" under the effects of Industrial Revolution and capitalism. Later on, Globalisation and new urban life have been investigated in sufficient details. However, all these had an impact on sustainability of the cities in terms of environmental and social deteriorations. Utopic city models which are "Garden City", "Radiant City", and "Broad-acre City" have been proposed by Howard, Le Corbusier and Wright respectively under the light of the concept of urban sustainability. These city plans were quite affective in raising awareness for the better living area for people and were also a sort of hope for the outrages of 18<sup>th</sup> and 19<sup>th</sup> centuries regarding the cities and people. Their aim was to bind society around new liveable platforms by

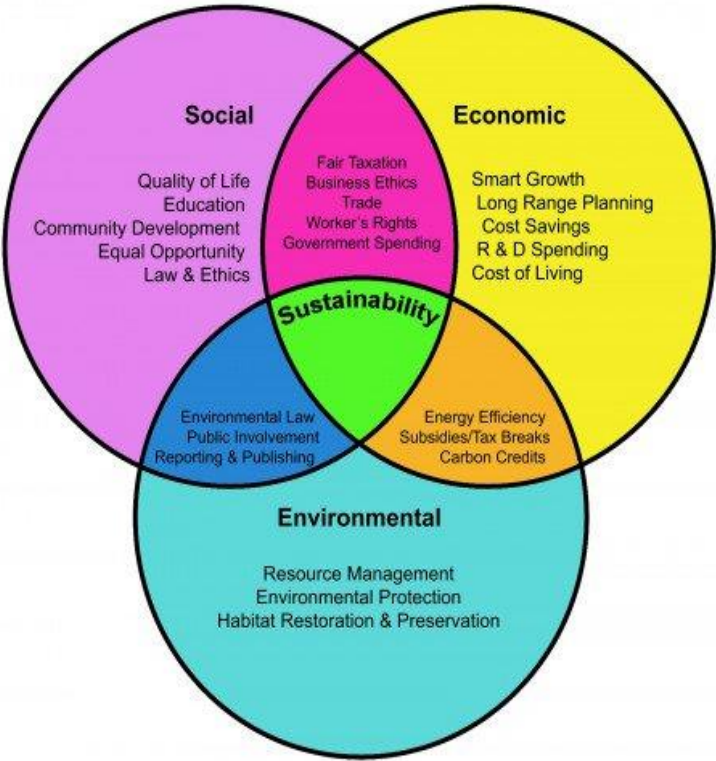
proposing revolutionary acts in planning and seeing the society within three dimensions: Social, economic and environment. (Fishman, 2002:114).

Over the past few decades, many attempts have been made to improve the metropolitan areas, urban infrastructure and services in the world to create better environmental, social and economic conditions and to increase the attractiveness and competitiveness of cities. Many new city categories reflecting these developments have entered policy discourse. We can list them as new and sustainable cities, 'Green cities', "Digital cities", 'Smart Cities', intelligent Cities', 'Information cities', 'Knowledge cities', 'Resilient cities', 'Eco cities', "Low carbon cities", and "Livable cities"; even they create a combination of "low-carbon eco-cities" and ubiquitous eco-cities. No matter how will these terms be used within the policy making, city planning or developing, the main question is whether they have been embodied in distinct conceptual understanding or not (Jong, Joss, Schraven, Zhan, Weijnen, 2015: 25-38)

"Eco-City", as explained above has been the shared outcome of neoliberal economies and societies. The approaches are driven by common problems arising from industrial development, environmental pollution, and overcrowded population, destruction of natural ecology, fragmentation of rural and urban space, and inequality in society. In order to solve these problems, city planners have all yearned for the integration of city with nature and environment, the provision of rural and urban integrity, and thus, have tried to take measures to reduce ecological footprints. In terms of the concept of urban sustainability and the approaches detailed above, it can be said that there are three dimensions of urban sustainability that the planners mainly focus on that environmental, social and economic sustainability.

In order to ensure the sustainable development of cities, the urban sustainability approach associates environmental social and economic dimensions with each other at urban scale and content as the figure above clearly manifests it. This approach has some aims in order to protect and improve the natural environment, to provide equality of access to urban services, areas and facilities, to make local economies that

can sustain their existence. For these purposes, a positive contribution should be made to preserve elicited natural resources of the world and transfer them to future generations through the steps taken at the urban level with a holistic view (Gedikli, n.d as cited in Özdemir, Sarı and Uzun, 2017: 601-604).



**Figure 2. 6. Three Dimensions of Urban Sustainability** (Source: “The Three Spheres of Sustainability”, 2014)

In this context, the concept of "Slow City" can be added to the conceptual understanding of ecological lifestyle, to protect nature and integrate it with the environment issues. The list of sustainable cities may be enhanced one step further with “Slow City” case study.

## CHAPTER 3

### SLOW ACTIVISM AND SLOW CITY (CITTASLOW)

*“There is a secret bond between slowness and memory,*

*between speed and forgetting”*

(Kundera, "Slowness", 1995)

#### 3.1 The Process of Slow City Concept

The perception of time and space in everyday life has started to change since the Industrial Revolution; a process that has continued along with the improvements in communication and transportation technologies. The fact that the time and space can be controlled by the developments in technology has caused major effects on cultural life, political structure, and the economy (Tosun, 2013: 215-237).

In the 21<sup>st</sup> century, the style of individuals' life interpretation has been radically transformed. The life of the individual has been accelerated and become more uncontrollable than the past. As a result, with the life in a rush, and people always trying to reach something, they generally lose the touch of “moments”. The symptoms of this social structure can be seen everywhere: fast and unhealthy eating habits are developed; people make short-term and superficial relationships with other individuals (Tosun, 2013: 215-237).

In other words, contemporary Western, or, "modern" understanding of life conditions, changed and even forced people to be faster than they are, to do their jobs faster, to think faster, to make their decisions very quickly, and to take action faster. People under this effect become fast-talking, fast-eating, fast-moving, fast-

consuming people trying to do everything fast (Korkmaz, 2017). This change in people's life has forced them to adopt a lifestyle in which they compete against time.

In the cities competition started to get more shares from the global capital; a conformation and unification process happened simultaneously in the organization of the urban space and the structuring of the urban everyday life as we have mentioned in previous chapter in details. Urban public spaces began to resemble each other with the transformation of the economic structure affected by the globalization process: shopping malls, theme parks, fast-food restaurants, and other similar structures erected everywhere. Especially the structures that have emerged on the basis of consumption have become widespread (Tosun, 2013: 215-237).

The new consumption spaces that have appeared in the urban space have created a revolutionary transformation in the known structure and meaning of the concepts of time and space. These places are global environments that are disconnected from their contexts, where geographical boundaries do not exist. So, instead of feeling belonging, they do not belong to one but belong everywhere (Tosun, 2013: 215-237).

The number of buildings that seem to be somewhere independent of their local characteristics is increasing day by day. According to the developments in the World, It can be said that global processes affect every kind of life in the local measure. So, especially place-based differences and specificities tend to disappear explicitly (Tosun, 2013: 215-237).

When the rapid urban life is generally evaluated, it can be said that it is emphasized in every possible way and at every moment to an extent that there is no chance to live for slow things in today's world. Therefore, the time is the greatest nightmare of the modern people.

The individuals are directed to fast life by being made more excited in drinking "Taking wing for 24 hours" energy drinks, using "wash and go" shampoos, and eating "all instant food". In every moment, almost all kind of "fast" products



encourage people to own and use them by swarming advertisement. In addition, fast food chains are used as frequent examples in books and articles of all researchers working on globalization. Fast food chains have become a symbol of speed as much as globalization, and at the same time, function as a locus of criticism for people who are uncomfortable with this situation (Güven, 2011: 113-121).

### **3.2 Slow Movement**

Today's world is facing an unprecedented change. The global world is revealed by economic and cultural factors; the great development in the technological area and the widespread usage of mass media has led to an unprecedented acceleration in the passage of the life phases. In the global world, speed has become inevitable. Leisure time has increased in opposite direction to the reduction in need of industrialization in labour force and having advanced technology in mass production. However, because of the intensity and complexity of modern life and the hustle and bustle in the city life, people feel that time is inadequate and they feel obliged to live fast for saving it (Honero, 2008).

The contrast between this fast lifestyle and traditional slow eating habits was the canonical reason behind the “Slow Food” movement in Italy that was launched in 1986. The primary aim of the movement was to protest opening of new McDonald chain restaurant next to the Piazza di Spagna in Rome. According to the protestors, this newly opened shop disrupted the aesthetics of the urban square and had a major impact on Italian food cultures and eating habits (Petrini-Padovani, 2011 as cited in Sırım, 2012: 119-131).

As Italy is famous for its pizza and spaghetti, people were protecting their local tastes against fast food. However, the aim of the protests raised awareness among people with regard to their eating habits such as sharing meals with each other, protecting traditional foods and paying attention to conventional agricultural methods and techniques (Mayer & Knox, 2006: 326).

Therefore, this movement was not an ordinary reaction and protest. It claimed that it can do everything that McDonalds do not and could not. It promised fresh, local, seasonal products. It also defended that traditional foods must be made according to extant recipes and be eaten with close friends and family members while taking pleasure in the moments (Sırım, 2012: 119-131). Hence, the movement emphasized the impact of locality on culture, its contribution to the economy, and its social role.

Another significant movement to mention here is “Movement” which is a voluntary reaction movement that moves in the direction of the Nutrition Manifest, which aims to standardize the structure of cities, their residents and lifestyles, and to prevent their local characteristics from being removed. As it can be seen from its name, it is a non-profit organization of eco-gastronomy which is developed against fast food culture and vanishing of local food traditions. It is also against the impassivity of people about what they eat, where food comes from, how food tastes, and how food choices affect the world (Slow Food, 2018).

"Fast food," a typical reflection of fast world, is being used to express fast preparation processes until it is served and consumed. It also implies some secondary meanings such as having a quick bite, or fast feeding and getting back to the work quickly. Societies that move away from all other values and differences in fast life tempo have also moved away from the eating habits and eating culture. Those who are aware of this dangerous situation have reacted to it in various ways and conducted research to find feasible solutions. The most effective and widely founded proposition is the approach that suggests slowness against to the speed (Slow Food, 2018).

Today, slow food movement is estimated to have more than 100,000 members and 1,300 branches (Cittaslow Turkey, 2018) and holds the rank of one of the world's most active civil society movements that has been recognized by Food and Agriculture Organization of the United Nations (Çiner, 2011 as cited in Sırım, 2012, pp.119-131). At the same time, the movement is identified with its symbol which is a snail; a symbol that passes its main message effectively. The snail is slow, cautious

but advances long distances in sheer determination and while doing so, leaves a fine mark in places where it has passed (Kavas & Kavas, 2012).

Slow Movement is a socio-cultural movement which is a response to today's rapid modernization and the assimilation of people into a consumption pattern. The movement is based on the philosophy of increasing the quality of life. It means enjoying the activities we do and not being in a time constraint in every aspect of our life. The "speed" imposed by globalization and capitalism appears at work, on the road, in school, in food, in every area. Slow movement aims to make people aware of this issue and to make sure that they spend as much time as possible in the manner they desire. (Sezgin and Ünüvar, 2012 as cited in Şahin and Kutlu, 2014: 55-63).

Approaches such as Slow Food, Slow City / Cittaslow, Slow Living, Slow Travel, Slow Traffic, Slow Tourism, which arise from the Slow Movement, try to prevent problems caused by pollution, production and consumption habits that will increase when speed term cannot be managed well in the cities and consequences such the deterioration of urban structure, and the destruction of traditional and local values appear (Şahin and Kutlu, 2014: 55-63).

### **3.3 Slow City**

Unprecedented changes and transformation processes on economic, political and cultural levels led the cities to become global business centres where people and companies have the opportunity to spread their products to the whole world through trade. McDonald's, Starbucks, Levis' and other similar companies have become a symbol of the fast-paced society, and so they threaten both local products and local cultures by offering a variety of global goods in their local markets (Yurtseven, 2005).

Cittaslow, which consists of citta (city) in Italian and slow (slow) in English, is a term used to refer to "Slow City". Cittaslow is a city association formed with the Slow Food movement to prohibit globalization from standardizing the cities

structure, their tranquil atmosphere and lifestyle and to prevent the disposal of local values (cittaslowturkiye.org, 2018).

The underlying philosophy of the slow urban movement is to protect local values, cultures and architectures by opposing the standardization of everyday life and stopping the urban macroform from being affected by the impacts of globalization. In other words, it has been conceptualized in order to object to globalization and the dominance of consuming society, and homogeneous understanding of which the ultimate consequence of the disappearance of the local values observed (Tosun, 2013: 215-237).

Slow Cities Association was officially established in Orvieto, Italy on October 15, 1999 through the signing of the Slow City Agreement by the mayors of four founding cities (Chianti, Orvieto, Bra and Positano). The Slow Cities Association, organized in the form of an international union, recorded its working principle on a regulation which was published in 1999 (cittaslowturkiye.org, 2018).

"International Slow Cities" Regulation consisting of 28 articles and 5 additional documents includes the definitions and principles such as the settlement of the Slow Cities Association for its organs, the criteria to be fulfilled for participation, the responsibility of its members, the use of logos and the use of fund (cittaslowturkiye.org, 2018). The Regulation states that the Slow Cities Association is not a profit organization. The aim is to support and spread the culture of good living through the search for solutions for the city organization, tests and practices (Tosun, 2013: 215-237).

The Slow Cities Association chose the snail as its logo. The snail represents slowness and rest, which is the basic philosophy of the Slow Cities Association. The snail takes a lot of time to travel along its path, does not rush, and takes its house easily everywhere. The snail is slow. Slowness means lucidity and dignity. Slow cities with adhering to this intellectual understanding perceive slowness as the precedence of nature over the civilization (Tosun, 2013: 215-237).

However, the slow city is by far different from the meaning of a city with lazy, sleepless, bored, and humble inhabitants. On the contrary, it is necessary to spend a lot of energy to reach and maintain the intended level. The slow city movement aims to create a new urban environment that will help people resist the pressure to live on time and does everything fast (Sırım, 2012: 119-131).

In other words, the meaning of calm and slow life is expressed with a Latin phrase "festina lente" which means "slowly rushing." It means to take advantage of the heritage and knowledge of the past with possibilities of today and tomorrow. It is important to be more humanitarian, more environmental, and more respectful of the past and future generations (Sırım, 2012: 119-131).



**Figure 3. 1. CittaSlow Logo** (Source: "CittaSlow", 2013)

### **3.3.1 The Process of Becoming Slow City**

Any municipality that is interested in the Slow City philosophy can participate in Slow City Association. However, before participation, cities need to pass an assessment. In order to qualify for membership, it is necessary to achieve at least 50 points from the pre-assessment of the Cittaslow targets in a city, in other words, 50% from the criteria (Keskin, 2012: 81-99). Another main condition for being a slow city is that its urban population should be under 50.000 people.

Cities that are members of the Slow City Association should set goals given under 7 headings. Those can be counted as improving the quality of the city, environment and urban fabric by using technology, promoting communication and interaction between local producers and consumers, protecting the environment, supporting sustainable development and supporting food production with natural and environmentally friendly techniques.

**3.3.2 CittaSlow Criteria**

The city that wants to be involved in the CittaSlow, must meet some criteria, set by the association. There are 72 criteria under seven main policies which are given in Table 3.1. The main policies, which have been obtained from the CittaSlow Charter published in 2017, were also given to make readers of this thesis to understand aims of Slow City better in details (“Cittaslow International Charter”, 2017)

**Table 3. 1. CittaSlow Main Criteria** (Source: Prepared with the information from Official Web Site, 2018)

<b>CITTASLOW CRITERIA</b>	ENERGY AND ENVIRONMENTAL POLICIES
	INFRASTRUCTURE POLICIES
	QUALITY OF URBAN LIFE POLICIES
	AGRICULTURAL, TOURISTIC AND ARTISAN POLICIES
	POLICIES FOR HOSPITALITY, AWARENESS, AND TRAINING
	SOCIAL COHESION
	PARTNERSHIP

**3.3.2.1 Energy and Environmental Policies**

In today’s world, the increase of the population leads to the increase of the living spaces which needs excessive consumption of natural resources. Meeting today’s

needs increases environmental degradation and reduces environmental sustainability. This situation leads to the search for an environmentally-friendly lifestyle. The criteria identified by CittaSlow Association proved that Slow City trend is to raise the awareness of environmental protection, create ecological understanding and maintain environmental sustainability. The policies about energy and environment set by the Association are listed below.

1. Air quality conservation\*
2. Water quality conservation\*
3. Drinking water consumption of residents
4. Urban solid separate waste collection\*
5. Industrial and domestic composting
6. Purification of sewage disposal\*
7. Energy saving in buildings and public systems
8. Public energy production from renewable sources
9. Reduction of visual pollution, traffic noise
10. Reduction of public light pollution\*
11. Electrical energy consumption of resident families
12. Conservation of biodiversity

Air and water purification are certified according to the parameters specified by the law. Urban solid waste collection and waste water treatment system, and reduction of public light pollution are the most important and obligatory criteria for implementation of environmental policies. According to the general evaluation of all energy and environmental policies, it is seen that the aim is to minimize normal energy consumption, to maximize renewable energy consumption and to provide waste management with the movement. In other words, it is aimed to keep quality of air, water and soil at standard levels, to give importance to waste treatment and to spread the consciousness of using alternative energy like in eco-cities (“Cittaslow International Charter”, 2017).

### 3.3.2.2 Infrastructure Policies

Increase in urbanization is one of the matters which indicate the need to control urban development, to renew old existing urban areas, to develop advanced transport system and to preserve existing values. In order to satisfy the needs with Slow City understanding, the following nine policies, determined by the CittaSlow Association, should be given importance.<sup>1</sup>

1. Efficient cycle paths connected to public buildings
2. Length (in kms) of the urban cycle paths created over the total of kms of urban roads\*
3. Bicycle parking in interchange zones
4. Planning of eco-mobility as an alternative to private cars \*
5. Removal of architectural barriers \*
6. Initiatives for family life and pregnant women \*
7. Verified accessibility to medical services
8. “Sustainable” distribution of merchandise in urban centres
9. Percentage of residents that commutes daily to work in another town \*

According to the criteria, it is seen that CittaSlow concept places importance on social and cultural structure in additional to technical matters such as building construction and transportation. Furthermore, the vitalization of places with historical values, the preservation of cultural values and the development of social activities by supporting local activities is emphasized to be as important as the renewal of the urban area, the providing environmentally friendly transportation system, and the controlling the development of the city. In this context, the Slow City Movement is affected by the concepts of sustainable urbanization and transportation (“Cittaslow International Charter”, 2017).

---

\*= Obligatory requirement



### 3.3.2.3 Quality of Urban Life Policies

It is clear that the quality of life has changed with the development of technology. Some criteria set for effective usage of information technology, support sustainable urban planning, reduction in visual pollution and improvement in aesthetic sense as specified below.<sup>2</sup>

1. Planning for urban resilience \*\*
2. Interventions of recovery and increasing the value of civic centres (street furniture, tourist signs, aerials, urban landscape mitigation conservation \*
3. Recovery/creation of social green areas with productive plants and/or fruit trees \*\*
4. Urban livableness (“house-work, nursery, company hours etc.)
5. Requalification and reuse of marginal areas \*
6. Use of it in the development of interactive services for citizens and tourists \*
7. Service desk for sustainable architecture (bioarchitecture etc.) \*
8. Cable network city (fiber optics, wireless) \*
9. Monitoring and reduction of pollutants (noise, electrical systems etc \*
10. Development of telecommuting
11. Promotion of private sustainable urban planning (passivhouse, mater, construction, etc.)
12. Promotion of social infrastructure (time-based currency, free cycling projects etc)
13. Promotion of public sustainable urban planning (passivhouse, mater. construction, etc.) \*
14. Recovery/creation of productive green areas with productive plants and/ or of fruit within the urban perimeter \*\*
15. Creation of spaces for the commercialization of local products \*
16. Protection /increasing value of workshops creation of natural shopping centres \*
17. Meter cubes of cement (net infrastructures) in green urban areas

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\*= Obligatory requirement    \*\*= Perspective requirements

The criteria mentioned above towards improvement in quality of life aim to benefit from information and communication technologies, to protect the values of the settlement, and to increase the settlements' resistance, and provide social, public and architectural sustainability (“Cittaslow International Charter”, 2017).

#### **3.3.2.4 Agricultural, Touristic and Artisans Policies**

The effects of modernization and conservation activities on localities are among the main subjects of Slow City Movement. There are 10 criteria for revitalization of values that are special to local area.<sup>3</sup>

1. Development of agro-ecology \*\*
2. Protection of handmade and labelled artisan production (certified, museums of culture, etc) \*
3. Increasing the value of working techniques and traditional crafts \*
4. Increasing the value of rural areas (greater accessibility to resident services) \*
5. Use of local products, if possible organic, in communal public restaurants (school canteens etc) \*
6. Education of flavours and promoting the use of local products, if possible organic in the catering industry and private consumption \*
7. Conservation and increasing the value of local cultural events \*
8. Additional hotel capacity (beds/residents per year) \*
9. Prohibiting the use of GMO in agriculture
10. New ideas for enforcing plans concerning land settlements previously used for agriculture

The protection and supporting of the value of local specific products, cultures and activities, and the enhancement of agriculture and tourism activities are the common goals of the policies mentioned above (“Cittaslow International Charter”, 2017).

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\*= Obligatory requirement    \*\*= Perspective requirements

### **3.3.2.5 Policies for Hospitality, Awareness and Training**

In CittaSlow approach some policies are meant to be adopted and adapted by many actors such as local people, managers, educators and employees, etc.<sup>4</sup>

1. Good welcome (training of people in charge, signs, suitable infrastructure and hours) \*
2. Increasing awareness of operators and traders (transparency of offers and practised prices, clear visibility of tariffs) \*
3. Availability of “slow” itineraries (printed, web etc)
4. Adoption of active techniques suitable for launching bottom-up processes in more important administrative decisions
5. Permanent training of trainers and /or administrators and employees on CittaSlow slow themes \*\*
6. Health education (battle against obesity, diabetes etc)
7. Systematic and permanent information for the citizens regarding the meaning of CittaSlow (even pre-emptively on adherence) \*
8. Active presence of associations operating with the administration on CittaSlow themes
9. Support for CittaSlow campaigns \*
10. Insertion/use of CittaSlow logo on headed paper and website \*

When the criteria are evaluated in general, it is seen that the activities are prescribed clearly to spread, adopt and sustain the Slow City Movement trend. In addition to this, according to the criteria, the most important policies are to educate people about the subject and to support the CittaSlow campaigns (“Cittaslow International Charter”, 2017).

---

\*= Obligatory requirement

### **3.3.2.6 Social Cohesion**

In order to actualize the CittaSlow concept that may address all people without noticing religion, language, race, 11 criteria about the social dimension is specified.

1. Minorities discriminated
2. Enclave / neighbours
3. Integration of disable people
4. Children care
5. Youth condition
6. Poverty
7. Community association
8. Multicultural integration
9. Political participation
10. Public housing
11. The existence of youth activity areas, and a youth centre

These criteria aim to create a living area where people with different ethnic and cultural values from all age groups and different backgrounds can live together. In this context, Slow Cities are supposed to open their doors to everybody and everyone can adapt to these cities easily (“Cittaslow International Charter”, 2017).

### **3.3.2.7 Partnership**

The Slow City concept, which started under the influence of the "Slow Food" movement, determined some policies which aimed at sustaining slow food understanding in Slow Cities and preserving local foods and local flavours. CittaSlow Association wanted to support the sustainability of the Slow Food Movement with various partnerships, collaborations and campaigns with three policies.

1. Support for Cittaslow campaigns and activity

2. Collaboration with other organizations promoting natural and traditional food
3. Support for twinning projects and cooperation for the development of developing countries covering also the spread philosophies of Cittaslow (“Cittaslow International Charter”, 2017)

According to general evaluation of policies determined by CittaSlow Association, CittaSlow aims to actualize the following main objectives.

- To ensure that life is with high quality and attractive with using technology
  - To provide sustainable development of specific local values
  - To provide equal life for everyone by contributing to local economy
  - To protect the natural environment and historical values
- (Yurtseven et al. 2010 as cited in Keskin, 2012: 81-99).

Sustainable urbanization approach involves all environmental, social and economic subjects that are influenced by urban development and affect urban development, and requires that the future of the city will be determined through participatory processes. (Keskin, 2012: 81-99).

Considering the CittaSlow criteria, it is seen that the CittaSlow concept matches up with the concept of sustainability. However, while urban sustainability is an inclusive understanding of all cities and all urban problems, CittaSlow is an approach that only concerns cities which are members of the association. Based on this information, the Cittaslow criteria seem to share certain objectives about environmental, economic and social aspects of sustainability, but they remain limited in broad terms (Keskin, 2012: 81-99).

In addition, the Slow City responds to the need for sustainability. Sustainability refers to an approach which brings "environment" into the foreground by explaining it as taking negative effects of people on the ecosystem under control by transferring today's diversity and non-renewable resources in the ecosystem to the future generations.

As it is clearly seen from the information supplied above, the main component of sustainability is the environment. In addition, the first main heading of the criteria is "environmental policies". In this context, the importance of air, water and soil quality, the use of environmentally compatible renewable energy sources, supporting and spreading the recycling of domestic and industrial wastes are among the priorities of Cittaslow (Keskin, 2012: 81-99).

Underlying ideas and practices of urban sustainability is that city-oriented solutions are vital to solve the environmental problems in the world (Uslu, 2009 as cited in Keskin, 2012: 81-99). According to the regulation of Cittaslow, the conditions that must be found in the cities of Cittaslow or in which the member cities are obliged to be in compliance with the sustainability.

Likewise, the Cittaslow criteria, Cittaslow's main objectives coincide with the objectives of sustainability. The main aims of Cittaslow can be summarized as follows:

- Using technology to ensure that life is qualified and attractable,
- Ensuring sustainable development with space-specific values,
- Ensuring income justice by contributing to local economic life,
- Protecting the natural environment and historical values (Yurtseven, 2010).

### **3.4 Slow City Examples in the World**

The establishment process of the slow cities started with 4 Italian cities in 1999. The number has reached 208 cities in 30 countries 16 years later (cittaslow.org, 2018). The Slow Cities Association is an organization which spreads from New Zealand to Canada and from Japan to Portugal. In the world, as it is expected, the calmest cities are Italy, where the country gave birth to the movement (Sezgin, Ünüvar. 2011:116).

Poland, Germany and Turkey followed by South Korea are the countries with the most tranquil cities located in the world. But it is not possible to speak of a balanced

distribution. While the slow food movement has achieved a wide range of masses and associations around the world, the Slow City movement has mostly been active in Europe (Sezgin, Ünüvar. 2011:116).

It is seen in the following table that there are 203 slow cities in Europe. However, it is quite remarkable that there are only 2 cities in America in total. There may be two reasons for this, either that there is not enough consciousness about the concept, or it would take time for the Americans to have a city that lives completely opposed to the concept of speed. While the United States is a more fast-paced society, there are a number of examples that you can point out that indicate openness to the idea of slow city. (Alter, L.2007). One of them can be counted as Virginia Hubbell's efforts to make Sonoma the first Slow City in America.

Virginia Hubbell was the individual who proposed the application of Slow City criteria in Sonoma, and spent a lot of effort trying to get the city accredited. She said that her dream was to see everyone who lived in the Sonoma valley felt they were connected to the city and to each other (Carter, L. 2009). Another result can be achieved from here, that, it is important that the feelings of belonging wins against the speed. Maybe America will aim to pass on a real sense of belonging while gathering around city slow.

**Table 3. 2. The list of CittaSlows in the world** (Source: “International Network of Cities Where Living Is Good, 2019”)

Country	Cittaslow Numbers	Cittaslow Cities
Australia	3	Goolwa, Katoomba, Yea
Austria	3	Enns, Hartberg, Horn
Belgium	6	Chaufontaine, Enghien, Estinnes, Lens, Maaseik, Silly
Canada	4	Cowichan Bay, Lac-Mégantic, Naramata, Wolfville
China	7	Changshan - Zigang _ In progress, Fuli (Fuchuan Yao Autonomous County), Jingyang (Jingde County), Shimenshan (Qufu city), Yanyang (Meizhou city), Yaxi (Gaochun County), Yuhu (Wencheng County)
Colombia	1	Pijao

**Table 3. 2. The list of CittaSlows in the world** (Source: “International Network of Cities Where Living Is Good, 2019”) Table continued

Denmark	2	Mariagerfjord, Svendborg
Finland	1	Kristinestad
France	7	Créon, Labastide d’Armagnac, Loix, Mirande, Saint Antonin Noble Val, Segonzac, Valmondois
Germany	18	Bad Essen, Bad Schussenried, Berching, Bischofsheim, Blieskastel, Deidesheim, Hersbruck, Lüdinghausen, Maikammer, Meldorf, Nördlingen, Penzlin, Schneverdingen, Spalt, Überlingen Waldkirch, Wirsberg, Zwingenberg
The UK	5	Aylsham, Berwick upon Tweed, Llangollen, Mold, Perth
Hungary	1	Hódmezővásárhely
Iceland	1	Djupavogshreppur
Ireland	1	Clonakilty
Italy	81	Abbiategrasso, Acqualagna, Acquapendente, Altomonte, Amalfi, Amelia, Anghiari, Asolo, Barga, Borgo Val di Taro, Bra, Brisighella, Bucine, Caiazzo, Capalbio, Casalbeltrame, Castel Campagnano, Castelnovo nè Monti, Castelnuovo Berardenga, Castel San Pietro Terme, Castiglione Olona, Castiglione in Teverina, Cerreto Sannita, Chiavenna, Chiaverano, Cisternino, Città della Pieve, Città Sant’Angelo, Civitella in Val di Chiana, Controguerra, Cortona, Cutigliano, Fontanellato, Francavilla al Mare, Galeata, Giuliano Teatino, Gravina in Puglia, Greve in Chianti, Grumes - Comune di Altavalle, Guardiagrele, Levanto, Marradi, Massa Marittima, Monte Castello di Vibio, Montefalco, Morimondo, Novellara, Orsara di Puglia, Orvieto, Parrano, Pellegrino Parmense, Penne, Pianella, Pollica, Positano, Pratovecchio - Stia, Preci, Ribera, Salorno, San Miniato, San Potito Sannitico, Sant’Agata di Puglia, Santarcangelo di Romagna, San Vincenzo, Santa Sofia, Scandiano, Sperlonga, Stio, Suvereto, Teglio, Termoli, Tirano, Todi, Tolfa, Torgiano, Trani, Travacò Siccomario, Trevi, Turbigio, Usseglio, Vigarano Mainarda, Zibello - Comune di Polesine Zibello
Japan	2	Kesennuma, Maebashi-Akagi
Netherlands	10	Alphen-Chaam, Borger-Odoorn, Echt-Susteren, Eijsden-Margraten, Heerde, Midden-Delfland, Peel en Maas, Vaals, Vianen, Westerwolde (Former Bellingwedde and Vlagtwedde Town Halls)
New Zealand	1	Matakana (Rodney District)
Norway	4	Eidskog, Levanger, Sokndal, Ulvik
Poland	28	Barczewo, Bartoszyce, Biskupiec, Bisztynek, Działdowo, Dobre Miasto, Głubczyce, Goldap, Górowo Iławeckie, Jeziorany, Kalety, Lidzbark, Lidzbark Warminski, Lubawa,



**Table 3. 2. The list of CittaSlows in the world** (Source: “International Network of Cities Where Living Is Good, 2019”) Table continued

		Murowana Goślina, Nidzica, Nowe Miasto Lubawskie, Nowy Dwór Gdański, Orneta, Olsztynek, Pasym, Prudnik, Rejowiec Fabryczny, Reszel, Rzgów, Ryn, Sepopol, Sianów
Portugal	6	Lagos, Sao Bras de Alportel, Silves, Tavira, Viana Do Castelo, Vizela
South Africa	1	Sedgefield
South Korea	13	Cheongsong County (Pacheon-myeon), Damyang County (Changpyeong-myeon), Hadong County (Akyang-myeon), Jecheon City (Susan-myeon & Bakdaljae), Jeonju City (Jeonju Hanok Village), Namyangju City (Joan-myeon), Sangju City (Hamchang-eup, Gonggeom-myeon, Ian-myeon), Shinan County (jeung-do island), Taean County (Sowon-myeon), Wando County (Cheongsando Island), Yeongwol County (Kimsatgat-myeon), Yeongyang County (Seokbo-myeon), Yesan County (Daeheung & Eungbong-myeon)
Spain	8	Balmaseda, Begues, Begur, Lekeitio, Morella, Mungia, Pals, Rubielos de Mora
Sweden	1	Falköping
Switzerland	1	Mendrisio
Taiwan	4	Dalin, Fonglin, Nanzhuang, Sanyi
Turkey	17	Seferihisar/İzmir (2009), Gökçeada/Çanakkale (2011), Akyaka/Muğla (2011), Taraklı/Sakarya (2011), Yenipazar/ Aydın (2011), Yalvaç/Isparta (2012), Vize/Kırklareli (2012), Perşembe/Ordu (2012), Halfeti/Şanlıurfa (2013), Şavşat/Artvin (2015), Uzundere/Erzurum (2016), Eğirdir/Isparta (2017), Gerze/Sinop (2017), Göynük/Bolu (2017), Mudurnu/Bolu (2018), Köyceğiz/Muğla (2019), Ahlat/ Bitlis (2019).
TRNC	3	Lefke, Mehmetçik, Yeniboğaziçi,
USA	2	Sebastopol, Sonoma

Another fact regarding the distribution of the slow cities is that they are mostly located in countries which fall in the category of developed countries. Looking at the United Nations Human Development Index (2014), countries of Turkey and South Africa are considered to be in high level of development compared to other countries other than China and Colombia. However, this is not the unexpected result. Honore (2008: 278) notes that in developed countries the population is increasingly aging and thus supporting the slowdown is in line with the slowing the growth rate. The

difference in distribution in the Slow Cities between countries can be seen even in the country, and in some countries like Germany and Poland the SlowCities are concentrated in certain regions.

While the number of Slow Cities is increasing in different geographical regions of the world, the question of what are the factors that cause cities to become Slow Cities can be searched in individual cities. There are different reasons why cities get the accreditation of Slow City. For example, Midden-Defland, which has remained among the big cities in the Netherlands, is trying to preserve and replicate the green areas which have been gradually disappearing, promote the agricultural character of the city and develop tourism (Doğrusoy and Dalgakıran, 2011:134).

Other Slow Cities in the world have also valid reasons to promote themselves under the light of the criteria of membership as well. Therefore, it is more pragmatic to examine the cities individually according to their own reasons. Below we can see couple of examples of Slow Cities around the world which are chosen randomly regardless of their specific features, since classification of the cities accredited by the Association varies significantly.

### **3.4.1 Greve - ITALY**

The Cittaslow began in Greve in Chianti, a small town in an Italian province of Toscana in 1999. For this movement, the effect of Mayor Paolo Saturnini's great effort cannot be underestimated (“Association”, 2016). The Mayors of the cities play an important role to promote their region in terms of its history, architecture, agriculture and many others.



**Figure 3. 2. Greve in Chianti** (Source: “Greve in Chianti”, 2018)

Greve's strategic location on the intersection of the three substantial pilgrimage roads, the roads of Chianti, Valdarno and Val di Pesa contributes immensely to its economic progress. The curious shaped square had been built in the beginning of the 14th century and the Grand Duke Leopold I defined it as "a beautiful square where every Saturday a big market of livestock and foodstuff takes place" (“Entrance into Chianti”, 2002).

Since the Greve town that follows Chiantigiana after the city of Florence is exactly like a climatic border point, city hopes to promote the philosophy of Slow Food by spreading it to local communities and municipalities within the climatic border. In this region, vineyards are everywhere and wine is sold at almost every corner (“The Gateway to Chianti”, 2002). Therefore, the city has been promoted with its good quality of wine.

The relevant dynamics of reconversion of the cultivation (olive groves and specialized vineyards), concentrated mainly in the Chianti sense, in addition to the degradation of the accommodation of the hydraulic-agricultural (especially those who support the systems of traditional growing methods) contribute to alter the structure of the landscape in the Chianti further. (Pesa and Greve).(Piano

Paesaggistico, 2004, Regione Toscana, Ambito 10: Chianti page:5) It can be clearly seen that Chianti is also affected by the technology and speed.

The succession, interpenetration of social formations and different modes of production have structured compact or isolated, *localizzando* towns. This is the component of the Chianti region that is most threatened by new development, a phenomenon that has generated a building - often - poor quality, compromising at length the relations found between urban areas and surrounding agricultural, altering, in many cases, the foundational quality of its historical perception (Pesa and Greve Piano Paesaggistico, 2004, Regione Toscana, Ambito 10: Chianti page:5)

To separate the scope from the Upper Valdarno and the Mountains of Chianti, the mountain ridge is characterized by dense deciduous forests (cerrete, the oak forests of oaks, chestnut trees), reforestation of conifers, small nuclei in agricultural mountain system and a ridge dominated by shrubs, such as testimony of the past presence of environments Pascolivi mountain, now disappearing (especially in the area between Monte Domini and Monte San Michele). In addition to the portion of Montana, and the extended structure of the hills, a significant role in structuring the territory carried out from the areas of the valley of the main water courses Pesa and Greve (Piano Paesaggistico, 2004, Regione Toscana, ambito 10: Chianti page: 5) One cannot deny the fact that the construction attempts are about to kill the richness of the region if he or she follows the recent urbanization trends.

### **3.4.2 Orvieto- ITALY**

Orvieto is located on a hill in volcanic tuff cliffs in the middle of Rome and Florence in Umbria, the only region of Italy that is not adjacent to a shore or a foreign country. Under Orvieto, there is another city built of wells, stairs, huge rooms, cisterns and passages. The city is home to many historical monuments of architectural value (Atlas, 2015:79). But what is very special about the city is the school meals.

The sight of school meals is the most important issue that Orvieto undertakes to encourage when it comes to Cittaslow. Ever since, children have been given opportunities to learn about the environment they live in, they started to raise their awareness through food, as well as taste education. One of the recent studies on this area initiated by the Taste Palace for children's summer activities is named as "Let's face the taste".



**Figure 3. 3. Orvieto** (Source: “Orvieto”, 2016)

This project is focused on encouraging children to experience using all their city feelings. It has been provided in sensory laboratories to educate children about traditional and seasonal local products and how to combine them in a meal, and how to share this task with others when preparing food. (Miele, 2008:143).

The city Orvieto tries hard to maintain the connections with the city identity through food. Especially educating children at the early ages of their school life has turned out to be a fruitful practice. Otherwise, the situation could have been deteriorated under the heavy influence of massive fast food productions which create a tendency in young ages more readily.

### 3.4.3 Nordlingen- GERMANY

The city of Nördlingen which is a German Bavarian city is located on a pit about 25 kilometres long that has been created by a meteorite strike 15 million years ago. During the meteorite strike that determined the fate of the city locale, 72.000 tons of diamond pieces spread around under high pressure and temperature. Even in the stones used in house construction are including small pieces of diamonds which are smaller than 0,2 millimetres today (Atlas, 2015:56).

Different architectural features can be seen in the city. Apart from pieces of diamonds, which is mixed in the soil, the Leather Dealers quarters have also survived the passage of time; a section which represents the city's medieval spirit with its high-ceiling, two-storey wooden structures. The quarter housed the commercials and families who have been engaged in leather during the 17<sup>th</sup> and 18<sup>th</sup> centuries. (Atlas, 2015:56). Therefore, the city must be observed in terms of its special construction and antique leather dealing business at the market place.

In the centre of the old town, the bell tower which is 90 meters high and St.George church along with the main square marktplatz is also the important works of the architectural heritage of the city. (Atlas, 2015:56).



*Figure 3. 4. Nordlingen* (Source: “Nordlingen”, 2016)



### 3.4.4 Sonoma-USA

Located on the US West Coast, 72 miles from San Francisco, Sonoma is the eye-catching city of the California state, where the sun is not lacking. Sonoma, first declared by Mexico in 1835 as a city, passed to the United States in 1848. Several ancient tribes still dwell in the region, which include Pomo-Kashaya, Wapo and Patwin. Sonoma Valley is also known for its olive groves, which owe its presence to the Mediterranean climate. The region is notorious for its olive oil and cheese (Atlas, 2015: 54-55).



*Figure 3. 5. Sonoma* (Source: “How to Have the Perfect Vacation in Sonoma, 2016)

From the supplied information, one can understand that, primitive life has been preserved carefully against the high speed of neo-liberal approaches. Apart from that the climate has a big advantage on the region that it makes olive oil and cheese available to be produced in a large scale; a factor which creates production and business opportunities for people to earn money and support their lives.

Agriculture and tourism are also important economic sources of Sonoma. In Sonoma Valley, there is more than one wine factory. The factories in the city are among interesting places which attract visitors from around the world. More than half a million visitors visit factories when they come to Sonoma city. Various events are organized every year in these factories in the city which draws attention to the region and ends in making profits for the native population from the touristic activities.

(Atlas, 2015: 54-55) Sonoma regularly hosts art, film and music festivals and thousands of visitors to these festivals (“Cittaslow Sonoma”, 2015).

### **3.5 Slow City Examples in Turkey**

Urban Residents Association founded in Italy in 1999 and ten years later, Seferihisar, received the snail logo for the first time as a Cittaslow town in Turkey. Having a limited level of awareness in Turkey before 2009, Slow City movement needed time to be understood by both the country and academic circles. Later on, Seferihisar has become a relatively well-known location throughout the country which promoted the concept of slow city to the people. However, more extensive studies similar to the ones carried out worldwide about towns are still at rudimentary phases in Turkey (Üstündağlı et al., 2015: 130). Studies, news and researches belonging to other slow cities except Seferihisar are extremely limited in Turkey.

Apart from Seferihisar there are 16 slow cities in Turkey namely; Gökçeada /Çanakkale (2011), Akyaka/Muğla (2011), Taraklı/Sakarya (2011), Yenipazar/Aydın (2011), Yalvaç/Isparta (2012), Vize/Kırklareli (2012), Perşembe/Ordu (2012), Halfeti /Şanlıurfa (2013), Şavşat/Artvin (2015), Uzundere/Erzurum (2016), Eğirdir/Isparta (2017), Gerze/Sinop (2017), Göynük/ Bolu (2017), Mudurnu/Bolu (2018) (“Yavaş Şehir (Cittaslow) Türkiye Ağı’na Üye”, 2016). Köyceğiz/Muğla (2019), Ahlat/Bitlis (2019). (“Slow Cities in Turkey”, 2019)

#### **3.5.1 Seferihisar – İZMİR**

Seferihisar is a coastal city where, as of 2016, hosts a population of 37,697 people and is located 45 km away from İzmir. In 1884, the city rose to the local government status as a district before the republican period. It is one of the 30 districts of Izmir and 80 % of its population is engaged in agriculture. Turkey's highest quality of cultivation such as satsuma, olives, citrus and artichoke is carried out in the region (Özgenç, 2012: 126).





**Figure 3. 6 Seferihisar** (Source: “Seferihisar dünya listesinde”, 2016)

Seferihisar, which is famous for its mandarin agriculture, has come a long way in using major solar sources. In addition to solar energy sources, making use of geothermal and wind energy as the slow city initiative mandates has made Seferihisar notorious for using of environment-sensitive treasures carefully. Apart from mandarin, olives, grapes and citrus fruits are also grown in the district widely which meets criteria of the CittaSlow about local production and marketing. The region is also surrounded by natural beauty of archaeological sites (Teos the city of Carians) for visitors. Touristic activities within the city protected it from the unplanned urbanization (“Seferihisar”, 2016).

In 2012, Coşar conducted interviews with the local authorities in Seferihisar about how much the slow city model affected the region. In that interview, it is stated that Seferihisar has understood the importance of having natural, historical and cultural richness better thanks to the implementation of the Slow City initiative. In addition to this and most importantly, the people of the region are proud of being dwellers of Seferihisar. It has been emphasized that the financial gains of the residents in the city increased and the level of prosperity rose after being accredited as a Slow City (Coşar, 2014). Seferihisar made ambitious efforts to protect local delicacies, support the Slow Food philosophy, use clean energy, and protect historical places and cultural value, and local products, thanks to the efforts and the contributions of Mayor Tunç Soyer (“Slow City Seferihisar”, 2019).

### 3.5.2 Gökçeada – ÇANAKKALE

Situated in the middle of the blue Aegean Sea, Gökçeada is the largest island with a magical landscape in Turkey. It is the first island which has been accredited by the Slow City committee in 2011. The island had an important economy and tourism potential due to its unique environment and geographical conditions (Atlas, 2015:18, Andarabi, 2012: 39).

Yenibademli Höyük, located 1.5 km south of the Kale village beach on the north side of Gökçeada, has established its local identity with the historical and cultural sub-structure of the island as the foreground with the evidence of being inhabited since the Early Bronze Age 5000. Therein addition, Zeytinli, Tepeköy and Dereköy are also rum villages whose dwellers still live in the area. (Hüryılmaz, 2007: 86-87).



**Figure 3. 7. Gökçeada** (Source: “Dünyanın En Sakin Adası: Gökçeada”, 2011)

One of the greatest features of the island is that it is the world’s first and only slow city island. Slow Food's founder Carlo Petrini visited the candidate island in 2006 and demanded the establishment of a "Slow Food Convivium". Individual members of the Slow Meal, local groups called as “convivial members” practice and integrate the principles of the movement into everyday life (Pink, 2008: 98). The food is carefully tasted and traditional food is produced locally continues to support the movement as the most important element. (Carp, 2012: 133; Furze et al., 2010: 450).

Thanks to its geographical position the island is one of the most suitable areas for organic farming. Apart from organic agriculture, olive cultivation, beekeeping, viticulture, green housing and fruit growing, stock breeding, and fishing are among the islands economical and production activities (“Organik Ada Yolunda Gökçeada”, 2018). As a matter of fact, since Gökçeada became a slow city numerous eco-gastronomy studies started. The "Slow Sunday" application initiated by the National Slow City Network in 2011 was also launched in Gökçeada in the same year. (Acuner, 2015: 72).

### **3.5.3 Şavşat – ARTVİN**

Şavşat received the slow city title in a ceremony in Milan, Italy, on 21-23 June 2015. The main reason for joining this big network is to create a brand for the city, and to publicize the local people’s identities since Şavşat is a unique place with its natural vegetation, topographic structure and private architecture surrounded by balconies on three sides (Acuner, 2015: 80).

Şavşat carries a very important tourism potential because of its resemblance to a Natural Park with its water resources, springs, forests, mosques, churches, monasteries, historical buildings, historical castle, traditional handicrafts, traditional culinary culture and local dance and music. In addition to these, eco-tourism activities such as birds, plants, wildlife observations, hiking trails and safari varieties can be done besides highland tourism, hunting, caravan-camping tourism, and mountain and hillside tourism in Şavşat (Acuner, 2015: 80).



**Figure 3. 8. Şavşat** (Source: “Şavşat”, 2017)

Three distinctive examples have been given to indicate that CitySlow movement in Turkey is mainly based on local foods, and geographical and historical features. Only Seferihisar is way ahead in using solar power in many areas in its region that consequently has made the city the head of Slow City movement in Turkey. It basically means that it directs other slow cities and shows them how to make process. However, what is being examined in next chapter demonstrates that the Slow City brand has been given to this city not because of its local foods (where no local food exists) or any other reasons but because of being a protective area but the brand is about to be misused to make the region an attraction centre for people and increase the tourism potential by letting construction facilities available and reducing protective area scale. As an example, Akyaka is the second Slow City of Turkey which is now far away from being slow.

## **CHAPTER 4**

### **AN EXAMPLE OF SLOW CITY IN TURKEY:**

#### **AKYAKA CASE**

Akyaka, situated in Mugla province in the southwestern of Turkey, is in the eastern side of the Gökova Gulf. The population of the district between Ula and Marmaris is around 1,500 people in winter and it reaches 3000-4000 in summers. Akyaka is admired for its location with 1000-metre high Sakartepe Mountain in the north and Gökova Plain in the south. (“Akyaka Hakkında”, 2000).

Akyaka is a neighbourhood connected to the Kozlukuyu (Gökova) village which is made up of simple houses around the pier of the sea gate of Muğla province. In 1971, it became a village and in 1992 it was promoted to a city and a municipality organization was established. Beginning in the 1970s, it became a rapidly-developing tourism centre owing to Azmak River being a natural aquarium, Sakartepe being a suitable place for paragliding and having natural vegetation. The region was declared the first "Environmental Protection Area" In 1988 (“İdyma'dan Gökova Akyaka'ya”, 2000).

In 2011, when Akyaka received the title of Cittaslow, Turkish local governments started to take interest in the idea of local urban phenomenon and as a result Cittaslow became a case study with Akyaka. The city of Akyaka and the slow city itself contributed to the determination and the implementation of council's criteria. If we examine Akyaka in line with the criteria, the most important characteristics of the city are the Special Environmental Protection Area and biodiversity. Apart from this feature, typical Muğla design wooden houses with Cakirhan architecture award combined its architectural structure with the traditional lines of Ulu as well (“The Redefinition of the City in”, 2014)

In this chapter, the study is structured in two stages. In the first step; a review of the literature on the process is presented and the awareness of the process followed by the awareness of people and the articles in newspaper journals and other media sources are examined. In the second stage, the results of the survey prepared in line with the data supplied from the sources were supported with interviews which were made with the public and the authorities and the final data obtained were analysed.

#### **4.1 Reasons to be Chosen as a CittaSlow**

The history of Akyaka makes it unique in terms of having a significant place in ancient time. The city's heritages can be traced down today in its historical ruins. That's why the region is today a special protected area. Because the city named after Idyma since during the years 484-405 B.C., the Persian rule was abolished and ruled by the "Delos Maritime Association" on the initiative of Athens. Later, in 405 BC. Delos Maritime Association ends and new period begins ("İdyma'dan Gökova Akyaka'ya", 2000).



**Figure 4. 1. Akyaka** (Source: "Akyaka Gezilecek Yerler, Muğla", 2017)

The Hellenistic period began in Anatolia and the Middle East which resulted in the rapid spread of Greek culture and language in the region. In the 3rd century BC, Idyma entered the Rhodian administration for some time; a development for which a certain explanation has not been uncovered. At the end of the first century AD Idyma became a Roman city. In the year 48 B.C., famous statesman Julius Caesar went to the island of Rhodes through the region. Egyptian Queen Cleopatra also visited the city of Ephesus through the coast in 41 BC. (“İdyma'dan Gökova Akyaka'ya”, 2000)

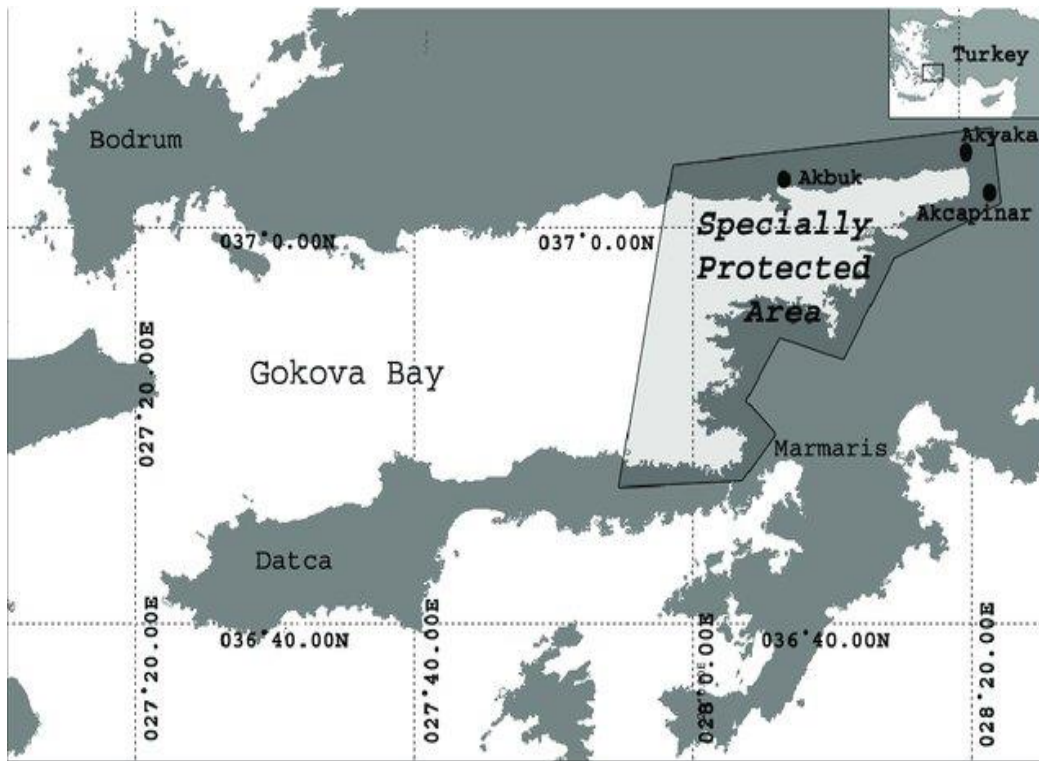
The city preserved its importance and glory during the Roman period as well. In the middle of the third century the region was buried in darkness after the internal weakening of the Roman Empire, the devastating earthquakes and the epidemic of plague. Most of the surrounding cities and Idyma were abandoned and disappeared. Flooring roads, beautiful cisterns built on the ground and waterways coming from the village of Papazlık passing through Akyaka were left to their fate (“İdyma'dan Gökova Akyaka'ya”, 2000)

The region joins Ottoman Empire in the late 13th century. In this period, region was known as Gokabad and Gokova. Paganism (polytheistic religion) comes with the Turks in the region. Islam was being practiced after the Christianity, and Turkish was spoken after Karia language and later it became the permanent tongue. The region later joined the Menteşe Emirate whose capital city was Milas, and then joined Ottoman Empire in 1420. Muğla became a city centre and Ula became a district centre (“İdyma'dan Gökova Akyaka'ya”, 2000)

The most important event in the Ottoman period was the passage of Sultan Suleiman, the Magnificent through the land with his army for the conquest of Rhodes. The arrival of the army was in July of 1522 and the return was in January of 1523. As a result of this conquest, Rhodes joined the Ottoman lands. In order to regain the former vitality of Gökova, it was necessary to wait for the years 1940-1950 for the marshes to be dried and controlled. It was also necessary to wait for the years 1970's so that the Muğla-Marmaris route is constructed in the region for tourism (“İdyma'dan Gökova Akyaka'ya”, 2000)



As mentioned above, Akyaka is a part of Gökova Special Environmental Protection Area. The Gökova Special Environmental Protection Area is very important in ecological matters with its rich flora and fauna which is a prominent feature for a city to be considered a Slow City. It also possesses adequate sources to examine the ecological situation of the region easily, for example birds in and around and their species. Many birds such as passerines, singing birds, warriors, and shrikes breed can be observed in this region. The winter season offers the opportunity to observe more winter birds, herons, ducks, geese, sandbags and reptiles and tears. (Akyaka yürüyüş rehberi, 2005)



**Figure 4. 2. Gökova Special Environmental Protection Area** (Source: “Management paradox of groupers”, 2009)

The plain is a recreation centre for migratory birds as well. Some birds such as Spoonbill, Cattle Heron, Red-Footed Falcon Bee Eater, Glossy Ibis Cylinder and Lesser Kestrel can be seen in April; May and October. In addition to 192 birds and



60 breeding herds there are also available species such as the Rare and Protected White-throated Kingfisher and Barn Owls. (Akyaka yürüyüş rehberi, 2005)

Apart from birds, rare and internationally protected species, such as the Mediterranean flea (Monachus monachus), Sand shark (Carcharinus plumbeus) and the rich marine fauna including the dolphins, as well as the water samurai (Lutra lutra) living in aquatic ecosystems, increase the importance of fauna itself too. Therefore, the area is highly protected by certain hunting banning rules (“Gökova Özel Çevre Koruma Bölgesi”, 2018).



**Figure 4. 3. Lutra lutra**



**Figure 4. 4. Monachus**

(Source: “Gökova Özel Çevre Koruma Bölgesi Su Samuru Koruma ve İzleme Projesi”, 2018, “Akdeniz Keşiş Foku Popülasyonun ve Yaşam Alanlarının Değerlendirilmesi Projesi”, 2019)

The Gökova Gulf "Marine Ranger Project" is also home to many other protected species such as the sandbar shark (Carcharhinus plumbeus), especially the Mediterranean monkfish (monachus monachus) belonging to that region. In the gulf where about 200 fishermen live and six areas were found to be closed fishing in 2010. The aim here is to protect the reduced fish reserves and sensitive spawning areas. The naval service system suggests that responsible agencies should be supported to increase these conservation activities and to identify new protected areas. With this thought, in 2013, the protectors have been trained; fast boots and

cameras have begun to work along with other technological equipment (“Gökova Körfezi Deniz Koruculuğu ve İzleme Projesi”, 2013).

Using high technology helps reporting illegal activities in the region, such as hunting, inappropriate boats, marine drainage to local authorities. Coast guard, gendarmerie and relevant ministries work together with the established network. Mariners also distribute brochures to people of the region and other people who come to the area, to raise awareness, and reduce illegal activities. This system started to be implemented in the year 2013 in Değirmenbükü which is also known as English Harbor (“Gökova Körfezi Deniz Koruculuğu ve İzleme Projesi”, 2013).

The project aims to protect the Gökova Gulf with its biological values under the integrated management plan of the marine-coastal areas and to achieve a sustainable structure of the region along with socio-economic activities. In addition, the pressures of human activities on natural and cultural values and the suggestion of solutions to these are among the activities of the project. (“Gökova Özel Çevre Koruma Bölgesi Bütünleşik”, 2009).

In this context, the "Integrated Management Plan of Coastal and Marine Areas" of the Gökova Special Environmental Protection Area was prepared under the coordination of the Underwater Research Association-Mediterranean Flood Research Group for a period of 2 years covering 2009-2010. The project is also supported by Special Environmental Protection Authority, Muğla Governorship, Ula Governorship, Akyaka Municipality, Gökova Municipality, Rubicon Foundation, Friends of Gökova Akyaka Association (GASDER) and Akyaka City Council, Akyaka-Akçapınar-Akbük Water Products Cooperative (“Gökova Özel Çevre Koruma Bölgesi Bütünleşik”, 2009).

Again, due to the same reasons of protection, Akyaka, Çamlı, Bördübet and Boncuk-Karaca regions were included in the Integrated Coastal Zone. The results of the supreme sacrifice have been manifesting in the fact that the marine pioneers have been positive and the rate of fish in the region has begun to show a significant

increase. The Akyaka Water Products Cooperative has declared a 400% increase in revenues compared to 2010 at the end of 2016 (“Gökova Körfezi Deniz Koruculuğu ve İzleme Projesi”, 2013).

Numerous studies show that effective conservation of the seas emphasizes both the preservation of effective biological diversity and the importance of sustainable fisheries in return gives opportunity for sustainable environment that is the aim of CittaSlow as well. In 2016, SMART software was installed on the phones of the protectors. By following through the Global data system (GPS) which was first implemented in Turkey in the world, exchange information and detailed reporting are provided simultaneously over this system (“Gökova Körfezi Deniz Koruculuğu ve İzleme Projesi”, 2013).

This project, which achieved successful conservation output, was awarded in 2013 for the Whitley Fund for Nature Award, known also as the “Green Oscar”. In addition, it won the United Nations Development Program (UNDP) the Equator Initiative Award and The Whitley Gold Award. Thus, as already mentioned above, this project is aimed to promote the protection of nature and encourage rural development (“Gökova Körfezi Deniz Koruculuğu ve İzleme Projesi”, 2013).

In Akyaka, which has fertile lands beyond its natural beauties, the indigenous people engaged in farming and animal husbandry has been kept apart from the developing tourism sector in the settlements in the region for the last 10 years (Akyaka Guide, 2013). However, with the development in tourism sector, huge areas of lands have been occupied with constructions and fishing has and always been the main source of income.

From architectural point of view, Akyaka has structures with acute characteristic patterns designed by Nail Çakırhan, who moved to Akyaka in 1970. Here he built a house that combines traditional architecture with present-day conditions that are integrated with the environment and nature (“Türkiye'nin İlk Ağa Han Ödüllü”, 2013). It has independent rooms which has no passages to allow people to go

through. it is located in the middle of a garden full of fruit trees and sea view (Koca, 2016). It represents the traditional architecture of the land.



**Figure 4. 5. Nail Çakırhan House**      **Figure 4. 6. Nail Çakırhan House**

(Source: “ödül evinden birkaç fotoğraf...”, 2016)

In 1983, this construction brought the "Aga Khan International Architecture Award" for Nail Çakırhan, which is one of the world's most prestigious architectural awards. As an untrained architect, he started the "Self-taught -Scholar" debate in the world of architecture. Instead of building the house, he built wooden houses and schools known as “Akyaka houses” in the region. The house, which brought him a prize, entered service in 1998 as a centre of culture and arts. He left a unique synthesis created in the settlement by combining the modern architecture of today and the old houses of Ula (Akyaka Guide, 2013).

An obligation for a uniform construction was set in 1983 in order to sustain settlement’s unique architecture. Houses are allowed to be built with two floors of flowery gardens with Muğla chimneys which are native to the region, under the condition that they do not create contradiction with natural beauty. Although, suitability of chimneys are negotiable, because Akyaka is quite a windy place and the chimneys lose their performance during windy seasons, they are rich in woodwork, closet covers, all the way up to the ceiling and always adorned (“About the Nail Çakırhan House in Akyaka”, 2016).



**Figure 4. 7. Traditional Architecture in Akyaka** (Source: “Bir Ege incisi; Akyaka gezilecek yerler, 2016)

Unlike concretion in around coastal towns, Akyaka is trying to maintain traditional construction in its other buildings with the concept of "keeping local architecture alive," that offers a unique example of harmonious adaptation to nature (Özgenç, 2015 as cited in Ünal and Zavalısız, 2016: 905-906).

However, some scholars disagree with the uniqueness of the houses. In their view attaching the board to the concrete with nails does not mean a unique architecture, because after a while concrete loses its first state and nails come out of places. They both fall by hanging on the board and a very careless image appears. They have come with a different criticism by saying this. Therefore, the uniqueness of the architecture can be discussed in two ways: 1- if it has any contribution to the architecture 2- if it is suitable for the features of the area. Or are all of these simply a part of marketing strategies of the region with the name of CittaSlow?

Akyaka is not only a coastal town and famous with its beautiful sun, sea and beach facilities but is also suitable for many nature sports with its geographical conditions. As mentioned in the Cittaslow criteria, nature sports that will not cause environmental and noise pollution are preferred, so those criteria are followed by

Akyaka Municipality and they are being employed with a professional sense. Nature sports facilities can be counted as kite surfing, windsurfing, sea and river canoes, sailing, rock climbing, paragliding, cycling tours (Ünal & Zavalı, 2016: 905-906)



**Figure 4. 8. Windsurfing in Gökova Bay**



**Figure 4. 9. Nature Sports in Akyaka**

(Source: “Gökova Özel Çevre Koruma Bölgesi”, 2018, CittaSlow power point presented by Akyaka Municipality and Akyaka Council retrieved from Akyaka Municipality.)

Cycling tours are encouraged with yearly tours in the region organized by the municipality. Cycling is an alternative to private cars, therefore, planning for eco-mobility is supported and efficient cycling paths are on the agenda of the municipality. As it is clearly seen from the examples given above, the sustainability and protection of the local environment is overlapping with CittaSlow criteria in terms of the precautions that have been taken by the project implementation. It is also clearly seen that architecture is also unique, though some criticisms appear on certain points. It is the architecture that makes the region privileged with the urban livableness around the settlement with Muğla chimneys, flowery gardens but without adjunctive rooms

It is an undeniable fact that, even though attempts to adjust Akyaka to CittaSlow criteria seems not very difficult since the town itself has already have its own genuine characteristic geographical and historical features, additions which are

replicated do not carry a unity with CittaSlow criteria like “Akyaka House” architecture. One can never underestimate the international award-winning house design and its prestigious effects. However, unsuitable chimneys for the weather conditions in the region and the replicate of porches used in the houses demolish the perception and understanding of historic urban fabric and its necessities. Architectural qualities and structure of the settlements can be meaningful and identifiable coherently only when they are combined with the historical patterns of the region.

#### 4.2 Process of Becoming a CittaSlow

The study of Akyaka becoming a slow city was conducted with the participation of people in town from many different groups organized and unorganized in 2008. The common idea of ensuring sustainable environment, or the Akyaka Vision, is expressed as follows: "there should be a place that respects the nature, preserves its unique architectural structure, has strong service infrastructure, sustainable and alternative tourism-oriented, so that people can move in unity and togetherness in Akyaka" (“Kamuoyu Bildirisi, Akyaka”, 2017).

**Table 4. 1. Contributors of the Slow City Process in Akyaka**

CONTRIBUTORS	
GOVERNMENT	NGO's
<b>Under the leadership of Akyaka City Council</b>	<b>Professional Groups</b>
1- Muğla Municipality	1. Gökova Culture and Art Association
2- Akyaka Municipality	2. Gökova Idealists' Association
	3. Akyaka Solidarity
	4. Akyaka Local Governance Platform
	5. Friends of Gökova Akyaka –GASDER
	6. Association of Development of Culture and Tourism in Gökova
	7. Gökova Ecological Life Association



Under the leadership of the City Council, local government and professional organizations of public institutions and civil society assemble with the understanding of partnership in the borders of citizenship law, the democratic structures and governance mechanisms where the priorities, problems and visions of the city are stated on the basis of the principles of sustainable development, are negotiated and the solutions are brought on the agenda (“Kent Konseyi Yönetmeliği”, 2006), Akyaka Local Governance Principles were established in a participatory process in 2009. The document was transformed into the Akyaka Local Government Contract with signatures of all the presidential candidates before the 2009 local elections to enable sustainability in Akyaka (“Muğla Çevre Platformu”, 2017).

Akyaka Vision was owned by Akyaka Municipality, Akyaka City Council, all local NGOs and the public. In 2009, the town became a member of the International Citizens' Union (Cittaslow) with the work carried under the leadership of the City Council in order to actualize the vision. More than twenty public meetings were held in Akyaka before the membership accreditation and it was explained to the people how the concept of a Slow City was and what a suitable framework it was for Akyaka’s Vision to be realized (“Muğla Çevre Platformu”, 2017).

The decision to join membership of the Union was made with a referendum at the end of collaborative studies done by the City Council and the Municipality. Especially the contribution of Ahmet Çalça, who was the Mayor of town, was indispensable as he was being directed by the pioneer of Seferihisar mayor. As a result of the high participation of local people in referendum, people decided to join the International Civic Union with a majority of 95 %. After that, the membership process was initiated and succeeded (“Muğla Çevre Platformu”, 2017). The story is two sided. There are arguments about the participated people whether they were authentic local people or the local people.

With the application to the CittaSlow International Coordination Community the process of becoming a CittaSlow resulted in accreditation along with Yenipazar,



Taraklı and Gökceada by the General Secretary of International Cittaslow Union on the 9th of February, 2011 (Öztürk, 2012: 118).

To learn the process from its real actors, in-dept interview method was used in town to comprehend whether the CittaSlow is a marketing outcome or people genuinely desire to solve urbanisation problems. In order to reach accurate data, survey questions were prepared accordingly. The main question of the research “how can slow city phenomenon exhibit a sustainable structure while the municipalities cannot even provide their continuum in changing political situations” rose awareness that CittaSlow movement was stuck in a group of people who were mainly outsiders. Voluntary actions took part in the process that common sense could not be achieved by means of all. Therefore, to reach an eligible answer for “Slow City understanding” contribution of people in the region took a crucial part in this thesis.

### **4.3 Pioneers of the Idea in Akyaka and Public Awareness**

To understand clearly how Akyaka becomes a CittaSlow and how this process was started, interviews were held in town with people who were personally involved in the process in collaboration with different institutions and associations. First of all Mr. Oruç Özkan - the Deputy Mayor, provided the most detailed information, as he was the person in charge in Akyaka Municipality when the CittaSlow action was first introduced. Secondly, Mr. Çağlar Bozkurt - City Slow Representative of Akyaka, contributed to the research about how the Associations were willing to work and what they have done so far.

Thirdly, Employee of the Municipality spotted a crucial point that called for further investigation if we were to clarify whether the CittaSlow action was an individual act or a common sense. Another significant point was to elucidate whether the action was truly supported by the municipality budget or the willingness took the first place.

Fourth of all, Mrs. Afet Ekinci –Owner of Selanik Restaurant said that she and other restaurant owners know what CittaSlow is and most of them are trying to serve local

tastes so as to hang the snail sign on their restaurants. The interview with her also raised another conflict in between the restaurant owners that they are in a kind of a competition to hang the snail sign and not genuinely into the preservation of local tastes.

Fifth of all, Mrs. Koçyigit - Owner of Gümüşkonak Hotel- shared her and the other hotel owners' ideas about the research subject as the member of Friends of Akyaka Gökova Association. She stated that authentic local residents find Akyaka convenient to invest their earned income either from fishery or craftsmen. But this is not the case for all businesses. For example, there are locals in Akyaka who live in big cities and think to continue their life by operating a small hotel in a small place.

Therefore, the real owners of the hotels are divided into two (to three) groups as it is declared by the hotel owner. The first group is the authentic local owners who were born and grew up in the region and real owners of the lands, second are the local owners who came from other cities 10 to 30 years ago with miscellaneous reasons such as to seek for natural organic way of living or being retired and settle in an area, purchased a hotel or become responsible for hotel management. The third one is the companies which either rent the hotels for certain period of times or do the partnership business with locals by sharing any means of expenditure.

The in-depth interviews were also held with the butchers, coffeeshop owners and bar owners both at the beach side and downtown. They were asked to answer questions to determine how much they knew about the CittaSlow. All of them were aware of what the concept is rather than having detailed information. The snail logo was the most important thing for most of them because they were making advertisement of their shops with it. The logo was a sign of prestige among the craftsmen.

And the final group of people were the authentic local people in Akyaka district (neighbourhood) market. They could answer the questions about CittaSlow which means that everybody in town was aware of "Slow City" idea. But when we get into the details, they were unaware of it. So, they are familiar with the word "Slow City"

by having basic level of information, yet not capable of producing any valid idea to be used. Thereupon, adaptation and implementation of the idea was in control of local people, it did not spread among the authentic local people.

#### **4.4 Decision-Making and Referendum Process in Akyaka**

The process of decision making was explained clearly by the Deputy Mayor, he was also the president of the Association of Development of Culture and Tourism in Gökova Akyaka. “Since the first declaration of the Cittaslow idea” he mentioned, “a group of people have worked together on it. The idea was introduced to the public by the City Slow Representative of Akyaka and a rent a car company owner, Serdar Denктаş (President of Gökova Ecological Life Association) and Ahmet Çalça (the Mayor of town on 17th of March 2010)” (The deputy mayor, personal interview, 25<sup>th</sup> January 2015).

City Slow Representative of Akyaka mentioned that he and the others were willing to work on the idea, because nobody had realized before that how unique Akyaka's identity was and how the region was overlapping with the Slow City criteria. He also added that they wanted to make an effort to create their own brands, and support the town for sustainability (Slow City Representative, personal interview, 25<sup>th</sup> January 2015).

The action took place immediately among the volunteers. As he cited that in small settlements many jobs are in the form of peer-friendly relationships. Hence, they tried to create a unity in town based on slow city criteria and how to follow it. These criteria were the guidance sanction for them. The municipality has used many of these to its advantage. Having realized Akyaka had a unique identity the deputy mayor mention how they started an initiative in this direction to create a supporting document to justify creating their own brand (Slow City Representative, personal interview, 25<sup>th</sup> January 2015).

According to the results collected from the survey and interviews conducted during the thesis process, the informative meetings were held mainly among people who are notable and intellectual ones of the community. It was suggested by the hotel owner that a number of intellectual, retired and vacationer people participated in the meeting more than the real local people. This led easy adaptation of the idea and helped fast internalization of it. Thereby, she noticed that there were no extreme reactions, no breaks, and resistance among the people. As a result, the idea of becoming a Slow City was accepted with 891 “Yes” votes which is equal to 95 % of 911 votes (The hotel owner, personal interview, 26<sup>th</sup> January, 2015).

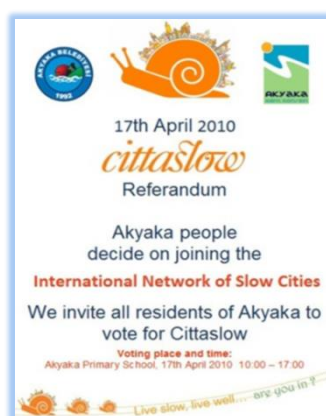


**Figure 4. 10. Referandum in Akyaka**      **Figure 4. 11. Referandum in Akyaka**  
(Source: CittaSlow power point presented by Akyaka Municipality and Akyaka Council retrieved from Akyaka Municipality.)

The City Slow Representative explained the process of becoming a Slow City briefly with his own words. He said that “First, we made a decision within the group of Ahmet Çalça, Serdar Denktaş, Engür Saner and me. After making the decision, we talked about what the criteria would be, how we would act and how we should act. As a result, we started to inform people living in Akyaka, because we learned that before our letter of intention, we should organize a referendum in town” (Slow City Representative, personal interview, 25<sup>th</sup> January 2015).

Before sending invitations for the meeting, they prepared posters and brochures, distributed and hung them on school walls, buses, and popular restaurants. The restaurant owner, said that “there were voluntary ladies to distribute brochure to the

people” which indicates women participation into the action as well. They announced with the speakers the meeting to everyone in order to make sure people vote. Within 2 months, they set up ballot boxes in the school garden for referendum (The restaurant owner, personal interview, 26<sup>th</sup> January, 2015)



**Figure 4. 12. Referandum Brochure** (Source: CittaSlow power point presented by Akyaka Municipality and Akyaka Council retrieved from Akyaka Municipality.)

To generate public awareness, the City Slow representative stated that “Tranquil Sunday events and painting activities were held with the children. Respectively working groups were formed, and groups for fisheries were designed for tourism (Slow City Representative, personal interview, 25<sup>th</sup> January 2015).

At this point it can be criticised that unity in town has not been provided before the CittaSlow introductions such as fisheries have been under control only after declaration of that projects and regulations has been accelerated as it is mentioned in previous chapter, however, sustainability was still a concern for future generation.

When the activities of the working groups have been subject to review, they announced their voice in town by giving seminars as well. For example, they were, of course, built after the CittaSlow idea but information meetings were held, tourism groups formed a separate union and set up their own working groups. Street sellers and women who do handicrafts also set up their own work groups to be united around the idea. “After the referendum another meeting was organized with a

delegation of 12 people from Seferihisar Municipality, and Cittaslow Executive Committee in Yücelen Hotel” the deputy mayor said (The deputy mayor, personal interview, 25<sup>th</sup> January 2015).

He explained that the representative of International Cittaslow Association in Turkey, and Seferihisar Mayor Tunç Soyer paid a visit to Akyaka to have a speech with the Akyaka Municipal Council and the Akyaka City Council. Members of the Gökova Culture and Arts Association also participated in the meeting (Hürriyet Daily News, 2011).

Issues of architectural configuration of the town, archaeological excavations, plans for protection and preservation of them, the education of the region’s children, service quality in tourism, cooperation with nongovernmental organizations, agricultural practices, the production and establishment of markets and efforts to explore the special cuisine unique to the region were in the agenda of the meeting and discussed so as to find ways for each of the subject (Hürriyet Daily News, 2011)

#### **4.5 Activities Arranged in Akyaka**

Conducted interviews revealed that from 2011 until the beginning of 2014 series of activities have been done in Akyaka to make it a Slow City. As the owner of the hotel mentioned, after Akyaka was considered suitable for the criteria to be a slow city and accepted by the international organization, a number of meetings were held for the purpose of raising public awareness which we examined above. The aims of the meetings were to make presentations about concerning issues given below;

- What is City Slow Movement?
- How did it spread in the world and Turkey?
- What should we do as a community to become a part of it?
- How should we protect our natural environment?
- What actions should be taken by the public and the administrators?

Based on the results of the survey and the interviews it can be said that the meetings were influential on the public in terms of finding answers to such questions. Furthermore, as a candidate for becoming a Slow City, there were some activities to be performed by the local people as well which can be listed as follows:

- Encourage the use of cloth bags to reduce nylon bag usage
- Ensuring that garbage is decomposed to support recycling
- Determining waste collection time to eliminate or to minimize environmental pollution
- Increase domestic production and build local markets for local products to increase local economy
- Create different working groups and solidarity groups in order to minimize social problems and to provide solutions in the shortest period of time
- Place street electric poles underground to create a safe environment and minimize image pollution
- Implement new traffic applications and regulations in cooperation with the District Governor's Office, Provincial Traffic Commission and Ula Municipality in order to reduce traffic load also encourage pedestrian and bicycle transportation
- Determine walking routes in Akyaka, presentation of the area and printing related brochures in order to prioritize the biodiversity of the settlement's own biodiversity according to cooperation between Gökova Idealists' Association and a university in France.

As a result, the meetings resulted in the participation of the local people and the visions that “Respecting the Nature, Protecting the Architecture, Enhancing the Service Infrastructure, Sustainable and Alternative Tourism-Focused and People in Unity” was determined as well as the steps were taken in this direction.

“Akyaka municipality also prepared a strategic plan covering slow city process in town. The strategic Plan proposed the vision of becoming a town should include respecting the environment, preserving its unique architecture having a sound service

infrastructure, paying attention to the sustainable and alternative forms of tourism, the most importantly encouraging its residents to take part in its decision-making process”, as the municipality worker cited (The municipality worker, personal interview, 27<sup>th</sup> January, 2015)

In fact, a seemingly simple and easy implementation process ultimately turned out to be a great effort as explained by the Deputy Mayor. He elaborated on the collaborative work done by Governorship, Provincial Traffic Commission; Ula Municipality cooperated with the traffic issue. “We here, at the metropolitan municipality transportation coordination department, have studied with Atilim University, METU and traffic experts and came up with a scheme and prepared a program” (The deputy mayor, personal interview, 25<sup>th</sup> January 2015).

Deputy Mayor added to his words that “You cannot drive to the seaside anywhere in the world. This actually changes your perception of the tourism. You come to the sea by car, by seeing no streets no houses, doing no shopping from the market. This does not support the economy of the city either. For example, in Portofino in Italy, they had a 4-hour service between 10 A.M. and 2 A.M. meanwhile, the shuttles travelled all over the place to meet the needs of everybody and nobody enters to the town by car after 2 o’clock. And people are actually being encouraged to walk. I think Akyaka is a beautiful paradise, not a human paradise, but a tourist heaven. People walk in the streets so they can see people living in their homes. They do not have this architecture in many places in Turkey, actually nowhere. When they do shopping, they see the sincerity of Aegean people as well (The deputy mayor, personal interview, 25<sup>th</sup> January 2015).

He continued that “Plus, the bike route is planned. You can make a bicycle station here, you register with your bike, get a card, take your bicycle, go back and forth. We are planning to make such a card bike system. Apart from this, there are a few commercial streets, which are already closed to the traffic and some of the landscape works, so this place actually needs some makeup (The deputy mayor, personal interview, 25<sup>th</sup> January 2015).



As we understand from the interviews, there are attempts for the integration of the Slow City idea with the betterness of the town with collaborative works of people, especially the local people. However, these efforts stayed at the local people and voluntary people level and did not reach to the authentic local people adequately. To support this statement, we observed the problems under four subtitles: Problem 1- Lack of Public Interest Problem 2- Marketing the city with globalization effect of “city branding”, Problem 3- Becoming an attraction centre with the contribution of tourism and Problem 4- Effects of political changes on CittaSlow perception.

#### **4.6 Problems Experienced during the Process in Akyaka**

According to the evaluations of the "Slow City" activities which started in 2011, there is a debate about whether Akyaka is successfully performing its' tasks to be a slow city or not. In fact, the steps towards becoming Slow City has been taken by the town which led Akyaka to introduce itself as a tourism attraction centre to the residents of the surrounding provinces that become aware of its natural beauties. On account of that, steps taken in order to fulfil Akyaka's vision to become a Slow, create its own brand and became a centre of attraction affected the process of becoming a slow city. These problems along with the concepts of city branding and Cittaslow will also be discussed here.

In Akyaka, the initiative towards becoming a Slow City has enjoyed a wide public support, as manifested in the 95 % “YES” votes in the referendum. It is obvious that local people played an important role in ensuring that the slow city movement can be maintained and sustained more with eligible, intellectual, local people, rather than authentic local people. The extent by which the authentic local people who support the movement in the referendum are aware of the Slow City ideals and the amount of the information they have about the concept were among the findings of this study.

In terms of tourism the town has been promoted as CittaSlow and its effects. According to the hotel owner this situation is considered positive, of course, because it contributes to the tourism sector in the region and increases the income of the

dwellers. However, according to a butcher in town, the demand for the area is unfavourable because the borders are limited; facilities are not adequate to overcome the burden. Hence, it affects the character of Slow City in a negative way. Therefore, we encountered two different approaches to the issue and examined both sides carefully to address the issue from a correct angle (The butcher, personal interview, 29<sup>th</sup> January, 2015)

In addition to awareness of people and tourism sector, there is also a debate in the administrative aspect of Slow City activities in Akyaka. After the local elections held in 2014, the town also had acute changes in its political status. Akyaka's territorial subdivision has been downgraded from municipality status into a neighbourhood of Ula Municipality. Being a neighbourhood made inhabitants of the region curious about the future of Slow City Movement and how it will be affected from the municipality law amendments. A separate chapter has thus been allocated to explore the effects of possible political changes at the settlement on the slow city process in details.

To sum up, although the CittaSlow trend has begun as a positive movement for the improvement of the area, it is still facing some obstacles in the process. The process that started as a local movement was negatively affected by the impact of globalization and branding along with tourism on a large scale. The public consciousness is insufficient in size and is being influenced by communal and social changes. Furthermore, constitutional and political alterations in the region have had a negative impact on the slow city trend. That is why the Slow City Implementation Process has run into several unfavourable consequences.

#### **4.6.1 Problem 1- Lack of Public Interest in Akyaka**

The attainment of the desired success of the Slow City Movement is directly proportional to the mentality of the people living in that settlement. If the people do not support the movement and do not adjust their daily life style according to it, keeping the slow movement settlement is difficult. Moreover, no matter how much

regulation the administrators introduce or efforts an isolated group of intellectuals make to fulfil the movement, if the residents do not support it, unsuccessful results are inevitable. For this reason, the success rate of the process of being a Slow City in Akyaka should be evaluated in relation to the awareness of the people in depth.

At the beginning of the process of Akyaka becoming a CittaSlow, a referendum was organized and 95% positive answers of city dwellers contributed to the result, as has already been mentioned before. However, it is vital to know how people living in that area are well informed about the concept of Slow City and how conscientiously they said "yes" in the referendum. "There was not much for the authentic local people here so they did not vote in referendum" appraised a municipality worker. He said "A certain mass of people simply wanted to have a place not to be disturbed by people, who did not have music after a certain hour, the tourists were not shouting, that there was not a lot of exhaust fumes that they could walk in the streets, where the cyclists were touring. The restaurant owner stated that the referendum was completed with people coming from outside of the settlement because people living in there did not think that they would participate in such a thing" (The municipality worker, personal interview, 27<sup>th</sup> January 2015)

In this context, it was understood that the authentic local people knew the issue of the referendum but did not fully adopt it. In relation with this subject, people sitting at the coffee houses were asked about where they heard the slow city from and from whom. They indicated that the mayor organized a conference in which they listened to the idea presented to them but did not have more detailed information. They just knew what slow city is. This indicates that seven main policies were not introduced properly.

For example, the butcher explained the slow city project from the point of his perspective and how the measures were taken against noise pollution in Akyaka. Reduction of visual pollution, traffic noise and reduction of public light pollution has been evaluated by him as: "We do not know whether the implications came from the

governorship or district governor but there were so much noise before” (The butcher, personal interview, 29<sup>th</sup> January 2015)

One could understand this statement as the Energy and Environmental Policies of Slow City movement however; the municipal worker provided a different interpretation of the noise control work: “I do not know how much information you have about municipalities and local administrations, but governors and municipalities determine these in all touristic places or non-tourist places by municipal council decisions. So, it is not something to do with the Slow City. So if you go to Marmaris and Bodrum, the municipal councils there, also organize regulations according to the conditions. For example, there will be music in Bodrum until late hours. According to the decisions of the municipal council of Bodrum, you cannot turn off places around 12 o'clock because people are already having fun and going there for this purpose. Akyaka is not a place that needs much fun. If people here want entertainment, they go to bars in Marmaris. These decisions are not really related to City Slow; they are mental arrangements. Of course, it is very difficult for the volunteers to compensate for certain folkloric things. But the people who asked for the things that I thought first came to the referendum and said ‘yes’ and a process started. The application was made, but it did not proceed. I mean, I did not see a concrete physical work” added the municipality worker (The municipality worker, personal interview, 27<sup>th</sup> January, 2015).

It can be understood that the Slow City Movement, which should be considered as a social movement in order to reach success, has been insufficiently implemented in Akyaka in terms of raising public awareness. During the interviews, as the deputy mayor also agreed, the referendum organized for people who were either not-fully informed or totally ignorant about the topic. According to him, municipality cannot achieve any success with an imposition. People must be willing to take an action. For this reason, it is important to raise awareness among people and provide incentives related to the subject (The deputy mayor, personal interview, 25<sup>th</sup> January 2015).

He also stated that people do not look at the action positively because they mistakenly believed the Slow City criteria were wrong. Some of the misconceptions of people are given below:

- Slow city movement will stop the life in the settlement, young population will leave the region and the settlements become an area for retired people.
- Slow city movement will create financial difficulty. Particularly hostels and hotel owners are worried that their business will be downsized.
- In the case of slow city, there is a thought that the music will be cut off at 12 o'clock and some bar owners think that the life will end in town.
- Local tradesmen think that the nets will not work and they will continue to use the bags.
- It is thought that restaurant owners have difficulty in making local products and the idea of bringing local products to the foreground with Slow City movement is not known by everybody.

The above-mentioned thoughts are evidence that people have misunderstood slow city movement with misinterpretations and without adequate knowledge. Contrary to these considerations, all these and other negative thoughts can be removed with the sufficient and effective awareness of the local people. At this point, it is very important that local people should know that the slow city movement will not negatively affect their living standards and life satisfaction aiming rather than the other way around.

To conclude, even though Akyaka has started with the referendum process organized by a democratic way for the process of being a slow city, the authentic local people should have been informed and much conscious about the Slow City concept before the referendum was held. In other words, the volunteer group who knew the advantages and disadvantages of the movement of becoming a slow city should have informed the authentic local people with activities in a sufficient way and then a referendum should have been taken. In this way referendum would have resulted in a democratic process. The lack of public interest is a blow to democracy.

#### **4.6.2 Problem 2-Globalisation and its effects on “City branding” and “Marketing”**

The city branding involves primarily efforts to increase the attractiveness of the city, to introduce historical and touristic places, and to announce local products and services. In parallel with these studies, the quality of life in the city is being changed, urban planning is carried out and the city's landscape is starting to be modified in order to affect people in a positive way with the efforts of creating publicity and brand image. (Winfield, 2005)

The "Slow City" movement that emerged in order to improve the quality of life in the cities constitutes the brand image of the settlement as well. For this reason, increasing the quality of life in the settlement gives priority to local marketing, so it is revealed that Slow City and city branding are contradictory concepts. At this point, branding in Slow Cities becomes a problem (Winfield, 2005). In order to understand the concept better, firstly the concept of branding and its positive effects will be discussed and then the concepts of branding and city slow were evaluated and it will be shown how these approaches could affect the slow cities in a negative way.

Today, there is a great competition between products and brands. Increase in difficult competition conditions lead firms to make different applications and generate more time and higher cost for marketing activities. The race in marketing does not only constitute concrete products. Services, ideas, people and places are among the issues as well. From this point of view, it could be clearly seen that cities are subject to marketing (Akçi & Uluşık, 2016: 355-371). In other words, physical and cultural values belonging to cities are exposed to the marketing like the products and services created by institutions, cities and countries today (Gençer, 2015: 539-553).

As cities are subject to marketing, this idea could be seen as a target-oriented approach to the development and marketing of a city. The purpose of marketing here is to increase the quality of life which is a CittaSlow principle as well, and to make the city more attractive than rivals. This is right the opposite of what CittaSlow

principles suggest instead of being slow (Özgüner ve Uçar, 2015 as cited in Gençer, 2015: 539-553). In this context, according to Polat (n.d), some initiatives are taken for city marketing are as follows:

- Improvement of urban identity and image
- Protection and improvement of the important characteristic values of the city
- Increase in accessibility
- Introduction of city values
- Support city desirability
- Increase in the quality of life by making and providing better perception (as cited in Gençer, 2015: 539-553)

The urban identity, unique characteristic image of the city, protection and improvement of the city values may be integrated with the existing cultural structure that has been built naturally or made by human in the historical development of the city. Same as marketing strategies, CittaSlow criteria also give importance to initiatives mentioned above. However, generally, the features and special values belonging to the city are preceded in the city brand (Başpınar, 2015: 26-42). Therefore, creating "brand city" attracted more tourists, stimulated investments, convinced creative people to live in the city that can provide valuable contributions (Gençer, 2015: 539-553). Although this concept contrasts with slow movement, CittaSlow brand also contributes to the city makes it a tourist attraction place and triggers the investments.

The following elements are brought to the front to increase city reputation. In order to achieve this aim, the features that make the city different from others and add value to it primarily gain importance to attract more visitors to make people remember the distinctive features of the city and promote the city brand in total these features are:

- Tourism
- Local Government

- Cultural Heritage
- Natural Features
- Investment and Business
- Climate
- Local People
- Gastronomy
- Education, Art and Sport
- Infrastructure
- Transportation (Başpınar, 2014: 34-42)

If we evaluate the elements carefully, we see the common features of CittaSlow and City Branding given together. As a matter of fact, all these efforts of cities to become brands are primarily based on economic reasons. It is needless to say in order to encourage national and international capital investments, the cities deal with “image works” as a branding activity frequently in these days (Erdem & Işık, 2015). Thus, cities in the global world are considered and marketed as a product.

Among the elements in particular, the tourism sector gains great importance affecting the city’s economy, politics and culture all over the world. Countries make great brand and image studies in order to increase their tourism revenues and develop strategic marketing plans in their areas (Akçi & Uluişik, 2016: 355-371). One cannot deny that CittaSlow is counted as one of those marketing plans which accelerate the revenues in a positive way.

It is clear that the economic contribution of the "citybrand" as a result of intensive work and effort processes will be exceeded to benefit from it. Other benefits of being a brand city are listed by Erdem & Işık (2015):

- The number of visitors coming to the city and also the investment increase.
- Competitiveness of the city increases.
- City's recognition and prestige increase.
- Business and investment can be attracted from competing cities.



- New export opportunities arise.
- Efforts and advertising expenditures and activities to increase the city's attraction can be reduced.
- Sustaining and developing existing jobs become easier.
- Negativity of the population increase can be minimized.
- Small businesses in the city can grow, its profitability and numbers can be increased

According to the evaluation of the benefits and the opportunities achieved by the branding, it is seen that the city branding and city marketing issues are related to each other. Cause and effect relationship between the concepts of city marketing and city branding are inevitable. Therefore, it is obvious that city branding will not be in the places where there is no city marketing (Başpınar, 2015: 32). Moreover, the city branding concept in the literature is regarded as a term that has similar meanings with the concepts of place marketing and place promotion (Akturan & Oğuztimur, 2016: 118).

In this respect, isolating the distinctive characteristics of the city for city branding show the marketable values of the city indeed. The similarity of cities with globalization has revealed the necessity of differentiation so that cities can beat the features of each other's. Therefore, the effort of differentiation by giving distinctive features prominence is important to make city image inviting and to increase city marketing activities.

Whether CittaSlow development is influential on the marketing of the city or not, and if it is effective, the relationship between the concepts of city branding and CittaSlow is positive or negative are the negotiable issues. The increased demand in Slow Cities has reached the dimensions that affect the concept of slow city negatively. The people who swarmed the settlements, where there is an effort to provide calmness and sustainability, took place in slow city movement can actually create more risk since people are conscious about sustainability which will be proved in the “increasing demand for tourism section” in details.

According to the Slow City movement, as it is mentioned in slow movement manifesto, the consumption should be reduced and the production should be increased in settlements (“The Slow Food Companion”, 2005). At this point, it can be said that the concept of slow city and city branding conflict with each other because slow movement action is becoming a centre of attraction after some time. Therefore, the consumption automatically increases. However, it depends on the town if there are enough fertile lands to produce crops to increase the productions.

If Akyaka is examined under the lights of city branding topic, the concept of Slow City already aims to provide an environment in which local values, local products are preserved, historical, cultural and environmental values can be sustained. In Akyaka the most promoted value can be counted as the tourism including local tastes, historical, cultural values since 484-405 B.C and environmental values from biodiversity of the region to natural sports facilities.

According to the evaluation of the features included in the city branding topic, these features distinguish the settlement from others and create the brand of the region and this exactly is being done by the local people to be accredited by the Slow City Council for Akyaka as well. For this reason, it is seen that the best way to present the environmental features, natural resources, architectural structures, cultural values, regional foods and local lifestyles of its own characteristics will be its own brand for a city (Başpınar, 2015: 32).

When this explanation evaluated with regard to CittaSlow, local values are different and prominent characteristics of the settlement in comparison with others form the marketing value of the settlement. Therefore, the regional and local characteristics are the most important factors which are causing the increase in demand for Slow Cities.

Cittaslow cities are becoming a centre of attraction for the people who especially live in big cities. The fact that Slow City with its own unique feature of becoming a centre of attraction suggests that the cities are members of the CittaSlow Network are

becoming a brand. In other words, with the increase in the familiarity of the cities including CittaSlow Network, there is a growing demand, a positive image and become a focus of interest for them.

According to Pajo, the major factor in turning into a focus of interest is that people living in the big cities desire to walk away the stress of daily life, the traffic, the noise, the consumption of fast food etc. and yearn for nature environment (2017: 460-475). In contrast to the big cities, slow cities provide the way of life that people are longing for by virtue of trying to protect the natural environment, being against the rapid urbanization and staying away from the crowd and keeping calm.

Same as in Akyaka the more visitors are being attracted by the natural beauty of the region the more people get to know about it especially after approval of the second slow city of Turkey. We can say that the city brand is a concept based on being more “marketable” like in Akyaka and a clear-cut phenomenon surfaced after long-term studies and efforts of either municipalities or a group of voluntary people (Başpınar, 2015: 32).

**Table 4. 2. Factors Affecting City Image** (Source: Pajo, 2017: 465-466)

<b>CITYBRANDING FACTOR</b>	<b>ATTRACTIVITY OF AKYAKA</b>
<b>Tourism</b>	Sea/Sand/Sun Tourism, Beach with blue flag, Festival/Fair
<b>Natural Environment</b>	Pure Nature
<b>Cultural Heritage</b>	Historical Buildings, Close to Ancient City
<b>Gastronomy</b>	Local Foods, Restaurant
<b>Education, Art and Sport</b>	Water and Nature Sports
<b>Infrastructure</b>	Unique Architecture, Village Market
<b>Local People</b>	Security, Hospitality, Medical Service
<b>Investment and Business</b>	Hotel/hostel
<b>Transportation</b>	Renting a Car, Travel Agents, Daytrips, Accessibility, Bus Terminal, Close to Airport

Taking into account the factors affecting the city brand included in the title of city branding, the services and opportunities presented to visitors in Akyaka are given in table as factors that affect the attraction of the area as a whole. As it is seen in the table that, Akyaka, considering its' sea-sand-sun tourism natural sports, the clean nature, historical and cultural structures, the local markets as well as the villagers markets served by the hospitable people and the existence of organized festivals, can be considered as important CittaSlow brand. In addition to these, the region is accessible and enjoys a multi modal transportation. The variety of travel agencies operating in the region is among the factors that support the brand as well.

However, the question of whether the city branding issue is slowing Akyaka down or not is a big controversial issue. Apparently, branding itself triggers the tourism in a positive way so that Akyaka becomes a centre of attraction. On the other hand, tourism causes some negative impact in the region in terms of overpopulation, over pollution and extinction of bio-diversity feature of the area due to the fact that people destroy the environment. One should think again about the effects of city branding in all its aspects when it comes to CittaSlow movement.

#### **4.6.3 Problem 3- CittaSlow and Increasing Tourism Demand in Akyaka**

Tourism is an important aspect of describing the city identity although it is a sector dominated almost exclusively by private sector around the world. The correct identification of the services and their target audiences may vary from local people to tourists. The co-operation between public and the private sector mainly goes hand in hand to display a good practice of them. However, the infrastructure that the private sector cannot provide and the necessary infrastructure for tourism can only be actualized by central authorities and local governments (Dede & Güremen, 2010: 48).

Municipalities, in Turkey, were given importance to legal tasks in order to ensure local development and sustainable development of the region within the administrative boundaries. Therefore, they pay attention to three important elements

to be considered in the development processes of cities or regions (Zengin et al., 2014: 107). These included and still being considered as: 1- describing the city identity, 2- correct identification of the service area and target audience, 3- establishing a cooperative mentality of strategy determination and displaying examples of good practice.

Thus, all duties and responsibilities of municipalities may be collected under a close relationship with tourism. In other words, municipalities stand out not only for the people of the region but also for the tourists who visit the region. They are regarded as important institutions that can adopt tourism for local people and professional associations and receive their support.

By the same token, it is emphasized that local administrations are more prepared than implementers of plans and policies for the conservation and optimal use of regional tourism resources (Baş et al., 2007: 1-12). Jeffries (2001: 47) states that local governments are institutions that can provide the right support for the benefits of tourism policies to be applied in their regions.

In Turkey, it can be said that the participation of municipalities in tourism activities by the Municipal Law No. 5393 and Local Government associations Law No. 5355 has become a necessity in terms of implementations. According to the 14 substance of law, (“Belediye Kanunu”, 2005) municipalities have to play an important role in many areas related directly to tourism such as accommodation, recreation, cleaning, environmental protection, and promotion (Doğan & Morkoç, 2015).

In particular, the interaction between visitors and municipalities is more important in the areas of accommodation, food and beverage, transportation, and recreation in the areas of beach, coast and day; drinking water, infrastructure and upper building services (Doğan & Morkoç, 2015).

Despite these differences, Dede & Güremen (2010) stated that it is possible to make generalizations about some tasks. These are listed to play a strategic and action-full

role in providing a quality physical environment, which is also a criterion of Slow City, to create links between various services and policies that lead to identifying the time, needs and deficiencies of the region, society, and the environment, so as to ensure that they are met. These are also overlapping with Slow City criteria.

Keskin (2016) examined the role of local governments in local development through the example of tourism and emphasized that local governments need to have an understanding of tourism as well as classical municipal services. Those can be counted as the criterion of environmental policies of City Slow as well. For example, supply of clean drinking water, disposal of waste water, collection of garbage, recycling, construction and repair of roads, street lighting.

Although slow city approach started with support of development and local sustainability, today the concept is regarded as part of the tourism sector highly. With the widespread slow city movement, the natural, historical and cultural characteristics of the regions have been introduced, and it has been claimed that the region can become a tourism centre by maintenance of the place with its existing potential as it is mentioned in details in “city branding” section. These cities are seen as attractive areas for tourists who want to relax in a quieter, natural environment, and they are being visited as evidence of becoming of tourist centres within slow city notion (Ünal, 2016: 15-20).

When Akyaka is evaluated as Slow City in terms of tourism sector; it can be said that it passes as a developed area that constitutes the settlement brand and supports the tourism potential in the region. In other words, the natural, environmental and cultural values of the region are supporting the tourism industry visibly.

In Akyaka 60% of the district’s GDP is linked to tourism and recreation. These sections employ around 500 people. There are approximately 170 small businesses, cafes, restaurants and hotels in Akyaka which are engaged in tourism (Bann & Başak, 2011).

The combination of Akyaka's natural environments and local features with its slow city identity generates the brand of the settlement as it is mentioned previously. As the number of visitors in Akyaka increases, thus, the area becomes important. Beyond having local and natural characteristics and becoming a centre of attraction; declaration of Akyaka as a slow city also caused increasing demand in advertising and sustaining of the settlement (The employee in the municipality, personal interview, 15<sup>th</sup> May,2019).

Amir Çiçek, the governor of Muğla, who served between the years of 2014-2017, claimed in a newspaper statement that “Akyaka has become the first choice of the local tourists especially since its slow city concept has started in 2010” (“Sakin kent" Akyaka'ya yerli turist akını”, 2017).

The increasing number of visitors in Akyaka has led to the establishment of a beach with blue flag and natural environment which is also in line with “sea-sand-sun” tourism. In addition to this, in the report of the "Southern Aegean Region Tourism Strategy Document" prepared by the Southern Aegean Development Agency (GEKA), it is mentioned that the district of Ula is more close to Marmaris and to the transportation networks, so that Akyaka region may develop with important tourism destinations of the province (GEKA, 2009: 65-128).

Natural environment and local characteristics of Akyaka provide a place where people may consider it as a unique destination. Beyond the advertisement of Akyaka as a Slow City, the existing tourism potential of the area also increases the preference of the area by people from other settlements says former Mugla Governor Cicek. (“Sakin kent Akyaka'ya yerli turist akını”, 2017).

When visiting times and visitor movements in Akyaka are determined, it is observed that people visit here especially on weekdays for one day; Çiçek says and adds “it is because they think that life in Akyaka is natural, sincere and easy to live.” During these visits, they visit the local markets, buy local products from local people, and are happy with their sincere and friendly approach and hospitality. When they buy

local product at local markets, they make an economic contribution as well. The people of Akyaka are pleased with that and want to sell more. The increase in the number of visitors and the increase in the income of the local people result in desire for more visitors.

Akyaka is in the region of Gökova Bay in which the rich fauna and bio-diversity exists, unfortunately, not a fertile place to meet the food demands of settlers in the area. The authentic local people mostly sell the products in local market that are coming outside of the region. The people of Akyaka have no contribution into agricultural activities in the area which is one of the Slow City criteria that people should produce. Yet the city still attracts the visitors who are willing to shop in the market (The employee in the municipality, personal interview, 15<sup>th</sup> May, 2019).

Visitors also enjoy opportunities for hiking, canoeing, climbing and wind surfing in the nature as well. In the GEKA report, it has been identified as a strategy to promote sports tourism in Akyaka due to the existence of nature sports facilities (GEKA, 2009: 65-128). Day trips are not only to take a vacation in Akyaka, but also provide a chance to have information about biodiversity in the Gulf of Gokova. Moreover, apart from daily and weekend activities, former Mugla Governor Cicek refers to the special days and holidays which are also indispensable to indigenous tourists in Akyaka.

To recapitulate, it can be said that being a Slow City attracts the attention of non-Akyaka residents profoundly. It also increases the tendency of the area to be tranquil and more natural than other settlements. This situation causes Akyaka to become a tourism centre.

However, in Akyaka, while slow city identity gives importance to the sustainability of the present situation and the protection of the environment, being a tourism centre can simultaneously threaten its natural beauties. Because, as Ünal points out, in the regions, existing natural environment has become structured over time (2016: 20). The reason for this is that it is always preferable to make some changes on the



natural environment in order to meet expectations of visitors. These changes might be detrimental to the natural environment.

There is an increase in demand in Akyaka which is understood with the explanation of the former Mugla Governor Çiçek that "It is impossible to find vacant places during the holidays in Akyaka where there is a bed capacity for 3 thousand persons. The tent service for 500 persons held in addition to the hotel / boarding services are usually completely filled up" ("Sakin kent" Akyaka'ya yerli turist akını", 2017).

It is stated by the local people that tourists are coming to Akyaka at 6 o'clock in the morning at the weekend, to find a place on Paradise Beach, however after 11 o'clock, it is impossible to find a place and shop owners feel content about this high demand. The lack of meeting the increasing needs in the settlement, which is subject matter in the newspapers, can instigate construction activities within the natural environment in order to meet all expectations in Akyaka (People in the coffeehouse, personal interview, 29<sup>th</sup> January, 2015).

Becoming an attraction centre in terms of tourism provides a positive economic contribution to the area. However, the situation is not always so. The intense concentration of the coming tourists transforms slow settlements into crowded environments like metropolitan cities. For example, during Ramadan festival in 2015, 25000 vehicles entered Akyaka on the first day of it. Considering Akyaka's population of 3010 people, it is a huge number of people entering the town but vehicles created a huge traffic congestion in addition to the lack of parking lots in the settlement (The employee in the municipality, personal interview, 29<sup>th</sup> September, 2016).



**Figure 4. 13. Traffic during feast time in Akyaka in 2016** (Source: “Sakin Kent Akyaka’da trafik çilesi”, 2016)

The second problem that arises due to a high number of visitors is that environmental pollution. Visitors deteriorated the slow city environment with their trashes (“Akyaka’nin Bayramlik Halleri”, 2017). During face to face interviews, participants complained about how visitors keep their garbage in place, throw them around, and cause environmental pollution.

Mufit Bayram, Mugla Metropolitan Municipality Deputy Secretary General, along with the deputy mayor draws attention to the feast crowd that lived in 2016 in Akyaka. They said that vehicles could not enter Akyaka; and the entered ones could not find a place to park. People sat down wherever they found. The sea became invisible from the crowd of people. The number of hotels to accommodate such crowd was not enough, thus, people stayed out in the tents and in the cars. The scenery at the end of the feast was unbelievable (Müfit Bayram, personal interview, 2<sup>nd</sup> of July 2018).



**Figure 4. 14. People in Akyaka during 2016 feast** (Source: “Sakin Kent Akyaka'da trafik çilesi”, 2016)



**Figure 4. 15. People in Akyaka during feast time in 2016** (Source: “Sakin Kent Akyaka'da trafik çilesi”, 2016)

In addition to causing this kind of turmoil, the visitors inevitably harm the natural environment as well. The event of breaking a tree near the Akyaka Azmak River has been featured in the news. This news shows that visitors have not enough awareness and consciousness about viability and sustainability of the environment.

For this reason, the sustainability of the CittaSlow activities of the settlement is endangered even if it is contributing to economic activities in the region. Decrease in slowness means both the loss of charm in these areas and the failure in some of the criteria. To sum up, daily excess visitors cause certain problems.



**Figure 4. 16. Harm to the environment by the River Azmak** (Source: “Akyaka Azmakta tahribat devam ediyor, 2017)

It is essential that the concept of ecotourism is modified globally. By redefining the concept of pleasure taken from the overconsumption in luxury hotels, with unlimited eating and drinking forms, useless animations, and fun-oriented vacations and redirecting it to the pleasures taken from the natural beauty of the regions. However, Akyaka is under threat of losing its natural beauty with the effects of CittaSlow branding which has led to fast growing mass tourism. This causes slow city to remain only on paper, not in practice (“Çevreci tatil anlayışı: Eko-turizm”, 2014).

As mentioned above, the results of the changes in the concept of holiday and religious holidays such as Ramadan and Sacrifice feasts in Turkey, coincide with the summer months and people with holiday purposes visit the region and have a large tourist density in these certain dates.

Municipalities, apart from having important roles in terms of local development and tourism, they have another important role within the scope of this study. It is concerned with the slow cities chosen as the practice area of the study because the municipalities, especially the mayors are directly involved in the implementation of the facilities and actualization of the sustainability in the cities. (Çıtak, 2016: 2699).

To reconstruct a place which is socially recognized with its re-designing is the aim of the slow city movement and requires continuity. The continuity is not only needed in the city but also needed at the municipality level as well. The drawbacks of the change of the municipal administration may cut this continuous process. There is an example of the action not being pursued by the next municipal administration anymore because they want to finish the slow city process, like in Ludlow which is the first Slow City in England (Çıtak, 2016: 2699).

There is a possibility of change in the policies by the senior mayors of the local governments in Turkey because local elections are held in every five-year time and the political parties and their representatives may change. For example, in March 2014 local elections, six municipalities' mayors changed except Seferihisar and Taraklı. Akyaka municipality was shut down. Three of the existing mayors were not be able to be candidates again. Three of the mayors lost the elections in their election areas. Another example is that under the current municipal administration in the Yenipazar district of Aydın, the senior president has decided to discontinue the works of the former president about preserving the cultural heritage (Çıtak, 2016: 2699).

Therefore, in the light of these examples, opinions were exchanged with the local people and the officials of the public institutions in Akyaka. The common response from the majority of the population has generally been that the slippery political environment in Turkey may create an ambiguity on preceding the slow city idea in current cities and a potential obstacle for forthcoming local administrators if they do not know about the concept. As a result of the local elections in the region and other general elections, some politicians make promises for industrial development instead of slow cities, creating instability on the phenomenon of slow cities (“Yavaş Kent (Cittaslow) Hareketi Ve”, 2017)

Political changes might reconsider Akyaka's position in terms of tourism, leading to the domination of the market values. If Slow City is used as marketing strategies by both place owners and the administrators it might have inevitable negative

consequences rather than benefits. When the aim is to increase the quality of urban people's life, to make the cities sustainable and liveable and to preserve the local values with in the CittaSlow criteria, the idea is becoming shaded in terms of maintaining these cities as an alternative and sustainable tourism centres which brings vitality of the emerging tourism market.

As a conclusion, we could cite that Cittáslow is on the agenda of cities as a reaction to the global system, and it is evaluated as a part of the global system functions as a marketing strategy for the city. These cities are rapidly promoted, branded and localized by the administrators as a tourist attraction centres under the name of slow movement (Akman et al, 2013 as cited in Sipahi, 2016: 796-797).

## CHAPTER 5

### **PROBLEM 4- PRACTICES OF CENTRAL GOVERNMENT: DISREGARDING DEMOCRACY IN GENERAL AND LOCAL DEMOCRACY IN PARTICULAR**

With the Law No. 6360, an attempt has been made to give a new dimension to the understanding of metropolitanism. This new understanding has extensively affected the whole concept of city, and in most cases, the service distributions have been drawn towards the centre. Reverberations are not limited to service distribution only; it has had consequences in many areas such as decentralization, locality, decision-making budget allocation and representation of the people. With the law 6360, the central government has closed many municipalities by changing their status and transformed many villages into neighbourhoods. In other words, it envisaged to connect the town to a district which is further away and to give the village more legal power. At this point, we will examine what the Central Administration is trying to do with law no. 6360 which is a pillar of this practice and the other aspects constitutes the practices that the state tries to do with the 6360 after the status changes, such as applications of turning the 1st degree protected areas into third degree sites in Gökova Gulf or converting an olive grove into a barn via privatization.

#### **5.1. The Municipal Law No.6360**

With the declaration of the Municipal Law No.6360 on “The Establishment of Fourteen Metropolitan Municipalities and Twenty-Seven Districts and Amendments at Certain Law and Decree Laws” the Metropolitan Municipality concept is altered considerably in Turkey. Law No.6360 changed Turkish metropolitan municipality system in terms of the presentation of administration, finance, politics and public

services. These changes had a fundamental impact on local and central governments (Yavuzçehre, 2016: 291)

Local governments are social institutions which provide basic public services to the people of the region in order to meet the needs of the place. At the end of 1983 a new ruling system in Turkey introduced a different management philosophy, which was comprised of liberalization, private property and democratization principles. Government promised significant legal changes to actualize these ideals. Thus, the strength of the central tendencies and local governments are strengthened (Ersoy, 1992). As a result of these reforms, the central government has no longer been the only actor in the development of a region, but that local governments are at the forefront of new actors (Henden & Henden, 2005:50).

Local government units in Turkey can be defined as Special Provincial Administrations, Municipalities (Metropolitan City and District Municipalities) and Village Administrations. The common feature of all local government divisions is that they are always involved in the region, and all decisions and actions taken are based on where they are located (Dede & Güremen, 2010: 48). The primary aim of the local governments is to let the locals raise their voice within the decision-making process and be familiar with the duties of the administrators. (Şahin & Işık, 2011). The 1982 constitution in article 127 mentions that local administrations are for local and common needs of the people (Gezgüç, Aldemir & Uzun, 2015)

Delivery of services within the borders and increasing urbanization tendency, which was continued by 1950's, caused problems within the cities and the municipalities in Turkey. Law No: 3030 had any scale and population enhancing precautions. Therefore, a new law, which ensured the rescaling of the cities overloading with increasing population, had to be introduced. Law No: 5216 enhanced the borders of 16 municipalities so that the administrable distribution of services became possible in those municipalities (Gezgüç, Aldemir & Uzun, 2015).



**Table 5. 1. Local Administrative Legal Regulations** (Source: Retrieved and adapted from Değişen Kent Yönetimi ve 6360 Sayılı Büyükşehir Yasası, Analiz, SETA Yayınları, Sayı 101, Sayfa: 9)

<b>LOCAL ADMINISTRATIVE LEGAL REGULATIONS</b>		
<b>1984</b>	<b>2003</b>	<b>2004</b>
<b>Law No. 3030</b> Metropolitan Municipal Management Law	<b>Law Bill about</b> Basic Principles of Public Administration and Reconfiguration of it	<b>Law No. 5216</b> Metropolitan Municipality Law
<b>2005</b>	<b>2005</b>	<b>2012</b>
<b>Law No. 5393</b> Municipal Law	<b>Law No. 5302</b> Provincial Special Administrations Law	<b>Law No. 6360</b> Some Laws and Law Decree about Alteration Concerning the Implementation of Establishment in Thirteen Metropolitan Municipality and Twenty Six Districts

The Municipal Law No: 6360 is the last version of enhancing the metropolitan municipalities' borders so that the whole city administration approach, within the borders of the city, is accepted. To make it clear, a two-stage metropolitan management system has been introduced for the first time in local governments' history in Turkey (Gezgüç, Aldemir & Uzun, 2015).

On the 6<sup>th</sup> of December 2012, the new Municipal Law No. 6360 was published in the Official Gazette regarding "Establishment of Metropolitan Municipality in 13 cities (Aydın, Balıkesir, Denizli, Hatay, Malatya, Manisa, Kahramanmaraş, Mardin, Tekirdağ, Trabzon, Şanlıurfa and Van, later the Ordu province has been included as well) and Establishment of 26 Districts". With this new amendment 14 new (Including Ordu) metropolitan cities are added into current 16 provinces and, the

boundaries of metropolitan municipalities are extended to the provincial borders (Ersoy, 2013).

When the Metropolitan Municipalities Law No. 5216 entered into force on 10.7.2004 (Provisional Article 2), the boundaries of the metropolitan municipalities had a radius of 20 km to 50 km in proportion to their population size. With the amendments numbered 6360, the boundaries of 29 metropolitan municipalities coincide with the provincial borders and the legal personality of the special provincial administrations in these provinces was terminated. Thus, for the first time in the history of the Turkish Republic, in 2004, the scope of the extension of the metropolitan municipal boundaries, which are valid only for Istanbul and Kocaeli provinces, has been expanded to the provincial borders. (Ersoy, 2013)

Differences are also seen in the local electoral system. Within the borders of newly declared metropolitan cities, citizens were given the chance to vote for the metropolitan municipalities. That's exactly what caused the debates after the proclaiming of the new law because approximately 77% of Turkey's population and around 51% of the surface area of it would be managed by this new law (Çelikyay, 2014: 14).

As Elvan et al, (2005:11) points out; there are three factors which are quite important in this change in local and central administrations. These are i-) transfer of authority from higher to lower level in hierarchical structures, ii-) transfer of authority from central to provincial or the width of authority and iii-) transfer of authority from central to provincial administration to local administrations or decentralization.

By Law no. 6360, the authority of the local governments converted into municipalities and the mukhtars, who are the smallest constituents of the city governing system in Turkey, are seen to have lost most of their previously owned powers with this new law. Akyaka also became a neighbourhood after Mugla was declared a metropolitan municipality and a mukhtar named Feridun Ozsoy who was elected for the town (“Bu muhtar çok farklı”, 2018).

The first loss the mukhtars encountered was about the budgets. The budget of the villages with the new law has been allocated by the initiative of the metropolitan municipality and the mukhtars' influences in the local authorities have been weakened by not being effective in their areas anymore (“Yerel Yönetimlerin Yeniden Ölçeklendirilmesi”, 2016).

Two different types of municipal method were adopted by this law: 1- In provinces, which have been designated as metropolitan municipality, the smaller municipalities were transformed into neighbourhood, 2- In provinces, which were not a metropolitan municipality, the municipalities closed down if the population was below 2000 and they got downgraded into villages (Çelikyay, 2014: 14).

This new law abolished the legal status of the villages, and included them in metropolitan municipalities. Forest villages within the borders of the metropolitan cities were also abolished and in return a neighbourhood district was established. Altogether, in 52 non-metropolitan areas, the legal personalities of the municipalities below 2,000 inhabitants were terminated (Çelikyay, 2014).

At this point it is worthy to note that Akyaka with its 3010 inhabitants (“Ula Nüfusu-Muğla”, 2018) lost its legal personality as a municipality and subsequently was downgraded into a neighbourhood status in accordance with the law No.6360. However, the law and its amendments seemed to have ignored the surplus population of the region during summer time caused by inbound visitors. Understandably, this exceeding number of people has had a negative impact on infrastructure within the fields of the tourism, health, industrial and commercial investments and created difficulties in areas such as the supply of water, thermal water, natural gas, electricity and construction of sewage system and roads.

Within the framework of the new regulations done in the law No.6360, 56 million people will be located in the municipal borders of the metropolitan cities. 29 special provincial administrations, 1591 municipalities, 16,082 legal entities of the villages have been closed down. Within the borders of Metropolitan, the villagers participate

in the district municipalities as the neighbourhood, the other municipalities whose legal entity terminated in other cities are converted into villages (Çelikyay, 2014).

To clarify, consider the following amendments which were introduced by Law No. 6360:

1. The provincial municipalities with total population of 750,000 and above has been converted into metropolitan municipalities (Demirkaya & Koç, 2017)
2. New metropolitan municipalities have been established on 13 provinces included Mugla province (Aydın, Balıkesir, Denizli, Hatay, Malatya, Manisa, Kahramanmaraş, Mardin, Mugla, Tekirdağ, Trabzon, Sanliurfa and Van later Ordu is added).
3. All metropolitan municipal borders have become provincial boundaries.
4. Special provincial administrations have been abolished in 30 provinces.
5. New districts are to be established.
6. The borders of all the district municipalities in the metropolitan cities become the border of civil administration.
7. All the district municipalities in these provinces have been abolished and converted into the municipality's neighbourhood.
8. All village governments in these provinces have been abolished and they have become the neighbourhood.
9. In cities outside the metropolitan municipalities, the municipalities with less than 2,000 inhabitants have been converted into the village.
10. In 30 provinces which in the border of civil administration, Investment Monitoring and Coordination Department have been established.
11. Central administration shares were rearranged (Çelikyay, 2014: 14).

The aim of these changes, which are closely related with the local development, is to maximize the social welfare, quality of life and local economy in the regions where local governments and people live with a sustainable understanding of economic growth. It is not enough for municipalities to carry out activities such as

environment, infrastructure, development, planning and supervision in order to bring the services to these levels. They are obliged to take significant actions to improve the overall living standards in their region as well.

In addition, it is important that municipalities act with an effective, efficient, participatory and autonomous management approaches. As Şenses (2004) emphasizes, municipalities in cooperation with local stakeholders, have to fulfil the important task of supporting local entrepreneurs, increasing labour quality, analysing the economic situation of the region and carrying out activities in the light of this knowledge.

They use public power in their own fields of mandate and authority and have an impact on economic, social, cultural and democratic mobility. Their authority makes it necessary for them to take an active role within the framework of local development approach (Kaya & Şentürk, 2007: 7; Sakınç, 2013:25).

The establishment of partnerships adapted by local stakeholders is important for the emergence of innovative approaches. In particular, the mayors can contribute to the process with their pioneering role as political leaders of their region. As Huntington pointed out (1993: 310), “Economic development makes democracy possible and political leadership makes it real”. This partnership was seen in CittaSlow movement between Seferihisar Municipality and Akyaka Municipality in 2011 where both their mayors contributed to the process by following the Slow City criteria and supervising one another in terms of full completion of criteria.

This requirement is also addressed in various official declarations (Rio -1992, İstanbul HABITAT II -1996 and Johannesburg - 2002). It is especially noted that local units can play a leading role in the implementation of sustainable development policies. The composition of action plans aimed at achieving a better environment and quality of life for local communities have started in order to enable sustainable development to be implemented at local level (Erzan et al., 2014: 290).

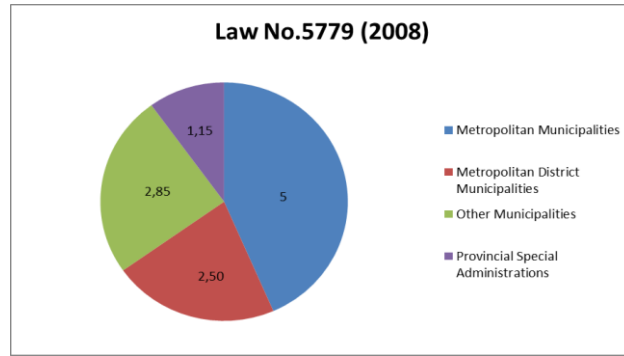
Kaya has noted the role of municipalities in sustainable development in physical, economic, social, political and cultural aspects (2005: 67). In this context, physical development is the best way of realizing the infrastructure, and planning and auditing activities needed by the city in order to realize local development. Economic development is the progress of the city economy, trade and employment areas and the increase in welfare in the life of the people whereas social development covers the facilities and activities required to increase the social welfare levels of local people. The concept of political development refers to the strengthening of the people and the development of democratic culture by giving all members of the city the opportunity to influence the decisions and participate in all the stages of the decision-making process as well as the implementation stages of local governments. Cultural development covers the rise of education levels in general for the development of urban life, the increase of cultural activities, the increase of individuals participating in them, and the preservation of cultural and natural assets (Kaya, 2005: 67).

With the new changes declared by Law No. 6360, in the provinces of the metropolitan cities, the Special Provincial Administrations along with the villagers who are receiving services from the Service Providing Villages, will not receive these services anymore. When a municipality is abolished, like in Akyaka, those places are converted into a city municipality's neighborhood (Ula district). Both the villagers and the neighborhoods are not the local government units anymore but they depend on district municipalities and metropolitan municipalities (“Yerel Yönetimlerin Yeniden Ölçeklendirilmesi”, 2016).

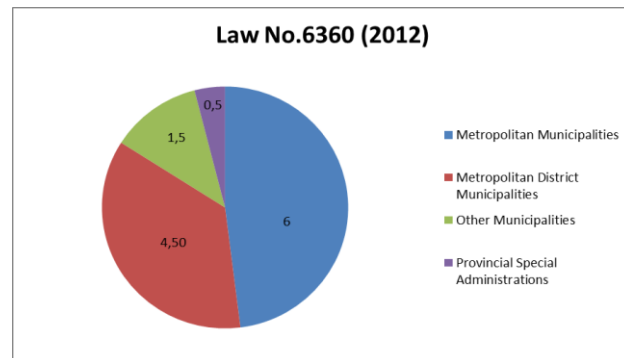
This is a problem with the Municipal Law No. 6360 the extension of the service area and the abolition of the legal entity of the settlements which are far away from the provincial and district focus can be one of the criticisms to be made on this law because it leads to the distribution problem of the financial structure.

The financial structure of the municipalities also changed by the Municipal Law No. 6360 in order to enable them to provide more effective services, the relative share of

the new municipalities in the total budget have increased. The new law brings the metropolitan model to 30 provinces, and as a result, the share of general budget tax revenues changed as well. We can see the proportion of shares in 2008 and 2012 with the graphics given below (Çelikyay, 2014: 14).



**Figure 5. 1. General Budget Tax Revenues Sharing Ratios (%) in Law No.5779**



**Figure 5. 2. General Budget Tax Revenues Sharing Ratios (%) in Law No.6360** (Source: Retrieved from Değişen Kent Yönetimi ve 6360 Sayılı Büyükşehir Yasası, Analiz, SETA Yayınları, Sayı 101, Sayfa: 18)

Even though the share of the metropolitan municipalities generally increases, in the metropolitan district municipalities like in Ula the share is actually shrunk. The mukhtars have pointed out that there is an increase in some items such as water and real estate taxes. Especially water prices have increased by double.

On the other hand, the mukhtars expressed their satisfaction with the success of the institution which is affiliated with the Metropolitan Municipality water supply

administration. In this respect, Muğla Metropolitan Municipality Water Sewerage Administration, is an important constituent in improving the service efficiency and resource utilization (Çelikyay, 2014: 21), although it has been observed that it creates a new financial burden on Metropolitan Municipality's shoulder ("Yerel Yönetimlerin Yeniden Ölçeklendirilmesi", 2016).

Nihat Ozturk, provincial chairman of AKP (Justice and Development Party), emphasized that acquiring the statute of metropolitan city means that there will be an increase in services, the investments are going to be shared by the institution, the wastage will be reduced and blocked, and the budget percentage will be separated from the general budget and increase.

Unlike Öztürk, Osman Güven, provincial chairman of MHP (National Movement Party) said he is against the Metropolitan City and does not believe that it will be successful in-service distribution. In addition to this, he added that according to the constitution, services should come to local people automatically, but with the law, citizens become obliged to go to the service sector.

Öztürk agreed with Güven and remarked that it is hard to provide services from a city which is 400 km away and the services are subject to be interrupted inescapably. Haşmet Işık, the mayor of Yatağan, also shared his opinion that, with the law, immigration towards cities would increase as a result of the shutting down of the old municipalities. For example, the road, square, and boulevard arrangements in Atatürk Street in Akyaka District have been done by Muğla Metropolitan Municipality. Osman Gürün, the mayor, participated in the opening ceremony of the new roads and examined the implementations closely in the area. Approximately 3 million 936 thousand TL was invested in the Atatürk Street by Metropolitan Municipality and a new appearance was given to Akyaka ("Büyükşehir'den Sakin Kent Akyaka'ya", 2016). This is an example of increase in services however as Arıkboğa clearly explains the situation with his words that; "People living in the area will announce the local issues, demands, differentiating interests and articulate the problems experienced in the presentation. To convey these demands they will reach to metropolitan municipality.



Similarly, the metropolitan municipality will face many different demands, and have difficulty in responding to these. On the other hand, when citizens move their demands to the nearest municipality, even if the district municipality is aware of the problem and can find alternative solutions, because of not having the authority to actualize properly it can only deliver the problem to the metropolitan municipality on behalf of the local community and follow the procedure. The central authorities usually produce standard and uniform solutions, which are mostly incapably designed to fully meet the varying demands” (Arıkboğa, 2013:82-83 retrieved from Koç, 2018)

In this quarter, it could be obviously seen that the attempt for the close participation and involvement for the service delivery process by the municipality mayor encourages the amendments though some other problems appeared in the execution of the services.



**Figure 5. 3. Muğla Metropolitan Municipality President Osman Gürün checks the work done in Akyaka.** (Source: “Başkan Gürün Çalışmaları Yerinde İnceledi”, 2016)

### **5.1.1.Problems with the Execution of the New Law and Downgraded Status of Akyaka**

The problems with the execution of the services were related with the neighbourhood status which Akyaka acquired under the lights of administration changes in the provinces. Firstly, by the amendment changes as it was especially mentioned by the

mukhtars, the services such as roads, water, cleaning and maintenance are assigned to the district municipality, the Metropolitan Municipality and the affiliated institutions. However, the crucial question of “how the efficiency of service distribution and resource utilization could be supplied without interruptions” remained unanswered because over time, these institutions become alienated with the places and there were disruptions in services due to the locations being away from the district municipality (“Yerel Yönetimlerin Yeniden Ölçeklendirilmesi”, 2016).

As the sustainability of the cities is brought to the centre stage with the idea of Slow City it seems increasingly difficult to deliver services. Although the distance between Ula district and Akyaka is 18 km, uninterrupted service efficiency might run into bureaucratic barriers such as the delay in budget share or deciding whether the Metropolitan Municipality will contribute to the renewal of the roads or the job will be left to the affiliated institutions that would fall into rent seeking activities.

Secondly, the expansion of service area with Law No. 6360, and the removal of the legal personality of distant settlements which are away from provincial and district focus can be a matter of criticism if one sets out to scrutinize the law. It is also contrary to the subsidiarity principle of local administrations. Because twenty-nine rural villages and county municipalities were removed and their districts municipalities are transformed into a neighbourhood and therefore, the decisions are taken not by the people who are living close by but by the more distant municipal councils. From this point of view, the Municipal Law No. 6360 can be strongly criticized in terms of distant governing (Gözler, 2013: 76 cited in Demirkaya & Koç, 2017) because it is impossible to reach services from far away.

The regulation scale is also criticized by Celikyay (2014:18) on the account that the management of urban settlements within the scope of the municipal administration and the management of the provincial scale by the municipal model would be a problem for the cities. Local boundaries are not suitable for local services. Political and administrative criteria, locality management and service management criteria

were different from each other. By principle, municipalities should not be responsible for providing services for rural areas.

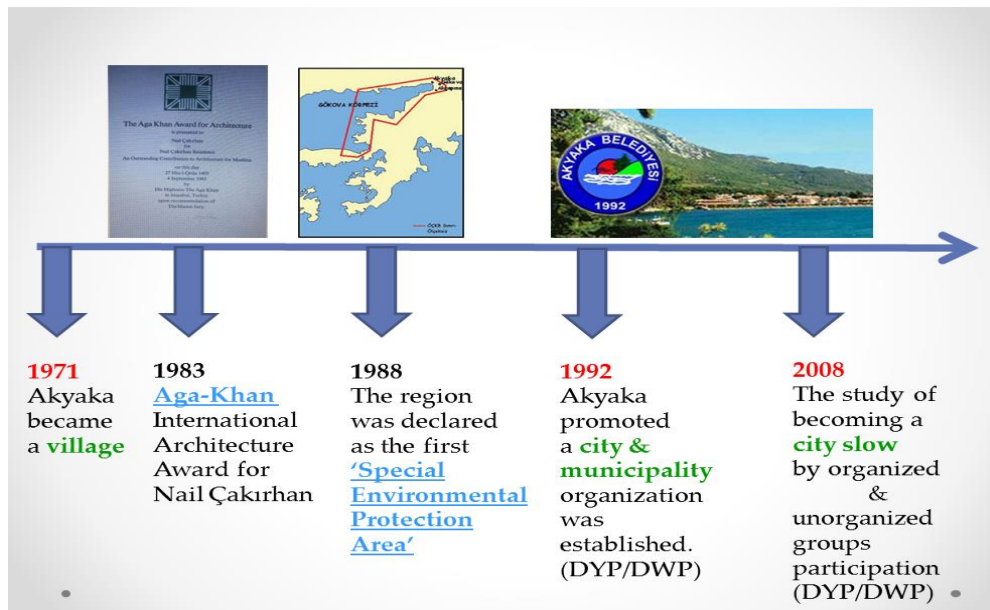
Another critique of the central-management emerges in the provincial management of a region. If a province, which is based on the principle of central management, passes in to the management of decentralization, the new management scale of “Regional administration” or “state government” may evoke the basis of presidential governing system. This shows the first steps of the presidential system structure that has presumably been taken by new regulations in provincial rescaling base. (Çelikyay, 2014: 20).

The fourth criticism is that, the new law will not make reconstruction integrity easy for the metropolitans, especially in the places where the skewed urbanization tendency can be seen clearly. Therefore, the Municipal Law No.6360 aims at scaling the economies which means the more the scale of the municipality enhances the more the unit price of the services decreases. However, while the government seeks the best distributions of the services with minimum price, overpopulation in some certain areas do not let the homogeneous distribution of the services which results in exceeding number of people cumulating in dense urban areas being unable to gain any profit from cost increase (Keleş, 2014).

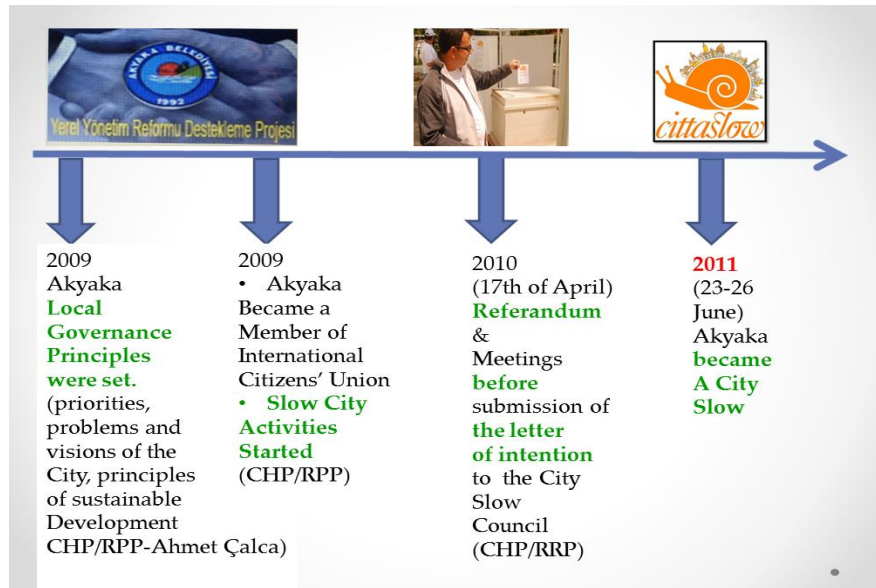
The fifth problem is the awareness among the public and showing its antagonism towards the changes. The mukhtars have pointed out that based on the new legislation no authorities and responsibilities have been left for them. It is obviously seen that most of the citizens do not know about the meaning of being a Metropolitan city; they still think that they are at a village like they used to be, and they casually refer to mukhtars asking for services and hold them accountable. It is understood that the change is not fully comprehended by the people. It was clear that the residents of the neighborhood continued their old habits rooted in the old situation and they took mukhtars as the first line of contact when pronouncing their wishes (“Yerel Yönetimlerin Yeniden Ölçeklendirilmesi”, 2016).

On the positive side, districts those were closed and become a single neighborhood while they were towns once faced no significant differences. The mukhtars stated that the services related to the neighborhood were carried out by the municipality. Some of the same services started to be carried out closely by the Metropolitan Municipality and its affiliated organizations after the district became the part of a Metropolitan Municipality (“Yerel Yönetimlerin Yeniden Ölçeklendirilmesi”, 2016).

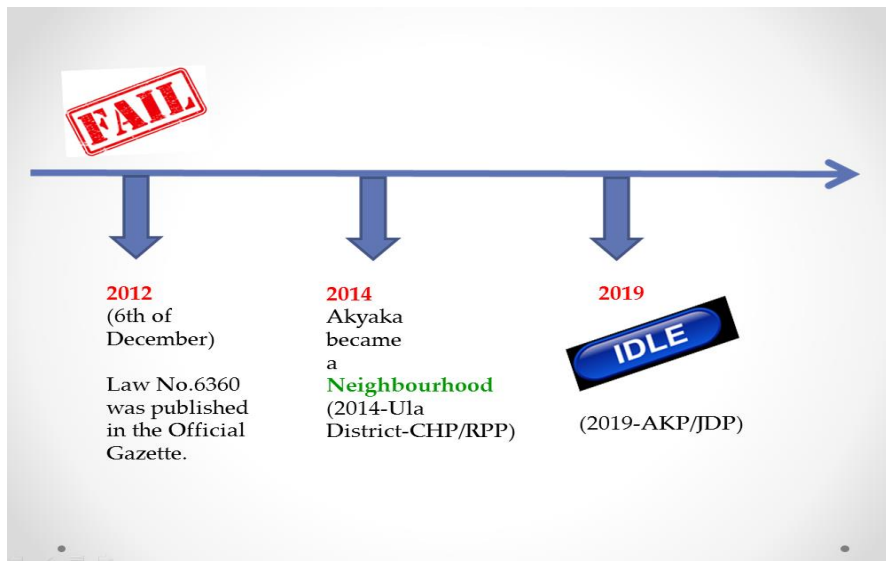
As it was mentioned before, Akyaka district gained neighbourhood status when Muğla got the status of the metropolitan city. Akyaka first became a municipality in 1992 and is now connected to Ula municipality with Law No.6360 because the municipality in Akyaka was shut down (“Yavaş Kent (Cittaslow) Hareketi Ve”, 2017). Contrary to subsidiarity principle, centralism principle has been given priority by the law and Akyaka is under direct control of Muğla municipality (Keleş & Yavuz, 1983: 140-141).



**Figure 5. 4. Chronological orders of events in Akyaka since becoming a Slow City**



**Figure 5. 5 Chronological orders of events in Akyaka since becoming a Slow City**



**Figure 5. 6. Chronological orders of events in Akyaka since becoming a Slow City**

It can be understood from Akyaka case that centralism does not contribute to the reduction of the inequalities among various local units, an example of which can be observed in the case of services. All and all, local governments are closer to the public and therefore, they are able to offer the service to the public more quickly,

easily and cheaply (Keleş & Yavuz, 1983: 140-141). As Keleş mentioned that the cities which are 250-350 km. width will have problem in decreasing the unit costs of the services which are planned to be taken to the remote settlements (Keleş, 2014)

Municipality worker briefly mentioned this problem that if tourism had not been boomed by rent seekers in the region, the services would have perfectly reached in Akyaka. He says that: “During the peak season, you cannot walk through garbage around the city. The municipality workers are trying hard to clean the environment. Yet, their efforts are not enough to collect all. Even the equipment is not enough during summer since the number of visitors are too many. The service delivery is hindered due to this colossal uptrend in the demand during the high season. Another difficulty is that people go 18 km away to get their military service or marriage processes done. When Akyaka had its own municipality, people were walking down the city streets to get their work done within fifteen minutes. Both the municipality buildings were close and there were not intense jobs to handle. Conversely, people now go to Ula district half an hour by bus and wait for their turn to come to get a small bureaucratic task done, for which usually half a day is gone. It is waste of time and energy for people who are living in Akyaka (The municipality worker, personal interview, 27th January 2015)

The fact that local governments are close to the public enables them to have a clear understanding of the problems and needs and provides more effective services. For this reason, the new law which has been put into effect is contrary to the principle of subsidiarity for sustainable development that Akyaka has adopted, and as a result, service effectiveness seemed to be lost.

However, some believe that the services related to the neighbourhood are being carried out by the municipality, but the fact is that some of the same services started to be carried out by the Metropolitan Municipality and some other are left to the affiliated institutions after being a Metropolitan Municipality. For example; 850 meter road, 7189 square meter car road bituminous hot coating, and 2390 square meter square area, were constructed; 7475 square meter landscape work, 2

intersection arrangement, 30 sitting benches, various city furniture suitable with Nail Çakırhan architecture, and 1416 meter length railing, were applied and rainwater drainage infrastructure, 3 bus stops, 73 motor car parking lots and 11 motorcycle parking lots were constructed in the area (“Büyükşehir’den Sakin Kent Akyaka’ya”, 2016). This shows how neglected were the city that these requirements are completed after elections. Therefore, there is no radical change in the service system technically; only they are being conducted by the Metropolitan Municipality now. (Acar & Koç, 2016)

To expand the provincial boundaries of the metropolitan municipalities and put all the land under the authority of the metropolitan municipality can result in conflicts of authorities in practice as well. For example, according to the Law of Metropolitan Municipality No.5216, it was the task of the metropolitan municipality to make the main roads within the borders (M.7 / 1-g) (Gözler, 2013).

However, according to the Law No. 6001 dated June 25, 2010, Article 4 of the General Directorate of Highways organization the duties to make "provincial roads" belong to the General Directorate of Highways. In Article 2 of the same law (h subparagraph) the "provincial roads" are described as follows: "excluding the roads which are under the responsibility of municipalities or other institutions, the roads connect the districts to each other, to State roads, ports, shipyards, railway stations, to airports and other places where public needs are needed and [p.76] highways that start and end within the boundaries of a province". Now that the 29 municipal borders overlap with the provincial borders, whether making provincial roads are the task of the metropolitan municipalities or not is an important question mark (Gözler, 2013).

The sixth criticism is about the removal of Provincial Special Administrations by the Law No. 6360. There are plenty of places between the villages and the municipalities and neither villages nor municipalities are in charge of taking care of them such as, mountains, stones, rivers, forests, roads, lakes, marshes, reeds, shores, coast line and etc. there has to be an organization responsible for making decisions about these

areas and carrying out the related works and transaction of the public services. The villages and municipalities cannot perform it and after the last modification in laws the authorities are limited. Therefore, another authority is needed. Originally, the Provincial Special Administrations existed for this reason and removal of the 29 of them in provinces seems not logical in terms of effective administration (Gözler, 2013).

The removal of local municipalities might have originally seemed like a positive change but it has ended up in the mass accumulation of services and the decision-making processes in the metropolitan city centers. The removal of the legal personality of an area which is miles away from the city center and not likely to merge with the city center in the near future causes decisions to be taken by municipal councils consisting of members who are not elected exclusively by the people of the town and who are located several kilometers away from that city. This is both contrary to the Constitution, Article 127/1, and the spirit of democracy. Likewise, the provision of services in a certain area from another place and execution by personnel and vehicles from another place will cost dearly (Gözler, 2013).

Final criticism to the Municipal Law No. 6360 has been made by Keleş about local people's participating into the decision-making process with his own words;

The theoretical explanations of decision-making processes and political participation show that the efficiency of participation will increase as the radius of a settlement decreases. This issue is extremely important for the effectiveness of local democracy because the expansion of the metropolitan boundaries means opportunity to take active participation in the decision-making processes of the local people, which is one of the most important democratization problems of today. It has been largely missed by the new regulation. It narrows the opportunities for participation, which is also authorized by the Council of Europe, in order to improve the participation of the European Charter of Local Self-Government (Article 3/2, 4/6, 5 and 9/6). In 2009, it is against the rules of the Additional Protocol that the organs have adopted. It is clear that we are faced with the paradoxical situation in terms of international obligations as well (Keleş, 2014:28).



## **5.2. Planning Authority and Practices of Central Government Related to Akyaka and the Environment**

The concept of the city in Turkey has been going through a series of transformations not due to the industrialisation but mainly for the sake of the distribution of services since the late 2000s. In this context, outstanding privatization attempts of the state can be observed everywhere. There are places in which the production technologies have become obsolete over time and the related areas are stuck in the city with high rent income because of their location; the privatization of public enterprises and sale of lands belonging to municipalities could be counted as examples.

Some of these places with high rent income are transferred to the shopping centres, hotels or residence projects; another part of the production areas of public enterprises were transferred to the municipalities or banks to host parks, hospitals and schools. Under this heading, the Special Protection Environment and Olive grove areas in the Gulf of Gökova and Akyaka will be tried to be better resolved within the planning authority and practices framework of the state mentioned above (Polat, 2016).

According to MUCEP (Muğla Environment Platform) after becoming a neighbourhood, the action plans of the slow city criteria have mainly ended up in failure because nobody knew whether Akyaka will continue to be a Slow City or not (“Muğla Çevre Platformu”, 2017).

The Deputy Mayor mentioned in the interview that Slow City process has been pending since March 2014. The initiatives took place, when Ahmet Çalca was the mayor of Akyaka, from Republican People’s Party (CHP) before the shutting down of the municipality. After becoming a neighbourhood Akyaka joined the tutelage of Ula district. There appeared no ideological discontinuity from the former joined municipality since the ruling political party was the same leftist party. Nevertheless, deputy mayor declared on 6th of July, 2018, “We are still waiting to see how the end result of downgrading to neighbourhood position will be evaluated by the

commission in Italy. Yet Akyaka is still on the official website of CittaSlow” (The deputy mayor, personal interview, 6<sup>th</sup> July, 2018)

Besides inquiries about whether Akyaka is still a Slow City or not, another conflict revealed from “The Regulation on the Identification and Registration of Immovable Cultural and Natural Properties and Sites Required for Conservation” which has been released in March, 2012 and action took place to protect those areas. However, later in 2018, protection ratings of Gökova Special Environmental Area have been narrowed by 'Ecological Based Scientific Research Report' which is prepared by a real estate company on behalf of the Ministry of Environment and Urbanization. Gökova Bay, afterwards, became a controversial area to be discussed in terms of its sustainability because along with the approved Gökova sheet, Akyaka as a Slow City has also been removed from being a Special Environmental Protection Area. The crucial criteria of the Slow City have been violated by this regulation (Müfit Bayram, personal interview, 2<sup>nd</sup> July, 2018).

Various preparations made in the area to make it more attractive for the tourist have had inevitable consequences because if tourism develops in the region serious problems might arise in terms of protecting the natural environment. Especially, the tourism development along the coast line has led to the emergence of hotels and secondary housing area, and the establishment of marinas and other service facilities; services that has caused the over usage of the land beyond its own capacity a case of which can be seen in the kite surfing area in Akçapınar (Müfit Bayram, personal interview, 2<sup>nd</sup> July, 2018).

Akçapınar is located very close to Akyaka and is famous for its kite surfing activities. Its coast line is the 3<sup>rd</sup> degree Sustainable Conservation and Controlled Use Area which was declared in Conservation and Usage Conditions of Natural Sites Principal decision on 25<sup>th</sup> January, 2017 (Official Gazette, 2017). In principle, areas which are sensitive and protected areas or qualified natural conservation areas are integrated within conservation zones. Because these places are protected places, there may be natural and culturally compatible, low-intensity activities that allow

tourism and sporadic accommodations only (Müfit Bayram, personal interview, 2<sup>nd</sup> July, 2018).



**Figure 5. 7. Gökova Bay Map** (Source: “Türkiye Saklı Cennetler Atlası: 50 Muhteşem Yer”, 2014)

Before the decision numbered 728 which is the Resolution of the Supreme Council for the Protection of Cultural and Natural Heritage on Natural Sites, Conservation and Use Conditions was passed (amended by the decision of decision number 740) (“(728 nolu ilke kararı) - Kültür Ve Tabiat”, 2007), it was said that due to the protection and development of the natural structure, areas can be opened to the use of residence. When we look at the differences between the two legislations: Third Degree Natural Sites are redefined as "Sustainable Conservation and Controlled Use Areas", which are defined as areas that allow tourism and settlement areas with the new amendment (Müfit Bayram, personal interview, 2<sup>nd</sup> July, 2018).

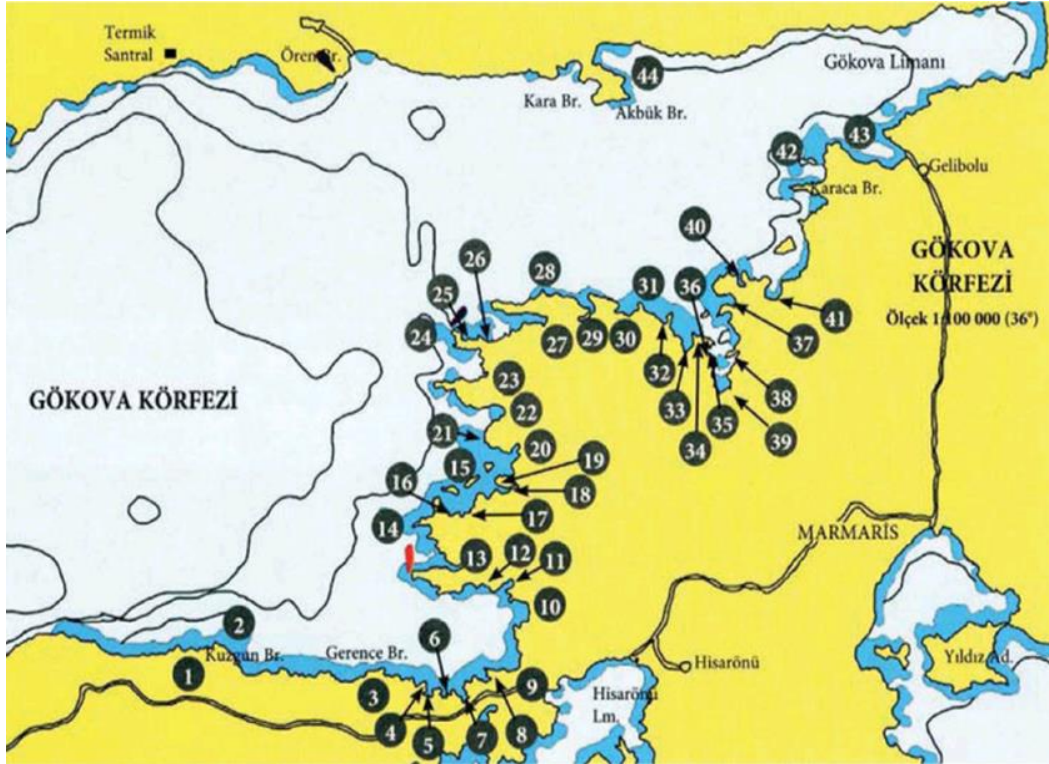
However, the area behind the coast line of Akçapınar is separated for agricultural usage and construction is prohibited by the re-evaluation of the conservation area of Muğla. The re-evaluation of the conservation areas in Muğla is being carried out by the Ministry of Environment and Urbanization within the scope of Decree No. 644 and No. 648, and the Ministry of Environment and Urban Planning has been carrying out the re-evaluation process which consists of 31 pints and by the decision of the Council of Ministers published in the Official Gazette on 16.03.2018 the 1<sup>st</sup> pint is completely alive now (TMMOB declaration, 2018).

What we understand clearly from former decision numbered 728 and the later 3<sup>rd</sup> degree sustainable principle decision is that because Akçapınar has a great potential for tourist attraction and tourists visit the area for a night stay or two, people either have to stay in the hotels which are being constructed in the area or go to Akyaka which is both positive for the advertisement of Slow City branding and economy and a burden on the city capacity and the Slow City notion.

Using the cities beyond their capacities cause special changes in the silhouette of the area and bring many problems along with it. For example, unplanned housing behind the coastal line exerts pressure on forestry and agricultural area. Hence, people destroy these lands to open up a space to live. However, slow tourism does not consider anything related with spacing up or destroying to find a place to live. On the contrary, the philosophy of slow tourism relevant with Slow City is to protect such popular and culturally rich areas from being redesigned and change their physical appearance for sustainability (Ünal, 2016).

One side of the Gökova Bay map has been left as the First Degree Close Protected Area, while the other side has been proposed as a bungalow, a tented camp site and a day-to-day facility. If you look at the number 1 to 44 on the Gökova map given below, the area from Gölyeri Bay number 1 to Köreme islands number 31 is marked as the Definite Protected Area. However, Bördübet (9), is declared as the 3<sup>rd</sup> degree area as a Sustainable Conservation and Controlled Use Area which allows

construction and there is already a village and a hotel in that place (Köyatası, M. (n.d).



**Figure 5. 8. Some coils and dangerous shallows in the bay of Gökova from the book of Sadun Boro “Heave anchor”** (Source: Adım adım, koy koy mavi yıkım raporu, 2017)

The Kapıcak Bay (10) and the Amazon (Mine-Gücük) Bay (11) are proposed as bungalows and day-to-day facilities again but the northern side of Kapıcak Bay (10) is already a promenade of Bördübet Village (9). So, instead of day-to-day facilities there are people who live there. The Amazon (11) Bay has a camping area-built years ago, which is in harmony with nature and is an example of other day trips (Köyatası, M. (n.d).

The shallow and swamp area in the lower part of the bay is suggested for the day-trip facility. Here, the day-trip facility seems to be possible in order to protect the structure of the forest. However, it might be dangerous for humans to live there as it

is a swamp area. The shallow areas along the coast are reserved for the day-to-day facilities (Köyatası, M. (n.d).

From Ayin Bay (32) to the end point of the Gökova Gulf, all of the area has been transformed from the 1st Degree Natural Site with no construction permission at all to a Qualified Nature Conservation Area (2<sup>nd</sup>), allowing bungalows and day-to-day constructions. Interim settlements have also been declared a Sustainable Conservation and Controlled Use Area (3<sup>rd</sup>) which means they are allowed to be used for residential use and construction (Köyatası, M. (n.d).

In low-density housing settlements constructions should be supported on the basis of the delivery of the rights of people living there. People of the region live in primitive living conditions which are totally unacceptable compared with the welfare of the other people. They live in slum areas with low standards. They want to construct liveable shelters and mend their houses. However, there is no permission for such constructions or mending because the houses are in protection area (Köyatası, M. (n.d).

The information obtained from experts working in the Ministry also supports what is mentioned above that “There is a region called Çamlı which is the opposite side of Akyaka that shared the same status with Akyaka. Shortly before 2014, the Ministry of Environment released plans offering for the construction of zoning structure there. The Ministry called for new plan offers. In the first phase, four companies' plans were approved. There were illegal sites in the area. It was claimed that steps have been taken to fix their problems, but in fact no was taken (Expert from the Ministry, personal interview, 19<sup>th</sup> May, 2019)

There were illegal tourist places around there, too. The Ministry of Tourism had decided that tourism places could be built without taking into consideration the fact that these are the sites of the area and these places have been built long time ago. However, nowadays it is possible to build only a bungalow. As a result, it was declared a 3<sup>rd</sup> degree site to remove this confusion. The existing ones were

legitimized and permissions were issued for the new places to be built. It is probable that what is done in amlı can be extended to all over Gökova (Köyatası, M. (n.d).

However, it is not possible to make a complete sense of the entire Southeast side of the Gulf of Gökova. Such a large forested area was cut into pieces like a pie and turned into a lower protection area from the 1<sup>st</sup> Degree Natural Site Area, a bungalow and an area allowing daily construction. Approximately 12, 544 hectares of 34,162 hectares have been turned into 2<sup>nd</sup> grade to lead these construction facilities in the region which will create many problems in terms of population, pollution and sustainability of the environment (Köyatası, M. (n.d) even with Slow City criteria in the near future.

### **5.2.1. Opinions of Plan Drafters**

The statement made by the chamber of TMMOB city planners on this issue is as follows:

“Natural Preservation Areas” under the Protection of Cultural and Natural Assets Law No. 2863; within the scope of the "Regulation on the Procedures and Principles for Detection, Registration and Approval of Protected Areas" "Ecological Based Scientific Research Report" was prepared by the Ministry of Environment and Urbanism. Activities related to the re-evaluation of natural protected areas in Muğla Province boundaries have emerged in 2016 with this report. The re-evaluation of the Sites has been discussed in public since that day (TMMOB, 2018)

The re-examination of the natural site areas including the Gulf of Gökova is being carried out by the Ministry of Environment and Urbanization within the scope of the Decrees 644 and 648. The examination of the region was first carried out by the Ministry on December 2016 (Sustainable Protection and Controlled Use Areas (3<sup>rd</sup>) and Qualified Natural Protection Areas (2<sup>nd</sup>)) has then been approved (TMMOB, 2018).

However, at that time no decision was taken against the Sensitive Areas in Gökova Gulf. With the decision of the Council of Ministers published in the Official Gazette dated 16.03.2018, the area between Akbük Bay and Bördübet Bay, where the "Degree Natural Site" status continues, has been declared as "Precise Protected Area (1<sup>st</sup>)". With this decision, 1 section of the re-evaluation of the conservation sites in Muğla (Gökova Section), which consists of 31 sections, has passed (TMMOB, 2018)".

If the situation in Gökova Gulf is evaluated in terms of the Natural Sites, it is understood that the Closely Protected Areas decreases when the Area of the Qualified Protection increases. There is a construction prohibition in the Precise Protected Areas that is not possible to construct in the Qualified Protected Areas and Sustainable Protection Controlled Usage Areas without the Conservation Development Plans (TMMOB, 2018).

However, it should not be forgotten that the re-evaluation of conservation sites is not a zoning plan study but it is a pillar that will increase the pressure of settlement especially where it is designated as a sustainable conservation and controlled use area. Therefore, developments related to the subject are closely monitored by TMMOB and its branches and necessary initiatives are being made regarding the development plans that concern their profession in Muğla Province and in the Gökova Gulf (TMMOB, 2018).

### **5.2.2. Did the Planners Interview with Local Administrators While Taking This Decision?**

The Ministry of Environment and Urbanism seems to have not interviewed any authorities in the region while making this decision. People in the Metropolitan Municipality were told at a meeting that they learnt about the report prepared by the MEU in 2015. "The general manager responsible for the SEPA's came to Muğla and we were told at the meeting that we would change the status of the site" says the



authority of the metropolitan municipality, Mr. Bayram (Personal interview on 26<sup>th</sup> June 2018)

The Muğla Metropolitan Municipality President Mr. Gürün, has also contributed to the argument by sayings that The Council of Ministers had asked their opinion before taking the decision. The Municipality brought it to the agenda of the Assembly, even though it was a decision that they could decide on their own under normal circumstances but they preferred to have a parliament decision. In any case, the same result was achieved on the Assembly. But the Municipality found itself facing the application of something different in contrast with their decision (İmara açılıyor: Gökova'da", 2018).

The municipality favours the protection of the local area rather than opening these areas to construction. Hence, for example, if there is a need in a village or a bay related to zoning, decision could be taken by it. However, they do not find it appropriate to narrow such a large area at a time. The decision from the Assembly was also in this direction. However, with the amendments made in the Ministry, the situation has changed. The Municipality had to fill a lawsuit against the application that are being planned in the area which includes Çamlık region starts from Milas Ören and reaches to Akyaka on September 15, 2017, as Ministry applications were contrary to the Parliament's decision (İmara açılıyor: Gökova'da", 2018).

### **5.2.3. Reaction to the New Arrangement at the Local Level**

Civil society organizations have begun to react in the region with meetings and activities to publicize their view. They come together and try to make their voices heard and draw attention to this situation. For example, MUÇEP was established in Akyaka to oppose the 31-section prepared for Gökova Gulf in December, 2016 ("Muğla Çevre Platformu", 2016). People, who live in the region as local people, also use social media to create public awareness about the Gökova Bay.

Kemalettin Tekinsoy, General Director of Natural Resources Protection department of the Ministry of Environment and Urban Planning, responded to the criticism of the revaluation of the natural site areas. He expressed that the citizen who own properties in precisely protected area will be given money by the state and that there will no longer a privately-owned land in these regions. He cited that qualified natural conservation areas are very similar to natural areas of the first degree and bungalows could be placed in those areas. Natural Resources Protection department would not be able to prohibit the placement actions by people. Thus, they are working to prepare the legal procedures for it. Natural agriculture and fishing could be done but greenhouses and culture fishery could not be set up in the region, he added (“Doğal Sit Alanlarının Yeniden”, 2017).



**Figure 5. 9. Muğla Environment Festival 3rd of June, 2018.** (Source: “Muğla Çevre Şenliği Akyaka’da Gerçekleştirildi”, 2018)

It is understood in Gökova Bay that the changes in the region have direct relationship with tourism. The first priority must be to preserve the area and its natural beauty and diversity by not touching its genuine existence. The second priority is to make an attraction centre to trigger tourism industry according to demands of people which can lead to vast “positive” changes in the area. As it is explained clearly in previous

chapter, Slow Cities are the reactions to the second aspect of changes. The aim is to lose the density of industrialisation and capitalisation in the slow city region to protect its uniqueness (Ünal, 2016). Lowering the areas from 1<sup>st</sup> degree natural site area to the 2<sup>nd</sup> with Regulation on the Procedures and Principles for Detection, Registration and Approval of Protected Areas did not help to de-escalate the speed of the cities rather accelerated it.

The slow city criteria may induce slow cities to become a centre of attraction. At the same time, they are there to preserve the geographic features of the region in order to continue touristic function without aiming at making huge profits from the area, and to continue sustainable cities, sustainable environment for better living understanding. Therefore, slow tourism aims at offering something much beyond what is understood by tourism literally. (Ünal, 2016)

The decision taken by the Ministry without people's participation at residents' level was also heavily criticized. Spokesman of Akyaka Local Governance Platform, Mr. Denктаş, states that "Unfortunately, the Ministry of Environment and Urbanization took new steps away from transparency in the implementation of mechanisms to promote the participation of the people. However, the Local Governance Platform has opened a lawsuit with the request of the Muğla Chamber of Architects to stop these initiatives" ("Ula Belediyesi'nden Akyaka", 2015).

He emphasized that the legislation was prepared with an antidemocratic attitude and took away the people's right of decentralization in government. "In order to oppose certain non-democratic principles of the Municipal Law No.6360 and the decisions taken on this basis, approximately 3,800 signatures were collected with a letter addressed to the deputies calling for the cancellation of the law which is thought to have adverse effects on Slow City movement in Akyaka. People did not participate into decision-making process" he said ("Ula Belediyesi'nden Akyaka", 2015).

He also stated that people in Akyaka have noticed their efforts with sustainability concerns in their management mentality for years have been wasted by this law. In

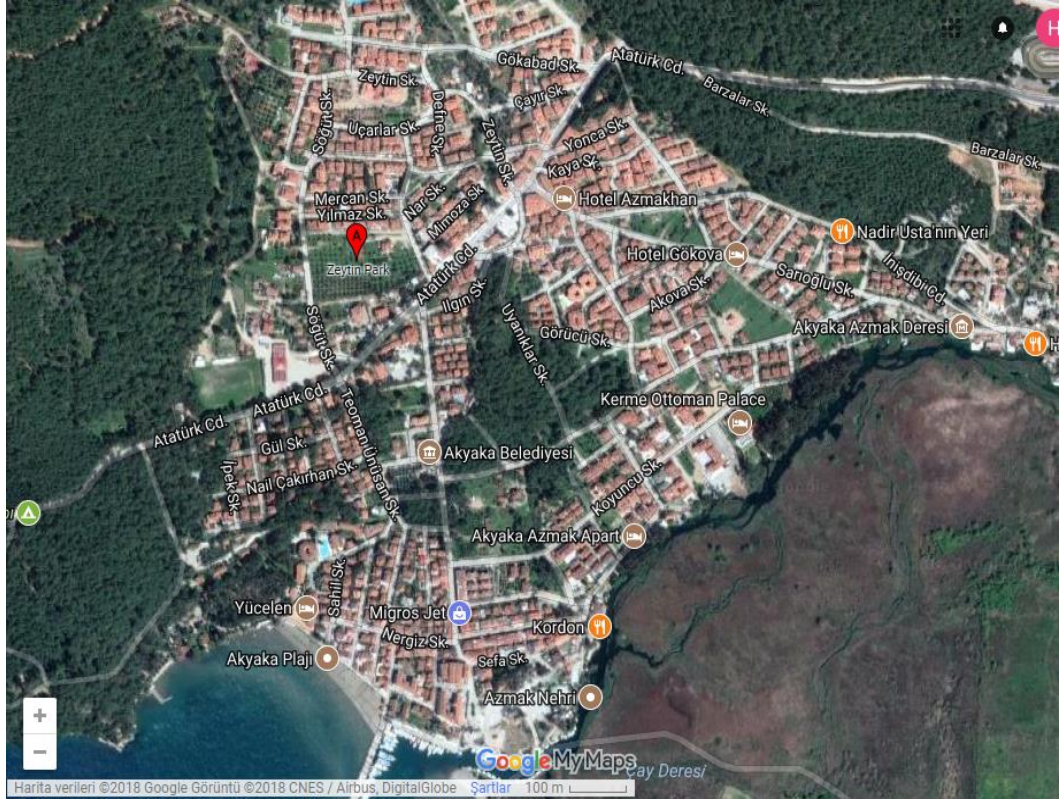
addition, the letter was sent to members of the EU commission because the law was not suitable with the EU legal acquis either (“Ula Belediyesi'nden Akyaka”, 2015).



**Figure 5. 10. MUÇEP- Meeting Announcement** (Source: “MUÇEP- Toplantı Duyurusu”, 2017)

Reduction of Gökova Special Environmental Protection Area provoked many NGO’s to take a common action to halt the similar decisions. For example, the Akyaka Solidarity Group was opposed to the opening of treasure lands of 20 acres and removal of the olive oil trees in the privatization program under the law of reduction of Environmental Protection Area of Gökova which handed 26 thousand 824 signatures to the Grand National Assembly Petition Commission.

An olive grove of 19,300 m<sup>2</sup>, which is a public area, was opened in contradiction with the Olive Protection Law, then the title deed was converted from olive grove into a barn, and then it was taken into the scope of privatization contrary to the Environmental Breeze (“TBMM Dilekçe Komisyonu’na zeytinliğı”, 2013).



**Figure 5. 11. 19, 300 m<sup>2</sup> olive grove land** (Source: “Zeytin Park Google Map”, 2018)

Akyaka Solidarity Group’s primary request was the amendment of the unlawful acts and the abandonment of the privatization of parcel number 3841 in Akyaka. In addition, the zoning plan must be changed to become a residential area, and the public space that everyone can use without damaging the olive trees on it should be preserved. They also mentioned the Law on Housing No: 3194 excludes people from the process of zoning plan construction of cities, which is anti-democratic and imposing as well. According to Akyaka Solidarity, The Law on Reconstruction should be rearranged so as to allow the public to participate in planning process from the very beginning. (“Akyaka'nın betonlaşmasına karşı imza kampanyası”, 2013).

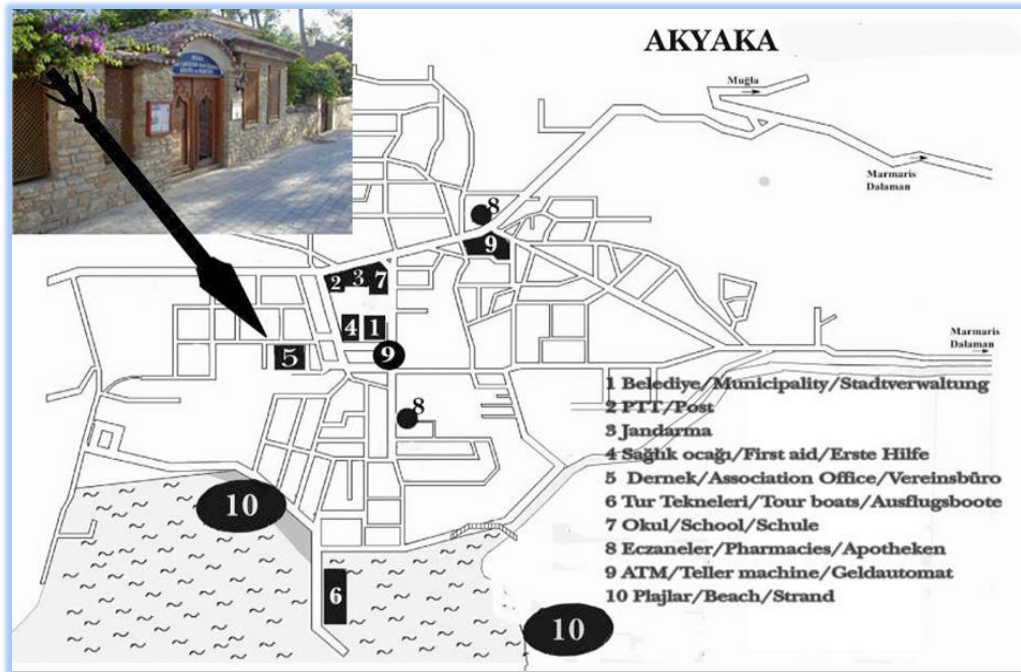


**Figure 5. 12. Akyaka Solidarity Signature Campaign** (Source: “Zeytinliklerimize Neler Oluyor?”, 2013)

They also wanted The Draft Law on Protection of Nature and Biodiversity in Gökova Special Environmental Protection Area to be withdrawn. They believe if this law is passed, all protected areas under the name of 'superior public benefit' will be transformed into exploitation areas through exploitation and investment. (“Akyaka'nın betonlaşmasına karşı imza kampanyası”, 2013).

The chairman of the Deputy Mayor, GASDER (the association of Gökova Akyaka Lovers Association ) also prevented the road planned to be built on the edge of the Woman's Ridge, the water transportation of 3 cubic meters from the Woman's Ridge to meet the water need of Marmaris (considering the construction of the pump operation station in the pool and the inevitable damage to the ecological balance due to water reduction); They contributed into the Bird-Atlas project which is done by The International Bird Census (Balkan Project) to avoid destroying the natural beauties of the region. GASDER is conducted to identify the reproductive behaviours and populations of birds living in our country in the project by working from Akyaka (“2012 - 2015 Dönem Faaliyet Raporu”, 2015).





**Figure 5. 13. Akyaka Lovers Association Office** (Source: “Akyaka City Plan”, 2005)

On the whole, it is clear that being downgraded to the status of the neighbourhood has caused both the CittaSlow brand to be re-evaluated by the Commission in Italy and put the effective participation of people in decision-making and management process in a dangerous position. On the other hand, the reduction of the preserved areas in the region has attracted sizable investments and made the area popular in the eyes of tourists. Therefore, instead of protecting the environment, the passing of the new laws will result in the demolishing of the natural beauties (“Akyaka'nın betonlaşmasına karşı imza kampanyası”, 2013).

There is a probability for the currently ruling party to win the next local elections or to lose it. For this reason, in both cases, continuing the Slow City Movement in Akyaka is left to the initiative of the future mayor. Therefore, it is obvious that a stable and uniform structure cannot be followed for the time being because the management approach might change according to the election results.

All the critiques considered the Municipal Law No.6360 seems to make the control easier and more consistent in a top-down administration system. However, the mentioned deficiencies of central government while practicing its planning authority should also be considered carefully and responded accordingly. In terms of sustainability of the city life and the execution of Slow City initiative, changes in the executive body of the government without considering distributions of duties in details may end up with massive environmental deteriorations as a result of leaving the natural and historical areas unprotected; those areas which used to be in control of Provincial Special Administrations before the Law No. 6360.

We can admit that these changes may be an issue for the projects like SlowCity or even threaten the continuity of them. It was the municipality which was taking care of the Slow City idea in the region. Unfortunately, with the new changes in Akyaka the sustainability of the Slow City concept may come to a standstill. The deputy mayor of Akyaka Municipality commented on this situation during interviews in a gloomy manner:

If the mayor changes the new mayor could think that ‘Slow City activities are the actions of the former local governments and I do not want to sustain this implementation. Furthermore, the Slow City movement may not be acceptable according to his/her political ideology (Oruç Özkan, personal interview, 25<sup>th</sup> August 2018)

Therefore, the laws and their implication must be profoundly analyzed to see if any unwanted or unforeseeable circumstances may occur or not.



## CHAPTER 6

### CONCLUSION

#### 6.1 Summary of the Research

The Slow City movement have had an increasing impact spreading all over the world since its inception in Italy. In an increasingly globalizing world, this movement has aimed to contribute to the transformation of the cities into more liveable places. The rapid developments in the world were the factors that undoubtedly prepared a base for alternative city models and sustainability cautious for better living environment after industrialisation. The movement has also grown at a tremendous pace because of the feeling of a need to get rid of negative outcomes of globalization.

The rapid developments came along with the advancements of technology after the industrial revolution and were accompanied by many unforeseeable problems. For instance, the wars played an important role in the creation of housing problems because the cities had to take immediate action with regard to the housing after the destruction of old cities. Changing economic systems, capitalism and globalization changed the world dynamics as well. All developments had of course some positive aspects in many ways; They made us take actions against the undesirable situations such as the gathering of large crowds of people in small areas, the boredom and monotone of city life, the unreachability of city facilities, and the high prices and unequal living conditions between rich and poor.

The emergence of these problems was an awakening which has sprouted in the world, and both governments and civil initiatives have started to look for different ways to halt this course. Many experts from various areas have started to work to improve the quality of life, eliminate inequality, and create a more liveable

environment. Garden City, Radiant City, Broad-acre City and Eco-City were the initiatives of sustainability as well as the CittaSlow movement which can be considered as an all-encompassing proposal.

Although Garden City and other examples were more related to environment, CittaSlow had a tendency to deal more with people. As a result of the improvements in every aspect of the society, Slow Food movement first began to allow people to regain their lost values due to their rapid life rhythms with the encouragement of locality. People became aware of their potential. Localisation was encouraged by making sure that local production and producers have been supported both economically and socially through the projects. Many positive steps were taken in terms of environmental problems and contributed to the preservation of ecological balance.

In the conceptualization and execution of these initiatives, the principle of "slowness" has been revered in many areas of life, such as fashion, travel, housing, design, money and even parenting and the idea of enjoying life has been gradually started to be accepted by the masses. The slow city movement which follows these conceptual developments aims at a much better life by spreading the idea for the improvement of the living spaces in cities. The ongoing efforts since 1989 have achieved many positive goals to date. Criteria in different categories have been set up to push forward the generation of more liveable cities for everyone.

To trace the evolution of cities and the corruption they have faced until finding new resolutions for a new city life, city slow movement actions dragged this thesis to a conclusion of new spirit of entrepreneurship in city designing which ended up with populist approach of a group of people. They were way too idealist but do not hand much power to supply continuum of their projects. That's why CittaSlow movement remained voluntary initiative rather than a common will like we encountered in Akyaka case.

In Akyaka the populist approach was directed by the mayor of the municipality with the help of a handful of people who worked inside and outside of the municipality in 2014. Mr. Çalça, the mayor, had negotiations with Mr. Soyer, the mayor of Seferihisar, to exchange ideas between Akyaka and Seferihisar. Seferihisar was the first and only well-designed City Slow project in Turkey and it was hoped that Akyaka could follow the same direction. However, after 2012 Municipality Law Amendments, everything fell back to the control of a select group of people who were in charge of running a few voluntary organizations in the region.

Their voluntary actions transformed the movement into City branding because they were following the populist approach to make the city attractive only through marketing which is the grand objective in populist approach. As branding itself is a huge phenomenon to be thought separately, implication of its yield in order to increase cities' tourism revenues is the most important part of it as well. The environmental features, natural resources, architectural structures, cultural values, regional foods and local lifestyles of cities are the profitable goods of branding and have to be presented in tender. Cities turning into marketable places could precisely be understood when seen under the light of city branding.

Slow city brand and its logo hence, became a prestigious sign for cities in which the life has really been slowed down. On the other hand, the brand and the logo became a commodity that could be bought and sold; a fact that should be seen as a huge disadvantage to the entire philosophy behind the initiative. By advertising the Slow Cities, they gradually morphed into the centre of attraction for many people rather than being the oasis of peace and tranquillity that they were supposed to become. Thus, the aim of becoming slow lost its primary aim and conflicted with tourism in this aspect.

When trying to be slow, cities concentrated on the attraction of more tourists. When city attraction is considered then the cities diverge from the Slow City idea. Therefore, locality lost its importance under the shadow of tourism. Cities felt obliged to marketing themselves to be known. Taking this path downward, why was

it not possible to make districts of Ankara as Slow City? Because it already has a “metropolitan” label on it. There appears no need of marketing Ankara any more.

To have a balance between marketing and being slow is quite difficult. There should be a prescribed venture such as applying extra taxes on purchased estates or rental places to keep the place preserved and dissuasive or high prices for the goods and services in the area to appreciate rareness and uniqueness of the products and the natural beauty. There must be actions to be taken before ending up with fast and crowded slow cities.

Aiming at designing a liveable city for everyone is a big decision which should be taken seriously by all people of the city. In the hands of administrators, the idea may stay immature without any support of local people. However, this idea can be backed up with organizational movements and common action could be taken by the people. Therefore, not only the administrators but also the people of the region should act together and become united around a common thought.

Although it sounds pretty capitalist, dedication of the people themselves to Slow City is also seen. For example; Seferihisar’s Mayor has spent years on Slow City and created the best sample in Turkey. Afterwards Akyaka and a group of people became volunteers to persuade the same thing nevertheless, the fluctuation in politics and local elections did not let it be actualized as effectively as it has been executed in Seferihisar. Akyaka lost its authority in administration and became a neighbourhood. The volunteers who were working hard on Akyaka stayed idle without knowing what to do because there was no district municipality. Now everything about Slow City is in the initiatives of Ula District Municipality Mayor. If he is willing to carry the movement then Akyaka could go forward.

The problem was not only the downgrading of the district municipality and having joined to Ula District Municipality and being governed by initiatives of Ula District Municipality Mayor; the region also encountered the construction issue after acceptance of the council of ministers’ decision about Gökova Gulf. Hence, we can

clearly see the power of the central government and its decisions without any voting process in the region. Sensitive people showed reactions towards the implication of the decision because the law aims to allow for the construction in the region. Although Akyaka is not considered as the construction area it will be affected by its tourism potential and the number of visitors in long term.

All in all, Akyaka became a neighbourhood and the services are distributed by different branches of the municipalities today. Slow City brand still stays but how new administrators will approach the idea and support it is unknown. Especially the 30<sup>th</sup> March, 2019 local elections showed that the Ula district Mayor is from ruling party though previous one was from leftist party. Voluntary people still work hard not to lose the benefits of the popularity of the idea but whether the new mayor will gather around common wills or not is ambiguous. Neither the beauty of the nature nor the efforts of voluntary people would put Slow City action into practice if the local government does not allow them to follow with the initiative. The future, then, would not be too promising for the slow city movement in Akyaka.

## **6.2 Main Findings and Policy Proposals**

From a large-scale perspective, the most important provisions of the Municipal Law No. 6360 came into force on 30<sup>th</sup> March, 2014 when significant changes were made in legislation of local administrations. Within the scope of these amendments, metropolitan statue of the cities, which had 750.000 populations of settlements including central districts of the provinces, have been transformed into provinces.

The legal entity of Provincial Special Administrations, town municipalities and the villages were ended and the district was identified with its territorial boundaries. By doing so while people living in these areas still live in the village life in terms of social and economic aspects, they became urban / local in the eyes of the administration after the implementation of the related law. This means that peasants who have a lower income level than the people living in the city will have to pay the same taxes for the residents of the cities.

It can be seen that the lawmakers have been aware of this situation and as a result, they have included tax exemptions for 5 years for people who are living in these areas. When 5 year time expires, people will force to pay the taxes like any other citizens who live in cities. However, as of 2019, the payment of these taxes in villages will bring new negativities (Yetkin, 2018) because many people would still have no adequate income to cope with high taxes.

It is claimed that district municipalities will obtain more share from the financial and service distribution of the metropolitan cities. However, it has been vice versa by being burden on villages' shoulders as exceeded electricity bills (“Yerel Yönetimlerin Yeniden Ölçeklendirilmesi”, 2016). Apart from that Mukhtars mentioned about water and real estate taxes which were also increased.

What could be done to eliminate service distribution shortage in districts and sustaining reasonable amount of the financial share is that the legal statuses should be re-organized and revised one more time considering people who live in villages and have limited income comparing with city dwellers. Because before the Law 6360, while the metropolitan and metropolitan district municipalities were profitable due to the arrangements made on the shares taken from the general budget tax revenues, municipalities and special provincial administrations other than metropolitan municipalities did not have the privilege of equal benefit. There should be fair distribution of the shares.

Another problem is faced with the representation of the people in the metropolitan municipality council. The districts which used to have their own municipalities now are being represented within the metropolitan municipality with their actual number of populations. However, during the summer season the touristic are facing a population surplus at least double as their normal size. This means municipalities have to offer more service to the over-populated areas. Neither the needs of the places nor their distribution seems to be achieved successfully as it was seen in Akyaka's eruption of the piles of garbage during the feast holiday in 2016.

Solution for this kind of problem could have equal representation of the districts in the metropolitan municipality council according to expected number of people who visit the place during peak seasons by establishing mukhtars council under the metropolitan municipality council. By doing so, both the delivery of services can be conducted without any delay and the welfare of the people living in the region will be guaranteed. Otherwise, there would be a chaos among the local government duty shares and the service delivery will be done far away from the people who need them; a fact that would have political withdraws.

The establishment of a unit to carry out the operations related to the services carried out in a district by the metropolitan municipality would be convenient. It would help the acceleration of the organization of the services by organizing district within the district itself and may be a good practice in terms of bringing the services closer to the public.

When examine in terms of subscale, Slow City is a system that can operate smoothly, but also contains some problems. The criteria are well-designed for a city's continuum along with sustainability. Therefore, following energy and environmental policies, infrastructure, quality of urban life, agricultural, touristic and artisan policies should be encouraged along with hospitality, social cohesion and partnership as the best and the only way to meet the needs of a city.

Although the movement has positive contribution to the sustainability, it is difficult to overcome the reverse effect created by the "slow" word. People interpret it in a wrong way, such as rejecting technology, longing for the past, reviving the past, and stopping development. Besides these, people believe the movement will stop the life in the settlement, and young people will leave the region and consequently, the place will be occupied by the retired people only.

In order to avoid this, the residents of the city must be clearly briefed before membership process begins. It should be emphasized that promotion will come about not just in the standards of eating, drinking, and pleasure movements but a whole set

of improvements will happen that cover all the city and life, and serve a wider range of topics.

Slow city movement is also interpreted mistakenly by particular hotel owners who think that slowness will create financial difficulty and reduce their income. However, slowness is not equal to the slowing down of the business. It means to slowdown the life and promoting it for more financial profit by creating a city brand. Likewise, hotel and bar owners in the region tend to misunderstand the noise pollution. After 12 o'clock music will not cut off but the hertz of it will be reduced for the people who like to enjoy the quietness. It should be noted that this is a municipal application implied by laws not a slow city criterion only.

It is also believed that restaurant owners will have difficulty in making local products and it is not known by everybody with the idea of bringing local products to the foreground with Slow City movement. However, the main aim here is not to forget the local taste and cuisine rather than cooking the best. People should at least know what is famous in this region to be tasted. Local cuisine represents the eating habit of the region.

Akyaka is trying to fulfil the criteria as much as she can with a great effort. Although both bureaucratic obstacles and material shortages create some problems in the projects, efforts are being made to access resources as much as possible because local people have spent a tremendous time and energy on it and are not willing to waste it. They try to create a huge public awareness about the region by meetings and using social media actively. However, they have failed to create a big impact over people so far because the municipalities should adopt the idea first and train their clerks regularly on it. Only after the full adoption by the administrators the idea could spread into the society.

This movement is based on the quality of life. Because of this reason, regular stones should be placed on this foundation at every step. At first glance, it may seem that it is only aimed at stimulating tourism, but it is actually a much more complex



movement that spans all areas of the city and life. Every rule, that needs to be fulfilled, holds the interests of the city in the first place. It is important to note that this movement is not only about tourism. The promotion should be done very carefully and misunderstandings should be avoided immediately.

Akyaka's participation in this kind of international movement in the face of various difficulties is a very positive initiative for both the district and the country. Because the more they struggle to achieve the criteria of the movement, the more they will raise the welfare of the residents in town. Therefore, common act should be encouraged instead of demoralization. It is obviously seen that after being a neighbourhood Akyaka and the people in charge of the movement lost their interest and left their future to Ula municipality's mercy as Deputy Mayor also noted.

However, by releasing the Regulation on the Identification and Registration of Immovable Cultural Properties and Sites Required for Conservation in 2012, Gökova Bay, became a controversial subject to be considered in terms of sustainability and local people who were the member of different NGOs took actions to prevent construction facilities in the place speeding from March, 2018.

Although the work in the county is very fast and well-intentioned, many issues should be carefully taken into consideration. Such regulations are not of a kind that can be easily corrected in the future; therefore, they should not be rushed, they should be examined in more details, and expert opinions should be used as much as possible. Akyaka has been particularly keen on cooperating with experts from different universities to work on both the biodiversity of the region and the agricultural fields.

Beside Akyaka and its continued efforts to become a perfect implementation of Slow City Concept, Gökova Gulf is also facing the consequences of centralization in the zone area. Gökova Gulf is a strategic location for tourism. Thus, it directly needs an increase in the number and the quality of the hotels and restaurant to the high standards to make people feel comfortable. On the other hand, environmental

concerns are very significant here. Efforts must be made to avoid the destruction of the protected areas in the process of the construction of hotels and tourist accommodation centres. As mentioned above, to make a balance between these two ideals is difficult but not impossible.

Similarly, reduction of the agricultural areas will constantly make the region dependent more on imported products. This also results in the increase in the unemployment rate in the area. Conversely, tourism will help to reduce unemployment by providing opportunities to people to earn their living on their own or in small businesses. Consequently, it can be observable that the more we try to slow down the area, the more it accelerates. Thus, how efforts for Slow Movement affects the area is a controversial matter. Attention must be paid to demand/supply reality of tourism, preservation of resources and keeping the balance between demands and potential demands to these sources (Ünal, 2016).

People should participate in decision-making process actively. The laws should follow the genuine requirements of a historically and naturally privileged Gökova Gulf. Instead of condoning illegal construction in the region, the laws must ensure the legal welfare of the residents and simultaneously respect the nature as well.

What is important in planning is that the plan must be designed according to the geographic scope of the region and must be integrated in national development programme. The touristic destination plan must be planned properly in short, mid and long term with care. In order to have goal-oriented touristic activities, it is significant to have local regional and national scale plans and policies. There is a need for local-regional and national-scale planning of rules and policies, so that tourism activities can be appropriately developed (Ünal, 2016).

Slow cities and slow tourism could best be described as follows;

- Slow cities and Slow tourism are the best examples of sustainability
- They create healthier environment

- With slow cities, the cities' historical and cultural resources can be evaluated and protected
- These touristic areas showing local and original identity gain international importance within time.
- They will give opportunities to urban renovation strategies which improve local economics
- They promote environmentally friendly strategies

For this purpose, to save these cities;

- Studies about slow cities in Turkey are very few therefore; the number of studies must be increased. However, we pay attention and give value to these cities, CittaSlow Turkey and Ministry of Tourism must carry out partner projects.
- Strategic analysis must be completed and Turkey potential slow city map must be prepared immediately.
- Before how profitable tourism is analysed it should not be permitted that large number of tourists visit these cities.
- All factors promoting this type of tourism must be protected at all. In addition, the characteristics of cities the most important features of these cities are the preservation and enrichment of environment, and providing a city life connected with nature. To protect and continue these policy administrators must support and develop the best policy (Ünal, 2016).

Master plan or strategy focusing on slow city mindset should be done under the category of tourism in the geographical region. However, this should focus on providing a high-quality tourism experience rather than increasing the number of targeted tourists. More tourists should not be directed because the region is not able to carry it. The planning should also be in line with the marine areas and be built in accordance with the proposed accreditation in the conservation status, the "slow city". The aim of the plan is to reduce tourism pressures on special environmental

protection zones in Gökova. For example, sea and coastal pollution from solid and liquid wastes should be decreased and the infrastructure should be developed with tourism focus (Bann & Başak, 2011).

The villages and neighbourhoods in this area were also not even declared as Special Environmental Protection Areas, and should be arranged accordingly, taking the people living there into account. This is an important issue that has been neglected so far. While protecting these beautiful districts, it is necessary to take actions without harming the people living here. It is very difficult for bureaucrats who do not know the sea, do not know maritime to be able to do the right things about how day-to-day facilities should be on the sea shore. Maybe this is a construction phase that the Chamber of Shipping is going to make more sense by collaborating architects among amateur mariners (Köyatası, M. (n.d).

Slow tourism has been recognized quite recently and thus the number of studies has just started to increase in this field as well. The efforts and studies that Geography academics put on this issue may lead to the emergence of new classifications of tourism forms and hence the sustainability can be evaluated in different perspectives in the future. (Ünal, 2016)

Like the slow cities in our country, Akyaka is expected to be an example of courage and determination for other cities. The work of each city to achieve a high-quality life by addressing local government, civil society initiatives and urban residents will ensure that the country's quality of life and well-being will be brought to a much higher level.

As a conclusion, the existence of slow cities must be guaranteed both by legal arrangements and additional decrees. To make it sound successful it should not base on capital investment, there should be a local consensus and supportive legal framework. In this way, the political changes in the general or local administrations should not change the city's management strategies and sustainability can be achieved successfully. The slow city movement can be defined as a product of

sustainability, but beyond the concept of sustainability, it is structured as a concept centred on local development and awareness. This restructuring addresses the conservation of values in local contexts within certain constraints and possibilities. Therefore, downgrading the district from municipality status to a neighbourhood and the new local government actions towards Slow City movements in Turkey may be a new subject of discussion that can be investigated in further studies.

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## APPENDICES

### APPENDIX A. APPLIED ETHICS RESEARCH CENTER EVALUATION RESULT / UYGULAMALI ETİK ARAŞTIRMA MERKEZİ DEĞERLENDİRME SONUCU

UYGULAMALI ETİK ARAŞTIRMA MERKEZİ  
APPLIED ETHICS RESEARCH CENTER



DUMLUPINAR BULVARI 06800  
ÇANKAYA ANKARA/TURKEY  
T: +90 312 210 22 91  
F: +90 312 210 79 59  
www.iletim.iletim.iletim.edu.tr

Sayı: 28620816/241

10 Mayıs 2019

Konu: Değerlendirme Sonucu

Gönderen: ODTÜ İnsan Araştırmaları Etik Kurulu (İAEK)

İlgi: İnsan Araştırmaları Etik Kurulu Başvurusu

Sayın Prof.Dr. Melih ERSOY

Danışmanlığını yaptığınız Hilal GÖZÜBOL'un "Hızla Büyüyen Küresel Kentlerden Yavaşlamaya Doğru: Yavaş Şehirler-Akyaka Örneği" başlıklı araştırması İnsan Araştırmaları Etik Kurulu tarafından uygun görülmüş ve 229-ODTÜ-2019 protokol numarası ile onaylanmıştır.

Saygılarımızla bilgilerinize sunarız.

Prof. Dr. Talin GENÇÖZ

Başkan

Prof. Dr. Tolga CAN

Üye

Doç.Dr. Pınar KAYGAN

Üye

Dr. Öğr. Üyesi Ali Emre TURGUT

Üye

Dr. Öğr. Üyesi Şerife SEVİNÇ

Üye

Dr. Öğr. Üyesi Müge GÜNDÜZ

Üye

Dr. Öğr. Üyesi Süreyya Özcan KABASAKAL

Üye

## APPENDIX B. LETTER WRITTEN BY THE ULA MUNICIPALITY

Letter written by Ula Municipality Presidency to Serdar DENKTAŞ, on behalf of AKYAKA DAYANIŞMASI about Akyaka's being neighbourhood.



T.C  
ULA BELEDİYE BAŞKANLIĞI  
İmar ve Şehircilik Müdürlüğü

Sayı : 94971536-514  
Konu : Dilekçeniz.

23/02/2015

SAYIN; AKYAKA DAYANIŞMASI adına  
SERDAR DENKTAŞ  
Barzalar Sokak No:2  
AKYAKA

**İLGİ:** 15/12/2014 gün ve 1254 sayılı dilekçeniz.

Akyaka Dayanışması olarak kurumumuza verilen 15/12/2014 gün ve 1254 sayılı dilekçeniz 07/01/2015 tarihli Meclis toplantısında görüşülerek İmar Komisyonuna havale edilmiştir. İmar Komisyonumuzca 02/02/2015 tarihinde görüşülerek alınan karar Belediye Meclisinin 04/02/2015 tarihli toplantısında oybirliğiyle kabul edilmiş ve ilişikte tarafınıza gönderilmiştir. Bilgilerinize rica ederim.

EK:1 Meclis Kararı

Ümit KARAARSLAN  
Belediye Başkanı

Bilgi için: 23/02/2015 Aslı ÇİFTELER/İmar ve Şehircilik Müd. Vk.

Ayazkıyı Mahallesi Cumhuriyet Caddesi No:4 Ula/MUĞLA  
Tel:0 252 242 3008 Faks :0 252 242 2418  
e-mail: [info@ula.bel.tr](mailto:info@ula.bel.tr)

**ULA BELEDİYE BAŞKANLIĞI**  
**MECLİS KARARI**

KARAR TARİHİ	KARAR YILI	BİRLEŞİM: 1	KARAR NUMARASI	08
04/02/2015	2015	OTURUM: 1		
<b>KONUSU:</b> Plan Revizyon ve değişiklikleri  <b>Birimi:</b> İmar ve Şehircilik Müdürlüğü	<b>Meclisi Teşkil Edenlerin Adı ve Soyadı</b>	<b>Belediye ve Meclis Başkanı:</b> Ümit KARAARSLAN <b>Üyeler:</b> İbrahim TELCİ, Mehmet CANER, Selami KARAKAYA, Oruç ÖZKAN, Mustafa DAĞLIOĞLU, Raşit GÖÇMEN, Hüseyin ÖZYURT, Fahriye Deniz BARUT, Muammer KANAT, İsmail AKKAYA, Mustafa ŞENER, Hüseyin KAPLANCIOĞLU, Türkan KARSLIOĞLU, Mehmet IŞIK, Ali GÜLGÜN		

Belediyemiz Meclisi 04.02.2015 tarihli olağan toplantısına Belediye ve Meclis Başkanı Ümit KARAARSLAN Başkanlığında Üyeler; İbrahim TELCİ, Mehmet CANER, Selami KARAKAYA, Oruç ÖZKAN, Mustafa DAĞLIOĞLU, Raşit GÖÇMEN, Hüseyin ÖZYURT, Fahriye Deniz BARUT, Muammer KANAT, İsmail AKKAYA, Mustafa ŞENER, Hüseyin KAPLANCIOĞLU, Türkan KARSLIOĞLU, Mehmet IŞIK, Ali GÜLGÜN'un katılımı ile toplandı.

Akyaka Dayanışması olarak 15.12.2014 tarih ve 1254 sayılı Başkanlık ve Belediye Meclisinden yeni stratejik dönemde dikkate alınması istenilen taleplerle ilgili verilen dilekçe 07.01.2015 tarih 05 sayılı Meclis Kararı ile görüşülmüş olup; İmar Komisyonu'na havale edilmiştir.

Söz konusu dilekçe incelendiğinde; Akyaka'nın kent kimliğinden doğal yapısının korunmasına, izinsiz yapılaşmalardan doğayla dost turizm anlayışına kadar birçok alanda Belediye yetkisi dahilinde ve dışında taleplerde bulunmaktadır. Bu kapsamda Başkanlığımız yetkisi ve imkanları dahilinde ilgili kanunlar kapsamında üzerine düşen sorumlulukları yerine getirmektedir. Muğla Büyükşehir Belediyesi ile eşgüdümlü çalışmalarla gerek kentsel altyapının iyileştirilmesi gerekse yeni peyzaj düzenlemeleri ile yaşam kalitesinin artırılması planlanmaktadır. Akyaka Mahallesi'nde Başkanlığımız imkanları ve yetkisi dahilinde kaçak yapılaşmalara karşı süratle çalışmalarına devam etmekte olup kent kimliğini bozan aksaklıkları gidermeye çalışmaktadır. Bilindiği üzere Özel Çevre Koruma Bölgesi olan Akyaka Mahallesi sınırlarında plan onaylama yetkisi Çevre ve Şehircilik Bakanlığı'ndadır. Bu bağlamda imar planına yönelik taleplerin ilgili Bakanlıkça değerlendirilmesi gerekmektedir. Katılımcı yerel yönetim mekanizmalarının oluşturulması ve çözümler üretilmesi talepleri ile ilgili Başkanlığımız yetkisi ve imkanları doğrultusunda gereğini yapacak olup yeni stratejik dönemde dikkate alınmasına karar verilmiştir.

Talep dosyasına ilişkin alının iş bu Kararımızın dilekçe sahiplerine gönderilmesine Meclisimizce oy birliği ile karar verildi.

Ümit KARAARSLAN  
Belediye ve Meclis Başkanı

Hüseyin ÖZYURT  
Meclis Katibi

Raşit GÖÇMEN  
Meclis Katibi

Meclis Kararının Bir  
Örneği Teslim Alındı.  
Tarih: 14.02.2015

## APPENDIX C. INTERVIEW QUESTIONS-ADMINISTRATORS

### Interview questions are asked to the administrators in Akyaka.

- 1- Slow City'yi nasıl öğrendiniz? Hangi ülke/şehirden uygulanıyor/ nasıl sonuçlar alınmış bilginiz var mı?
- 2- Belediyenizi bu projeye katılmaya iten ne oldu? Katılırken beklentiniz neydi?
- 3- Belediyenizin bu projeye katılmasında ve uygulamasına üç kişinin çok önemli katkısı olmuştur deseyiz kimdir bunlar? Nasıl etkili oldular? Kendiniz bu grubun içerisindeyseniz belirtiniz.
- 4- Bu fikrin ortaya çıkışından bugüne nasıl aşamalardan geçildi? Bazı kırılma noktaları oldu mu? Bu aşamaları sıralar mısınız?
- 5- Proje'nin belediye içinde sahiplenilme/içselleştirilme düzeyi nasıl? Dirençle karşılaştınız mı? Kırıldı mı? Nasıl kırıldı?
- 6- Projenin yereldeki diğer kurumlarla ilişkilendirilme boyutu nedir? Meslek odaları, Kamu kurumları, dernekler vs? Kabul düzeyi nasıl farklılaşıyor? En fazla ve en az destek veren kurum ya da dernekler neler? Neden böyle?
- 7- Vatandaşa nasıl yansdı Yavaş Şehir projesi, tepkiler nasıl oldu? Tavırlar nasıl değişti? Değişti mi? Özellikle esnaf nasıl karşıladı nasıl aşamalardan geçti bu tavırlar?
- 8- Proje başvuru süreci ne durumda, başvuru süreci nasıl ve hangi aşamalardan geçti detaylı anlatır mısınız?
- 9- Tanıtım konusunda neler yaptınız? Reklam, toplantı, konferans vs.
- 10- Türkiye'de bu konuda yeterli uzman birikimi var mı? Bu konuda bir arayışınız oldu mu? Yardım, destek vs konusunda uzmanlara ulaşabildiniz mi? Nasıl ulaştınız bu kesimlere?
- 11- Diğer yerel yönetimler/belediyelerde bu uygulamanın içinde olanlar var mı? Onlarla etkileşim, destek olma düzeyiniz nedir?
- 12- Proje için ne tür/ne büyüklükte bir kaynak gerekiyor? Ayırabiliyor musunuz? Destek bulabileceğiniz kaynaklar var mı?
- 13- Bu proje belediyenizin yönetim yapısı/anlayışında ne tür değişiklikler gerektiriyor?
- 14- 50 kriterin kaç tanesini tutturamadınız, bunlar neler, ne sorun var?

## APPENDIX D. INTERVIEW QUESTIONS- LOCAL PEOPLE

**Interview questions are asked to residents living in Akyaka.**

“LOCAL AND AUTHENTIC LOCAL PEOPLE”

- 1- Yavaş şehiri duyduunuz mu? Nereden ve kimden nasıl duyduunuz?
- 2- Nedir yavaş şehir ya da City Slow?
- 3- City Slow çerçevesinde yapılan herhangi bir değişiklik nedir söyleyebilir misiniz?
- 4- Belediye ya da başka bir kurumca Yavaş şehir için yapılan herhangi bir etkinliğe katıldınız mı? Neydi bu etkinlik?
- 5- Bilgilendirildiniz mi? Bilgilendirildiyseniz hangi araçla?
- 6- Bu kentte size rahatsız eden 3-5 sorunu sıralayınız (araç, hız, kirlilik, kalabalık vs. diyebilir)
- 7- Belediyenizi başarılı vey a başarısız bulduğunuz 3 konuyu sıralayınız (mesela çöp, gece gürültüsü derse CS kriteri halk duyarlı demektir.)
- 8- Turizm olgusu size rahatsız ediyor mu? Ediyorsa hangi boyutlarıyla
- 9- Daha hızlı mı daha sakin bir şehirde mi yaşamak isterdiniz? Neden?
- 10- Ulaşımınızı nasıl sağlıyorsunuz? Özel-araç-toplu taşıma konusunda ne düşünüyorsunuz? (Muğla =araç, Ankara= uçak vs gibi çıkarımlar elde edilmelidir bu sorudan.)
- 11- Büyükşehir – ilçe – belde yönetiminizin ulaşım politikası nasıl?



## APPENDIX E. TURKISH SUMMARY / TÜRKCÖ ÖZET

Türkiye’de sayılı bio-çeşitliliğe ve doğal güzelliğe sahip kentlerden biri olan Akyaka’da yapılan kazılar sonucu, harabeler bize bölgede M.Ö. 546 yılından beri yani yaklaşık 2600 yıldır yaşam olduğu göstermektedir. Pers ordularının işgalinden beri birçok medeniyete ev sahipliği yapan bölge, Roma İmparatorluğu ve Osmanlı İmparatorluğuna da kucak açmıştır. Bizans döneminden kalma kiliseler ve şapeller Hristiyanlığın yaşandığını, 1420 yılında Milas’ın Menteşe Beyliği’ne ve dolayısıyla Osmanlı İmparatorluğu’na katılması da Müslümanlığın ve yaşam biçiminin kabul edildiğini göstermektedir.

Ekolojik yönden çok büyük bir öneme sahip olan Akyaka, Gökova körfezi içerisinde yer almaktadır. Bu bölge 12.06.1988 tarih ve 88/13019 sayılı Bakanlar Kurulu Kararı ile Özel Çevre Koruma Bölgesi olarak ilan edilmiş ve sahip olduğu zengin flora ve faunası koruma altına alınmıştır.

Özel Çevre Koruma Bölgesi olmasının yanı sıra bölge Akyaka’yı da içine alan, Akbük, Çamlık, Bördübet ve Karaca Koyları ile İngiliz Limanında, her türlü avlanma faaliyetine kapatmak amacıyla; 10 Temmuz 2010 tarihli Resmî Gazete ’de yayınlanarak yürürlüğe giren “Deniz Koruma Alanları” ile de bölgeyi koruma altına almıştır. Buradan anlaşılacağı üzere Akyaka sahip olduğu zengin sualtı yaşamıyla, korunması gereken bölgeler arasında yer almaktadır.

Özellikle, denizlerdeki avlanmanın takibi için 2013 yılında Gökova Körfezi Deniz Koruculuğu ve İzleme Projesi uygulamaya koyulmuş ve azalan balık sayısının bu projeye birlikte gün geçtikçe arttığı gözlemlenmiştir. 2016 yılında, küresel veri sistemleri üzerinden balıkçılık ve avlanma konusunda bilgi alışverişi ve raporlamayı sağlayan bir sistem oluşturulmuştur.

Bütün bu çalışmalar göstermektedir ki, Akyaka ve Gökova Körfezi sahip olduğu doğal güzellikleri ve zengin canlı çeşitliliğiyle korunması gereken bölgelerdir.

Akyaka eşsiz mimari yapılarıyla da dikkati çeken bölgeler arasında yer almaktadır. 1970 yılında Akyaka'ya yerleşen Nail Çakırhan kendisi için bir ev inşa etmiştir. Daha sonrasında çok beğenilen bahçeli ve tek katlı bu yapı birkaç kişi tarafından daha yapılıncaya ortaya tek tip yapı modeli olarak kabul edilen "Akyaka Evleri" çıkmıştır. 1983 yılında Mimarlığın en prestijli ödüllerinden olan "Ağahan Uluslararası Mimarlık Ödülleri" ne layık görülen bu evlerin özellikleri ise şu şekildedir: bahçeli, tek katlı, göbekli tavanlara sahip bu evlerde kuzu kapılar ve ahşap doğrama pencereler bulunmaktadır. Evlerin Muğla bacaları ise en önemli özelliklerinden biridir. Ancak hemen belirtmek gerekir ki rüzgarlı bir bölge olan Akyaka'da bu bacalar işlevsellik gösterememektedir.

Akyaka tarihi özellikleri, doğal güzellikleri ve eşsiz mimarisinin yanı sıra doğa sporlarıyla da gözleri üzerine çeken bir kenttir. Özellikle rüzgarın fazla olduğu Akçapınar bölgesinde dünyaca ünlü kite surfing turnuvaları yapılmaktadır. Birçok ülkeden gelen sporcular hem yarışmakta hem de doğanın keyfini çıkartmaktadır. Bisiklet turları bir diğer önemli sportif aktivelerden biridir. Yine dünyanın dört bir yanından insanlar tatil ve sporu doğa ve denizle birleştirmek için bu bölgeyi tercih etmektedir.

Yukarıda bahsettiğimiz özelliklerinden dolayı Akyaka son yılların turizm cazibe merkezi haline gelmiştir. Özellikle Akyaka'yı bu bağlamda dünyaya tanıtmaya çabaları boş çıkmamıştır. Çünkü tarihi, doğal güzellikleri, sporu, eşsiz mimariyi içerisinde barındıran bir kent, dolayısıyla rant elde edilmesi için ekonomik bir araç görevi üstlenmeliydi. Bu yüzden sürdürülebilir kent kavramına alternatif olarak oluşturulan "Yavaş Şehir" kavramıyla birlikte Akyaka tüm dünyaya duyurularak rant elde edilebileceği amaçlandı.

Rant elde edilmek istenmesinin siyasi ekonomik ve sosyal sonuçları olmaktadır. Siyasi anlamda çıkan kanunlar yapılan düzenlemeler bölgede ki dengeleri değiştirmeye yetmektedir örneğin Akyaka belediyesinin kapanması gibi. Bu durum tez sorusunu ortaya çıkarmaktadır: Daha henüz belediyeler/yerel yönetimler bu

kaygan zeminde yasal varlıklarını sürdüremezlerken “Yavaş Şehir” olgusu varlığını nasıl sürdürebilecekti?

Bu doğrultuda yapılan tez çalışması ilk önce “Yavaş Hareket” kavramını incelemiş sonrasında Akyaka’nın “Yavaş Şehir” olmak için yaptığı girişimleri detaylandırmıştır. Turizm konusunu farklı açılardan ele alıp markalaşma ve pazarlama ile nasıl ivme kazandığına dikkati çekmiştir. Ancak bölge bu kadar hareketlenirken belediyesi kapanan Akyaka’nın “Yavaş Şehir” kapsamında artık bir öneminin kalmamasının ve Gökova Körfezine yönelik turizm tabanlı siyasi uygulamaların nasıl devam ettiğine vurgu yapılmıştır. Sonuç olarak “Yavaş Şehir” kavramının Akyaka’da pozitif sonuçlar veremediği kanısına varılmıştır.

Dünya 1986 yılında hızlı ilerlemeye karşı ilk defa sesini duyurarak yavaşlama hareketini başlatmıştır. İtalya’nın Roma kentinde Piazza di Spagna yakınında zincir restoran açmayı planlayan Mc Donald’s, bölge halkının tepkisiyle karşılaşmıştır. Geleneksel lezzetlerin kaybolduğuna dikkati çekmeye çalışan halk, geleneksel tarımdan geleneksel üretime kadar farkındalık yaratıp bu bölgede başarılı olmuştur. Yavaşlama ve geleneği koruma daha sonrasında birçok alanda kendini göstermiştir örneğin, seyahat, yaşam, trafik, turizm ve en son şehirler gibi. Akyaka da coğrafi özelliklerinin cömertliğiyle Yavaş Şehir olmaya aday bir kent olarak ortaya çıkmıştır. Ancak durum tam da düşünüldüğü gibi olmamıştır.

İtalya’da bulunan Uluslararası Yavaş Şehir Konseyi tarafından yedi ana başlık altında belirlenen 72 kriteri yerine getiren, nüfusu 50.000’den az şehirler “Yavaş Şehir” unvanına sahip olabilmektedir. Yedi ana başlık temelini sürdürülebilir kent yaşamından almakta ve enerji, çevre, altyapı, kent yaşamı kalitesi, tarım, turizm ve esnaf politikaları ile misafirperverlik, farkındalık, eğitim, sosyal bütünlük ve iş birliğini kapsamaktadır. Bu yedi ana başlığın alt başlıklarını sağlayan ya da sağlamayı hedefleyen kentler, konseye başvuruda bulunmaktadır. Değerlendirme sürecinin ardından uygun görülen kentlere sertifikaları verilmektedir. Artık bu kentler “Sakin Kent” ya da “Yavaş Şehir” olarak adlandırılmaktadırlar.

Dünyada 30 ülkede 252 adet Yavaş Şehir bulunmaktadır. Ülkemizde de 17 tane Yavaş Şehir bulunmaktadır. Bu şehirler değişik özelliklerinden ötürü yavaş olduklarını ileri sürmektedirler. Örneğin Gökçeada ilk “Yavaş Ada” olarak konsey onayından geçmiştir. Artvin Şavşat ise coğrafi özelliklerinden dolayı zaten hızlı bir kent olamayacağından yavaşlığa aday olmuştur. Seferihisar turizm faktörü barındıran dolayısıyla yavaşlamada zorluk çekecek bir kent olarak başarılı bir programla yavaşlamıştır. Bu konuda belediye başkanının ve halkın Seferihisar’a katkıları göz ardı edilemez. Akyaka da içerisinde gizli bir turizm potansiyeli barındıran, son 15 yılda şehir yaşantısından yorulup sıkılan bir kesim halkın sessiz sakin bir yaşamı aradığı bir yer olarak nüfusu yavaş yavaş artan bir beldedir. Yavaş Şehir kapsamında nüfustaki artış o bölgeyi yavaşlatmaktan çok hızlandırmaktan geri kalmamıştır. Aslında bu durum Akyaka’da “Yavaş Şehir” ruhunun yansıtılamamasına neden olmuştur.

1971 yılında bir köy olan Akyaka 1992’de belde belediyesi olarak yerel yönetimde güç sahibi olmuştur. 2008 yılı itibariyle büyük şehirlerden göç eden insanların ilgi odağı olan bölgedeki potansiyeli fark eden bir grup göç etmiş yerel halk ve beldesinden rant elde etmeyi amaçlayan gerçek yerel halk, Yavaş Şehir markasını Akyaka’ya taşımak için birtakım girişimlerde bulunmuşlardır. Yukarıda bahsi geçen yedi ana başlık ve 72 kriterlerin bir kısmına hali hazırda sahip olan Akyaka’nın bio-çeşitliliğini, tarihe ev sahipliği yapmış geçmişini, mirasını, tam olarak Akyaka’da olmayan ama yakınında bulunan Akçapınar kite-surfing turizm alanını, Ula evleri olarak kayıtlarda geçen ancak Akyaka evleri olarak adlandırılan Nail Çakırhan evlerini “Yavaş Şehir” olabilmek adına akreditasyon için İtalya’daki yavaş şehirler konseyine sunmuşlardır.

Bu bağlamda 2009 yılı itibariyle Akyaka da birtakım öncelikler, sorunlar, vizyon ve misyon çalışması içerisinde yerel yönetim prensipleri oluşturulmuştur. Dönemin Belde Belediye Başkanı Ahmet Çalca, Belediye Başkan Yardımcısı Oruç Özkan ve Yavaş Şehir Akyaka Temsilcisi Çağlar Bozkurt girişimiyle “Yavaş Şehir” olma yolunda aktiviteler düzenlenmiştir. Halkı bilinçlendirmek konuyla ilgili bilgilendirmek amacıyla kahvehanede toplantılar yapılmış, kentin muhtelif yerlerine

Yavaş Şehir afişleri asılmış, hoparlörlerden halkı bilgilendirici konuşmalar yapılmıştır. En son 17 Nisan 2010 tarihinde halka yavaş şehir olmak isteyip istemediklerinin sorulduğu bir referandum düzenlenmiştir.

Referanduma katılım çok dikkat çekicidir. Kent nüfusunun 2000 olduğu Akyaka'da 911 kişinin katılımı ile gerçekleşen bu referandumun sonucu da dikkat çekici olmuştur. Nüfusun %55'lik kısmının referanduma katılmayarak fikir beyan etmemiş olması, her ne kadar katılan kişilerin %95'i evet demiş olsa da kentin tamamının iradesini gösterememiştir. Aslında sayısal veriler üzerinden gidilecek olursa Akyaka'nın 'yavaş şehir' olmasını isteyen kesim toplam nüfusun %43,27 si olmuştur %95'i değil.

Referandumun bir diğer antidemokratik sonucu ise katılımcı profildir. Bu tez çalışması Akyaka halkını üç gruba ayırmıştır. 1- sermaye ve yatırım odaklı halk 2- sonradan kente yerleşmiş yerel halk 3- doğma büyüme Akyakalı olan gerçek yerel halk. İşte bu üçüncü grubun görüşü göz önünde bulundurulmaksızın Akyaka Yavaş Şehir olma yolunda adımlar atmıştır. Nitekim 2011 Haziran ayında Akyaka Yavaş Şehir olmuş ve Yavaş Şehir Salyangoz amblemini şehrin girişine asmıştır.

Akyaka'nın Yavaş Şehir olmasıyla ilgili olarak yapılan anket çalışmasında iki tip soru çalışması hazırlanmıştır. Birinci tip sorular idarecilere ve Akyaka'nın Yavaş Kent olmasında en çok emeği geçen kişilere sorulan sorular, ikinci tip anket sorusu ise pazardaki, kahvehanedeki halka, esnafa sorulan sorulardan oluşmuştur.

Yavaş Kent olma yolunda faaliyet gösteren idarecilerle yapılan görüşmelerden çıkan sonuç kentin tamamen yararına olmuş bir çalışmadır şeklinde olurken, yerel halk yapılan görüşmelerde markalaşan şehirlerinin artan nüfus ve özellikle Ramazan ve Kurban Bayramı gibi tatil zamanlarında ortaya çıkan aşırı insan kalabalığı ve kirlilikten hiçte hoşnut olmadıklarını göstermektedir.

Sermaye ve yatırım odaklı halk turizmin patlamasıyla bölgeden rant elde ederken yerel halk apart hotellerde konaklayan, yiyeceğini bile evinden getiren ne pazardan

alışveriş yapan ne de yerel markette ekonomik döngünün çalışmasını sağlayan halktan memnun olmaktadır. Çünkü turizm demek en alttan en üste bütün ekonomik çarkların çalıştığı bir ortam demektir. Ancak Akyaka'daki günübirlikçi tatilciler, apart hotel, yani içerisinde mutfağı olan konaklama şekilleri ile yerel halkın kazanamamasına neden olmaktadır. Kısacası turizm bölgeyi olumsuz etkilemiştir.

Akyaka'nın Yavaş şehir olmasının önünde duran engellerden bir diğeri de Gökova Körfezinin Akçapınar mevkiidir. Bölge her ne kadar 1. derece sit alanı olarak kabul edilmiş olsa da, Muğla koruma alanlarının yeniden değerlendirilmesi kapsamında, Çevre ve Şehircilik Bakanlığının 16.03.2018 tarihinde Resmi Gazetede yayınlanan 644 ve 648 sayılı Kanun Hükmünde Kararnameleriyle,1.derece sit alanından 3.derece sit alanına dönüştürülmesi yolunda yeniden değerlendirmeye gidilmiştir.

Sit alanlarındaki bu güncel durumu daha iyi anlayabilmek için sit alanlarındaki bu değişimin 728 sayılı Doğal (Tabii) Sitler, Koruma ve Kullanma Koşulları ile ilgili ilke kararıyla yürütüldüğünü bilmek gerekmektedir. 3.Derece Doğal Sit Alanları "Sürdürülebilir Koruma ve Kontrollü Kullanım Alanları" olarak yeniden tanımlanmış ve buralar turizm ve yerleşmeye olanak veren alanlar olarak belirtilmiştir. Gökova Körfezinde meydana gelen bu değişimler yapılanmanın önünü açmıştır. Koruma bölgesi turizm potansiyeline uygun hale dönüştürülmeye çalışılmaktadır.

Dolayısıyla bu uygulamayla hem "Yavaş Şehir" ruhuna uygun hareket edilmemekte hem de koruma altında olan yerler, markalaşmanın ve hatta "Yavaş Şehir"i pazarlamanın dezavantajını yaşamaktadır. Sürdürülebilir kent yaratmaya çalışılırken hızlanmaya doğru yol alan bir bölge yaratılmaktadır. Oysaki Akyaka markalaşma yoluna gitmeseydi belki bu kadar hızlanma gereği duymayacaktı.

Örneğin, Akyaka'nın yavaş şehir olmasında katkısı bulunan kite-sörfing ve doğa sporları da bölgedeki nüfus artışını olumsuz yönde etkilemektedir. Akçapınar mevkiinde turnuvalar zamanı bölgeye akın eden sörfçüler çadır kamp alanlarında veya en yakın belde olan Akyaka'da kalmaktadırlar. Ancak 3000 yatak kapasiteli

Akyaka talebi karşılamakta yetersiz kalmaktadır. Gelen sörfçüler de kalacak yer bulmakta sıkıntı çekmektedir. Dolayısıyla alt yapısı tam anlamıyla oluşturulamamış bir durum söz konusu olmakta ve insanlar arabalarda konaklamak zorunda kalmaktadır.

Yapılan mülakatlardan çıkan bir diğer sonuçta şu şekilde olmuştur. “Akyaka Yavaş Şehir oldu. Peki ya sonra?”. Bu soru hem belde sakinlerinin hem de yerel halkın en çok sorduğu soru olmuştur. 2011 yılında ünvanını alan şehir 2012 yılında yürürlüğe giren 6360 sayılı Büyükşehir Belediyesi Kanunuyla var olan belediyesini kaybetmiş ve Ula belediyesine bağlı bir mahalle konumuna düşürülmüştür.

Akyaka'nın siyasi gücünün elinden alındığı bu uygulama ile “Yavaş Şehir” belgesinin de artık mahalleye mi yoksa ilçeye mi ait olduğu tartışmaları ortaya çıkmıştır. CittaSlow resmî sitesinde hala Yavaş Şehir olarak görülmesine rağmen Akyaka Sertifikasını Ula belediyesine teslim etmiştir. Bu tarz bir uygulamanın İtalya Yavaş Kentler konseyinden mi geldiği yoksa elde edilen markalaşma başarısının sekteye uğramadan hemen diğer belediyeye devrinin turizmin devamlılığı için gerekli olan bir davranış mı olduğu soru işaretidir. Zira resmi sitede hala Akyaka Yavaş Şehir olarak görülmektedir.

Görüldüğü üzere Yavaş Şehri kavramı Akyaka üzerinden amacına uygun bir şekilde yürütülememiştir. Bunda Yerel yönetimlerin olayı markalaşma olarak görmekten öteye gidemeyen davranışları ve tabanda yerel halktan tam destek alamadan yürütmeye çalışma çabalarının olumlu cevap verememesi yatmaktadır. Özellikle bir grup insanın çabasıyla yürütülmeye çalışılan Yavaş Şehir olma hareketi yine o grup insanla sınırlı kalmış halka inememiştir.

Halka inemeyen Yavaş Şehir hareketinin başarısızlığının altında yatan sebeplerden bir tanesi yerel halkın bu işten bir çıkarının olmamasıdır. Yerel halk dediğimiz bölgenin gerçek halkı tarım ve hayvancılıkla uğraşmaktadır. Yavaş Şehir kapsamında ektiğini satabilen ürettiğini pazarlayabilen büyük hacimli bir satış ağına sahip olmadıkları ve bunu denemeden bilemeyecekleri için her türlü yeni girişime temkinli

yaklaşmaktadırlar. Dolayısıyla bu halkı ikna etmesi zaman alan bir süreçtir ve emek sarf edilmesi gerekmektedir. Bu özverinin belediye çalışanlarıyla, belediyenin olanaklarıyla bir plan ve bütünlük içerisinde yürütülmesi gerekmektedir. Akyaka'da durum pek de bu şekilde olmamış, bir grup insanın dernekler aracılığıyla yürütmeye ve zaten bilinçli halkı bilgilendirmeye çalışması yönünde aktiviteler gerçekleştirilmiştir. Bu yüzdendir ki gerçek yerel halk referandumda oy kullanmaya gitmemiştir.

“Şehir Markacılığı” ve “Pazarlama” olguları Neo-liberal yaklaşımlar çerçevesinde incelendiğinde bize Yavaş Şehir olgusunun başarısızlığı yolunda problem olarak ekonomik çıkarları ikinci sırada vermektedir. Teknolojiyle birlikte hızlanan kentler, yaşamlar, unutulmuş değerler bir süre sonra farkındalık ve “elden gidiyor” çığırkanlığıyla pazarlama unsuruna dönüştürülmektedir. Elden giden değerlerin bile satışı yapılarak değerler daha değersiz hale getirilmektedir. Aynı durum Akyaka içinde söz konusu olmuştur. Örneğin belli bir yemek kültürüne, yöresel bir tada sahip olmayan Akyaka'da restoranlar salyangoz tabelası asarak turistlere böyle bir kültürün merkezi olduğunun habercisi olmaktadır. Halbuki ne amblem Yavaş Şehir ruhuna uygun kullanılmakta ne de Akyaka kendine has bir damak tadına sahip olmaktadır.

Üçüncü en büyük sorun ve başarısızlıkta en büyük role sahip unsur turizm olgusudur. Akyaka uyuyan bir turizm merkeziyken markalaşarak cazibe merkezi haline gelmiştir. Turist olarak adlandırılan insanların bir kısmı ağaçları sökerek zarar verecek kadar bölgeyi tahrip etmiştir. Yoğunluğa yetişemeyen kafeler, konaklamayı sağlayamayan yetersiz sayıdaki oteller insanların gece kilimlerini serip üstlerinde uyumalarıyla ve mezarlıkta yatmalarıyla karşı karşıya kalmıştır. Tabi ki tüm bu bahsettiklerimiz turizm sezonunun en yoğun olduğu aylarda yaşanmaktadır. Bu aylarda kentini bırakıp başka yere giden yerel halkın varlığı da bize durumun yerli halk gözünden bakıldığındaki ciddi boyutunu göstermektedir.

Akyaka'nın Yavaş Şehir olamamasında önünde duran dördüncü problem ise 6360 sayılı kanunla belediyesini kaybetmesi ve idari işlerin yürütülmesinde Ula belediyesine bağlanması olmuştur. Bir nevi siyasi gücü ve temsil yeteneği azalmış



olan kent işlerin yürütülmesinde doğrudan kendisi söz sahibiyken şimdi Ula'ya bağlı olarak çalışacaktır. Bu da daha çok bürokratik engel ve zaman kaybına sebebiyet verecektir. 6360 Sayılı Kanun'un uygulanmasındaki sorunlarda olaya bir başka boyut kazandırmış, yerinden yönetimin, hizmet sunumunun kolaylığı ve temsil gücü ortadan kalkmıştır. Herhangi bir sorun karşısında çözümün 18 km uzaktan gelmesi, daha büyük boyutta olan sorunlar içinse 250 km uzaktaki Büyükşehirden yardım beklenmesi söz konusu olmuştur. 6360 halkın fikrinin sorulmadan düzenlenen bir kanun olmasıyla da çok eleştirilmiştir. Kanun aynı zamanda düşük gelirli köylülerin, şehirlerde yaşayan ve geliri yüksek olan insanlarla aynı vergiyi ödemesine sebep olacak bir uygulama da ortaya çıkartmıştır.

Akyaka Siyasi karar alma mekanizması kapsamında aynı zamanda merkezi yönetimin yereli göz ardı ederek aldığı kararlarla da gündeme oturmuştur. Örneğin Gökova körfezindeki 1.derece sit alanlarının yapılaşmaya açılmasına olanak verecek şekilde yeniden düzenlenmesi ve 19,300 m<sup>2</sup>'lik Zeytinlik alanın özelleştirme programına alınması ve bu alanda bir imar değişikliğine giderek resmî gazetede yayınlaması yerelde ne halkın görüşüne sunulmuş ne de bilgileri dahilinde yapılmıştır. Bu duruma halk tarafından tepkilerin gelmesi kaçınılmazdı.

Sonuç olarak 6360 sayılı kanun hem hizmetlerin sunumu hem yerinden yönetimin önemi açılarından tekrar gözden geçirilmelidir. Düşük gelirli halk ile yüksek gelirli halkın ödedikleri vergi oranları yeniden düzenlenmelidir. Adil bir dağılım gerçekleştirilmelidir. Yerel yönetimler yeniden ölçeklendirilmelidir.

6360 sayılı kanun hakkında verilebilecek bir diğer çözüm önerisi de vatandaşların büyükşehir belediye meclisinde temsil edilme oranlarıdır. Mahalle olan beldeler yaz aylarında aşırı nüfusa maruz kaldıkları için mecliste temsil oranları da bu durum göz önüne alınarak yeniden düzenlenmelidir. Mahalle gibi görünüp sorunu az farz edilen bölgeler bir büyükşehir gibi insan ağırlamaya çalışmakta ve birçok konuda başarısız olabilmektedir. Örneğin çöplerin toplanış saatleri ve araç sayısına takviye gerektiren dönemler söz konusudur. Bütün bunlar göz önünde bulundurulmalıdır. Bu hizmetleri sağlayacak birimler oluşturulmalıdır.

Tabi ki “markalaşma” ve “pazarlama” bölgeye zarar verecek boyutlara taşınmadan kararında yürütülen çalışmalar olmalıdır. Akyaka örneğinde de görüldüğü üzere reklamı yapılan ürün tutabilir, çok satabilir ancak ardında zarar verici sonuçlar da bırakabilir. Tahrip olan doğal güzellikler, azalan canlı çeşitliliği, kuruyan yeşil çevre ve betonlaşan kentler, markalaşma ve pazarlamanın doğurabileceği en tehlikeli sonuçlar olacaktır. Gerekli önlemler alınarak planlı bir pazarlama politikası ve uygun markalaşma stratejileri izlenmelidir. Bu demek değildir ki vatandaşların konforlu bir şekilde tatil yapmalarını engelleyecek her türlü girişime karşı olmalıyız. Durum aslında tam tersi, konforlu tatil anlayışı sürdürülebilir kent anlayışıyla bir arada götürülmelidir. İlk başta zor gibi görünse de yapılan kanuni düzenlemelerle başarılabilecek bir durumdan söz etmekteyiz.

Yerel halkın bilinçlendirilmesi konusunda ise belediyenin yapmakla yükümlü olduğu ses düzeyi ayarı, elektrik kablolarının yer altına aktarılması gibi işlerin Yavaş Şehir kavramıyla karıştırılmaması gerektiğini, aslında yavaş hareketle birlikte kaybolan değerlerin yeniden kazandırılması ve sürdürülebilir bir kent meydana getirmek için eldeki kaynakların tüketiminin uygun şekillerde ayarlanması gerektiğini anlatmak gerekmektedir. Emek, fedakârlık, özveri ve zaman gerektiren bu çalışmalara katılacak bireylerin Yavaş Şehir kavramını da özümsemiş olmaları ve yaşamlarının bir parçasıymış gibi hareket etmeleri gerekir. Aksi takdirde ne hareket hak ettiği değeri görür ne de çabalar yerini bulur. Kaybedilen zaman ise yeri doldurulamayacak tek unsurdur.

Halkın “Yavaş” kelimesine göstermiş olduğu reaksiyonda çok iyi gözlemlenmelidir. Örneğin gençlerle yapılan anket çalışmasında birçoğunun “yavaş” denildiğinde aklına saat 12’den sonra müziğin durduğu, emeklilerin yerleştiği, barların gece kulüplerinin az sayıda olduğu gibi bir anlam gelmektedir. Hâlbuki, burada “yavaş” ile kastedilen tüketirken yavaşlamak, yavaşça tüketmek demektir. Önüne geçemeyeceğimiz bir tüketim toplumunda yaşadığımız bir gerçek, dolayısıyla tüketim alışkanlıklarımıza bir yön vermek adına girişilen bu yavaşlık yolunda bireyler doğru bilgilendirilmeli, kavramlar açıkça izah edilmelidir. Yanlış anlamalara

izin verilmemelidir çünkü bu yanlış anlamalar da hareketin olumsuz etkilenmesine sebep olmaktadır.

Son olarak tarım alanlarının azaltılması ve yerlerine otel, ev gibi konaklama alanlarının yapılması bölgeyi ithal ürüne daha çok bağımlı hale getirecektir. Sürdürülebilirliğin temelinde üreten toplum yatmaktadır. Eğer tarım arazileri elden giderse üretim yapabilecek alanlarda kalmayacaktır. Dolayısıyla bölgede açlık, işsizlik, dışa bağımlılık, kendine yetememe baş gösterecektir. Bölgeyi yavaşlatmaya çalıştıkça hızlanması arz/talep dengesinin sağlanabilmesi açısından önem taşımaktadır. Eğer talep yüksek ve sunabilecek ürün, yer, hizmet yoksa bölge hızlandırılmaktan kaçınılmalıdır. O yüzden uzun vadede tarım arazilerinin konaklamaya ayrılması yönünde girişimler tüm boyutlarıyla değerlendirilmelidir.

Yavaş şehirler ve yavaş turizm kavramları sürdürülebilir kent için en güzel örnekleri oluşturmaktadır. Her iki kavramda sağlıklı bir çevre yaratmayı amaçlamaktadır. Yavaş Şehir kavramıyla şehirlerin tarihi ve kültürel kaynakları koruma altına alınacaktır. Bu değerler uzun vadede uluslararası önem taşıyacak ve kent yenileme çalışmalarına fırsat tanıyacak durumda olacaktır. Bizlerde bunları turizmin yıkıcı etkilerine maruz bırakmamalıyız.

Bu doğrultuda Türkiye Yavaş Şehir kavramıyla birlikte değerlerin ve kültürel mirasın korunmasına önem vermelidir. Türkiye'nin olası yavaş şehir haritası en kısa zamanda çıkarılmalı ve kaybolmaya yüz tutan değerler yeniden kazandırılmaya çalışılmalıdır. Turizmin karlı bir yatırım olduğu bölgelerde gerekli fizibilite çalışması yapılmadan bölge turist ziyaretine izin verilmemelidir. Bunun için turizm envanterlerinden faydalanılabilir. Eğer kültürel mirasın korunması hedeflenmekte ise turizme kaynak olabilecek girişimlerden uzak durulmalıdır.

Kısacası, başarılı bir Yavaş Şehir modeli uygulamak isteniliyorsa bölgeye yatırım odaklı bakılmaması gerekmektedir. Yerel boyutta bir uzlaşma oluşturulmalı ve yasal bir çerçeve doğrultusunda yapılacaklar sıralanmalıdır. Bütün bu söylediklerimiz gerçekleşirse, siyasi anlamda yaşanan herhangi bir değişim yavaş şehri

etkilemeyecektir. Sürdürülebilirliğin ötesinde yerel kalkınmaya ve farkındalığa hizmet eden bir anlayışın oluşmasını sağlayacak bu yöntemle değerlerin korunması da kaçınılmazdır. Bu bağlamda mahalle statüsüne düşürülmüş beldeler ve Yavaş Şehir kavramına bu çerçeveden tekrar bakmak, ileriki çalışmaların konusu olmaya aday olacaktır.

## APPENDIX F.TEZ İZİN FORMU / THESIS PERMISSION FORM

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### YAZARIN / AUTHOR

Soyadı / Surname : .....GÖZÜBOL.....

Adı / Name : .....HİLAL.....

Bölümü / Department : URBAN POLICY PLANNING AND LOCAL ADMINISTRATIONS

### TEZİN ADI / TITLE OF THE THESIS (İngilizce / English) :

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TEZİN TÜRÜ / DEGREE: Yüksek Lisans / Master  Doktora / PhD

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