TOURISM ARCHITECTURE IN ALANYA-TURKEY
IN THE SECOND HALF OF THE 20TH CENTURY

A THESIS SUBMITTED TO
THE GRADUATE SCHOOL OF SOCIAL SCIENCES
OF
MIDDLE EAST TECHNICAL UNIVERSITY

BY

BENGÜSU DÖNGÜL

IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR
THE DEGREE OF MASTER OF ARTS
IN
THE DEPARTMENT OF HISTORY OF ARCHITECTURE

JUNE 2022

Approval of the thesis:

**TOURISM ARCHITECTURE IN ALANYA-TURKEY
IN THE SECOND HALF OF THE 20TH CENTURY**

submitted by **BENGÜSU DÖNGÜL** in partial fulfillment of the requirements for the degree of **Master of Arts in History of Architecture, the Graduate School of Social Sciences of Middle East Technical University** by,

Prof. Dr. Yaşar KONDAKÇI
Dean
Graduate School of Social Sciences

_____

Prof. Dr. Fatma Cânâ BİLSEL
Head of Department
Department of Architecture

_____

Prof. Dr. T. Elvan ALTAN
Supervisor
Department of Architecture

_____

Examining Committee Members:

Assist. Prof. Dr. Pelin YONCACI ARSLAN (Head of the Examining Committee)
Middle East Technical University
Department of Architecture

_____

Prof. Dr. T. Elvan ALTAN (Supervisor)
Middle East Technical University
Department of Architecture

_____

Assist. Prof. Dr. Ahmet Erdem TOZOĞLU
Abdullah Gül University
Department of Architecture

_____

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: Bengüsu DÖNGÜL

Signature:

ABSTRACT

TOURISM ARCHITECTURE IN ALANYA-TURKEY IN THE SECOND HALF
OF THE 20TH CENTURY

DÖNGÜL, Bengüsu

M.A., The Department of History of Architecture

Supervisor: Prof. Dr. T. Elvan ALTAN

June 2022, 129 pages

This research focuses on the relation between tourism and architecture in the case of Alanya-Turkey during the second half of the 20th century. The town of Alanya was an important center for coastal tourism in the so-called "Turkish Riviera" from the mid-20th century onwards. By surveying particular tourism facilities that were built in the period from the 1950s to the 1990s from pensions and hotels in the city center to motels and mocamps along the motorway, and holiday villages and summer houses in the periphery of the city, the changing approaches in tourism architecture and the resultant urban transformation of the city into a coastal resort of the Mediterranean is evaluated.

ÖZ

20. YÜZYILIN İKİNCİ YARISINDA ALANYA-TÜRKİYE'DE TURİZM MİMARİSİ

DÖNGÜL, Bengüsu
Yüksek Lisans, Mimarlık Tarihi Bölümü
Tez Yöneticisi: Prof. Dr. T. Elvan ALTAN

Haziran 2022, 129 sayfa

Bu araştırma, turizm ve mimarlık arasındaki ilişkiye odaklanarak 20. yüzyılın ikinci yarısında Alanya-Türkiye örneğini incelemektedir. Alanya kenti, 20. yüzyılın ortalarından itibaren "Türk Rivierası" denilen bölgede yer alan önemli bir turizm merkezi olmuştur. Çalışma, 1950'lerden 1990'lara uzanan zaman aralığında inşa edilen kent merkezindeki pansiyon ve otellerden otoyol boyunca inşa edilen motel ve mokamplara ve kentin çeperindeki tatil köyleri ve yazlık konutlara uzanan çeşitli turizm yapılarını araştırarak, turizm mimarlığında değişen yaklaşımları ve bunun sonucunda kentin bir Akdeniz kıyı tatil yöresine dönüşmesini değerlendirmektedir.

Anahtar Kelimeler: Alanya, turizm mimarisi, kıyı tatil yöreleri, Türk Rivierası

To Fernweh

ACKNOWLEDGMENTS

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CHAPTER 1

INTRODUCTION

This research is constituted by the three dimensions that are tourism, architecture, and the city of Alanya. The aim is to examine the relationship between tourism and architecture, and the reverberations of this relationship in the urban context by focusing on the second half of the 20th century and analyzing the case of Alanya in Turkey. The town of Alanya was an important center for coastal tourism in the so-called "Turkish Riviera" from the mid-century onwards. (Fig.1) By surveying particular tourism facilities that were built in the period from the 1950s to the 1990s, the changing approaches in tourism architecture and the resultant urban change of the city into a coastal resort of the Mediterranean will be evaluated.

Figure 1. Alantur Motel and a wooden bridge over the Dim River
with tourists enjoying in the 1960s
(Personal archive of Feyzi Açıkalın)

As tourism appears as one of the most intricate concepts of the world economy in the last century, involving geographical, political, social, environmental, and legal

practices, its relationship with architecture is not as common as others. Notably, the same fields are considered as parameters of the built environment. While the economic and geographical discourses considered the tourism phenomenon regarding its main content as an economic sector, the architectural and urban studies are mainly affiliated with the context of tourism. In this study, the content and the context of tourism will be studied together in order to provide an analysis of the history of tourism architecture by evaluating the conceptual, historical, and factual data in comparative interpretations.

The scholars commonly date the relationship between tourism and architecture back to the 17th century expeditions, also known as *the Grand Tour*. However, in the 20th century, the developing transportation and communication means summoned the tourism concept into people's lives more than ever. Since the mobility of people created the need for attractive lodging facilities for non-locals visiting tourism destinations, urban change was inevitable by the construction of new buildings and the appropriation of existing ones for tourism purposes. This pattern was also experienced in Turkey, with a significant rise in the second half of the 20th century.

In Turkey, tourism industry began to develop from the 1950s onwards, and the promotions of the state in the 1980s accelerated the process by causing an economic and social change - mostly visible in less developed coastal cities.

There is a restricted literature regarding tourism-oriented architecture in Alanya, while its Byzantine and, more significantly, Seljuk era architecture have been rather extensively studied. In conservation and restoration field, vernacular architecture of Alanya has been surveyed in recent academic studies by thorough analyses of traditional houses and kiosks mainly located in the old town (Tophane District).[1] There are also a respectable amount of conference proceedings and studies published in the 1990s about the history and folklore of Alanya. Accompanied by the memorial

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[1] See for example: Nimet Hacıkura, "Alanya'da Müftüoğlu Evi Restorasyon Projesi," (Unpublished Master's Thesis, İstanbul: İstanbul Technical University, 2000).; Emine Cimrin, "Traditional Yayla Houses in the Vicinity of Alanya", (Unpublished Master's Thesis, METU, 1996); Mutlu Kapancı, "Alanya Kaleiçi Evleri," (Unpublished Master's Thesis, Selçuk University, 2008).

narratives and photograph archives of the locals of Alanya, there are also non-academic researches published in the local newspapers, which supplied an enormous source for understanding the change in the urban life and patterns since the 1950s.[2] Together with the oral history studies published in economy field, scattered articles related to tourism facilities of Alanya in the architectural periodicals *Mimarlık* and *Arkitekt* assisted this research to survey the tourism-based built environment in the city focused on the second half of the 20th century. Urban[3] and local identity researches include the impact of tourism on Alanya as it was transformed into a prominent resort town; nonetheless, there are not any studies taking tourism into focus of the architectural and urban transformation of Alanya as a resort town.

Forming the foundation of the focus of analysis, Chapter 2 initially delineates the definitions and history of the concepts of tourism that will be dwelled upon in the study. In order to present the relationship of tourism with architecture, the concept and its practice will then be presented. As the sites of tourism differ from urban settings to coastal resorts, the change in the technology, economy and society will be linked to this analysis. Following the general context of the tourism industry, the relationship with architecture will also be discussed via the evolution of the types of tourism-oriented architecture.

Following the conceptual and historical introduction, the case of the Alanya city in the second half of the 20th century will form the focus of analysis and evaluation in Chapter 3. The chapter initially presents the role of tourism in Turkey in relation to the legal and economic context in order to understand its historical development, and introduce touristic development in coastal areas of the country, i.e. the "Turkish Riviera", for which Alanya provides a case of analysis. Then, Alanya will be introduced in terms of its historical and geographical background in order to understand the context that provided the development of tourism in the town. The tourism-oriented urban and architectural transformation of Alanya will be the focus of the chapter by analyzing

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[2] Mehmet Ali Dim, ed. *Yeni Alanya'nın Arşivinden Alanya'nın 50 Yılı: 1968-2019*. (Ankara: Başak Matbaacılık, 2019).

[3] Kunter Manisa, *Turizm ve Mimarlık Penceresinden Alanya Kent Kimliği,* (İstanbul: Yıldız Teknik Üniversitesi Basım-Yayın Merkezi, 2007).

the emergence and development of tourism facilities from the 1950s to the 1990s. The initial emergence of tourism facilities in the city center, and the expansion of tourism construction from the center to the periphery and in the periphery will be analyzed by focusing on different types of tourism architecture from hotels and pensions in the center to motels and mocamps towards the periphery along the newly constructed motorway and the coast, and hotels, holiday villages and summer houses in the periphery of the two sides of the city along the coast. The evaluation of tourism facilities aims to help understand Alanya as a coastal resort town, and how this development affected its urban identity will form the other line of analysis. The simultaneous transformation of architectural design of tourism facilities from modern and regionalist to postmodern will also be evaluated as a concluding discussion.

In conclusion, the conceptual and epitomized data will be evaluated together to illustrate the tourism and architecture concepts together in the coastal resort, Alanya. The tendencies and current situation following the 20th century will be reckoned, as well.

CHAPTER 2

TOURISM AND ARCHITECTURE

This chapter forms the basis of the whole research via clarifications and explanations of the main themes. Scrutinizing the relation of the two distant concepts of architecture and tourism, the foundation to discuss the tourism architecture in Alanya case will be constituted.

As tourism affected Turkey's society, economy, and environment remarkably in the second half of the 20th century, the changing strategies of governments and the planned actions for development caused a dramatic growth in the tourism sector at the time. As one of the largest economic sectors in the world, tourism is a complex concept due to its close relationship with society, politics, law, environment, and technology; hence, it is thought-provoking that these fields are also the concerns of the built environment. Hence, this chapter initially defines tourism, and then questions the relationship between tourism and the built environment by giving the historical development of tourism, and by focusing on coastal tourism in order to understand tourism-oriented architecture.

This chapter is constituted by mostly conceptual openings of the tourism phenomenon. Therefore, definitions play a crucial role to obviate distractive side meanings. Regarding the variety of definitions, among the institutions and organizations which take tourism to the focus, United Nations World Tourism Organization as a supranational organization will be one of the most comprehensive platforms to address. So, this chapter is primarily built on this particular organization's glossary and standards to provide unity in the narrative of this research.

From this point of view, a basic definition of tourism by United Nations World Tourism Organization is supported by a short history of traveling to help perceiving the concept more thoroughly.[4] Here, the Grand Tour, development of transportation means, and industrialization are presented as the significant points to follow as these issues brought a notable change in the society and economy until the end of the 19th century. Looking to the 20th century, it is evident that there emerged a variety of motives and activities in the tourism concept as transportation means further developed and paid holiday regulations were introduced.

Seeing that the economy practice categorizes the tourism types due to the content of tourism, a contextual approach will be embraced to discuss the relationship of architecture, urbanization, and tourism. In this regard, urban/city tourism and coastal tourism will highlight the relationship between tourism and built environment. Initially, tourism's social and urban reverberations will be highlighted by looking at the historical background and the reflections in the visual media, and then the part will examine the broad literature of studies concerning tourism and coasts in the 20th century as the peak era of coastal tourism worldwide. As the case of analysis in this study is Alanya, a Mediterranean coastal settlement, the focus will be on the coastal areas, where architecture's role in the development patterns of tourism will be presented. Closing the arguments of this part will open the way of approaching the tourism-oriented architecture in depth via analyzing typologies of touristic facilities.

2.1.   Definitions and History of Tourism

First In 1979, Leiper explained tourism as a complex concept with a dynamic definition that changed depending on the point of one's view.[5] Since this complex phenomenon affects economy, society, and culture, it has been considered in a number of ways depending on the different perspectives of different professions. On this basis, defining tourism in a single form is not easy due to its intricate nature. Also, studying

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[4] World Tourism Organization, *UNWTO Tourism Definitions*, (Madrid, 2019), DOI: https://doi.org/10.18111/9789284420858.

[5] Neil Leiper, "The Framework of Tourism: Towards a Definition of Tourism, Tourist, and the Tourist Industry," *Annals of Tourism Research*, VI (4), (1979): 390–407.

such a multifaceted concept could cause ambiguities if the term and its connotations are not clear. Before starting the discussions, the United Nations World Tourism Organization's definition of tourism will be useful to clarify the position of this study:

> Tourism is a social, cultural, and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes.[6]

As tourism requires mobility at its simplest meaning, understanding the development of the traveling concept is a significant step to approximate a more accurate description of this phenomenon. The earliest traveling activities considered as tourism started before the industrialization of the Western world. In the chapter named "Of Travel" in the book of *Essays* (the first publication in 1597), Francis Bacon stated that "travel is good for the youth to learn, for the old to experience." He promoted land travel instead of sea voyages, emphasizing more chances of observances on the land.[7] Parallel to what Bacon suggested, the British bureaucrats journeyed through specific European cities in the 17th and 18th centuries, intending to improve themselves in terms of knowledge. This activity of the wealthy young men was called *the Grand Tour*. Following the public acquaintance of journeying provided by the higher class through their Grand Tour expeditions, the development of the transportation means and industrialization in the 19th century provoked the interest in travel to spread to a broader population. The motives of traveling changed regarding the change in the lifestyle.[8]

As a consequence of technological developments, the land travel vehicles changed into railway transportation from horse carriages during the 1800s. This change allowed travelers to reach farther locations than the European cities. Just as in the case of port cities that had grown more advantageously throughout history, the settlements on the route of railways developed faster than other cities from the 19th century onwards.

One of these railway routes was from Paris to İstanbul, known as the *Orient Express,* which started serving luxury travel in 1883.[9] Sirkeci Railway Station was the last stop in their travel to the "Orient" for the upper-class Europeans. This new recognition helped the Ottoman capital to own a fresh image in the late 19th century by also triggering new typologies in the built environment, e.g., hotels. Furthermore, following the establishment of the Orient Express, to supply the luxurious accommodation demands of tourists, *Compagnie Internationale des Grands Hôtels* was founded by Georges Nagelmackers, and one of these hotels was the Pera Palas (1894) located in Beyoğlu, İstanbul.[10]

As reflected in the construction of hotels following the arrival of the railway in İstanbul, the society, environment, and economy of the capital that was in the process of modernization was affected considerably by the quality and the quantity of tourists who were aiming for leisure or business. At the time, aside from technology, urban functions also changed remarkably due to industry and the lifestyle that industrialization brought. Until the mid-1900s, fewer people in Europe became occupied by agriculture instead of the regular jobs in the industry. Working and dwelling areas were inseparable in the industrial towns; hence noise, crowding, and pollution problems emerged. Demands in the lots and their prices caused dense and tall buildings to be built to get the maximum benefit.[11] As a consequence of this unregulated growth in the use of urban spaces, dark and smoggy towns appeared.[12] Additionally, these changes in the paradigm of society and economy forced people to become less mobile as the working routine at industrial towns was relatively more constricted. However, this new way of life caused people to be in search of resting in

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[9] Gökhan Akçura, *Turizm Yıl Sıfır*, (İstanbul: Om Yayınevi. 2002).

[10] Philip Earnest Shoenberg, "The Evolution of Transport in Turkey (Eastern Thrace and Asia Minor) under Ottoman Rule, 1856-1918," *Middle Eastern Studies*, Vol. 13, No. 3 (Taylor & Francis, October 1977): 359-372.

[11] Barry Bergdoll, "The City Transformed, 1849-90," in *European Architecture: 1750-1890*, (New York: Oxford University Press. 2000): 260-264.

[12] Barry Bergdoll, "What is Enlightenment? The City and the Public, 1750-89," in *European Architecture: 1750-1890*, (New York: Oxford University Press. 2000): 49-51.

better conditions during their free times. At the beginning of the 20th century, the *modern tourism* perception emerged, and spending time in different and less disrupted environments for short periods appeared as demand and need of *modern people*.[13]

After the initial developments of the early 20th century, tourism became a prominent industry especially after World War II, considering scientific, political, and social changes in the modernizing world. As the war triggered technological developments in communication and transportation, the calm ambiance after the chaotic atmosphere of the world wars encouraged people to spare more resources for leisure activities.[14] The concept of mass tourism emerged in mainly on the coastal areas in the mid-20th century. This novel aspect, which was stemmed from the changes in technology, new working regulations applied from 1936 onwards that enabled workers to be paid during holidays, and social trends resulted with rapidly developing resort cities as supported by the political strategies of governments.

To sum up, the perception of travel evolved upon the changes in industry and technology. The industrial revolution is a crucial point in this shift of understanding regarding the difference in economy, technology, and, relatedly, lifestyle. Mainly leisure and business incentives shaped tourism tendencies, and this evolution generated new motivations and forms of tourism.

2.2.   Sites of Tourism from City Centers to Coastal Areas

In the booklet *United Nations World Tourism Organization Tourism Definitions*, the organization explains that tourism is an economic sector that consists of a wide-ranging variety in types and operational units.[15] Under operational characteristics, United Nations World Tourism Organization lists twelve main types of tourism:

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[13] Heinz Walter Kierchhoff, "Architecture and Tourism," *Annals of Tourism Research* 24 (1), (1997): 249-251.

[14] Amiram Gonen, "Tourism and Coastal Settlement Processes in the Mediterranean Region," *Ekistics* 48 (290), (1981): 379.

[15] World Tourism Organization, *UNWTO Tourism Definitions*, (Madrid, 2019), DOI: https://doi.org/10.18111/9789284420858.

cultural tourism, business tourism, gastronomy tourism, rural tourism, coastal, maritime, and inland water tourism, adventure tourism, urban/city tourism, health tourism (together with medical and wellness tourism), mountain tourism, education tourism, sports tourism and ecotourism.[16] Although these concepts are basically grouped concerning their activities, the motives of tourists can create combinations of these tourism types regarding the locations' features or individuals' expectations. So, it is also possible to re-categorize tourism types considering their other features. Regarding this scope of recategorization, this research focuses on the correlation between tourism and architecture and takes architecture's position in tourism as the parameter of classification.

At this point, architecture and built environment concepts need clarification regarding their variety in use in the discourse. United Nations World Tourism Organization explains that "built environment" does not necessarily define an "urbanity" in existence. Stating that built environment does not exist only in urban settings, any manufactured structure can be referred to as forming a built environment. Putting this description and architecture concept together, the built environment refers to the tactile elements composed via the expertise of architecture.[17] Here, architecture appears as it is beyond a building. Although the built environment does not require an urban or a rural setting, this element connects architecture to urbanism by its tactility and potential of plurality.

Among the tourism types listed above, firstly, urban/city tourism stands out considering its relationship with the built environment, concerning that it includes traveling to a more exciting built space temporarily. These location-oriented activities open a discussion about the link between tourism and architecture by questioning their conceptual and historical aspects and how they affect each other in the context of a city.

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[16] Ibid.

[17] Jan Specht, *Architectural Tourism. Architectural Tourism*, (Springer Fachmedien Wiesbaden, 2014): 10-12. https://doi.org/10.1007/978-3-658-06024-4.

Joan Ockman's exhibition and the book, *Architourism,* look at the relationship of this duo from the aspect that claims architecture as a destination of tourism.[18] They exemplify the touristic development of Bilbao, Spain, after the construction of the postmodern Guggenheim Museum (1997) designed by Frank Gehry. In other words, the built environment becomes a consumable object for tourists in such cases. However, this approach is rather a recent point of view considering that these two concepts' encounters date way before the postmodern approach emerged. Emphasizing tourism and architecture's togetherness before the 20th century, Lasansky states that "the reciprocal relationships between the modern practice of tourism and the built environment [...] have been inseparable since the first pilgrims descended upon Rome."[19] This discussion will be opened further by a conceptual point of view in order to be able to analyze the basics of this relationship.

The relationship between tourism and architecture may be approached in two ways: architecture as an *aim* of tourism and architecture as a *component* of tourism. The former approach puts architecture in a passive position by considering architecture as an object to consume, while the latter implies that an already existing tourism factor has the potential to be impactful on the built environment and the architecture. To illustrate these two approaches more elaborately, defining urban tourism would be useful:

> Urban/city tourism happens in an urban environment that is characterized by a non-agricultural-based economy, e.g. administration, trade, and services, and by constituting a node of a transportation route. These destinations provide particular culture, architecture, technology, community experiences, and products for leisure and business.[20]

According to this point of view, urban tourism refers to the first approach considering architecture as the main focus. In this case, architecture is acknowledged as the already existing, static element, and tourism acts as a transitory agent. On the other hand,

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[18] Joan Ockman and Salomon Frausto, eds. *Architourism: Authentic, Escapist, Exotic, Spectacular,* (Prestel, 2005).

[19] D. Medina Lasansky and Brian McLaren, *Architecture and Tourism Perception, performance, and place,* (Oxford: Berg, 2004).

[20] United Nations Department of Economic and Social Affairs/Population Division, *World Urbanization Prospects: The 2009 Revision*, (New York, NY: United Nations, March 2009).

taking architecture as a component of tourism, both concepts correspond to an active element, possibly affecting each other reciprocally. At this point, this study questions what kind of tourism should be taken into consideration to analyze the correlation between tourism and architecture.

Until the 19th century, hotels in the major cities of Europe were serving for mainly the accommodation of businesspeople. This concept was not stemming from a leisure motivation; hence, these hotels were more like inns with larger common spaces.[21] When tourists began to visit cities, even if it was for a railway journey stopover, the hotels gained a new image to host visitors who would like to enjoy the accommodation experience further. The grand hotel concept evolved in this context in the urban centers of significant cities.[22] At this point of development of tourism, seaside resorts of Italian and French Riviera[23] became also accessible via railways. The tourists who would like to spend their holidays by the sea, preferred these destinations for recreation. Hence, coasts required spaces to accommodate the visitors who were mostly from the upper strata of the community.[24] Considering this process of changing trends of tourism, coastal tourism and architecture needs to be taken into closer consideration.

To scrutinize the potential reciprocity of tourism and architecture, it is crucial to eliminate factors that would complicate the cases. From this point of view, eliminating the power of an already existing urbanity would be convenient. In this regard, this time, coastal tourism concept would be scrutinized:

> Coastal tourism refers to land-based coastal recreation, leisure, and sports activities, such as swimming, surfing, sunbathing, and other activities on the shore of a sea, lake,

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[21] For further explanation on inns and hotels comparison see "2.3. Types of Tourism Facilities".

[22] For the case in Turkey, see: Ahmet Erdem Tozoğlu, "Grand Hotels in Major Cities of Turkey, 1950-1980: An Evaluation of Modern Architecture and Tourism" (Unpublished Master's Thesis, METU, 2007).

[23] Riviera (It. bank, shore) is a word initially used for the Mediterranean coasts of Genoa, Italy in the 17th century. Later this expression was attributed to other coastal regions to define the regions of coastal resorts from the 19th century onwards. "Riviera (n.)," Online Etymology Dictionary, accessed April 15, 2022, https://www.etymonline.com/word/riviera.

[24] For further explanation on development of coastal resorts see "2.3. Types of Tourism Facilities".

or river. Closeness to the shore is essential for services and facilities that support coastal tourism.[25]

As the definition illustrates, in the case of coastal tourism, location is of primary significance. Further, there is a reference to *facilities that support coastal tourism*. Hereby, it is expected that coastlands to maintain tourism-oriented building stock. Upon closer consideration, in the concept of coastal tourism, built environment acts as a *component* of tourism by covering the spatial need of accommodation or such facilities that tourists demand.

At this very point, it would be useful to take a glance at the history of coastal tourism and resorts. Despite the definition above explains, the coasts mean the shores of rivers, lakes and seas; coastal tourism emerged remarkably on the seaside areas, especially in English South Coast (from Sussex to Devon), Italian and French Mediterranean Rivieras (from Cannes to Sanremo) (Fig. 2), and the South Californian coasts of the United States (from Santa Barbara to San Diego).[26]

Fernand Braudel, who created fundamental works on the Mediterranean history, space, and heritage concerning the era between the Renaissance and the Enlightenment, narrated the coastal spaces and their use as recreation and leisure destinations in the 19th and 20th centuries.[27] Nevertheless, the earliest resort cities were situated in the southern coasts of England, in the 19th century, in relation with being the cradle of the Industrial Revolution.

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[25] World Tourism Organization, *UNWTO Tourism Definitions*, (Madrid, 2019), DOI: https://doi.org/10.18111/9789284420858.

[26] Luciano Segreto, Carles Manera, and Manfred Pohl, eds. "Introduction", in *Europe at the Seaside: The Economic History of Mass Tourism in the Mediterranean,* (New York: Berghahn Books, 2009): 2-5.

[27] Fernand Braudel, *The Mediterranean and the Mediterranean World in the Age of Philip II*, (Berkeley: University of California Press, 1996).
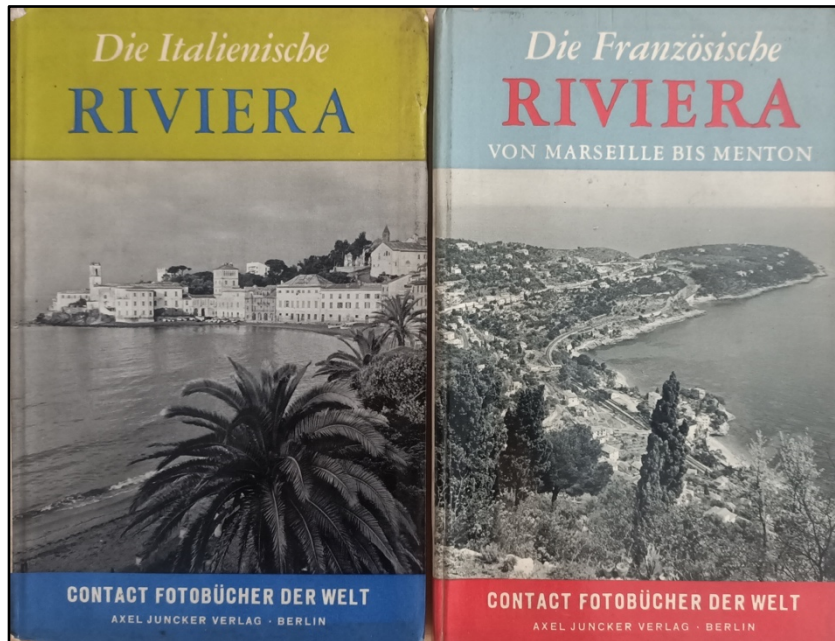
Figure 2. Covers of Italian and French Riviera photobooks published in the 1950s
(Marise Ferro and Cas Oorthuys, *Die Italienische Riviera*, [Berlin: Axel Jungker Verlag,
1958]; Jan Brusse and Cas Oorthuys, *Die Französische Riviera: von Marseille bis Menton*,
[Berlin: Axel Jungker Verlag, 1954].)

In the late 19th century, the resorts and the organized holiday activities developed
rapidly on the eastern seashore of the United States and the northern coasts of France.[28]
The attribution of "Riviera" name to the coasts of Provençal region of France also
influenced the representation of this area in the tourism publications.[29] After World
War I, traveling to the coasts was not as popular regarding the increased amount of
work and the rising number of the working class. Accordingly, in 1936, France was
introduced to paid holiday regulation.[30] Accompanied by the development of the
railroads' access to touristic destinations, tourism became rather democratized
considering the ease of reaching to the destinations by the lower stratum of the
community, even if it was for single-day excursions.

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[28] John Soane, "The Origin, Growth and Transformation of Maritime Resorts since 1840",
Built Environment Vol. 18, No. 1, Coastal Resort Development, (Alexandrine Press, 1992):
12-26.

[29] The name was coined by Stéphane Liégard in 1887 to advertise Cote d'Azur where was only
a stop on the way to Ligurian (Italian) Riviera.

[30] Marc Boyer, *Historie de l'invention du turisme, XVIe-XIXe siècles, (*La Tour d'Aigues:
Editions de l'Aube, 2000).

The holiday legislation in 1936 speeded up the construction of hotels in the French Riviera when this novel regulation was backed by the French government by prioritizing the enterprises of tourism facilities in this region. This change in the tourism industry brought the concept of mass tourism, which was developed specifically in the post-war era, corresponding to the European society's favor of the mass consumption.[31] (Figs. 3-4)

Figure 3. Crowded roads and beaches of Nice in the 1950s
(Cas Oorthuys, *Die Französische Riviera: von Marseille bis Menton,*
[Berlin: Axel Jungker Verlag, 1954].)

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[31] Ibid.

Figure 4. Photograph showing crowds in a typical tourism spot
of Italian Riviera, Laigueglia, in the 1950s
(Cas Oorthuys, *Die Italienische Riviera,*
[Berlin: Axel Jungker Verlag, 1958].)

Considering the history of coastal tourism, it would be appropriate to infer that it was
mainly fueled by the development of mobility. The ways of transportation evolved in
a way to support tourism in faraway lands, especially the spots of the "sun-sea-sand"
trio (3S) from the late 19th century. Together with the convenience of the mobility,
until the early 20th century, the resorts' growth was also related with the trends of the
society.[32] Soane claims that the new industrialized urban lifestyle "[…] presupposed a
need for a more intensive and personal relationship with the physical environment and
assumed an increasing ability to create out of nothing, distinctive spatial and

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[32] John Soane, "The Origin, Growth and Transformation of Maritime Resorts since 1840",
Built Environment Vol. 18, No. 1, Coastal Resort Development, (Alexandrine Press, 1992):
12-26.

consumption-orientated localities, i.e., resorts, to fulfil these societal ambitions".[33] The fashion of spending the summer in the Mediterranean coasts was also propagated by famous painters, authors, and tourists including Scott and Zelda Fitzgerald in the 1920s.[34]

During the first half of the 20th century, the French Riviera was welcoming a significant number of tourists during summer seasons as an important site of coastal tourism. Further, tourism in the French Riviera also became the main theme of the documentaries of two subsequent generations' directors: Jean Vigo and Agnès Varda. *À propos de Nice* (1930), a silent film of Vigo, starts with a tourist couple taking off from the train in Nice. However, the reason for the development of tourism at the southern coasts of Europe was not only accessibility but the change in the cultural tendencies as well. Similar issues were highlighted in Varda's documentary *Du Côté de la Côte* (1958) that was financed by the French Tourism Office.[35]

As Gonen explains, the Mediterranean countries have attracted tourists for their rich historical heritage, including ancient cities, villages, monumental buildings, works of art, heroic battlefields, and archaeological sites. However, in the twentieth century, tourists of the Mediterranean countries have become more likely to prefer coastal areas for vacations. European tourists, especially those from lower-income groups, started to visit the Mediterranean coasts not so much to appreciate the cultural and historical heritage but to enjoy the warm climate and beaches.[36] It is evident that the tourism perception was modernized with the need of the modern individual who preferred spending holidays by traveling to destinations with relaxation opportunities rather than cultural attractions. This cultural shift that carried mass tourism in the coasts into the

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[33] Marc Boyer, *Historie de l'invention du turisme, XVIe-XIXe siècles, (*La Tour d'Aigues: Editions de l'Aube, 2000).

[34] Bernard Toulier, *L'influence de guides touristiques dans la representation et la construction de l'espace balnéaire 1859-1950, (CNRS, UMR 22, 2002).*

[35] Claudia Gorbman, "Finding a Voice: Varda's Early Travelogues." *SubStance* 41 (128), (2012): 40–57.

[36] Amiram Gonen, "Tourism and Coastal Settlement Processes in the Mediterranean Region," *Ekistics* 48 (290), (1981): 378–81.

spotlight was also related to the politics, economy, and legal regulations. Respectively, the rise of the mass tourism affected the built environment in the second half of the 20th century.

2.3. Types of Tourism Facilities

Tourism requires spaces to realize recreational activities, lodging, and catering services. From this point of view, architecture serves tourism with diverging spatial organizations depending on the changing programs of the industry. In this regard, accommodation is a major part of the tourism concept in general.[37]

Scholars categorize accommodation types in various sets depending on different criteria. Since a design-based classification of the accommodation types was not clearly put before, tourism and economy studies would be beneficial in analyzing the production of tourism facilities. In this regard, some specialized dictionaries for tourism and guidebooks for clarifying the tourism concepts were published beginning from the mid-century, when mass tourism gained an ever-increasing significance in the so-called developed and developing countries of the time.

While tourism facilities were increasing in number, the advanced tourist circulation to tourism destinations brought a need of consistent approaches in the tourism industry. Along with the opening of tourism schools, tourism dictionaries and reference books were prepared in countries which were leading the tourism sector. At this point, these sources were translated into other languages to meet the standards set by these governments.[38] For instance, an international tourism dictionary was published in 1965 by the Ministry of Tourism and Promotions in Turkey, translated from the original French equivalent.

The tourism accommodation facilities mentioned in this dictionary could be listed as: hotels, motels, camping grounds, mountain chalets/huts, guest houses, inns/hostels,

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[37] In this case, excursions, which do not contain overnight stays, are ignored.

[38] Turizm ve Tanıtma Bakanlığı, "Önsöz", in *Uluslararası Turizm Sözlüğü*. (Ankara: Başnur Matbaası, 1965).

holiday houses, palaces (luxury hotels), and holiday villages. Later, in 2007, Lominé and Edmunds broke down tourism accommodation facilities into eight groups depending on their general concepts:

> Hotels, motels, hostels;
> Guesthouses, bed and breakfast, farmhouse accommodation;
> Self-catering accommodation (apartments, cottages and gites);
> Timeshare;
> Camping and Caravan sites;
> Medical facility accommodation, health care centers;
> Cruise liners and ferries;
> Other types of accommodation (such as sleeping carriages on night trains)[39]

The changing work conditions, developing communication and transportation possibilities, trends, and economic issues affected the multiplying of the sub-types of tourism facilities since the beginning of the lodging sector. By explaining the types of facilities, tourism-oriented architecture could be illustrated to a further extent.

The word "hotel" comes from the Latin noun, *hospes*, meaning "host" in the first place. Later, the words, "hospital", "hostel" and "hôtel" (Fr.) were derived from this same base with a meaning of "lodging or place to stay". Parallel to the early precedence of this basic concept of accommodation, hotels are one of the most varying type in lodging facilities by their size, location, amenities, and qualities. Holiday resorts, commercial hotels, luxury hotels (palaces), bed-and-breakfasts, themed hotels, and boutique hotels would be counted as the secondary types evolved from the hotel concept.[40] Despite this variation of the concept, hotels differ from other concepts, as well, by size, setting, and the service. To explain briefly, holiday villages are a type of resorts which are low-density hotels in nature with many amenities; motels are the examples which are situated out of the town along motorways; camping grounds and inns/hostels are mostly located at the places where nature plays the main role; the second house concept is a wider type in terms of the individuality and liberty served for tourists. Further explaining these types in a historical order will elaborate the evolution of tourism architecture in relation with the spirit of the time.

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[39] Richard Medlick and Susan Ingram, *The Business of Hotels*, (Oxford: Butterworth-Heinemann, 2002).

[40] Turizm ve Tanıtma Bakanlığı, *Uluslararası Turizm Sözlüğü*, (Ankara: Başnur Matbaası, 1965).

Inns and hostels were the earliest and the most basic types for overnight stays. For ages, inns, caravanserais, and hostels served travelers who were wandering along the trade and pilgrimage routes crossing the continents, as safe spots with stables for resting and spending the nighttime. (Figs. 5-6) Although their styles, services, and qualities varied up to time and place, these typologies were basically made of dorm rooms with dining facilities in common areas.[41]
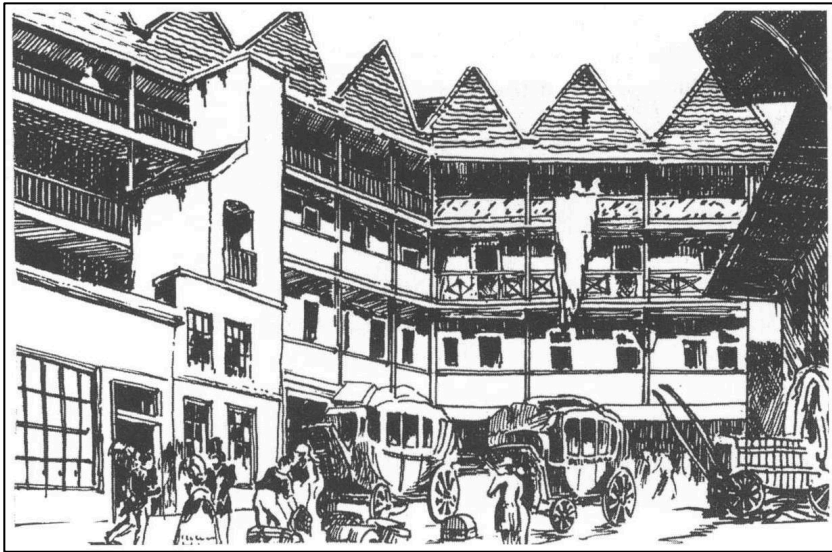
Figure 5. A medieval inn in London
(Holland, 1971)

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[41] Meeting very fundamental needs of the travelers, this typology is still trending among backpackers in the 21st century, for short stays in the urban centers as a cheaper option.
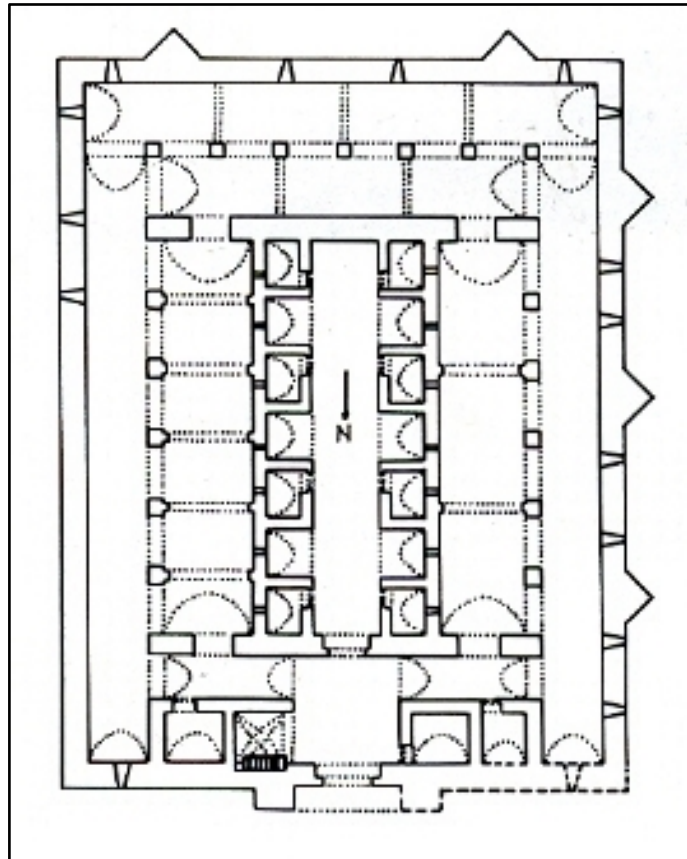
Figure 6. Plan of Alara Han in Alanya from the Seljuk Era
(Erdmann, 1961)

Similar to inns, hotels were known as one of the earliest facilities seen in East and West in resembling concepts.[42] Pevsner claims that the "urban" hotels derived from the inns related to the 16th century French town house, *hôtel*.[43] The difference was in the size and amenities as hotels were larger than inns in size, significantly in the common spaces. *Hôtel* was seen as an aristocratic and sophisticated urban building in the pre-industrial city.[44] When the line between the classes were getting blurry in the end of the 17th century, *hôtel* lost its sophisticated meaning and used only for the town houses of families. Macdonald claims that urban hotels were derived from inns and town houses after the 1770s, regarding the refinement of taste of the upper-class locals

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[42] For further architectural information on *ryokan* and *minshuku* concepts of Japanese culture in the 19th century: J.M. Richards, *An Architectural Journey in Japan*. (London: Architectural Press, 1963).

[43] Nikolaus Pevsner, *A History of Building Types,* (1976).

[44] Ibid. p. 144.

and change in the typology by addition of new features to these facilities: restaurants, entertainment rooms, and ball rooms.[45] With the increasing convenience of transportation, coastal resorts and health facilities, i.e. spas, emerged as new types. A wide range of motivations of people, including sunlust getaways, business trips, railway stopovers[46], and cultural tours caused a differentiation of setting and features of the hotels in the following centuries. Hotels were mainly spread in the urban settings and the seaside, while their features changed by adapting the currents of the era. (Fig. 7)

Figure 7. The Grand Hotel, Hotel Continental, Ostende in the 19th century
(Herbert Lachmayer et al., 1991)

Parallel to the changes in technology and transportation vehicles, traveling with cars became widespread in the 20th century. In the United States, the trend of traveling with personal automobiles caused commercial hotels in cities to meet the demands of parking place by adding garage buildings close to hotel buildings. These annexes were convenient only for the higher quality facilities, also depending on the space in the plot

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[45] Ibid. p. 145.

[46] For further reading on the Grand Hotels in general: Herbert Lachmayer, Christian Gargerle and Géza Hajós, *The Grand Hotel*, (1991). And in Turkey: Ahmet Erdem Tozoğlu, "Grand Hotels in Major Cities of Turkey, 1950-1980: An Evaluation of Modern Architecture and Tourism" (Unpublished Master's Thesis, METU, 2007).

in the urban setting. By the 1920s, the limitations of parking services in cities advanced the popularity of motels.[47]

Motel, as a term, is directly derived by blending the words of "motor" and "hotel". Motel type was predominantly popular in the United States in the mid-20th century due to the rising automobile ownership. This type includes low-density accommodation units, situated along main motorways, generally excluding some services as different from hotels. Although the motel concept stems from the accommodation needs for overnight stays of travelers, in the late 1950s, motels started to change into resorts for tourists who would like to spend their weekends or holidays outskirts of the town. In the article, dated 1958, titled "The Motel: The Horizontal Hotel", Adams claims that motels were "no longer exclusively roadside inns; they have moved into both big and small cities as motel-hotels. In fact, in some cities, hotel owners are building motels next door to their hotels."[48] Towards the end of the 20th century, poorly featured versions of these facilities were preferred for short stays of romantic getaways or lower income lodging, even though higher quality resort-motels were still existing.

Of lower budget travels, camping was a popular tourism activity beginning from the late 19th century. While camping grounds did not include built structures for services, mocamps came up as a niche typology between motels and camping facilities in the post-war context of motor vehicles. According to the definition in the dictionary, *Mocamp* is a touristic accommodation concept, referring to *motor + camp*, also emerged as a type in Turkey in the 1960s.[49]

In the article of the *Mimarlık* journal, Kabakçıoğlu explains how camping facilities were proposed as facilities of convenience at the beginning. Firstly, the expenses of

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[47] Lisa Pfueller Davidson, ""A Service Machine": Hotel Guests and the Development of an Early-Twentieth-Century Building Type" *Perspectives in Vernacular Architecture* Vol. 10, Building Environments (Vernacular Architecture Forum, 2005): 113-129.

[48] Jean Adams, "The Motel: A Horizontal Hotel," *Landscape Architecture Magazine* Vol. 49, No. 3, (American Society of Landscape Architects, Spring 1959): 165.

[49] "Meaning of Mocamp in English." n.d. Lexico. Accessed February 6, 2022. https://www.lexico.com/definition/mocamp.

construction and staff were lower compared to motels and hotels regarding their smaller sizes. However, the capacity of service was not as small.[50] Hence, mocamps provided a model of transition to motels and hotels until the tourism industry was capable of them in the following years.

As an alternative for the short stay facilities, owning properties to spend holidays or for seasonal use was in a rising trend in the 20th century. In the 1980s, there was a growing tendency among wealthy Europeans to possess a second home. Although owning a second home or changing residence upon retirement is not of the tourism's direct scope, they form an influential element in transforming settlements.[51] While originally the concept was of houses in apartment blocks, in the 1980s, they gained a shape of low-density residences such as villas in shared gardens, and individual villas. As some of these properties were fully furnished and equipped, some also had extra amenities such as swimming pools, tennis courts, fitness rooms etc. These flats or villas were occasionally rented for short- or long-term residents or used by their permanent owners. In both cases, the residents would leave their houses by the end of the summer season. These large areas of landscaped gardens and buildings were left to caretakers of the sites and remain idle in the winter season.

Although second houses offer tourists a guaranteed availability without making an effort for reservations, they are somewhat limiting considering tourists' will to visit other destinations during their holidays. Accordingly, in the mid-1960s, a new phenomenon emerged in France: Timeshare. Stabler and Goodall defined this novel concept of tourism as "the multi-availability, tenancy or ownership of property but in essence it is the periodic right of occupation."[52] This concept of tourism does not cause a dramatic difference from the typologies mentioned above. However, this concept was a motivation to develop and vary these houses.

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[50] Ercan Evren, "Turizm ve Mimarî," *Arkitekt* no. 326, (1967): 67–68.

[51] Amiram Gonen, "Tourism and Coastal Settlement Processes in the Mediterranean Region," *Ekistics* 48 (290), (1981): 378.

[52] Mike Stabler and Brian Goodall, "Timeshare: A New Dimension in Tourism," *Built Environment* Vol. 15, No. 2, Tourist Accommodation, (1989).

In the later decades of the 20th century, developments in the tourism industry caused a variation in the basic typologies, as well. As mass tourism influenced more and more visitors to the resorts, facilities' size and amenities grew accordingly. This situation was also supported by the governments via legal and economic conveniences that would attract larger initiatives to take action in the resorts.[53] Instead of the singular facilities, larger and more complex projects were realized with higher capacity hotels, holiday villages with luxurious amenities, and holiday complexes including different programs of accommodation and service.

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This chapter that analyzed the relationship of tourism and architecture via the provided base of tourism history, examined the sites and types of tourism-oriented architecture, focusing on the 20th century. This introduction will provide the ground for the analysis in the next chapter that will thoroughly scrutinize the tourism-architecture relationship through the specific case of the tourism-oriented built environment of the coastal town of Alanya in Turkey, which was transformed into a remarkable resort destination of "Turkish Riviera" in the second half of the 20th century.

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[53] For the official encouragements for tourism industry in Turkish government, see "3.1.1. Legal and Economic Context of Tourism" in Chapter 3.

CHAPTER 3

TOURISM AND ARCHITECTURE IN ALANYA

The focus of this chapter is on a Mediterranean coastal town in the southern Turkey. Alanya is an ancient town, dramatically grown in the second half of the 20th century after tourism had become the main economic source for its development. Tourism had a primary effect in the city by the dominant role of tourism-oriented architecture in its built environment; it also had a secondary effect by thus changing its urban characteristics and turning Alanya into a resort town.

In this chapter, to analyze the tourism related change in architectural sense and practice in Alanya, the history of tourism in Turkey will initially be presented to act as a framework to allow observing the city's reactions to the specific events such as the legal and economic context of tourism as seen in the governments' changing economy policies, and encouragements to invest in tourism sector. In order to better analyze the case of Alanya as the site of coastal tourism in the Mediterranean, the deliberate enhancement of the publicity of the "Turkish Riviera" will also be examined in the first part of this chapter.

In the second part, before delving into the transformation of Alanya into a center of sun-sea-sand tourism, the geographical and historical context of tourism in Alanya will also be studied in order to understand the already existing context of the evolution of this initially ancient settlement that also has significant natural features.

Surveying tourism-oriented architecture in Alanya in the second half of the 20th century via the changing trends of the touristic facility types in a chronological sense, the characteristics of the era in terms of the relation between tourism and architecture will be evaluated as the focus of analysis in this chapter that forms the basis of the

evaluation in this study. It will also be questioned as a conclusion to what extend tourism architecture in Alanya was parallel to the contemporary approaches in design practice that transformed from modern to regionalist and postmodern during the second half of the 20th century.

3.1. Tourism in Turkey in the Second Half of the 20th Century

After contextualizing the tourism-oriented built environment in the earlier chapter, this chapter will narrow down the scope to Alanya, a coastal ton in Turkey. Thus, it is necessary to initially contextualize the tourism-oriented built environment in Turkey, a country with an estimated coastline of 8140 km.[54] Hosting the northeastern shores of the Mediterranean Sea, Turkey's potential in tourism was discovered towards the second half of the 20th century. Cultural attractions, historical sites, and the diverse natural features were the aspects to highlight for domestic and foreign tourists. From the mid-20th century onwards, the stagnate economy and the decreasing interest in agriculture caused a tendency in tourism.[55] However, the first reports in the 1960s show that tourism gained significance later than the neighboring countries, e.g. Greece and Yugoslavia.[56] Turkey's intention was to develop the tourism sector as much as the other Mediterranean countries, e.g. Spain, Italy and Greece. This part of the chapter will present how regulations in terms of strategies in economy and legal field were operated, which aimed to develop coastal tourism also in Turkey as a Mediterranean country, and hence to feature the "Turkish Riviera"

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[54] "Coastal and Marine Ecosystems - Marine Jurisdictions: Coastline length (Units: Kilometers)", Earth Trends, accessed April 19, 2012, http://earthtrends.wri.org/text/coastal-marine/variable-61.html.

[55] Arman Güran, "Türkiye'nin Turizm Gelişmesi ve Gerekli Mimarlık Gücünün Ortaya Çıkan Sorunları." *Mimarlık* no. 34, (1966): 7–8.

[56] Cumhurbaşkanlığı Cumhuriyet Arşivleri Başkanlığı, *Turizm sektörü 1962 yılı geçiş planı*. 92-576-1. 28.12. (1961).

3.1.1. Legal and Economic Context of Tourism

Starting from the early 20th century, tourism's significance in Turkey's economy became official with the novelties in the operations of the governments. Scrutinizing these changes would outline the environment of tourism in the country.

The formal developments concerning tourism and tourism industry in Turkey can be categorized under the fields of law and economy. Further, political approaches of the governments influenced mainly these areas in the 20th century. Thus, the changes in the legal and economic approaches are inevitably related to the political strategies in the case of Turkey's tourism.[57]

From the early steps taken by the establishment of the authorized bodies about tourism to the five-year development plans that included tourism sector profoundly, tourism had always been in the limelight regarding its economic income potentials in Turkey. The earliest significant step of tourism was the establishment of the Travelers' Association (*Seyyahin Cemiyeti*) in 1923 that was renamed as Touring and Automobile Club of Turkey (*Türkiye Turing ve Otomobil Kurumu*) in 1930. As the date 1923 corresponds to the proclamation of the Republic, tourism had already been a matter of fact in the Ottoman era. However, the continuity of the legal and economic developments was not as traceable due to the change of the regime. Hence, this study regards the Travelers' Association's foundation as the inception of the official tourism developments in Turkey.

The Travelers' Association was the only competent authority for tourism-related governmental events as a non-governmental organization until the establishment of the Turkish Office (*Türk Ofis*) in 1930. Turkish Office had the Tourism Desk responsible for tourism and promotion under the Ministry of Economy of Turkey. Even though the official branch was in operation, it is evident that both of these constitutions

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[57] For further readings on the sociopolitical context of Turkey in the post-war period the following sources may be useful: Eric Jan Zürcher, *Turkey: A Modern History*, (London: I.B. Tauris, 2004).

Sibel Bozdoğan and Esra Akcan, *Turkey: Modern Architectures in History*. (London: Reaktion Books, 2012).

represented the government in official events, fairs, and exhibitions that were seen as great opportunities to represent the Turkish Republic as a modern and influential state among other countries.[58]

In the 1940s, tourism industry's close relationship with publicity was recognized by the authorities. Thus, the Directorate of Tourism (*Turizm Müdürlüğü*) was founded as a sub-unit of the related directorate of press and publications of Turkey.[59] From 1949 on, the tourism-related events were conducted by the Tourism Department (*Turizm Dairesi*) which was set up due to another legal basis.[60] This institution organized consultation meetings about tourism and worked on the making of the Law of the Promotion of Tourism Establishments (*Turizm Müesseseleri Teşvik Kanunu*) (No: 5647). This legal regulation is considered as the first legal attempt to develop tourism industry by auditing and controlling the tourism facilities in Turkey.[61]

Although during the time between the two World Wars, constructions of new hotels were very few, the destructive World War II fueled technology, economy, and political relationships in search of new solutions. After World War II, the change in the political approaches of the Turkish government reverberated in the economy by appreciating a liberal model by the Democrat Party.[62] Contemporarily, the government of United States proposed a program, Foreign Aid, which was containing a chain of American hotel building investments to trigger traveling and commerce to the countries which were economically in need.[63]

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[58] Eti Akyüz Levi, "Tarihi Çevre Korumacılığı ve Turizm." *Mimarlık*, no. 286, (1999): 55–56.

[59] Due to the Law of Foundation and Missions of General Directorate of Press (No: 3857) (*Başvekalete Bağlı Matbuat Umum Müdürlüğü Teşkiline ve Vazifelerine Dair Kanun*).

[60] Law no: 5397/17.

[61] Nazmi Kozak, Meryem Akoğlan Kozak, Metin Kozak, *Genel Turizm: İlkeler, Kavramlar*, (Ankara: Detay Anatolia Akademik Yayıncılık Ltd., 2014).

[62] Afife Batur, *A Concise History: Architecture in Turkey during the 20th Century*, (Ankara, Turkey: Chamber of Architects of Turkey, 2005).

[63] Conrad Hilton, *Be My Guest*. (New York: Prentice-Hall Press, 1957)

Turkish government's state was meeting with the U.S. government's aid program. Following the legal promotions regarding the foreign enterprises in tourism in Turkey, Hilton Hotel in İstanbul was built and opened in 1955, by Hilton International. This project was an unprecedented example in Turkey as well as the other branches in Athens and Cairo. Wharton evaluates that this initiative as it was not to meet a demand but to create one.[64] The opening of this establishment was a remarkable progress for Turkey's economy and architecture, as well.[65]

Until the mid-century, tourism-related legal and economic process of Turkey was in a state of foundation. From the early 1950s, the proposed promotions of tourism investments were supported by the new establishments of banks and institutions. As an example, TURBAN (*Türkiye Turizm Bankası*) was established in 1955 for this reason.[66]

After the military intervention in 1960, Turkish government took action for an extensive development program by bringing the issue of "planning" into focus.[67] In 1963, the first five-year development plan was launched concerning the period of years between 1963 to 1967. This plan allocated a larger share for tourism to cover the debts

[64] Annabel Wharton, "Economy, Architecture, and Politics." In Economic Engagements with Art, (Durham, NC: Duke University Press, 1999): 285-299.

[65] Afife Batur, *A Concise History: Architecture in Turkey during the 20th Century*, (Ankara, Turkey: Chamber of Architects of Turkey, 2005).

[66] TURBAN was founded with a mission that is: "propagating for development of inbound and outbound tourism in the country, setting up tourism agencies, organizing travels and supplying transportation for them, contacting with every stage of tourism industry, promoting and financing the bodies which will work about building and managing touristic facilities."

Nazmi Kozak, Meryem Akoğlan Kozak, Metin Kozak, *Genel Turizm: İlkeler, Kavramlar*, (Ankara: Detay Anatolia Akademik Yayıncılık Ltd., 2014).

[67] State Planning Organization (*Devlet Planlama Teşkilatı*) was founded in 30.09.1960 and started to work in 1961. For further reading on the public reflection for this official body: Mahmut T. Öngören, and M. A. Asna, "Basın ve Devlet Plânlama Teşkilatı" in *Plânlama: Devlet Plânlama Teşkilatı Dergisi. No:* 2/1, (1962): 137-140.

of the government by highlighting the rich cultural and natural sources of the country in the publicity and encouraging the investments.[68]

The subsequent five-year plans were altered concerning the process of development, as tourism remained significant by adapting to the changing circumstances. The second five-year plan, concerning the period between 1968-1972, mainly aimed to raise the income supplied by the tourism sector. Its itinerary was concentrated on the development and encouragement of the inbound tourism by supporting the promotions legally and financially. The following five-year plan (1973-1977) was relatively more focused on the outbound tourism instead of the inbound one, and the emphasis on the mass tourism was increased. In the regions, which were relatively faster developing, the requirement of planning and infrastructure issues were mentioned. More, the coasts were to be protected by law and recognized as public areas. The first three five-year plans emphasized to get profit from tourism as much as possible while preserving social and environmental benefits as well. However, in the ensuing plans, mass tourism and encouraging private initiatives were more in the center of interest.

In 1980, the Law of Tourism Encouragement (*Turizmi Teşvik Kanunu*)[69] was introduced. This law was covering an unprecedented extent of promotions accompanied by a new scope of regulations including, but not limited to quality, employment, auditing, regional organization, urban planning in the touristic centers.[70] It is evident that the governments' strategies and actions fueled the tourism sector, especially the mass tourism. As the 1988 dated official document, titled "The Turkish Plan for Tourism",[71] presents the government's strategies based on statistics, Türkmen

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[68] Nazmi Kozak, Meryem Akoğlan Kozak, Metin Kozak, *Genel Turizm: İlkeler, Kavramlar*, (Ankara: Detay Anatolia Akademik Yayıncılık Ltd., 2014).

[69] No:2634

[70] Nazmi Kozak, Meryem Akoğlan Kozak, Metin Kozak, *Genel Turizm: İlkeler, Kavramlar*, (Ankara: Detay Anatolia Akademik Yayıncılık Ltd., 2014).

[71] This report was prepared for "A British Travel Trade Seminar on Turkey" that took place on the 21st of July,1988 at Sheraton Park Tower Motel, London, England by Mustafa Türkmen, representative of Ministry of Culture and Tourism of Turkish Republic.

claims that tourism in Turkey would be divided into two eras as before and after 1982. (Table 1)

Table 1. Graphic showing the tourist arrivals to Turkey (1972-1987) that indicates the change of the trend before and after 1980
(Redrawn by the author from the original in the document: "The Turkish Plan for Tourism", 1988)
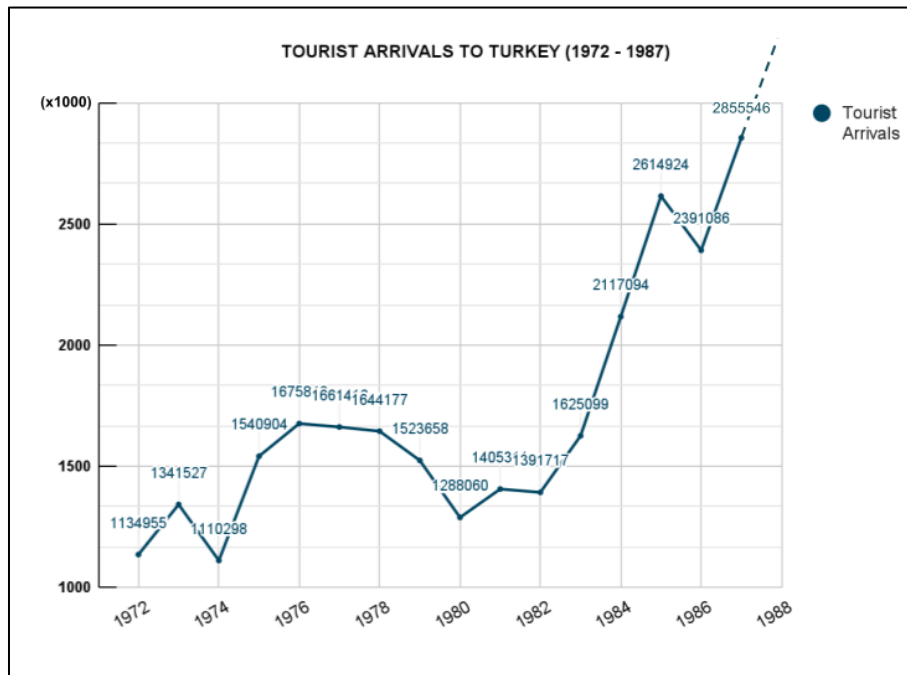
Towards the new millennium, the consecutive plans were based on the previous works' development and integration. In this era, it is evident that the concerns about increasing bed capacity and income evolved into a form that is more focused on supervising the processes and solving the problems.[72]

3.1.2. Coastal Tourism in the Mediterranean: "Turkish Riviera"

As mentioned in the legal and economic context, in the postwar decades, Turkey's natural and historical sites were promoted from the mid-20th century onwards. The tourism propaganda was assisted by advertising the touristic attractions of Turkey via photo albums and tourism guides which were published in French and English

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[72] Nazmi Kozak, Meryem Akoğlan Kozak, Metin Kozak, *Genel Turizm: İlkeler, Kavramlar*, (Ankara: Detay Anatolia Akademik Yayıncılık Ltd., 2014).

languages, as well. The attribution of the name of "Riviera" to the Mediterranean coast of Turkey was referring to the title French Riviera given since the the 19th century. A report that proposed the making of a development project in which the coastal region around Antalya was considered and this area was named as "Turkish Riviera", was prepared by Fritz Baade[73] in 1959. As this proposal was one of the first examples for the development of the Antalya region, it was received positively by the related authorities.[74] Further, in 1965, an article of Baade in the German newspaper *Die Zeit*, reveals the motive of his choice of using this description:

> *[...] Man kann die touristischen Reichtümer dieser türkischen "Riviera" am besten charakterisieren, wenn man an Portofino, eine der schönsten Stellen der italienischen Riviera, erinnert. Auf der Strecke von Izmir bis Antalya liegen mindestens fünfzig mögliche Portofinos.[...]* [The best way to characterize the tourist attractions of this Turkish 'Riviera' is to recall Portofino, one of the most beautiful places of the Italian Riviera. On the route from Izmir to Antalya, there are at least fifty possible Portofinos.][75]

The Transition Plan of Tourism Sector of 1962 (*Turizm Sektörü 1962 Yılı Geçiş Planı*) shows that the main tourism destinations in Turkey included the locations which were accessible via sea and land travel, particularly the Marmara and Aegean regions. In the same document, Marmaris and Fethiye were proposed as tourism development areas by claiming the potentials of these settlements.[76]

Following the first two five-year development plans,[77] in 1969, a tourism development plan was prepared which was more integrative compared to the former attempts of touristic development. This plan considered the western and southern coastline of Turkey, from Çanakkale to Anamur. In this plan, the term "Turkish Riviera" was used

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[73] Fritz Baade, an economy professor who worked on Turkey's development in the postwar era by conducting research projects and reporting them to the government of Turkey, examined Turkey's touristic potentials as well.

[74] An agreement signed between the United Nations Special Fund and the Turkish Government on 20 November 1959, and the report became the basis for the work program of the project. The program was finalized in October 1960 and made operative on 7 February 1961. FAO (United Nations Food and Agriculture Organization) was accepted as the executing institution.

[75] Fritz Baade, "Türkei: Ein Paradies Der Zukunft." *Die Zeit*, no. 14. (1965).

[76] Cumhurbaşkanlığı Cumhuriyet Arşivleri Başkanlığı, *Turizm sektörü 1962 yılı geçiş planı*. 92-576-1. 28.12. (1961).

[77] Arman Güran, "Türkiye'nin Turizm Gelişmesi ve Gerekli Mimarlık Gücünün Ortaya Çıkan Sorunları." *Mimarlık* no. 34, (1966): 7–8.

to define the coastline of the Aegean and Mediterranean seas. [78] This holistic approach brought forward the Turkish Riviera's historical and natural union while speeding up the construction of the land connections of the coastal settlements. (Fig. 8)

Figure 8. The brochure cover that is using the image of Kızıl Kule (Red Tower)
in Alanya to represent the turquoise coast of Turkey
(Ministry of Culture and Tourism General Directorate of Information and
Promotion, *Turkey: The Turquoise Coast*, Şerife Sezgin, ed.,
[İstanbul: Duran Ofset A.Ş., 1981].)

In addition to the official advertisements started in the mid-century regarding the historical-significance-focused touristic destinations of Turkey, hotel and motel guides were also prepared and published by the related official bodies. Beside these state-funded products, private enterprises, which were tourism agencies and tourist guides,

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[78] However, travel guides kept using this definition specifically for the coastal line of the eastern Mediterranean region of Turkey in the 1980s. Baedeker Stuttgart, *Baedeker's Turkish Coast (English edition),* (Norwich, GB: Jarrold and Sons Ltd., 1987); Ministry of Culture and Tourism General Directorate of Information and Promotion, *Turkey: The Turkish Riviera*. (İstanbul: Hürriyet Ofset A.Ş., 1987); Ministry of Culture and Tourism General Directorate of Information and Promotion, *Turkey: The Turquoise Coast*, Şerife Sezgin, ed., (İstanbul: Duran Ofset A.Ş., 1981).

prepared region- and destination-based guidebooks in different languages depending on their tourist profile. (Fig. 9)

The tourism industry's regenerative feature in coastal settlements caused investments and employment opportunities that resulted in migrations to these areas. It was evident that the settlements of the "Turkish Riviera" started to urbanize relatively faster than before, and the Construction Law was revised with additions concerning the coastal regions. Even though this law was proposing a more controllable development process in the tourism-oriented areas, the regulation and applications stood behind the planning in most of the growing cities.[79] Similar to the tourism urbanization phenomenon of Mullins[80], many cities of the "Turkish Riviera" were exposed to private initiatives and thus, unregulated and unplanned growth patterns were seen during the late decades of the 20th century.

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[79] Murat Aykaç Erginöz, "Türkiye'de Kıyı, Çevre Turizm Etkileşmesi." In *Şehircilik*, (İstanbul: İstanbul Aydın Üniversitesi Yayınları, 2017): 428–91.

[80] Patrick Mullins, "Cities for Pleasure: The Emergence of Tourism Urbanization in Australia," *Built Environment* 18 (3), (1992): 187–98.

Figure 9. Covers of the booklets published by the Ministry of Culture
and Tourism of Turkey in the late 20th century
*(*Ministry of Culture and Tourism General Directorate of Information and Promotion,
Turkey: The Turkish Riviera, [1987], *Le Golfe D'Antalya,* [1995],
Turquie: Côte Turquoise [1978].)

3.2. Geographical and Historical Context of Tourism in Alanya

In this part of the chapter, the aim is to introduce the factors that caused Alanya to evolve into a resort town in the second half of the 20th century. As the historical background and the geographical setting will outline the potentials of coastal tourism in the city, the change of built environment will be able to be evaluated in the next parts by the increasing accessibility to Alanya.

The city of Alanya was founded originally on the peninsula framed by the walls of the castle, densely populated in the eastern slope of the promontory. The earliest source that mentions Alanya dates to the 1st century BCE.[81] The initial evidence of humans

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[81] Alanya was named as *Coracesium* in Ancient Greek and Roman literary sources. Greek geographer, Strabo, mentions about Alanya with this name in Geographika in the 1st century

living in the Alanya region was in Kadıini Cave, located 12 km away from the city center in the northeastern direction. The remains were dated to the Upper Paleolithic Age, corresponding to c. 50000-10000 BCE. In 2017, human skeletal remains, which date back to the Late Chalcolithic - Early Bronze Age (ca. 3000 BCE), were unearthed. However, no findings led to a settlement that was inhabited at that spot during or after the mentioned era.

As the geographer Strabo recorded, the peninsula, named *Coracesium,* was the area of habitation at the time. Although under Roman rule, the peninsula was used vastly by the Mediterranean pirates as a stronghold, and the earliest remarkable settlement was built during the Byzantine era.[82] A more inhabitable part of the peninsula which is located on the eastern side, hosted the residential units of *Kalonoros*.[83]

During the Seljuk rule, the city was renamed *Alaiye*, after Alaaddin (Kayqubad I), following his seizure in 1221. Castle walls' reparations and additional urban and defensive structures were built in this era. The most prominent buildings from this era are located on the eastern shoreline of the peninsula: the shipyard and an octagonal defense tower named Red Tower. Hunting kiosks and walls found in the northern part of the city, outside the walls, date back to his reign as well.[84] A palace building was constructed in the upper part of the castle, where the peninsula was watched over against threats from all directions. [85]

BCE (Volume 14, Chapter 5.). Biographer Plutarch mentions about the city with this name in the 28th chapter of his book *Life of Pompey* in the 1st century CE.

[82] Seton Lloyd and Storm Rice, *Alanya: Alaiyye*. (Ankara: Türk Tarih Kurumu Basımevi, 1989.)

[83] The name, *Kalon Oros* that was used under the Byzantine rule, can be directly translated from Greek as "good mountain".

[84] In Hasbahçe district located at the slopes of Taurus Mountains, wall, cistern, and kiosk ruins are still present. Due to the wall paintings of one of the kiosks consisting the iconic red and white painted zigzag patterns, these remnants were dated back to the Rum Seljuk era.

[85] Seton Lloyd and Storm Rice, *Alanya: Alaiyye*. (Ankara: Türk Tarih Kurumu Basımevi, 1989.)

Under the Ottoman rule, Alaiye remained as a settlement on the peninsula, mainly locked by the city walls. Illustrations that were created during this era give clues to delineate the situation of the city. For instance, in 1812, Francis Beaufort, who was a hydrograph of the Royal Navy of the United Kingdom, traveled the southern coast of Asia Minor, including Alaiye, as he mentioned in his book published in 1817. His depiction of "the castle of Alaya" showed Alaiye as a land piece disconnected from the main territory (Fig. 10); however, considering an earlier source, Strabon's *Geographika*, as well as in the depiction of the British engraver Henry Adlard in 1841, the city was settled on a peninsula instead of an island (Fig. 11). The upper area of the shipyard of the fortified peninsula was seen as the setting of the city. Later, the late 19th-century journal *Servet-i Fünun* included a photograph of Alaiye on the cover of an issue, in 1898 (1314). This illustration also shows that the settlement was still locked in the same area (Fig. 12). Similarly, photographs taken by locals during the early 20th century show the general views of the peninsula and the hills, illustrating scattered residential buildings in the flatlands settled in the citrus gardens. (Figs. 13-14)
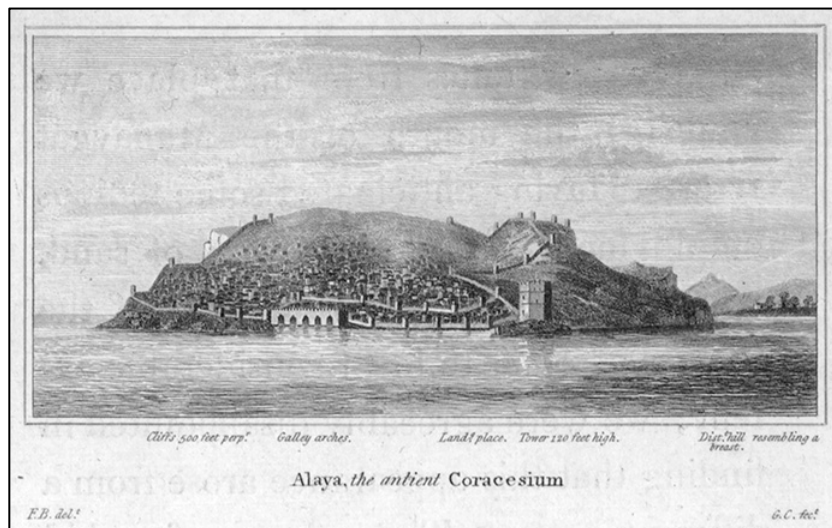
Figure 10. Francis Beaufort's depiction of Alanya Castle regarding his travels in 1812[86]
(Francis Beaufort, *Karamania,* [London: R. Hunter, 1817].)

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[86] Descriptions on the image:

"Cliffs 500 feet perp. - Galley arches. - Land' place. Tower 120 feet high. - Dist' hill resembling a breast", "Alaya, *the antient* Coracesium".

Figure 11. Illustration of Alanya created by W. H. Bartlett and H. Adlard in the mid-1800s, titled, "Fortified Cliffs of Alaya, Coast of Caramania"[87]
(William H. Bartlett and H. Adlard, [London, Paris: Fisher Son & Co, 1841].)

Figure 12. Alaiye on the cover of the *Servet-i Fünun* journal in 1898 [88]
(*Servet-i Fünun*, Year 8, Vol. 5, No: 371, [21.04.1898].)

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[87] Described in English and French as: "Fortified Cliffs of Alaya, Coast of Caramania. Rochers fortifiés, d'Alaya, Cote de la Caramanie."

[88] Descriptions on the image as transcribed from Ottoman Turkish texts:

"Kaymakam İzzetlü Halil Kamil Bey'in fotografisinden" (En. From the photography of the district governor, honored, Halil Kamil Bey), "Alaiye kasabasının manzara-i umumiyesi" (En. General view of the town of Alaiye). The description in French: "La vue générale d'Alaya sur la Mediterrannée" (En. General view of Alaya by the Mediterranean).

Although the city had a defensive configuration, the settlement's later handovers occurred in diplomatic and economic ways, as in the Seljuk case. A record mentions that Alaiye was bought from the Karamanoğulları by the Mamluk Sultanate in 1427 in exchange for a symbolic amount of 5000 dinars in relation to the Mamluks' sieges of Cyprus.[89] Similarly, the Ottomans' rule in Alaiye started in a diplomatic procedure by ceding the city to Gedik Ahmet Paşa in 1471.[90] After the Turkish Republic was established, the city's name was changed to Alanya with the enactment of the Ministry of the Interior in 1933.[91]

In addition to its rich history, Alanya is also significant geographically as a city of the famous trio of coastal tourism: sun, sea, and beaches. Although these natural settlement features define the contemporary form of the city, before tourism, Alanya was a settlement with an economy based on agriculture and forestry, with a restricted land network in the due to the morphological conditions regarding the range of mountains on the northern side.[92] Despite the hardships of the topography, Alanya was located on the routes of trade during the Middle Ages. While there are two known inns constructed during the Seljuk rule, there are speculations about the use of the *bedesten*, that is located inside the walls of the castle in the ancient settlement, was used as an inn, as well.[93] As Alanya was the most western territory of the Mamluks, the commercial connection through the maritime ways was also existing after the 14th century.[94] Considering the closeness to Cyprus made the town a stop on the route, it can be inferred that the direction of interaction of Alanya was rather related to the

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[89] Kürşat Solak, "Memlûkler ve Alâiyye." *Tarih Okulu*, no. XII, (2012), 117–28.

[90] Aşık Paşazade, *Âşık Paşazâde, Tevârîh-i Âl-i Osman*. Edited by Kemal Yavuz and Yekta Saraç. (İstanbul: Gökkubbe., 2007).

[91] Devlet Arşivleri Başkanlığı Cumhuriyet Arşivi, *Antalya'ya bağlı Alaiye kazası adının Alanya'ya çevrilmesi.* Dosya: 73-85, 36-38-19. (23.05.1933).

[92] Selman Bayrakcı, and Ebru Zencir, "Muz Bahçelerinden Turizm Cennetine Alanya." In *Dünden Bugüne Türkiye'de Turizm*, 10, (2018): 53–72.

[93] Seton Lloyd and Storm Rice, *Alanya: Alaiyye*. (Ankara: Türk Tarih Kurumu Basımevi, 1989.)

[94] Kürşat Solak, "Memlûkler ve Alâiyye." *Tarih Okulu*, no. XII, (2012), 117–28.

Middle East and North Africa via the Mediterranean Sea instead of the land-based traffic in Asia Minor.
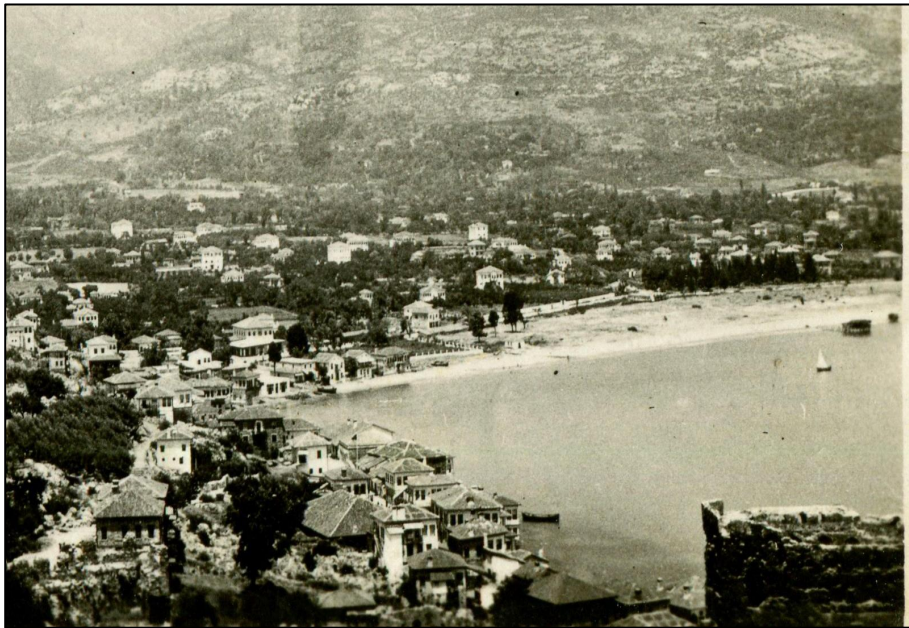
Figure 13. Alanya before the 1950s showing traditional houses and the natural coastline
(Personal archive of Feyzi Açıkalın)

Figure 14. The new city center of Alanya in the 1950s showing the new motorway
(Personal archive of Feyzi Açıkalın)

The closest most developed settlement, Antalya[95], on the west, is the center of the Antalya province. (Fig. 15-16) Even though these two centers are 130 km away via the D400 motorway following the shoreline today, until the 1950s, the land connection between Alanya and Antalya had been over the valleys constituted by Taurus Mountain range on the old route included the inns dating back to the Seljuk era. More, Alanya had rather a closer relationship with Konya[96], in terms of land network due to the *yörüks'* living pattern of migrations to inhabit the Taurus mountains on the northern part of the city to pass the summer seasons.[97] The *Sanjak of Alanya* was depended to Konya Province in the 19th century.
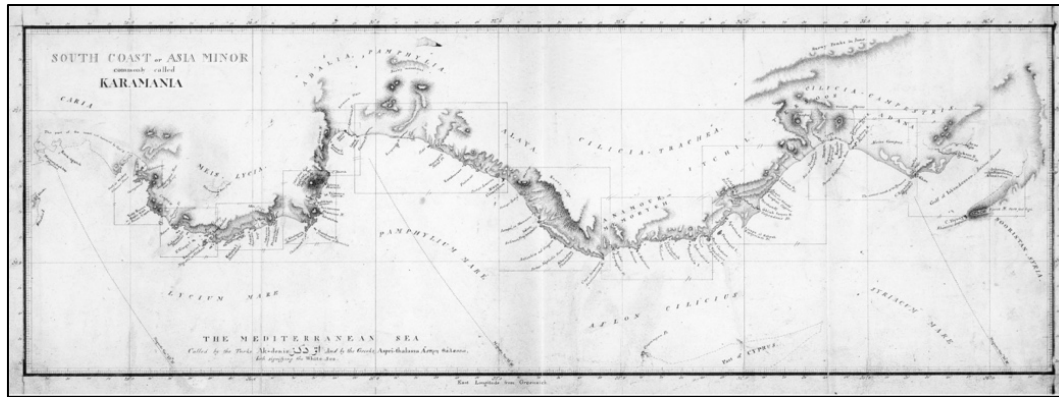
Figure 15. Francis Beaufort's map of the southern coast of Asia Minor
drawn after his travels in 1811-1812
(Francis Beaufort, *Karamania,* [London: R. Hunter, 1817].)

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[95] *Attaleia*

[96] *Iconium*

[97] Dilara Akagündüz, *19. Yüzyıl Nüfus Sayımlarına Göre Alaiye Sancağı*, SDU Faculty of Arts and Sciences Journal of Social Sciences, No: 32, (2014): 67-96.
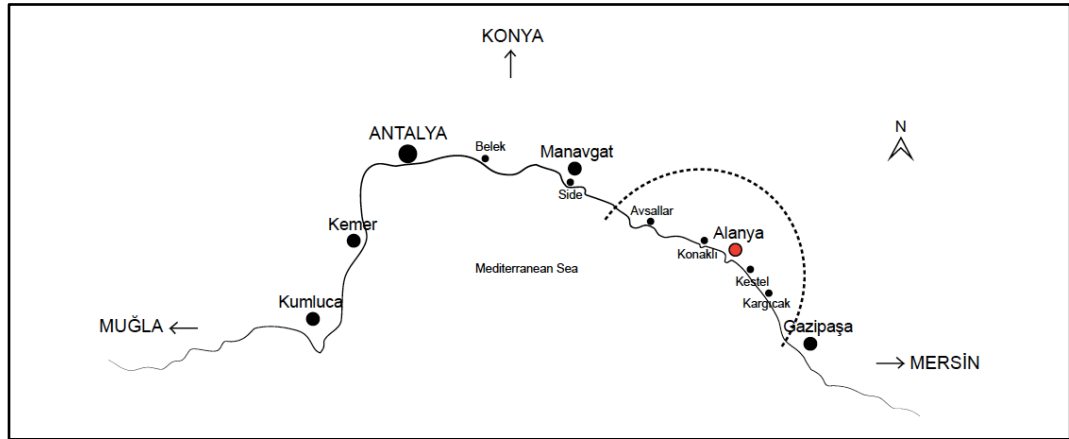
Figure 16. Map showing the shoreline of Antalya Province
(Drawn by the author)

Moreover, the route over the sea was a more convenient way considering the logistics of agricultural and forestry goods, which were the primary economic means of living, before the tourism sector's domination in Alanya. [98] The eastern side of the peninsula was used as a safe port, as the earliest records about Alanya city mention. A portolan style navy map of Alanya also takes part in the *Book of the Seas* (*Kitab-ı Bahriye*) written and drawn by Piri Reis, in 1513, which is a date corresponding to the Ottoman rule in the region. (Fig. 17) The explanation text of the map points out that Alanya was a peninsula looking like an island that was hilly and had a castle covering it. He identified the city's condition as a port, explaining that Alanya was better to cast anchor in summer season.[99] In the map, the settlement was assembled in the *Tophane* district, which was located beyond of the shipyard and the Red Tower. The map shows that a bath building, a well, and a mosque were the only recorded elements of the city outside the castle walls. The port area was restricted in size due to its physical form and challenging climatic conditions in the winter seasons.

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[98] Kürşat Solak, "Memlûkler ve Alâiyye." *Tarih Okulu*, no. XII, (2012), 117–28.

[99] Feray Coşkun, "Piri Reis ve Haritası," *Atlas*, (March, 2013).
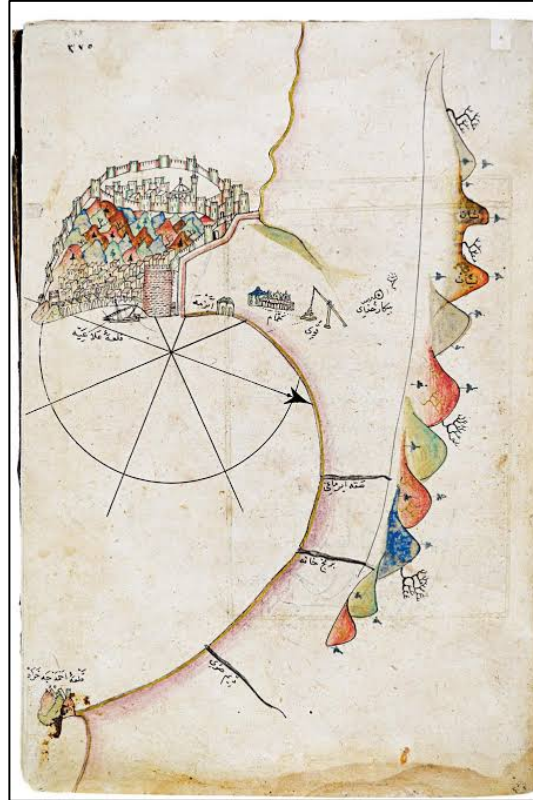
Figure 17. Map of Alanya in the Book of the Seas (*Kitab-ı Bahriye*)
(Piri Reis, 1513)

In summary, through the inconveniences of the physical network, Alanya remained somewhat isolated instead of being a center of commerce until the second half of the 20th century.

In the 1950s, the city became more accessible with the motorway, as the locals call "Tourist Route," between Antalya and Alanya, and later, Alanya and Mersin.[100] Later, the airport in Lara, Antalya was opened for domestic flights in 1960 and upgraded to an international identity in 1985.[101] The airport played a crucial role for Alanya as well as Antalya in case of the development of the tourism industry by making the visits easier. The increment of the accessibility of the city is counted as one of the main factors that helped tourism industry to gain a promising significance in Alanya. (Fig.

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[100] Burcu Kaya, "Alanya'da 1985 Öncesi Konaklama İşletmelerinin Arazi Sahipliği Bağlamında İncelenmesi." In *III. Disiplinlerarası Turizm Araştırmaları Kongresi*, edited by Nazmi Kozak and Osman E. Çolakoğlu, (Detay Yayıncılık, 2014): 200–213.

[101] Esin Bölükbaş Dayı, "*The Formation of a Modern City: Antalya, 1920s-1980s*," (MA Thesis, Middle East Technical University, 2019).

18) This change in the city's countenance brought novelties to the city in terms of the built environment.

Figure 18. Touristic city plan of Alanya highlighting the Çarşı district
and the Castle of Alanya in the 1990s
(Anonymous)

3.3.   Emergence and Development of Tourism Architecture in Alanya

The long Ottoman era in Alaiye and the early years of the Republic in Alanya kept the characteristics of the Seljuk period's continuation in the case of the built environment. The urban center that had been inhabited from the 4th century BCE onwards was situated intramurals and near the walls of the castle until the early 20th century. The eastern coastal area was used as a dock area where the workshops were located. The early 20th century documents show that the downhill and the flatlands between the peninsula and the mountains were occupied by residences scattered to the broad agricultural areas.

Alanya's urban form changed dramatically starting from the mid-20th century. Tracing the footprints back to the first decades of the century, tourism is the leading factor that caused this transformation. The side factors that contributed to this change in the urban form depended on the shifts concerning both governmental and global issues, which were the developments in technology regarding communication and transportation; education; governments' economic strategies; and accordingly, the growth of the

population. However, all these side factors and tourism reciprocally affected each other, while more and more people depended their lives on tourism.

The tourism-oriented architecture in Alanya started with the created demand of accommodation after the discovery of the Damlataş cave accompanied by the motorway passing through the city in the early 1940s.[102] As health tourism was the first itinerary that was used to beacon the tourists, cultural and historical context, together with the mild climate and sandy beaches caused the most noteworthy impact in the city's representation.
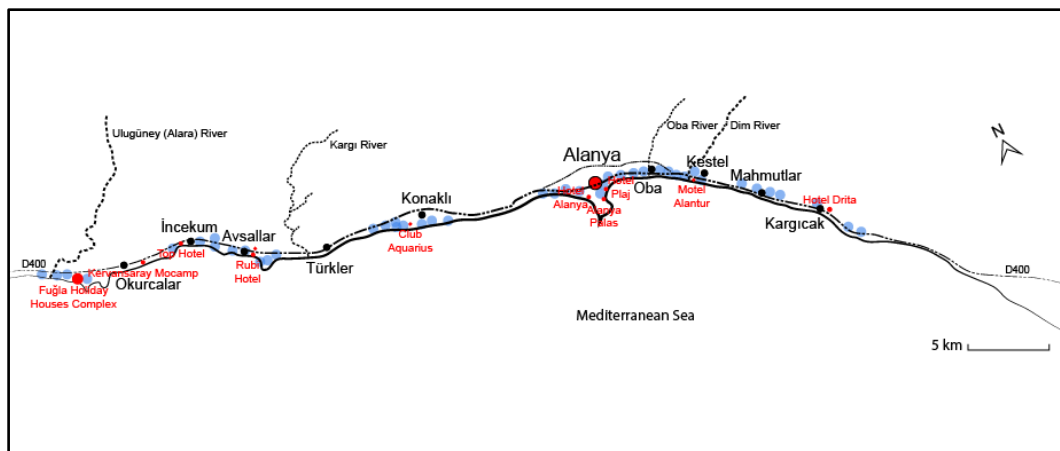
Figure 19. Map showing the shoreline and regions of Alanya with blue markings
illustrating the spread of tourism facilities in the second half of the 20th century
and red titles pointing at the facilities examined in this study
(Drawn by the author)

To analyze the impact of tourism in architecture of Alanya, the tourism-oriented architecture will be surveyed in this part of the chapter in relation to the context of national as well as international developments through the examples of architectural types that chronologically emerged in the city in the second half of the 20th century.

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[102] T. C. Cumhurbaşkanlığı Devlet Arşivleri Başkanlığı: *Antalya-Manavgat-Alanya yolu inşaatının emaneten yaptırılması.* 93-124-11, (23.01.1941).; *Antalya-Burdur ve Antalya-Manavgat-Alanya yollarının yapımı için Antalya iline 50 000 liralık yardım yapılması.* 96-82-2, (23.09.1941).; *Antalya-Manavgat-Alanya yolu inşaatının tamamlanması için Antalya iline 100 000 lira ve Konya'daki Silo yolunun tamamlanması için de adı geçen ile 10 000 lira verilmesi.* 99-69-3, (04.08.1942).; *Antalya-Manavgat-Alanya yolunun tamiri için Antalya iline 40 000 lira yardım yapılması.* 101-8-6, (03.02.1943).

3.2.1. Accommodation in the City Center in the 1950s and the 1960s: Pensions and Hotels

The inception of tourism in Alanya is almost invariably associated with the coincidental discovery of the Damlataş cave in 1948. The exploration of the cave during a search for stone material for the ongoing pier construction at that time gathered the attention of people who had respiratory diseases, with the advertisement of Galip Dere, who was a prominent tourist guide of Alanya in the 1950s.[103] The cave's prospective effect was introduced to the world media and this development brought a demand to visit Alanya. On this wise, the fair climate and the beaches were not the primary reason that triggered the tourism activities in the city.

Even before the 1950s, there had been pensions in the city center consisting of single apartment blocks to supply the need for accommodation of tourists and businesspeople visiting the city. These buildings were located in the very middle of the urban center or very close to it. Considering Yiğit's narration, who is a local of Alanya and an owner of a hotel in the city center, when these facilities fell short, the locals also hosted tourists at their homes free of charge.[104]

The first hotel in the city center, Alanya Palas, was built in 1951 by the Temiz family. (Fig. 20) Although the name included *Palas*, resembling the luxurious grand hotels, this brick masonry hotel was a moderate one in size with nine rooms in service.[105] The location of Alanya Palas was the Taşpazarı Square[106], and the hotel's ground floor facing the street was occupied by a traditional coffeehouse and shops. (Fig. 21) By inhabiting the Kuyularönü Mosque and the official buildings, this square was the place where the main commercial and official activities were primarily held.

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[103] Ali Nazım Köseoğlu, *Alanya'da Yaşam Boyu: Duyduklarım Gördüklerim ve Yaşadığım Anılar*, (İstanbul: Private edition, 1992).

[104] Burcu Kaya, "Alanya'da 1985 Öncesi Konaklama İşletmelerinin Arazi Sahipliği Bağlamında İncelenmesi." In *III. Disiplinlerarası Turizm Araştırmaları Kongresi*, edited by Nazmi Kozak and Osman E. Çolakoğlu, (Detay Yayıncılık, 2014): 200–213.

[105] Oğuz Korum, "Alanya Palas Oteli'ne Veda Ederken," *Yeni Alanya Gazetesi* (9 Aralık 2021).

[106] Also known as "*Kuyularönü* Square"

Another early touristic facility in Alanya was the Hotel Plaj, located right by the seashore at the port area. (Fig.22) While the new city center was moving to the eastern part of the Taşpazarı Square, Hotel Plaj and the building of the Ziraat Bank were the up-front buildings in the port area designed with a modern image in the 1960s. (Fig. 23-24)

This era of the inception of the tourism facilities in the city center resembles with the urban hotels in Europe and the United States based on the motivation of meeting the accommodation need of businesspeople and officers. Regarding the increasing demand for health tourism, new hotels and motels were constructed in the central parts of the city. The north-western skirts of the peninsula were starting to develop with the private enterprises. The agricultural fields were converted to touristic facilities by the promising potential of this novel economic sector. One of the earliest facilities in this part of the city was Hotel Alanya, which was converted from a gas storage in the Damlataş district. The initiator of this action was the mayor of Alanya at the time, İsmet Hilmi Balcı, who played an important role in the development of tourism in Alanya during his term of duty of three years (1960-1963). [107]

Although the investments of the landowners supplied a notable capacity for tourists, the distribution of the plots was relatively small for extensive facilities. Hence, the areas close to the beach in the urban center were occupied by hotels of similarly small sizes and restricted qualities.

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[107] Oğuz Korum, "Unutulmayan Alanya Kaymakamları (3)." *Yeni Alanya Gazetesi*, (October 1, 2014).

Figure 20. Taşpazarı Square and Alanya Palas Hotel in 1960
(alanyamedya.com/images/49roje/17156293_392028624490940_
8129843306807633345_n.jpg)

Figure 21. Alanya Palas Otel in the 1970s
(www.facebook.com/CityAlanya/photos/?ref=page_internal)

Figure 22. Hotel Plaj in the 1970s
(www.facebook.com/CityAlanya/photos/?ref=page_internal)
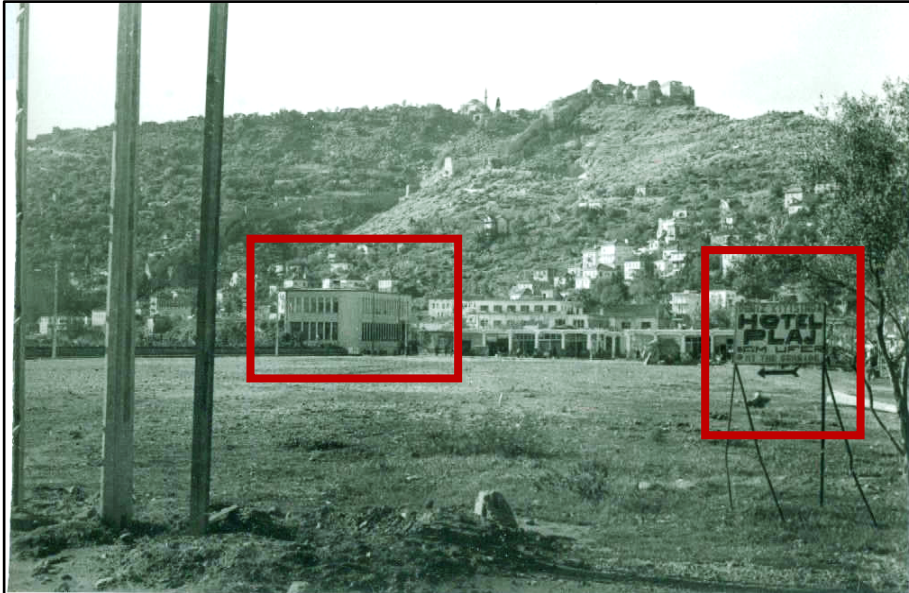
Figure 23. The signboard of Hotel Plaj (on the right) and the building
of Ziraat Bankası (on the left) in the 1970s
(Postcard, Author's Archive)
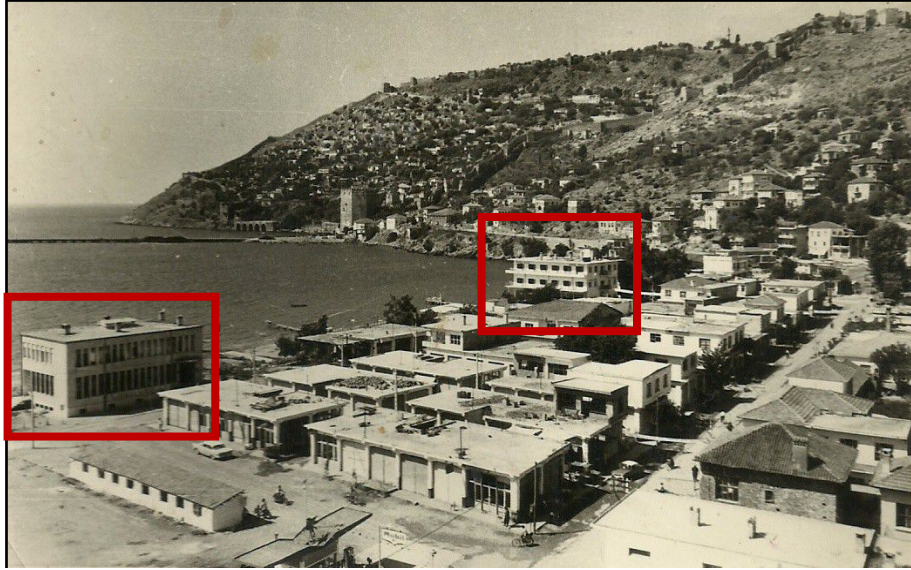
Figure 24. Photo-card with Ziraat Bank (on the left) and Hotel Plaj (on
the right) in the commercial center of Alanya, Çarşı district in the late 1960s
(Personal archive of Feyzi Açıkalın; marked by the author)

3.2.2. Facilities along the Motorway from the 1970s to the 1980s: Motels and Mocamps

As highways were constructed and personal automobiles and busses became the main means of travel from the 1940s onwards, traveling to coastal towns during summers became one of Turkey's most common vacation styles. In the case of Alanya, tourism facilities began to be located towards the periphery from the post-war decades of the 1970s onwards along the D400 road that was opened in 1943, where the first motels and mocamps were opened. (Fig. 25)
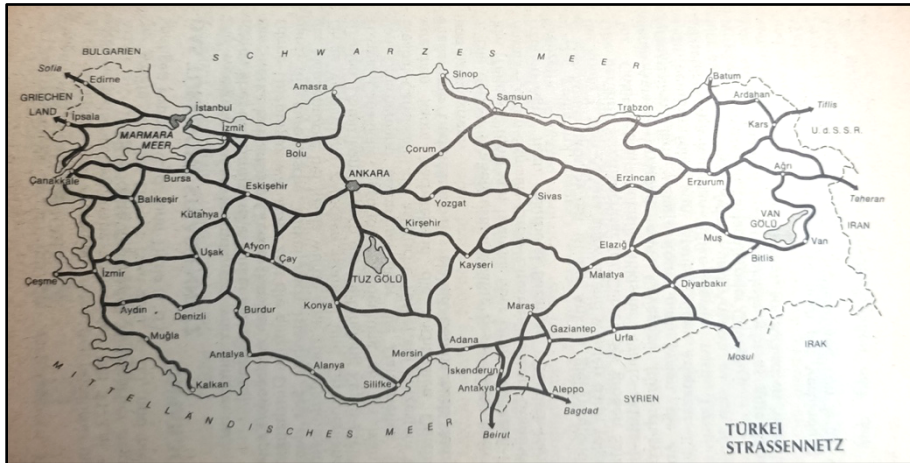
Figure 25. Land network in Turkey as shown in the tourist guidebook of Austrian
Automobile, Motorcyle and Touring Club (ÖAMTC)
(Südosteuropa und Kleinasien, 1967)

Until the late period of the second half of the 20th century, touristic facilities in Alanya were mostly established as motels. With the development of transportation and media means, foreign tourists' focus changed the direction from İstanbul to the "Turkish Riviera", i.e. the Mediterranean coasts of the country.[108] Hence, transportation, communication, and tourism industries developed reciprocally through the economic gain feeding each other's growth. Baade stated that it was better to travel to Turkey with personal vehicles since railways, airways, and seaways would remain incapable to reach particular outstanding destinations of the "Turkish Riviera" in the 1960s.[109]

One decade after the discovery of notable potentials of tourism in Alanya, the period of the 1960s was an era of the changes in terms of the built environment related to tourism. In line with the Turkish government's tourism strategies, Alanya was represented and promoted in the national publications by the historical and natural attractions via the endorsement of the municipality.[110] As European tourism guides added Turkey and Turkey's tourism facilities to their inventory and the related official bodies of Turkey started to publish hotel guides annually, the coastal destinations

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[108] T.C. Cumhurbaşkanlığı Cumhuriyet Arşivleri Başkanlığı, *Turizm sektörü 1962 yılı geçiş planı*, 92-576-1, (28.12.1961).

[109] Fritz Baade, "Türkei: Ein Paradies Der Zukunft." *Die Zeit*, no. 14., (1965).

[110] Ibid.

became more familiar and reliable than before. For example, the guide of the Austrian Automobile, Motorcycle, and Touring Club (*Der Österreichische Automobil-, Motorrad- und Touringclub – ÖAMTC*) regarding Southeast Europe and Little Asia (*Südosteuropa und Kleinasien*) published in 1967, referred Alanya with four motels to stay at, considering Alantur Motel in the first-class category. Similarly, *Hotels 1969,* a guide prepared by the Turkish Ministry of Tourism, mentions Alanya's accommodation facilities in the Mediterranean Region section.[111] These contemporary guides show a similar mentality and method, taking the main roads as the arteries of tourism and including the hotels, motels, mocamps, and automobile repair services close to them.

In the early 1960s, local initiatives established small- to medium-scale touristic accommodation facilities out of the town center along the coastline next to the motorway to meet the rising demand of tourists. As an example of the early development of tourism in Alanya in the post-war period, Alantur Motel was the first significant tourism facility in Alanya, which started to host tourists from all over the world as early as 1963.[112] The facility was located five kilometers east of the city center, at the crossroads of the eastern bank of the Dim River and the Mediterranean Sea. Considering that freshwater's heat rises to 30 C in summer in the region, the mixture of the cool stream of Dim River creates an exceptional water condition at the site, which is refreshing during every season. This crossing also provides a nice sandy beach, which is not a rare attraction in the case of Alanya, but clearly upgrades the quality of the facility.

The enterprise of Alantur Motel was owned by a cooperative of physicians, including Dr. Ali Nazım Köseoğlu and Dr. Ömür Çağlar. Although the facility was titled a motel, the initiative was firstly known as the Cooperative of Relaxation Houses (*Dinlenme Evleri Kooperatifi*). As Köseoğlu spared a whole chapter for Alantur in his book, it was a facility that obtained the 42nd certificate of Turkey's Ministry of Tourism on the

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[111] Ministry of Tourism and Information of Turkey, *Turkey Hotels 1969*, (Ankara: Ajans-Türk Press, 1969).

[112] Feyzi Açıkalın, "42 No'lu İşletme, Alantur." *Yeni Alanya Gazetesi*, (January 17, 2017).

28th of August in 1963. However, the opening ceremony took place in 1965 at the beginning of the summer season, on the 5th of June.[113] Since the motel's name was not mentioned in a catalog published by the Ministry of Tourism and Information of Turkey in 1963, Alantur Motel was possibly in use with its older name until the opening ceremony. In the catalog of *Turkey Hotels 1969*, Alantur Motel appears as one of the most qualified facilities in the Mediterranean region.[114]

Despite its importance as a keystone in Alanya's tourism architecture, Alantur Motel has not been evaluated with its architecture at all. Even the architects' names were not mentioned in the official and other records. This situation causes speculations about this disinterest in the architecture and the architect that the design was not considered as valuable as the corporate history of the facility. Moreover, the consequent expansions and changes in the facility after its first establishment can be one of the reasons. At this point, the first remarkable architectural information on Alantur Motel appears, by chance, in an article about the impact of modern architecture in Turkey, published in 1984.[115] Two small images of the motel's new buildings were published with the explanation of "N. Kurdoğlu. Alantur Oteli.". Regarding this clue, the architectural history of Alantur reveals itself to a wider extent with a comparative reading of the corporate history of the facility. (Fig. 26)

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[113] Ali Nazım Köseoğlu, *Alanya'da Yaşam Boyu: Duyduklarım Gördüklerim ve Yaşadığım Anılar*, (İstanbul: Private edition, 1992).

[114] Ministry of Tourism and Information of Turkey, *Turkey Hotels 1969*, (Ankara: Ajans-Türk Press, 1969).

[115] Doğan Kuban, Mehmet Adam, Zafer Akay, Erdem Aksoy, Sibel Dostoğlu, Niyazi Duranay, Haldun Ertekin, et al. "Söyleşi: Modern Mimarlık Hareketinin Türkiye'deki Etkileri." *Mimarlık*, no. 209–210, (1984): 24–34.
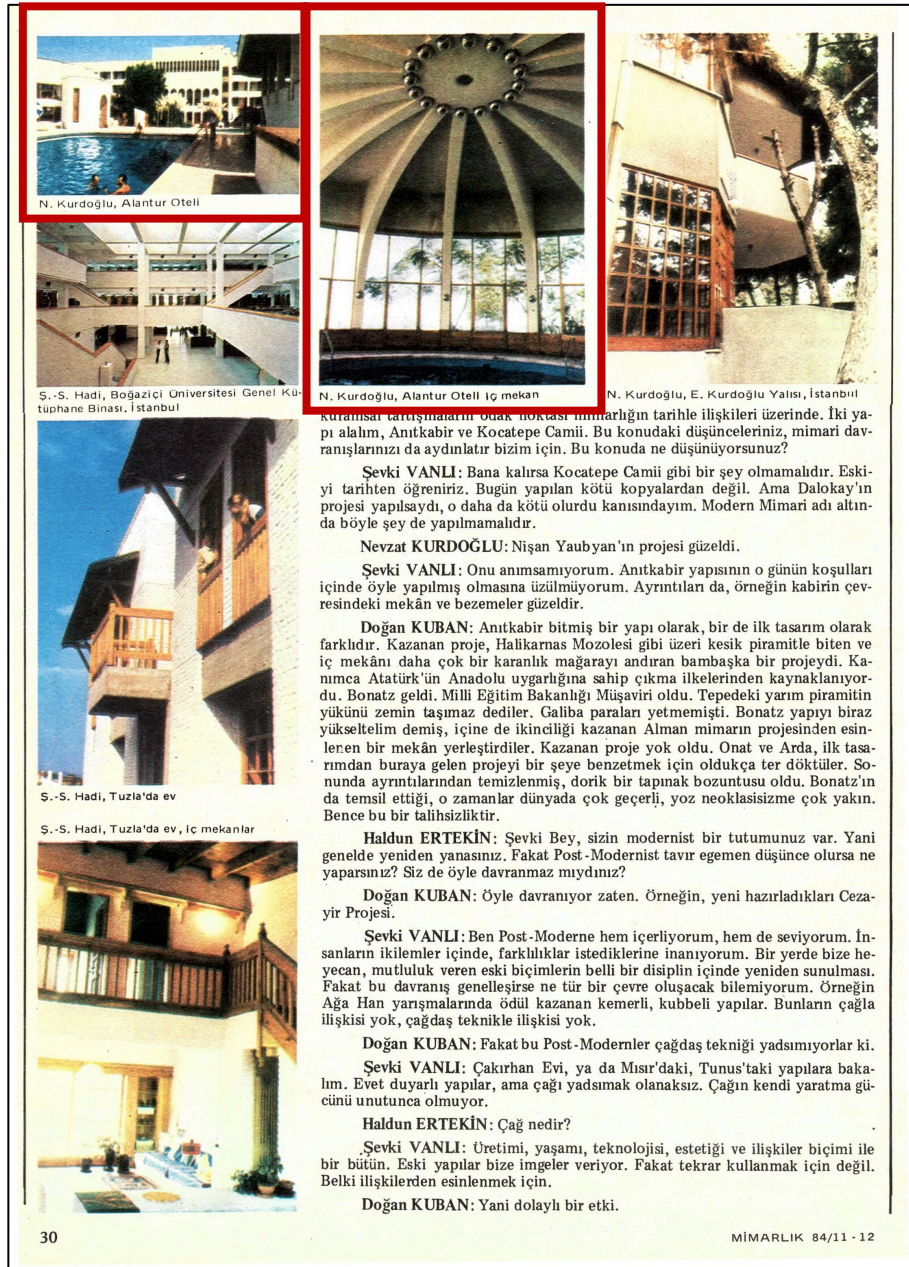
Figure 26. Photos of Alantur Hotel in the article in *Mimarlık*
(Doğan Kuban, Mehmet Adam, Zafer Akay, Erdem Aksoy, Sibel Dostoğlu, Niyazi Duranay, Haldun Ertekin, et al. "Söyleşi: Modern Mimarlık Hareketinin Türkiye'deki Etkileri." *Mimarlık*, no. 209–210, (1984): 24–34.)

In the beginning, the facility consisted of bungalows of relaxation houses. As an extraordinary feature of the facility, the beach surrounded the resort area from two sides, which allows a shallow and wide sandy beach as one of its most striking symbols. (Fig. 27) The buildings of the facility were separated into the programs. The building that was welcoming customers was a cubic shaped two-story wooden structure including the restaurant section. The bed units that were also wooden were

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attached to each other and constituted a C shape, and each cubic unit was accessed individually from the courtyard which was a characteristic feature of motels in the 1960s. (Fig. 28) In 1966, the number of units was doubled up with new units with the reinforced concrete structure.[116] "The motel was not remarkable in an architectural sense, but the amenities were fine", as it was claimed in the article of Evren in 1967.[117]

In 1966, ANTUR Tourism Company was founded by increasing the main capital of the enterprise with the intention of advertising the motel internationally. The year 1974 was a milestone for Alantur, when the facility was bought by the Doğuş Group, which was one of the most prominent business enterprises of Turkey at that time.[118] Due to the investments, the increasing demand caused by commercials, and the motel's reputation, an extension project was conducted in 1976. Timing of this extension project makes sense by matching with the Third Five-Year Development Plan, in terms of the changing focus to the outbound and mass tourism in Turkey.

Architect Nevzat Kurdoğlu[119] designed in 1976 a four-story building to the western area of the existing blocks of the motel. (Figs. 29-30) This relatively spacious block mainly served the accommodation units in the two symmetrical wings and these wings were connected with another part consisting of the circulation spaces, reception area, management offices, and a conference room. As compared with the contemporary examples in the region, the facility had an outstanding concept. Additionally, open-air and indoor pool and disco buildings were designed between the building and the beach as complementary.

The new structures followed the modernist sense of design in terms of functionality, materials, and colors. The rounded edges in plans and façades and converging geometric volumes were the characteristics of the image of Alantur. As an example,

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[116] Bengüsu Döngül, "Alantur Motel." In *Docomomo_Tr Türkiye Mimarlığında Modernizmin Yerel Açılımları XVII. Poster Sunuşları Bildiri Özetleri Kitabı*, 54. (2021).

[117] Ercan Evren, "Turizm ve Mimarî," *Arkitekt* no. 326, (1967): 67–68.

[118] Feyzi Açıkalın, "42 No'lu İşletme, Alantur." *Yeni Alanya Gazetesi*, (January 17, 2017).

[119] Kurdoğlu graduated from İstanbul Technical University Department of Architecture in 1958.

in the entrance of the main building and the disco building, the window openings at the corners were following the rounded line of the walls with the bent glasses. The main building's symmetrical wings end with two elliptic cylindrical volumes and the façade facing the motorway was covered with wood-framed hemicycle windows. Additionally, the pool building was designed in a circular plan, the structure constitutes a dome with exaggerated structural arches of reinforced concrete.

The last remarkable change of the facility's building stock, which was the demolition of the old bed-units and building a new block of accommodation and another swimming pool, happened in the new millennium, in 2005. (Fig. 31) The design of the last building conserved the notion of the older units by keeping the concept of the open-air circulation, the cubic motel image, and the name, *bungalow*.

As this survey illustrates, Alantur dynamically adapted to the shifts in the architectural practice and economic situations since its establishment, however, these changes did not recede the authenticity or the prominence of the facility. Regarding architecture, tourism, and tourism architecture, Alantur was exemplary of the construction of motels toward the periphery of the city along the motorway, and hence is a milestone in the history of Alanya that exemplifies its growth as a resort town.[120]

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[120] Bengüsu Döngül, "Alantur Motel." In *Docomomo_Tr Türkiye Mimarlığında Modernizmin Yerel Açılımları XVII. Poster Sunuşları Bildiri Özetleri Kitabı*, 54. (2021).

Figure 27. The entrance of Alantur Motel by the D400 motorway
(Personal Archive of Feyzi Açıkalın)

Figure 28. General view of Alantur Motel, D400 Motorway and the Mediterranean Sea
(Personal archive of Feyzi Açıkalın)
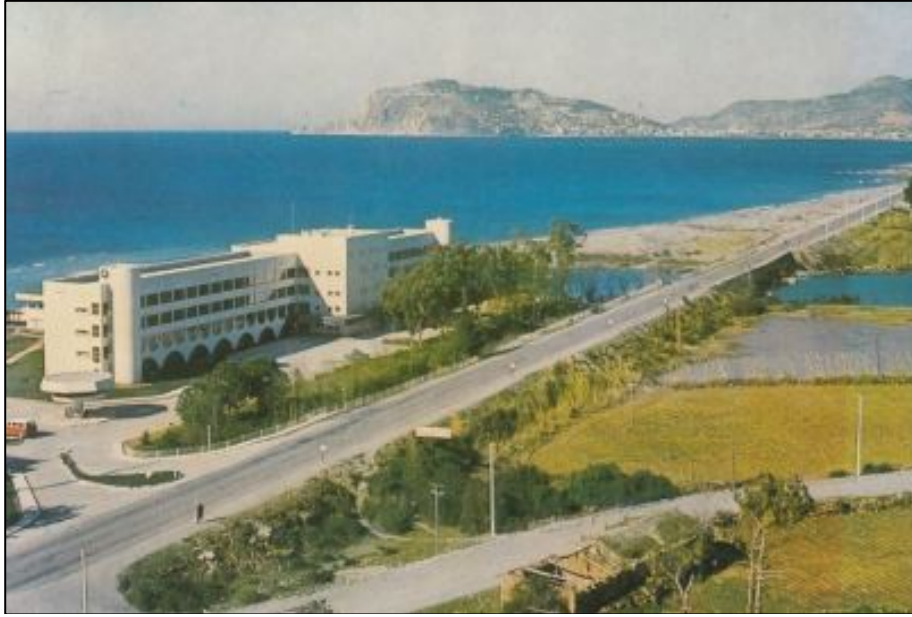
Figure 29. Alantur Motel's main building, designed by N. Kurdoğlu in 1976
(Yetkin Color Kartpostalları a.111 Alantur Motel)
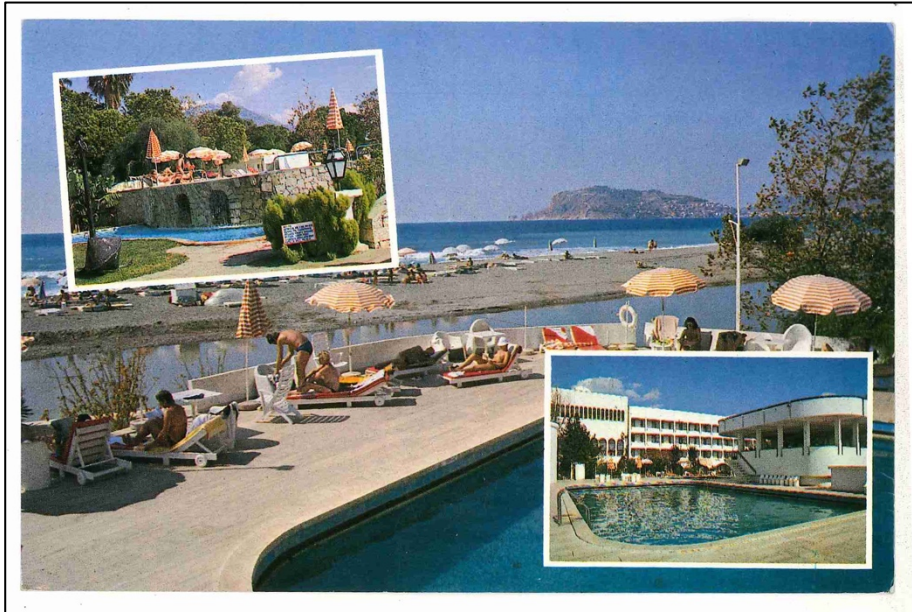
Figure 30. Postcard showing the swimming pools of Alantur, Dim River,
and Mediterranean Sea at once
(Postcard, Author's Archive)

Figure 31. A contemporary view of the Alantur Motel
(exp.cdn-hotels.com/hotels/2000000/1720000/1717500/1717438/93f68edf_
z.jpg?impolicy=fcrop&w=500&h=333&q=medium)

Besides motels, a more affordable activity of tourism at the coastal areas was camping, which was also remarkably popular in the Alanya case. As mocamps constituted a niche typology among other tourism facilities, they required less effort and money from the tourists, while providing an access to alluring natural features of the region. In the 1960s, the most prevalent mocamps were the enterprises of BP Oil Company, Kervansaray Mocamps.[121] Considering that these camping facilities were located next to motorways, this endeavor of the oil company can be seen as a smart investment of its time.

These mocamps were mentioned in various media as well. Alanya Mocamp was included in the article titled "Examples of Touristic Facilities: Kervansaray Mocamps", published in *Mimarlık* in 1966. The architect of these buildings, Güngör Kabakçıoğlu, indicates that the regional conditions were taken into consideration in the design of these mocamps. Considering all drawings included in the article were produced by Kabakçıoğlu, a coherent set of mocamps was built throughout the country in the 1960s. According to this passage, mocamps supplied hot and cold water,

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[121] Güngör Kabakçıoğlu, "Turizm Hizmetinde Kampçılık." *Mimarlık*, no. 13, (1964): 14.

showers, WCs, shared kitchens, terraces, laundry, drying, ironing facilities, restaurants, post offices, money exchange, information desk, and field facilities such as lighting and seating.[122]

In Alanya, the mocamp was located between the Mediterranean Sea and the D400 motorway and had a gas pumping area of the oil company, which is the principal investor of the Kervansaray Mocamps. The facades of the building have various types of openings as arches, pointed arches, and straight angled frames in an unsymmetrical sense. (Figs. 32-33) The facility uses the topography wisely and gains another story with a sea view. In the plans of Kabakçıoğlu, it has a large terrace in the upper part, covered with a pergola which was shaded by a vine. However, the photographs of the facility from the 1970s show that the covering material was changed into a solid material. (Fig. 34) Despite the mixed-use of the styles of the facades, the building's scale and the plan organization were designed modestly as a characteristic of mocamps. (Fig. 35)

The building is not existing anymore, and the location of the mocamp was not clearly explained in the journals mentioned above. However, an unpublished travelogue of Alexander Geigenberber illustrates the location and the experiences in this particular facility.[123] According to Geigenberger, a German tourist, he visited this place with his friends after their final exams for a week in 1968. He reports in his travelogue that the site's exact location, which was in Avsallar district, ca. 30 km away from Alanya, on a cliff with a ladder down directly to the sea. During a week of stay, he and his friends visited the cultural attractions around, such as the Alanya Castle and the ancient ruins of Perge. The source also reveals that there was no car repairing place near the facility mentioning they took their van to Manavgat to get it fixed.

Aside from the small-scale tourism facilities in the city center, as Kabakçıoğlu mentioned earlier, mocamps, accompanied by motels, compensated the demand of the

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[122] Güngör Kabakçıoğlu, "Turistik Tesislerden Örnekler: Kervansaray Mocamp'ları." *Mimarlık*, no. 34, (1966): 18–21.

[123] Alexander Geigenberger, *Abiturfahrt 1968 Türkeireise*, (2018).

tourism industry towards the advancement of larger facilities along the coastal motorway. While the building stock was limited in number, the architectural features of the facilities were parallel to these constraints. Although some prominent tourist spots going forward, the general situation does not change with the local enterprises until Tourism Development Area was officially defined in 1969 and the *holiday in Alanya* concept became widespread afterwards.
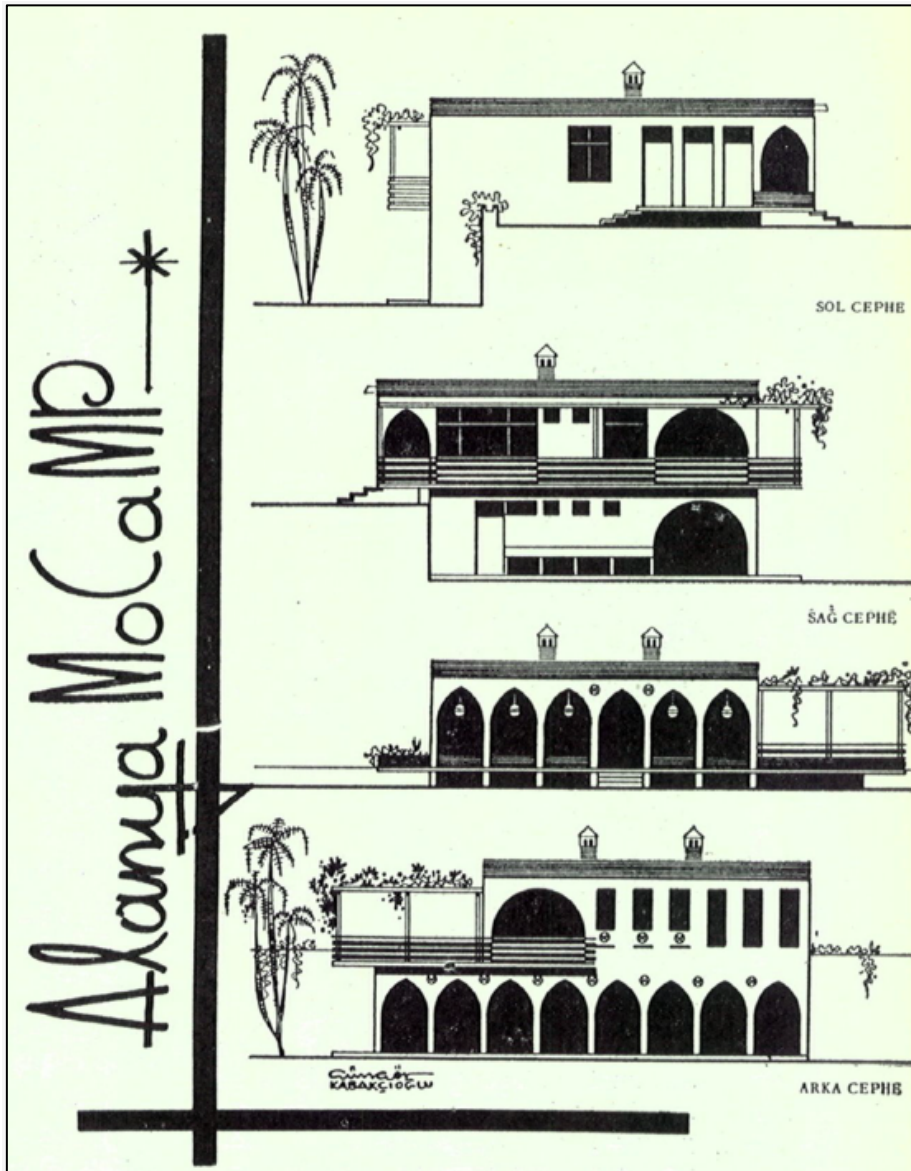
Figure 32. Kabakçıoğlu's façade drawings for Alanya Mocamp, 1966
(Kabakçıoğlu, Güngör. 1966. "Turistik Tesislerden Örnekler: Kervansaray Mocamp'ları."
Mimarlık, no. 34: 18–21.)
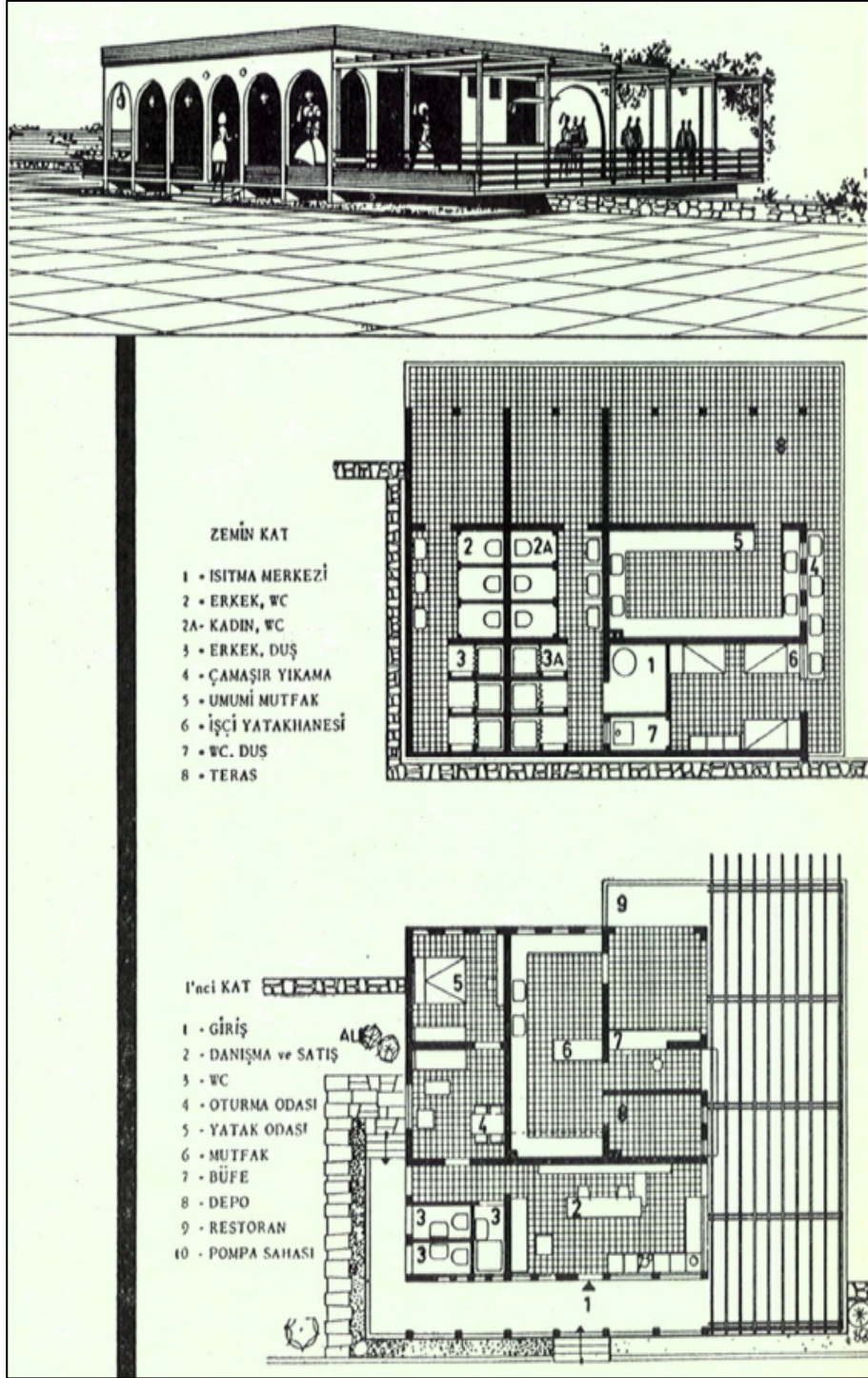
Figure 33. Kabakçıoğlu's plan and perspective drawings for Alanya Mocamp, 1966
(Kabakçıoğlu, Güngör. 1966. "Turistik Tesislerden Örnekler: Kervansaray Mocamp'ları."
Mimarlık, no. 34: 18–21.)

Figure 34. Alanya Mocamp and the gas station
(p.facebook.com/BpinTurkiye/photos/a.471435126313452/2368333109956968/?type=3)
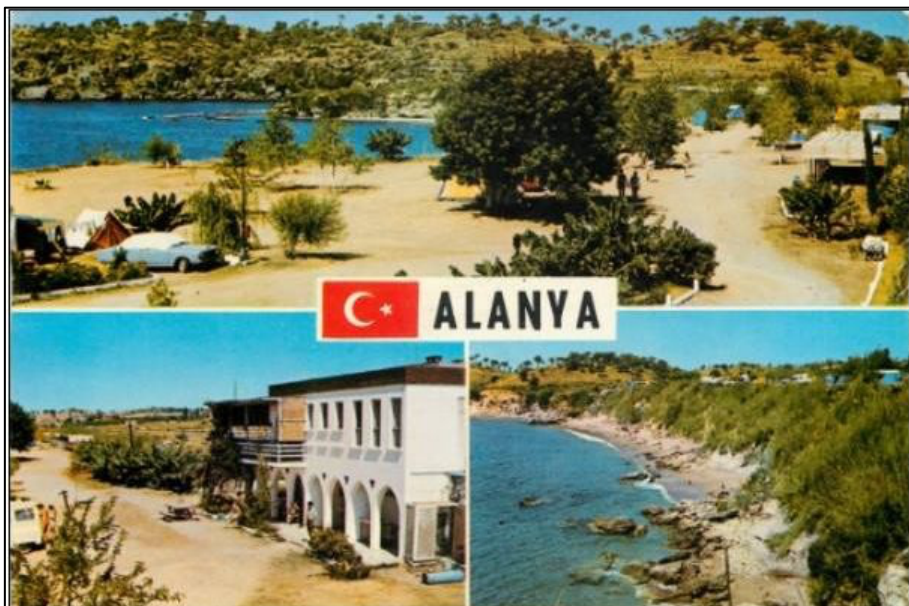
Figure 35. Views of Alanya Mocamp
(Postcard, Author's Archive)

3.2.3. Complex Peripheral Facilities along the Coast from the 1980s to the 1990s: Hotels, Holiday Villages, and Summer Houses

Following the promoted mass tourism and investments in tourism by the government in the post-war decades, the need for bed capacity was to be covered with new and larger facilities in the "Turkish Riviera" during the later decades of the 20th century. Alanya became a popular resort of the "Riviera" as the investments were backed by the tourism encouragements from 1980 onwards. (Table 2) Considering the construction technology, quality, and prominence of the buildings that were developed at the time, the investors preferred to work with the architects who were known in the milieu. In fact, it is also possible to find some of these designs in the professional magazines of Turkey. It is possible to claim that, unlike the earlier phases of the tourism-oriented architecture of Alanya, this was an era of the acclaimed architects such as Nejat Ersin, Danyal Tevfik Çiper, Cafer Bozkurt, Nevzat Kurdoğlu, Vedat Dalokay (Figs. 36-37), and Zafer Aldemir.

Table 2. The number of tourism facilities in Alanya showing the gradual increase from the beginning of the 1980s until the end of the 20th century
(Alanya Touristic Hoteliers Association (ALTİD))
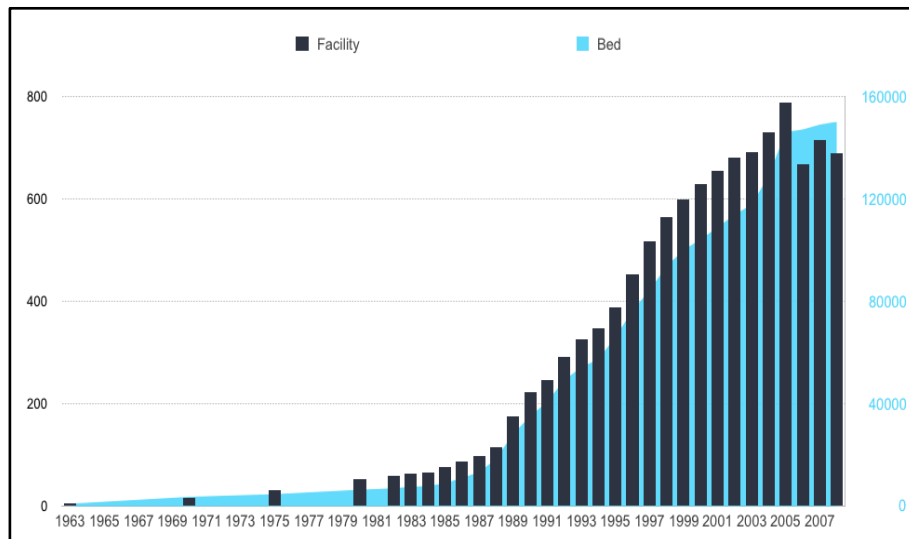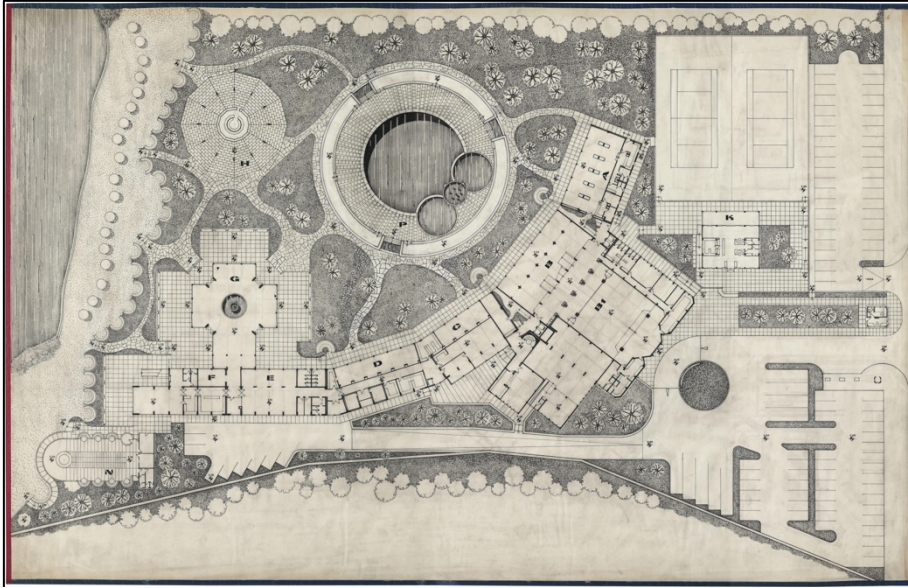
Figure 36. Hotel Top, site plan, designed by Vedat Dalokay in 1992
(SALT Archive, 2022)

YAN GÖRÜNÜŞ 1/50   A BLOK   ARKA GÖRÜNÜŞ 1/50
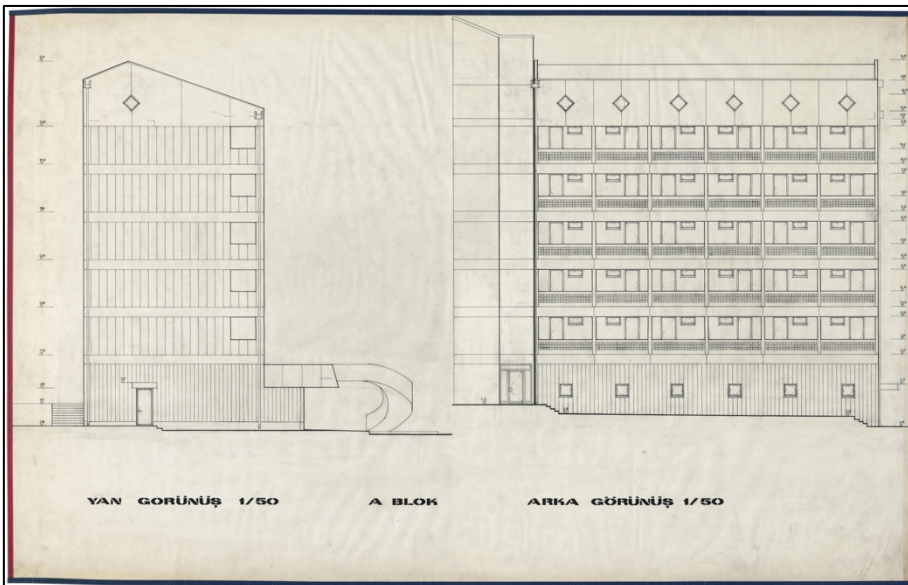
Figure 37. Hotel Top, elevation drawings of the Block-A designed
by Vedat Dalokay in 1992
(SALT Archive, 2022)

While the small-scale facilities were spread along the coastal motorway, extensive investments emerged in the periphery in larger areas. In terms of these more complex facilities, mainly hotels were built in the coastal area, at both sides of the motorway. Further, some facilities were split in two by the road. Here, the situation appears as the fields were still small for holiday villages. Even so, a couple of holiday villages were

constructed in the western part of Alanya in the late 1970s and 1980s, because only this part had convenient plot sizes between the motorway and the beach due to the geographical conditions.

Among the very few holiday villages in Alanya, Club Aquarius[124] stands out with its architectural features reflecting the contemporary architectural environment of Turkey. The holiday village was designed by Cafer Bozkurt[125] in 1975 and the building process stopped until 1983 due to the political and economic turmoil in the country. Nonetheless, the construction restarted in 1983 and lasted in 1985. The project consisted of a 450-bed touristic settlement with 186 rooms in an area of 52000 square meters. The construction field, surrounded by the main road, a hill, and the beach, was entirely devoid of plants. (Fig. 38) Since the threshold to the beach was narrower than the main area, it was hard to connect the sea and the accommodation units visually. In this regard, Bozkurt strategically designed the buildings in the area to provide that the views from rooms could replace the seascape by abundant landscaping, patios, and vistas through straight paths leading to the beach. The common spaces were located between the bedroom units and the beach. New buildings, which upgraded the facility to 212, 312, and, finally, 406 rooms in 2015, and theater and food court additions were made as a result of the rising demand and resources of the owners.[126]

In line with the general design tendency in Turkey during the 1970s, the holiday village's general image presents a modernist attitude accompanied by a regionalist approach with white painted bedroom units of accommodation with two floors and terraces, patios, curved swimming pools, tennis courts, and social areas with roofs covered by terracotta tiles, and all these buildings were accompanied by the rich greenery of different kinds of local or tropical plants from the hill on the north to the beach on the south. Nature played a significant role in the design process as it can be inferred from the layouts of the holiday village. Considering the schemes included in

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[124] The name of this facility was changed to Club Kastalia in 1993.

[125] Cafer Bozkurt and Mustafa Kavadarlı, "Mimari Proje: Aydın Sahil Sitesi," *Arkitekt,* no. 361, (1976): 5–9.

[126] Hasan Özbay, "Turizm Kıyılar ve Mimarlık," *Mimarlık*, no. 231, (1988): 42–56.

the project, the architect also paid attention to the ventilation factor prominently, concerning the hot and humid weather conditions in the region. Ponds were designed for the inner courtyards with an evaporation scheme, and shades were used in terraces. In addition, openings were organized due to the ventilation requirements. For instance, the pathways leading to the bed units were designed straightly to create cooling breeze channels. (Fig. 39) As such, the project can also be taken as exemplary of the search for regionalist solutions in modern architecture during the 1970s in Turkey, especially seen in such touristic facilities. (Fig. 40)
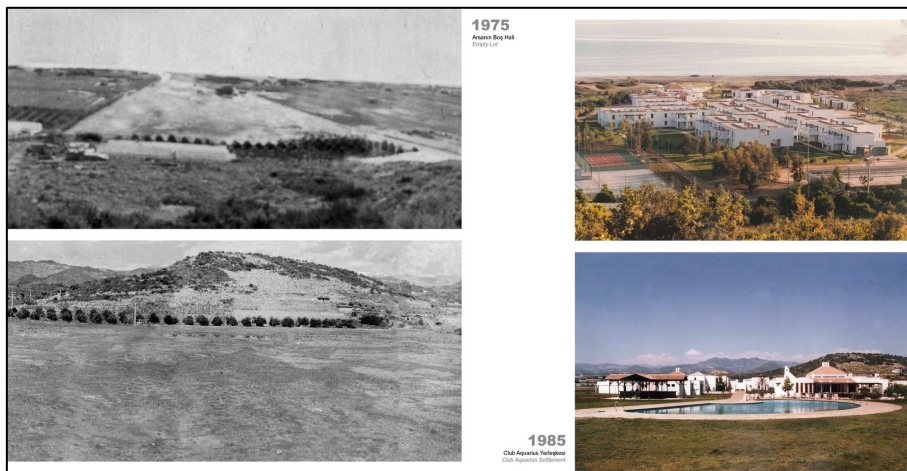
Figure 38. Comparative images from Club Aquarius Holiday Village, C. Bozkurt
(cba-ist.com/68roject/587cd9f6f127b)
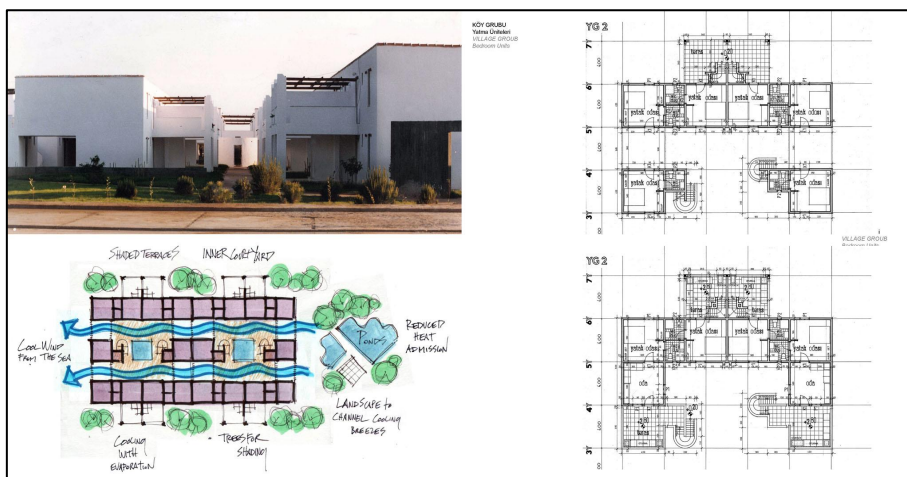
Figure 39. Plans and diagrams of Club Aquarius Holiday Village, C. Bozkurt
(cba-ist.com/68roject/587cd9f6f127b)

Figure 40. Plans and views of the common spaces of
Club Aquarius Holiday Village, C. Bozkurt
(cba-ist.com/69roject/587cd9f6f127b)

Seeing that the names of the architects were more apparent in the more prestigious facilities in the Alanya case, it can be interpreted that the tourism industry was developed enough to hire the contemporary popular architects. For another example, Danyal Tevfik Çiper, an architect whose works were known nationwide, also designed a couple of facilities in Alanya in the late 1980s.

Çiper was an architect who had a remarkable design style that could be identified even only from the façades of his building designs. His modernist approach shaped with organic architectural tendency of Frank Lloyd Wright is recognizable in each project that he designed around the country in different scales and functions such as villas, apartment blocks, commercial buildings, mosques, and touristic facilities. Although Çiper's works are mostly located in Ankara, he has six hotel projects in Alanya, two of which were built and are still in use.[127]

Çiper's first project in Alanya, which was built in 1989, was Rubi Hotel in Avsallar, in the western part of the city. (Figs. 41-42) The second one is on the opposite side of the city, in the Kargıcak region, designed in 1994. Both of these projects resemble each other visually by the horizontal continuity of the blocks that rise six to seven floors.

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[127] N. Müge Cengizkan, ed., *Tavizsiz bir Modernist Mimar: Danyal Tevfik Çiper*. (Ankara: Arkadaş Yayınevi, 2013).

Rubi Hotel's area was split into two parts with the D400 main road. (Fig. 43) The dense landscaping inside and outside the hotel blocks is remarkable. As in the majority of Çiper's designs, full or hemicycles that converged with horizontally fragmented rectangular prisms with slightly distorted edges were applied in this project as well.

Similarly, in these two blocks of Rubi Hotel, the volumes of the fragmented rectangular prism were used for hotel rooms, and spherical specialized areas were reserved for common use. From the viewpoint of the seashore, these two separate buildings were complementing each other in terms of the language of design, which Çiper named as *not style but character*.[128]

Hotel Drita, located on the northern side of the main road, D400, was also reserving the main characteristics of Çiper's designs. For example, the horizontal stripes are very much the same as in Rubi Hotel. (Fig. 44) But, this time, the circular detail was added to the project as a cylindrical volume embodying a round-shaped staircase inside. The symmetrical sense was broken by this curve, which is located slightly on the eastern side of the southern façade of the hotel block. The hotel's garden includes a restaurant and swimming pools in round shape, and the restaurant's second floor and the roof create the sense of a sphere detached from the main bedroom block. (Fig.45-46) The facility was decided to be enlarged in 2002 and doubled its capacity with an extension project. The enlargements were also designed by Çiper; however, after his loss, his projects were applied partly in 2002, and in 2010 in the authorship of Hikmet Döngül, an architect working in Alanya since the late 1980s.

These two hotel projects by Çiper were modernist although they were produced in the context of the late 1980s and the 1990s when the postmodernist design approach was on the rise. The other four hotel projects by the architect in Alanya also carry this modernist essence of his design approach. These included a hotel in Türkler in the 1990s, a survey for an aparthotel project next to Rubi Hotel, Gamze Touristic Facilities project, and an aparthotel project in the city center, and İkiz Apart Hotel in 1992.[129]

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[128] Ibid.

[129] Ibid.

Even though these projects remained unrealized, they still exemplify that Alanya was a city of hotels, both built and unbuilt.
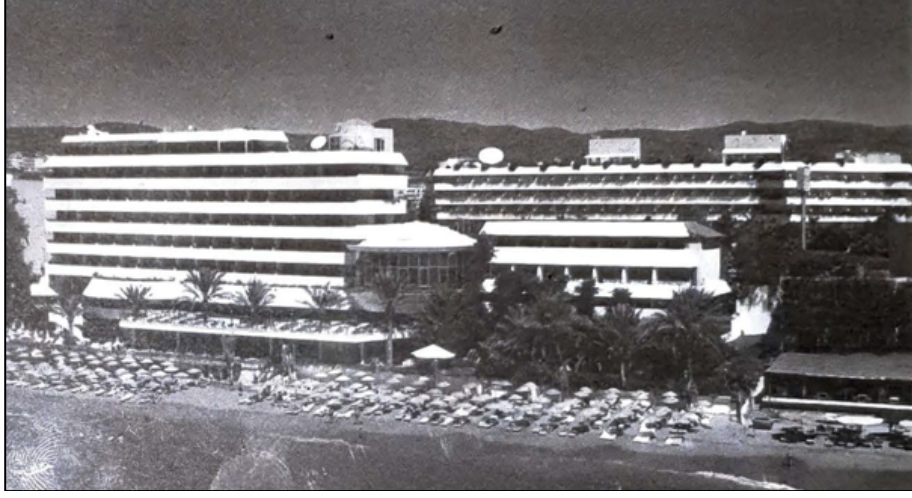
Figure 41. Hotel Rubi, Danyal Tevfik Çiper
(N. Müge Cengizkan, ed., *Tavizsiz bir Modernist Mimar: Danyal Tevfik Çiper.* [Ankara: Arkadaş Yayınevi, 2013].)

Figure 42. Two blocks of Hotel Rubi, Danyal Tevfik Çiper
(N. Müge Cengizkan, ed., *Tavizsiz bir Modernist Mimar: Danyal Tevfik Çiper*. [Ankara: Arkadaş Yayınevi, 2013].)
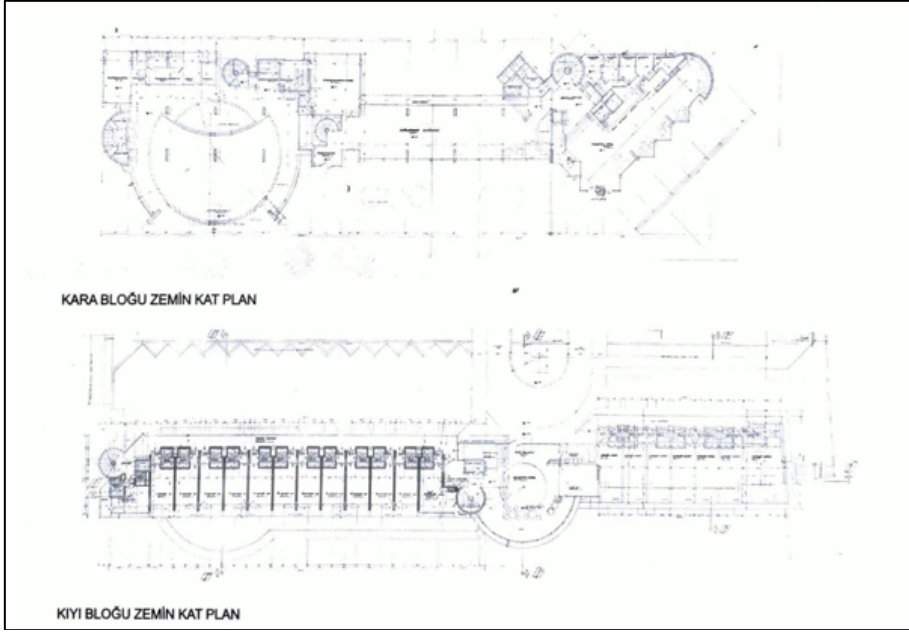
Figure 43. Floor plans of Hotel Rubi, Danyal Tevfik Çiper
(N. Müge Cengizkan, ed., *Tavizsiz bir Modernist Mimar: Danyal Tevfik Çiper*. [Ankara: Arkadaş Yayınevi, 2013].)

Figure 44. A perspective study of Hotel Drita, Danyal Tevfik Çiper
(N. Müge Cengizkan, ed., *Tavizsiz bir Modernist Mimar: Danyal Tevfik Çiper*. (Ankara: Arkadaş Yayınevi, 2013).)
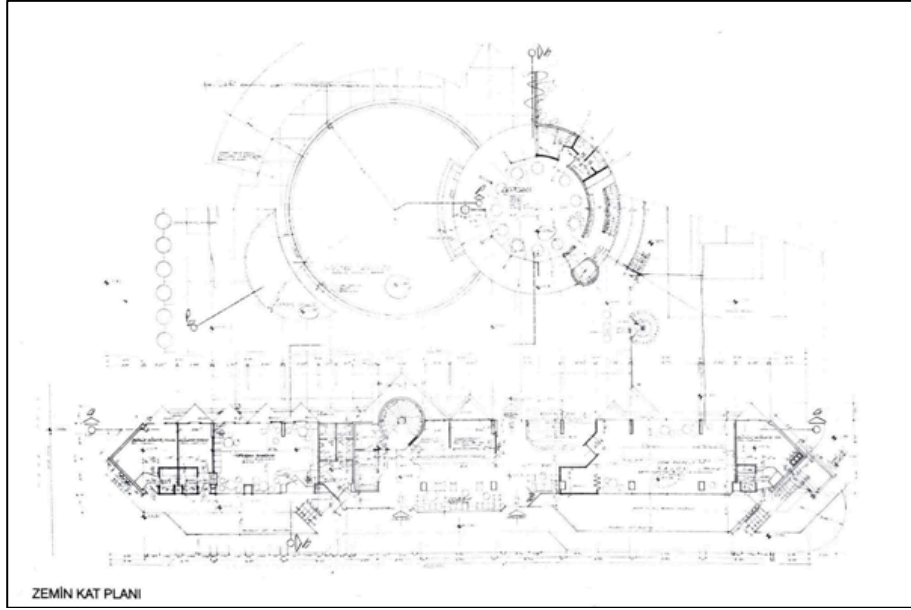
Figure 45. Floor plan of Hotel Drita, Danyal Tevfik Çiper
(N. Müge Cengizkan, ed., *Tavizsiz bir Modernist Mimar: Danyal Tevfik Çiper*. (Ankara: Arkadaş Yayınevi, 2013).)
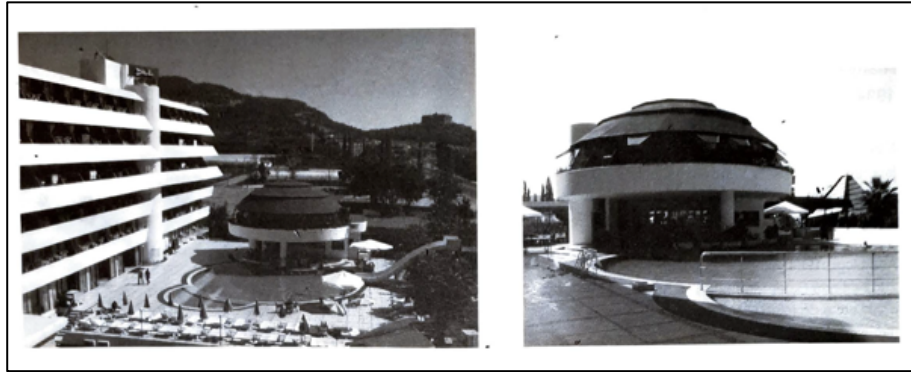
Figure 46. A view of Hotel Drita, Danyal Tevfik Çiper
(N. Müge Cengizkan, ed., *Tavizsiz bir Modernist Mimar: Danyal Tevfik Çiper*. (Ankara: Arkadaş Yayınevi, 2013).)

In addition to spending holidays in different types of touristic accommodation facilities, secondary houses also appeared as *summer* or *holiday* houses as the seasonal use of these residential units started to become more and more desired in the later decades of the 20th century. From the mid-1970s onwards, owning a second residence in Alanya was a trend that is a similar reflection of the situation in many spots of the "Turkish Riviera", from Ayvalık, Kuşadası, and Marmaris to other towns of

Antalya.[130] The property owners varied from locals of Alanya to tourists from other cities and countries, as some of them were used in timeshare concept as well. In the 1990s summer houses started to cause infrastructure problems due to the rising usage in the crowded periods of the year, which resulted in extra efforts and waste of natural sources in the off-season.[131] Although this holiday/summer house concept caused changes in the city's population balance and infrastructure, the trend of spending summers in the Mediterranean coasts kept developing.

These seasonally used residential units took their places in the built environment as apartment blocks and low-density building complexes, e.g. villas in shared gardens and common spaces. In addition to the single-use facilities, complexes were constructed in the larger plots as well. As a remarkable example located in Avsallar region, Fuğla 1 complex was designed by Nejat Ersin in 1981-82, constituting a hotel, an apart-hotel, two sets of summer houses settlements of 44 and 42 units, and a common area connecting these buildings with landscaping, restaurants, pools, and such supporting amenities.[132] (Figs. 47-48)

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[130] Aydan Erim, "Bir Mimar: Nejat Ersin", Mimarlık, no. 257*(1994):* 11.

[131] Georges Candilis, *Planen und Bauen für die Freizeit / Recherces sur l'architecture de loisirs / Planning and Design for Leisure*, (Stuttgart: Karl Krämer Verlag, 1972): 5-12. Accessed via Nejat Ersin Arşivi, Architects' Association 1927.

[132] There are four projects (listed below) designed by Nejat Ersin recorded in Alanya. Two of them were already built and the other two were in still progress in 1994, according to the following source: Aydan Erim, "Bir Mimar: Nejat Ersin", Mimarlık, no. 257*(1994):* 11–16.

Fuğla 1: 44 ünitelik turistik yerleşme projesi; Fuğla 2: 42 ünitelik apartotel ve villalar kompleksi; Club Alara: 138 yatak Han, 154 yatak Konak, 94 yatak köşk üniteleri. (Proje); Atayurt Oteli: 4 yıldızlı, 312 yataklı tesis. (Proje).

Figure 47: Fuğla 1 Holiday Houses Complex, 1981-1982
(Aydan Erim, "Bir Mimar: Nejat Ersin", *Mimarlık*, no. 257(1994).)
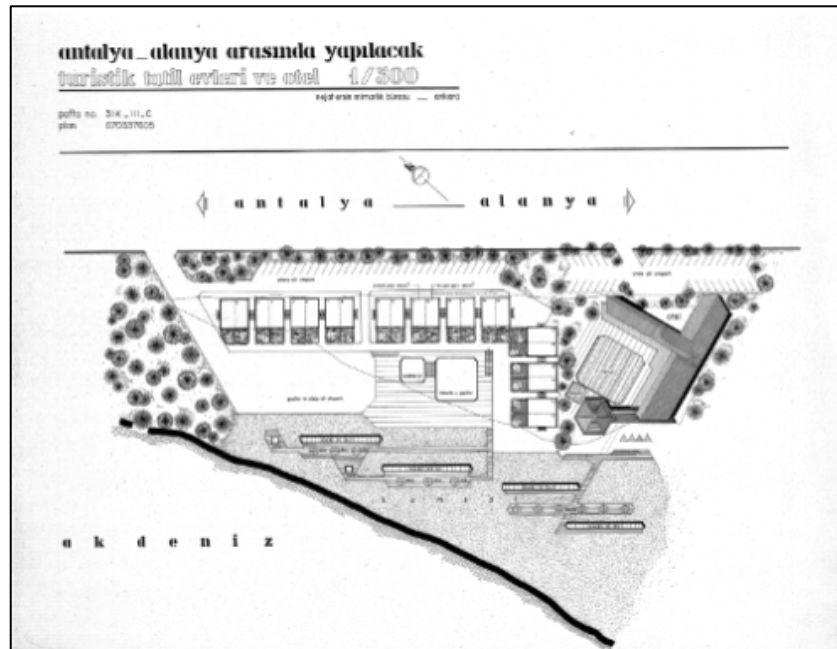
Figure 48. Fuğla 1 Holiday Houses Complex, Site Plan, 1981-1982
(Archive of Nejat Ersin, Mimarlar Derneği 1927)

3.3. Evaluation of Tourism Architecture in Alanya from the 1950s to the 1990s

In 1995, Hunter and Green analyzed tourism's impact on the built environment in terms of urban form, infrastructure, image, restoration and renovation. According to the study, when a settlement was exposed to tourism, the urbanity of the settlement could change concerning the direction of growth; the borders of the city; the programs of residential and industrial areas; urban furniture such as roads, sidewalks, benches, etc.; and the social impact of the encounters of locals and the tourists. A city's image would change with the input of tourism causing a denser built environment, development of infrastructure as well as landscaping, and new architectural styles.[133]

In this final part of the chapter, the term tourism urbanization and the studies regarding this concept will be discussed to exemplify how tourism and the built environment interact and to demonstrate the situation in different tourism destinations as exemplified in the case of Alanya. Thus, the discussions about the emergence and development of tourism architecture in Alanya examined chronologically in the earlier parts, will be taken a step further by evaluating such an urban growth in the town, and the changes in the design approaches of its tourism architecture.

3.3.1. Urban Development of a Coastal Resort Town from the City Center to the Periphery

Resorts (also used with towns/cities) are simply described as the urban areas where tourism is the primary component of local culture and economy by offering a wide array of services including accommodation, attractions, recreation and relaxation amenities, catering, transportation, and shopping.[134] While tourism has an impact of regeneration in terms of urban growth and development, the existence of a growing pattern of resorts is a theme to consider in this part.

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[133] Colin Hunter, and Howard Green, "Tourism and the Environment: A Sustainable Relationship?" (1995).

[134] Peter Murphy, *The Business of Resort Management*, (Oxford: Elsevier, 2007).

In 1991, Mullins introduced to the discourse a new phenomenon: *tourism urbanization*. This novel concept epitomized those settlements developed essentially depending on the tourism sector. The origin of the idea stems from the cities built and evolved rapidly around the leisure industry on Australian coasts from the mid-twentieth century onwards.[135] Nonetheless, the Gold Coast and the Sunshine Coast in Australia were not the only examples of this phenomenon. Before Mullins, another study concerning the same issue in a different destination was made concerning the issue as coastal urbanization. This article focusing on tourism development in the Asia Pacific, particularly Pattaya, Thailand, shows that similar changes in the cities caused by tourism are evident in different coastal areas in the second half of the 20th century.[136] The surveys of Smith show that the urban growth caused by tourism urbanization can be identified by a specific direction that is parallel to the shoreline in the early stages of urbanization. Here the transportation routes along the shores play a significant role as well. When the waterfront is developed, the development area moves to the inner lands.[137] The urbanization is mostly constituted by resorts and holiday houses which are usually used seasonally.[138]

Considering the characteristics of the urban growth caused by the coastal tourism in the Mediterranean coastal settlements, Alanya illustrates a typical process that started in the 1950s but was especially realized from the 1970s onwards. (Fig. 49) Also, Gonen explains this typical process in relation with the socio-economic changes as well:

> (There) are currently undergoing a sort of economic rehabilitation in response to the increasing demand of tourists for non-metropolitan locations, especially along the coast. Tourism, then, emerges as a weighty factor in the geographical redistribution of investments, jobs, and income, and tends to favor rural areas.

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[135] Patrick Mullins, "Cities for Pleasure: The Emergence of Tourism Urbanization in Australia," *Built Environment* 18 (3), (1992): 187–98.

[136] Russell Arthur Smith, "Coastal Urbanization: Tourism Development in the Asia Pacific." *Built Environment* 18 (1) (1978): 27–29.

[137] Ibid. 32–40.

[138] For further readings on coastal urbanization examples: Patrick Mullins, "The Evolution of Australian Tourism Urbanization," in *Cities and Visitors: Regulating People, Markets, and City Space*, (2008): 126–42.; Enrique Pérez Campuzano, Carlos Alberto Tello, and John C. Everitt, "Spatial Segregation in a Tourist City: The Case of Puerto Vallarta, Mexico." *Journal of Latin American Geography* 13 (3), (2014): 87–112.

It is evident that there was a migration to the city, especially in the late 1970s when the tourism sector was on a rising trend. The official population census data of the city center shows that between 1970 and 2000, the recorded population raised almost six-fold in an ever-increasing pattern. Even since the 1950s, an unspecified amount of the people of seasonal residents was crowding the urban center even further. This issue was mainly related to the tourism facilities and the summer houses.[139]

In the late 1970s, the growth in the tourism industry triggered the tourism facilities to sprawl in the city center as well as the peripheral areas along the motorway stretching throughout the seashore. This rising number of facilities supplied a remarkable amount of employment opportunities in the service sector. In addition to the building stock constituted by tourism facilities, the city's increasing population also created the need for residential buildings.

This era of the rapid urbanization of the city center started in the 1970s, although a thorough urban plan had not existed until 1984. An expectable set of problems regarding urban formation and infrastructure catalyzed the municipality to fix the image and operation of the city, starting from the reorganization of the city center. It is crucial to look at the history of the development of the city's focal points to analyze the pattern of urban growth.

In the late 1940s, there were only three neighborhoods of Alanya: Kale, Sath-I Mail, and Taşpazarı. Regarding the population data, the main inhabitation was at the Sath-I Mail district, that is today's Tophane district located on the eastern slope of the peninsula above the shipyard. (Fig. 50) The area between the port and this residential district, Taşpazarı, was a center of trade and social gatherings. The Kuyularönü Mosque and the government building across the Taşpazarı square, accompanied by the commercial units, were setting the focus of the town until the 1960s.

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[139] The approximate difference between winter and summer seasons was explained by Koçak, a local of Alanya, as the winter population was around 1.500 and the summer was ca. 300.000 in the 1950s.

13th Century

early 20th Century

1960s

1985

2004
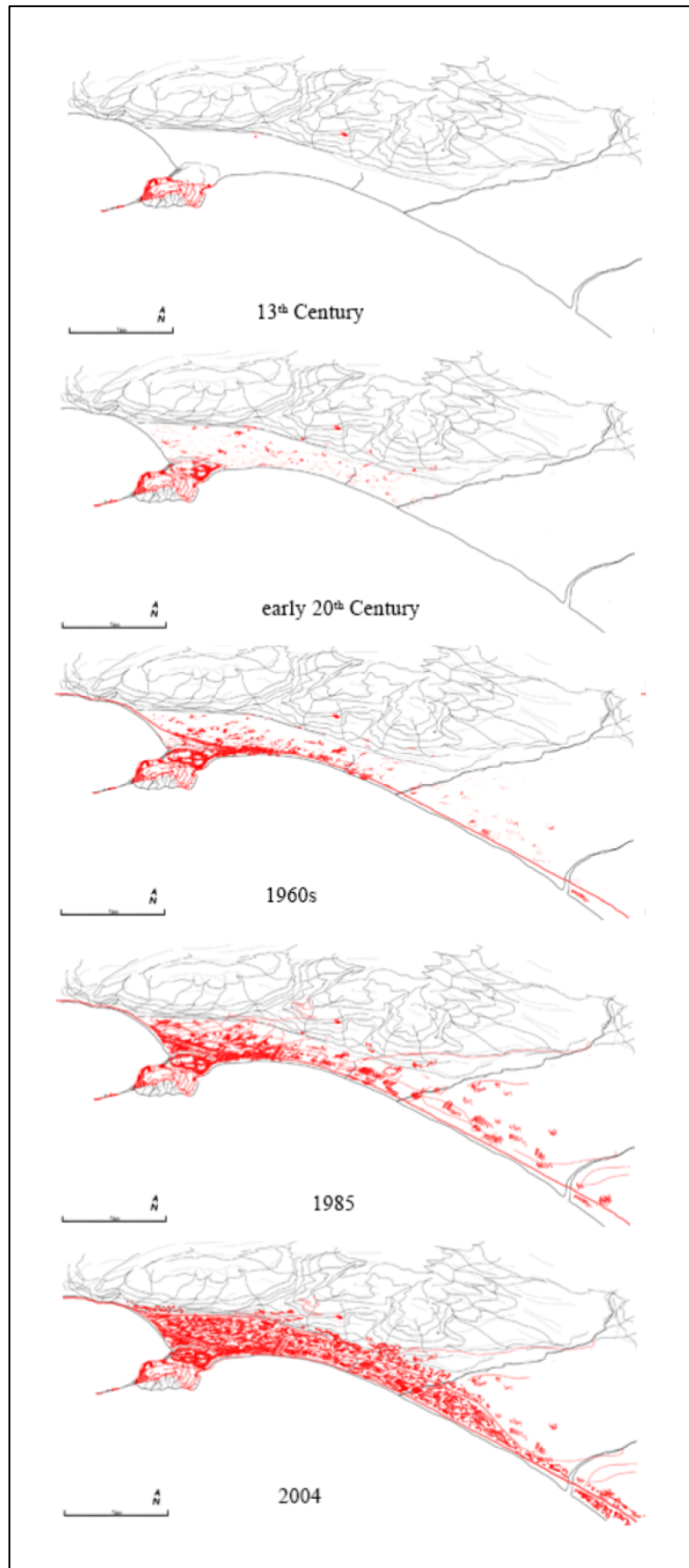
Figure 49. The growth process of the settlement of Alanya
(Drawn by the author)

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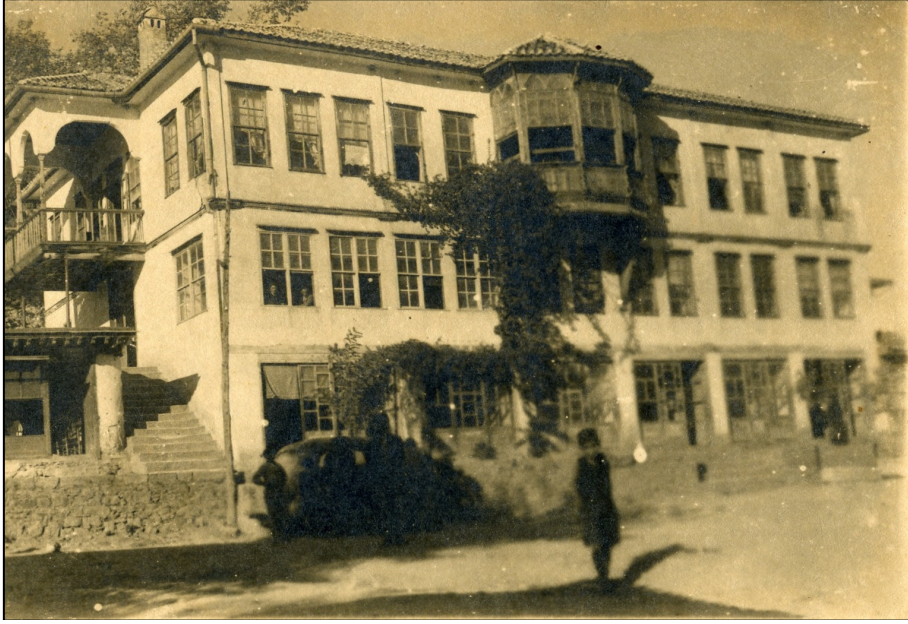
Figure 50. The old Government Building at Taşpazarı Square
before the fire in 1943
(Personal archive of Hayri Yenialp)

The direction of growth of the city carried the urban center to an eastern point which is delineated by Hükümet Street starting from Taşpazarı Square and ending at the new governmental building. This street of trade became more of a center when the building of Ziraat Bank in 1958 and Yeni Mosque in 1962. The open-air market and the bus station were also located in this area.[140]

In this era of change, tourism was becoming a promising sector. Hence, the image of the seashore was changing in favor of the tourists and accordingly of the locals who were making a living from a tourism-related business. The restoration of the Seljuk remain *Kızıl Kule* (Red Tower) was completed as early as 1953. (Fig. 51) Hotel Plaj was opened for service as the first of its kind along the coast, and a park with fountains was landscaped in 1963. The small vessel pier was built, enlarged in size, and concretized in the material in the 1970s.[141]

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[140] Feyzi Açıkalın, "Cuma Pazarı'na Mola," *Yeni Alanya Gazetesi*, (October 7, 2021).

[141] Mehmet Ali Dim, ed. *Yeni Alanya'nın Arşivinden Alanya'nın 50 Yılı: 1968-2019.* I. (Ankara: Başak Matbaacılık, 2019).
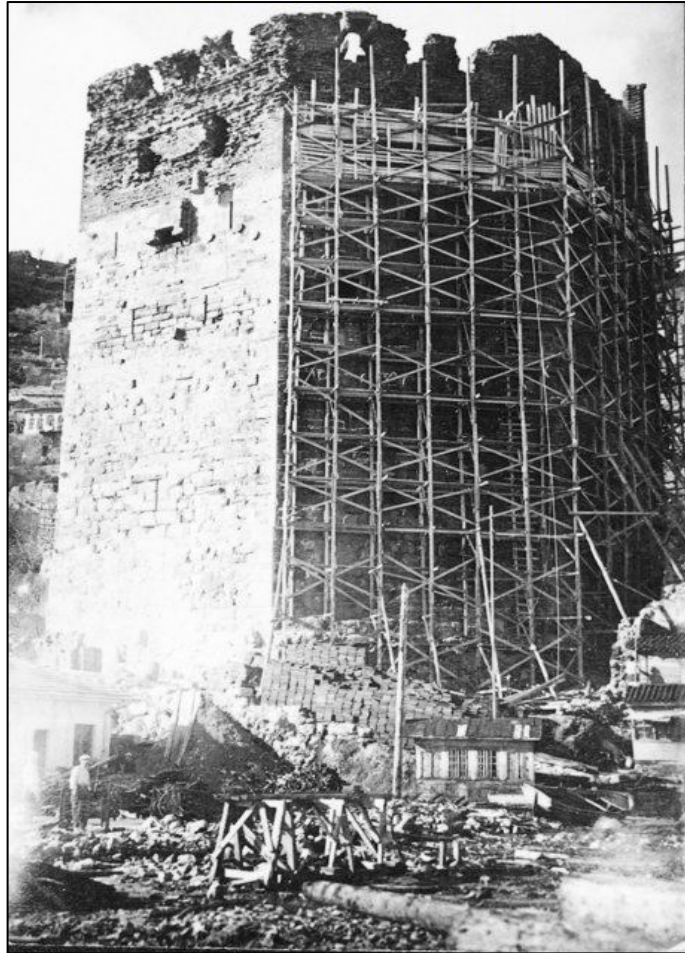
Figure 51. Red Tower in restoration with scaffoldings, early 1950s
(www.facebook.com/CityAlanya/photos/540567022637116)

Firstly, the agricultural areas close to the seashore mainly changed into touristic facilities and apartment blocks. Later, the inner areas also had their share of constructions. This kind of the sprawl of built environment along the coast and then in the land matches the pattern of the tourism urbanization phenomenon of Mullins. Although some partial plans were made in the 1960s by the local governments' attempts, a regular and inclusive plan regarding the whole city was applied as late as 1984. (Fig. 52)
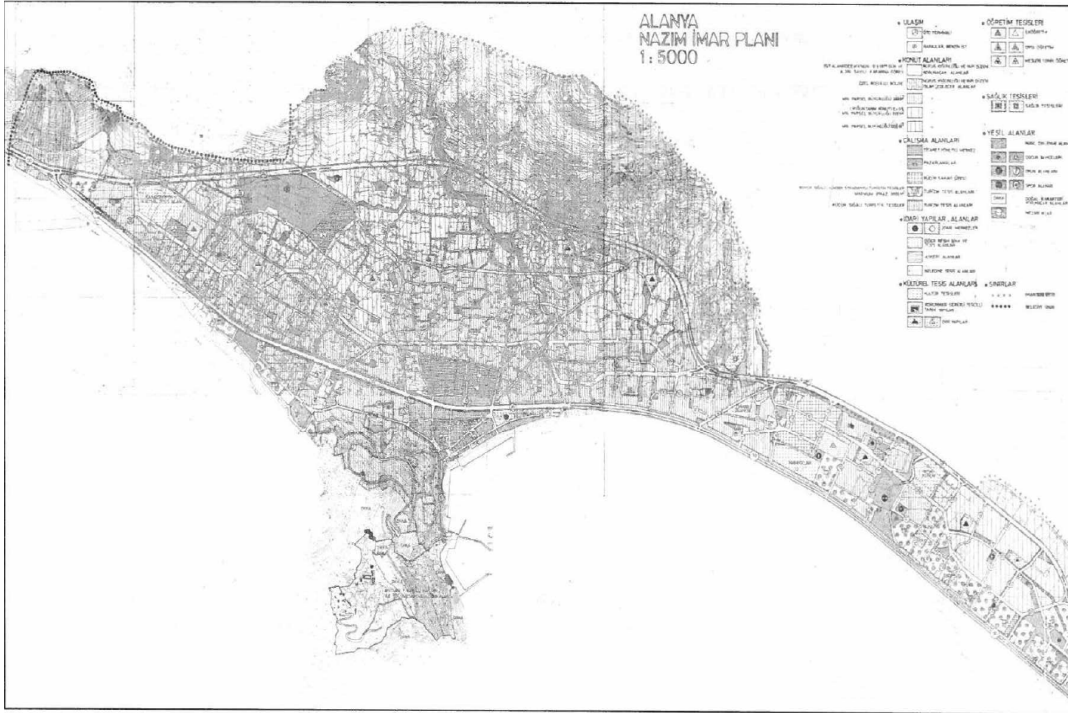
Figure 52. The first official urban plan of Alanya, 1984
(T.C. Antalya Büyükşehir Belediye Başkanlığı İmar ve Şehircilik Dairesi
Başkanlığı. 2018. "Antalya İli Alanya İlçesi 1/5000 Ölçekli Nazım
İmar Planı Revizyonu Plan Açıklama Raporu.")

As the need increase for redesigning the urban center in relation to these developments, in 1986, the Municipality of Alanya commissioned Vedat Dalokay, a very well-known architect of his time and the mayor of Ankara's municipality between 1973-1977. Dalokay's plan included a new municipality building on the eastern shoreline and the commercial and recreational spaces in the area located between this new building and the historically significant Seljuk era shipyard.[142] (Fig. 53)

The municipality project was the only realized building in the plan. An open-air theater, a shopping area with two separate concepts, and a beer garden remained as the unrealized buildings designed in the local zoning plan (*mevzii imar planı*).[143] In the

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[142] For the documents about the project, I would like to thank the "Commemoration Committee" of the Turkish Chamber of Architects that studied Vedat Dalokay's architecture between 2020 and 2022.

[143] Murat Aykaç Erginöz, "Türkiye'de Kıyı, Çevre Turizm Etkileşmesi." In *Şehircilik*, (İstanbul: İstanbul Aydın Üniversitesi Yayınları, 2017): 428–91.

case of public spaces, a public square next to the municipality building also remained as unrealized.

Figure 53. Local zoning plan designed by Vedat Dalokay in 1986
(SALT Archive, 2022)

In summary, coastal tourism of the masses in central and peripheral Alanya caused the touristic accommodation facilities to increase in number and size, which reflected as an employment opportunity for architects and tourism service workers as well. While masses of tourists were visiting the city in summers, masses of working class and their families migrated to the city to make a living from this industry.[144] Accompanied by the changes in the urban functions, economy, and the contemporary appearance through the new municipality building and the seashore planning, Alanya acquired the image of a coastal resort town though the decades of the second half of the 20th century.

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[144] Regarding the population census results, the population of the city increased as published in the local newspaper, *Yeni Alanya Gazetesi*: in 1990: 58.629; in 1996: 103.000; and in 1998: 128.000.

Mehmet Ali Dim, ed. *Yeni Alanya'nın Arşivinden Alanya'nın 50 Yılı: 1968-2019.* I. (Ankara: Başak Matbaacılık, 2019).

Figure 54. Alanya Pier in the 1960s and its transformation in the 1970s
(Postcard, Author's Archive)

Figure 55. Alanya in the 1970s and the landfilling operations in the 1980s
(Personal archive of Feyzi Açıkalın)

3.3.2. Architectural Development of Tourism Facilities from the Modern and the Regionalist to the Postmodern

Considering the early 20th century as the peak of the modern movement which followed the Industrial Revolution, functionality of buildings was the priority in design practice. As in the United States of America, the commerce based urban hotels of the 1920s transformed to accommodate tourists as well as the businesspeople. This new

urban hotel concept was defined as a "service machine" by Davidson.[145] As this early era of mass consumption in the world formed the new hotel concept, the accommodation design had to be able to meet the novelties of becoming a "service machine",[146] thus was designed according to the functionalist approach of modern architecture.

Modern architecture in Turkey also started in the early 20th century, and continued to dominate the field in the post-war period until the late decades of the century.[147] Kazmaoğlu and Tanyeli's brief explanation of the building process of the urban environment between the years 1850 and 1990 is helpful in evaluating the case of designing tourism architecture of this period. They divide the long period into three groups in order to be able to illustrate the context of architectural practice and define 1850-1960 period as that of expropriations and constructions; 1960-1980 as planning; and the 1980s as rising awareness to architecture.[148] Evaluating these groups with the political and legal regulations about tourism, especially the five-year plans, it is apparent that tourism-oriented architecture and general architectural environment developed in a parallel manner.

From the point of tourism-oriented architecture of Turkey, Hilton Hotel in İstanbul is a remarkable point in both architectural history and tourism industry. Designed in 1952 in international style by Skidmore, Owings, & Merrill, and Sedad Hakkı Eldem, this building was considered as the modern face of the country. The hotel's design was influenced by the city hotels in the United States in terms of the function and size, as the used materials and the building technology were unprecedented in Turkey. While the styles and image were adopted from the more developed examples in post-war

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[145] Lisa Pfueller Davidson, ""A Service Machine": Hotel Guests and the Development of an Early-Twentieth-Century Building Type" *Perspectives in Vernacular Architecture* Vol. 10, Building Environments (Vernacular Architecture Forum, 2005): 113.

[146] Ibid.

[147] Sibel Bozdoğan and Esra Akcan, *Turkey: Modern Architectures in History*. (London: Reaktion Books, 2012).

[148] Mine Kazmaoğlu and Uğur Tanyeli, "1980'li Yılların Türk Mimarlık Dünyasına bir Bakış," *Mimarlık,* 1986-2, (1986): 31-48.

Turkey, the United States' influence was not only in economic but also technological terms and in lifestyle.[149]

Looking at the case of Alanya, the design approach in the touristic accommodation buildings was related to the economy strategies and politics of the government as analyzed in this study. The building of tourism architecture started with the small investments taking place mostly in the city center during the 1950s and the 1960s. The early accommodation facilities in the city center were very much functional buildings. Different from the vernacular architecture in the central Tophane district, early hotels of Alanya Palas, Hotel Plaj and Hotel Alanya were basically modern blocks with hotel rooms, in line with the architectural language of the post-war decades.

Larger incentives were in the frame in the peripheral regions of Alanya from the 1960s onwards. These facilities were mainly located along the motorway, yet the plots between D400 highway and the sea were especially preferred. The motels that spread along the touristic motorway were built in a similar functionalist approach and modernist language of the period, mostly by local architects and builders. In this context, mainly the amenities and the service were the criteria of preference. Moreover, this synthetical adoption of contemporary stylistic understanding was impactful in the publicity. As an example, the photographs of Alantur Motel were used in the postcards of Alanya besides the historical and natural attractions, representing the city's modern face. Comparing the design of Alantur Motel with other contemporary examples, it is clear that the first motels of Alanya resemble each other in terms of their construction techniques and designs with stacked arrays of cubic units of rooms with balconies oriented to the Mediterranean Sea. Fully or semi-recessed balconies and covered terraces were used in different examples to prevent the risk of overheating due to excessive sun exposure on summer days. Façades that faced the

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[149] Annabel Wharton, "Economy, Architecture, and Politics." In Economic Engagements with Art, (Durham, NC: Duke University Press, 1999): 285-299.

Ahmet Erdem Tozoğlu, "Grand Hotels in Major Cities of Turkey, 1950-1980: An Evaluation of Modern Architecture and Tourism" (Unpublished Master's Thesis, METU, 2007).

opposite direction were used for circulation spaces between common areas and guest rooms.

The process of development of tourism industry in Alanya was fast-tracked by the tourism policies of the government in relation to the Five-Year Development Plans from the early 1960s onwards, and the Law for the Encouragement of Tourism in 1982. Regarding the growth in the value of the facilities, more prestigious buildings were built in this era of expansion in the periphery, especially during the 1980s and the 1990s. (Figs. 56-57) In this process, architects and architecture gained significance in Alanya's tourism industry. The design features of the facilities acquired more significance compared to the earlier exclusively functionalist intentions.

Figure 56. Postcards of urban views of Alanya city center in the 1980s
(Postcards, Author's Archive)

Figure 57. Postcards of urban views of Alanya city center towards the end of the 20th century
(Postcards, Author's Archive)

While the multiplication of hotels changed the countenance of the city into a coastal resort, there were a variety of facilities built in different scales and design approaches. The well-known architects' works began to dominate the built environment some extent, resulting in multiple yet still mainly modernist approaches applied in the increasing number of facilities. For example, while Dalokay and Çiper brought their own modernist style to the city, Bozkurt and Ersin embraced rather a regionalist approach in their modern designs.

The fact that Alanya was a Mediterranean coast town could have guided the search for regionalist references in designs, which was also seen as a critical approach of modern architecture. Nonetheless, the search was limited in the case in Alanya, and they did not refer to the vernacular examples in the region. For instance, the arched window openings and whitewashed walls were seen in various facilities, although they were unrelated to the traditionally constructed residential buildings in the city in terms of style, material, and use (Fig. 58). The Seljuk era inns and caravanserais in the periphery constituted this type of openings, but this image was not fitting to the urban center itself. This approach, however, was probably preferred as the "Mediterraneanized" image of the city for the visitors and raised the value of a facility in the publicity, as in the case of Alantur Motel. (Fig. 59)

Figure 58. Photograph from the booklet published in 1987 titled
"Typical Mediterranean Style".
(Ministry of Culture and Tourism General Directorate of Information
and Promotion, Turkey: The Turkish Riviera, 1987)

On the coastal resorts developed after the mid-20th century, e.g. St. Tropez in French Riviera, Costa del Sol in Spanish Riviera, Soane expresses the market trends and tourist's pleasure motivated the designs of built environment which differs from the resorts that evolved in the early 20th century, on the French and English coasts. By mentioning the "sanitized surroundings", they claim that the "local 'character' was often deliberately introduced or re-created for the delight of guests […]." As a result, high rise hotels and apartment blocks covered these settlements in almost a decade. [150] Comparing this tendency with the one in the case of Alanya, the local approaches in

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[150] John Soane, "The Origin, Growth and Transformation of Maritime Resorts since 1840", *Built Environment* Vol. 18, No. 1, Coastal Resort Development, (Alexandrine Press, 1992): 23.

design practice were resembling in the Mediterranean resorts, which grew contemporarily depending on tourism.
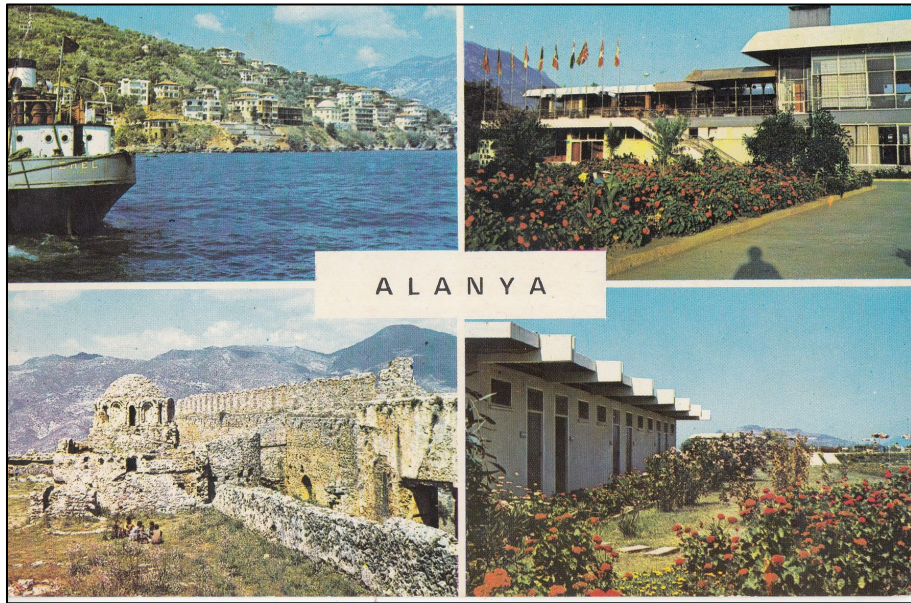
Figure 59. Views of Alanya; Alantur Motel was used as the modern image
of the city together with historical and natural views
(Postcard, Author's Archive)

In the end, tourism facilities were the service industry goods, so that the styles and images of hotels, motels, and summer houses were very much related to the trends of the time. As it turned into a global trend, the society of consumption also brought the postmodern approach to the coastal resort of Alanya towards the end of the 20th century, while erasing the local or regional senses in design approach. In summary, it is clearly not possible to define unified characteristics in the design of tourism-oriented architecture in Alanya; it could only be concluded that the designs of facilities followed contemporary trends in architecture and still always prioritized the orientations of buildings in the attempt to face the Mediterranean Sea as much as possible.

CHAPTER 4

CONCLUSION

In this study, it is questioned how tourism affected the built environment in Alanya in the second half of the 20th century. Starting with the conceptual and historical openings, the economic, social, political, and legal context of tourism in the world and in Turkey are expressed to delineate the structure of the case study. Comparing to contemporary tourism pattern in the world, the conclusion is to highlight how a coastal resort town became a mass tourism destination as it expanded from the city center to its periphery from the 1950s to the 1990s.

Regarding the thematic frame established in the second chapter, tourism-oriented architecture of Alanya, a popular coastal tourism destination of "Turkish Riviera" is surveyed in the third chapter. As the third chapter narrowed the scope down gradually from Turkey to Alanya, it became possible to compare the process in Alanya to the other tourism destinations. Following the history of tourism starting from the Grand Tour expeditions to industrialization in the West, Turkey's opening for mass tourism concept correspond to the post-war era when, as in the so-called developed countries, mass tourism was introduced through consumption-based economy with supports of the governmental strategies for tourism.

Unlike many European resort towns developed in the early 20th century, coastal areas were not easily accessible via the railways in Turkey. Instead, vacationing in summer in the "Turkish Riviera" became a trend only from the 1950s on motorways began to be constructed and as traveling by buses began to be widespread and simultaneously personal automobile ownership began to increase in the country. In this regard, coastal tourism initially developed in places that were located close to major cities. Accordingly, during the research process, it became clear that the borders of coastal

towns gradually blurred while city centers grew along the route of tourism passing through the resort towns of the Mediterranean coast of Turkey.

What stands out as an important point in the process of becoming a coastal resort in the case of Alanya, was the development in transportation and communication issues, as well. Before the D400 motorway's construction in 1943, the city was rather isolated from the neighboring settlements due to the topographic conditions. Considering that the advertisements of the Damlataş Cave dates to the late 1940s, the recognition of tourism rose in the following years of the construction of the motorway, and people named it as "Tourist Route" at the time. This research shows that the developing land network changed the social, economic, and urban awareness of the locals, who played a significant role in the publicity and the built environment of the city.

The evolution of the types of tourism facilities in France and the United States was mainly traceable, as in the example of urban hotels' paving the way into motel typology's emergence in relation to parking needs of tourists with automobiles. This evolution path is not as relevant to the situation in Alanya, considering that the motivation of motels in Alanya was fairly benefiting from the motorway's location along the Mediterranean shoreline. It can be interpreted that, by borrowing the types and vacation styles, an artificial modernity is encountered in architecture of the tourism facilities in Alanya. This action of adapting to the contemporary trends via accommodating the features was also appeared as very much parallel to Turkish government's approach, e.g. in the case of the unprecedented concept of Hilton Hotel, İstanbul.

The attribution of the "Riviera" expression to the Turkish coasts of the Mediterranean Sea was a part of the works on raising publicity, which also helped these areas to develop in a rather planned process, especially in the major coastal cities. However, in the peripheral settlements like Alanya, urban planning arrived later than becoming a prominent tourist destination. The ever-increasing pattern of tourism industry in Alanya from the 1950s to the 1980s caused a fast growth along the motorway and in the central districts. Reaching to the 1990s, the city's first urban plan of 1984 was just approved while the infrastructural problems were increasing, damaging the already

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developed tourism sector. As a result, the urban growth of Alanya was essentially related to tourism, which transformed the city into a prominent coastal resort in only four decades, although this rapid and unregulated development caused cracking in the city's revenue.

In the second half of the 20th century, trending types of tourism facilities in Alanya were built in contemporary trending styles with touches of the architects' design approaches when relevant. Considering that the information about the examples examined in this study were mainly taken from architectural periodicals and archives, these instances show higher architectural quality facilities, which were found remarkable either by the architects or the publishers. Regarding the hardship of accessing to information about the well-known tourism facilities' architecture and architects, it can be inferred that the built environment's value is still shaded by the short-haul economic concerns. In addition, the absence of the presentations of architectural qualities or history of the facilities as a feature to be experienced by tourists supports this claim.

In the new millennium, the consumption-based tourism of the masses adapted itself by improving the superficial image and lowering the qualities of the facilities to cover the financial loss. In these terms, architecture plays the role of creating images for tourists also in Alanya with the changing façades almost once in every decade or even sooner. Some of the facilities mentioned in this study are facing the risk of being destructed, as well.[151] Hence, documenting and evaluating the initial process of the building process for tourism industry in Alanya, it is hoped that this work can constitute a basis for future studies about the tourism-oriented architecture, together with the growth and image of the city.

Further, as contextualized in this study, gathering attention on the history and the built environment of Alanya will hopefully contribute in embracing a more sustainable

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[151] See, for example: Oğuz Korum, "Alanya Palas Otel'e Veda Ederken," *Yeni Alanya Gazetesi*, (December 9, 2021); Yasin Araz, "Alantur için Yeni Dönem," *Yeni Alanya Gazetesi*, (January 5, 2018).

tourism model to conserve the multi-layered architectural and urban identity of this heavenly resort town.

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URL:https://www.academia.edu/38919904/Modern_Spaces_of_Travel_and_Leisure_Tourism_Architecture_in_Post-War_Turkey. (last accessed: 03.01.2020)

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APPENDICES

A. CHRONOLOGICAL LIST OF
ARCHITECTURE AND TOURISM IN ALANYA

Year	Event				
	Political	**Legal**	**Tourism**	**Built Environment**	**Infrastructure**
1923			Establishment of the Travelers' Association (Seyyahin Cemiyeti) (renamed as Touring and Automobile club of Turkey in 1930)		
1931				Construction of the bridge over the Manavgat River	
1933	Changing the name of the city from Alaiye to Alanya				
1934			Establishment of Turkish Office (Türk Ofis) which had the Tourism Desk responsible for tourism and promotion under the Ministry of Economy		
1939					Foundation of the Alanya Elektrik Türk Anonim Şirketi: Aimed to provide electricity from hydraulic systems to support the illumination and heating of the city, and industrial investments
1941				Construction of Antalya-Manavgat-Alanya road	
1943				Fire of the governmental	

			building (Hükümet Konağı) at the Taşpazarı Square	
1944			Construction of a new governmental building (Hükümet Konağı)	
1946				Dim River irrigation project by the General Directorate of State Hydraulic Works (Devlet Su İşleri - DSİ)
1947			Construction of a concrete small vessel pier	
1948		Discovery of Damlataş Cave which is the first cave opened for tourism in Turkey		
1950			Takeover of the pier from the state to the Alanya Municipality	
1950		Law for Encouragement of Tourism Instutitions (5647 Turizm Müesseseleri Teşvik Kanunu)		
1951		Encouragements to touristic propaganda of Turkey: tax cuts on posting, postcards, envelopes, and commemorative stamps		
1951-53			Restoration of the Red Tower	
1951			Competition for Ziraat Bankası Building	
1952		Foundation of Alanya Tourism and Promotion Association (Alanya Turizm ve Tanıtma Derneği)		
1957		Establishment of the Ministry of Press, Publication, and Tourism (Basın, Yayın ve Turizm Vekaleti)		
1959-65				Antalya Regional Development Project (Antalya, Isparta, Burdur) (Antalya Bölgesel Gelişme Projesi)
1958			Opening of the Ziraat Bankası Building	
1959				Mediterranean Development

				Survey (Akdeniz Kalkınma Etüdü)
1960				Mediterranean Basin Survey Report by the State Hydraulic Works (DSİ) (Akdeniz Havzası Keşif Raporu)
1960	Military coup d'état			
1960-63	Designation of İsmet Hilmi Balcı as the mayor and the district governor at the same time			
1962			Alanya Tourism Festival	
1962			Publicity works of Alanya: Weekly articles and photos about the natural and historical beauties of the city were published in İstanbul-based newspapers.	
			Foundation of Turkish-German Amity Association (Türk-Alman Dostluk Derneği) by İlhan Postalcı	
			Transformation of a gas storage in Damlataş district into Alanya Hotel.	
1962			International Tourism Conference at Alanya Port Club (Alanya İskele Gazinosu) (01.08.1962)	
1963			Opening of Alantur Motel	
				Construction of the fountain park
				Construction of Yeni Cami
				Expropriation of the open-air market area
				Reorganization of the Çarşı district and the

Year				
			construction of the new shops	
			Operation of the wholesales market located in the Çarşı district	
				Establishment of a power plant
				Establishment of the fire department
1963		Establishment of the Ministry of Tourism and Publicity (Turizm ve Tanıtma Bakanlığı)		
1963-67		The First Five-Year Development Plan (I. Beş Yıllık Kalkınma Planı)		
1964			Opening of Banana Motel	
1966			Opening of Panorama Motel	
1968-72		The Second Five-Year Development Plan (II. Beş Yıllık Kalkınma Planı)		
1968				Construction of the wholesales market
1969		Defninition of "Tourism Development Area": Turkish Riviera		
1969			Concreting of the Müftüler Street	
			Project of the State Hospital with 100 beds capacity	
1971			Arrival of 450 tourists with the Marmara Ferry	
1973-77		The Third Five-Year Development Plan (III. Beş Yıllık Kalkınma Planı)		
1973			Tourism boom in Alanya in April: Motels were full; extra tourists were transferred to houses and nearby cities	

1974			112	Foundation of the small industrial area	
1974				Decision to erect a monument for Mustafa Kemal Atatürk	
1974		Additions to the Construction Law (İmar Kanunu) about coastal regions			
1974	Cyprus Peace Operation				
1978				Construction of sidewalk of the Atatürk Street	
1978		Establishment of the Municipality of Alanya Parks and Gardens Directorate			
1979-83		The Fourth Five-Year Development Plan (IV. Beş Yıllık Kalkınma Planı)			
1980	Military coup d'état				
1982		Law for The Encouragement of Tourism (no.2634) (Turizmi Teşvik Kanunu)			
1982				Opening of the Monument of Mustafa Kemal Atatürk	
1984		Coastal Law (no.3086) (Kıyı Kanunu)			
1984-89	Election of Müstakbel Dim for the Mayor of Alanya				
				Construction of the bus terminal	
				Construction of the 100. Yıl Park and sports areas for football, volleyball, and tennis	
					Hydraulic works: 125 km of the drinking water network, construction of water tanks
				Expropriation of the open-air bazaar, wedding	

				ceremony hall, bus station areas	
1984				Approval of the first urban plan of Alanya	
1985-89		The Fifth Five-Year Development Plan (V. Beş Yıllık Kalkınma Planı)			
1986				Opening of the Hospital	
1986				Project of the Municipality Building, designed by Vedat Dalokay (realized)	
1986				Shoreline project between the Kızılkule and the new municipality building, designed by V. Dalokay (partially realized)	
1986				Project of the wedding ceremony hall and shopping center (realized)	
1989				Illumination project of the Castle area	
1989-1999	Election of Cengiz Aydoğan for the mayor of Alanya for two consequent terms				
1990	Population census results: 58.629				
1991			Organization of the first Triathlon		
1992				Construction of the Alanya Highway (Çevre Yolu)	
1993				Traffic signalization of the Streets of Hacet, Bostancıpınarı, Yaylayolu and Alanya Lisesi	
1993					Construction of waste-water treatment facility
1994			Ferry service between Turkish Republic of Northern Cyprus and Alanya		

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1994				Construction of the Alanya Cultural Center	
1994			Organization of the first Alanya Tourism, fashion and Music Festival		
1994					Death of 49 tourists during the year because of the traffic incidents at the D400 motorway
1995				Decision to eliminate the excessive parts of the buildings and the signboards of the shops in the city by the municipal board	
1995			100% occupancy of the tourism facilities		
1995				Start and stop of the construction of the Gazipaşa Airport	
1995				Opening of the statue of Kayqubad I at the entrance of the city	
1996	Population census results: 103.000				
1996				Declaration of a reform package by the municipality including pier construction, drinking water supply, elimination of the excessive parts of the buildings	
1997				"Betonya" definition of the local newspaper Yeni Alanya regarding the given 131 construction licences in the last three months in Alanya	
1997				Approval of the Northern Alanya Urban Plan	
1997					Start of the construction of the Dim Dam
1998				Loan for the construction of the fourth part of the Antalya-Alanya Motorway (D400)	

1998	Population census results: 128.000		115		
1998			Opening of the Dim Cave		
2000	Population census results: 134.000 (center), 385.000 (total)				

B. TURKISH SUMMARY / TÜRKÇE ÖZET

Bu tez, Alanya kenti örneği üzerinden yirminci yüzyılın ikinci yarısına odaklanarak mimarlık ve turizm arasındaki ilişkiyi incelemektedir. Yirminci yüzyılın ortasından itibaren Alanya, "Türk Rivierası" olarak adlandırılan Akdeniz'in kuzeydoğu kıyısında önemli bir turizm merkezi olmuştur. Çalışma, 1950'lerden 1990'lara uzanan zaman aralığında inşa edilen turizm konaklama yapılarını araştırarak turizm mimarlığında değişen yaklaşımları ve kentin bir kıyı tatil yöresine dönüşmesini değerlendirmektedir.

Dünya ekonomisinde büyük bir öneme sahip olup aynı zamanda geçtiğimiz yüzyılın en karmaşık kavramlarından biri halini alan turizm, temel olarak ulaşım, iletişim, coğrafya, politika, hukuk, gastronomi ve sağlık gibi birçok farklı alanla birlikte çalışan bir ekonomik sektördür. Turizmin bütün olarak çalışma alanına girdiği ekonomi ve coğrafya alanları, turizmi bir sanayi olarak ele alırken mimarlık ve kentsel çalışmalar turizmin bağlamıyla daha çok ilişki kurmaktadır. Bunun yanında turizmin mimarlıkla ilişkisi, diğer pratiklerden farklı bir boyutta karşımıza çıkmaktadır. Öyle ki yapılı çevreyle ilgili parametreler, turizmin parametreleriyle örtüşmekte; turizmi etkileyen konular direkt olarak kenti de etkilemektedir. Bu çalışmada turizmin içeriğinin ve bağlamının birlikte çalışılmasıyla bir mimarlık tarihi analizi yapılmış, elde edilen kavramsal ve tarihsel veriler sonucunda Alanya kenti örneği ele alınarak karşılaştırmalı bir değerlendirme yapılmıştır.

Alanya'nın turizm mimarisiyle ilgili kaynakların sınırlılığının yanında Bizans ve özellikle Anadolu Selçuklu dönemlerine ait kapsamlı çalışmalar bulunmaktadır. Koruma ve restorasyon alanlarında, yerel yapım teknikleri ve mimarisi üzerine Alanya'nın sivil mimarisini konu alan güncel akademik araştırmalar ve projeler bulunmaktadır. Kentin tarihi ve folkloru üzerine de hatırı sayılır derecede çalışmalar yapılmış, özellikle 1990'larda bu konular üzerine yapılan konferansların bildirileri basılarak yayımlanmıştır. Akademik çalışmaların dışında yerel halkın anılarını, hikayelerini ve fotoğraf arşivlerini paylaştığı kitap ve yayınlar ile araştırmalarının yer

aldığı gazete makaleleri, Alanyalıların kent yaşamlarındaki değişim ve gelişimini anlatan önemli kaynakları oluşturmaktadır. Süreli yayınlarda ise ekonomi alanında yayımlanmış sözlü tarih çalışmalarının da bulunduğu bir kısım yayının yanında mimarlık dergilerinde de zaman zaman Alanya'da bulunan turizm yapılarından bahseden makaleler yayımlanmıştır. *Arkitekt* ve *Mimarlık* dergileri bu anlamda ana kaynakları oluşturmakla birlikte çok geniş bir külliyat sağlayamamakta, fakat yine de yirminci yüzyılın ikinci yarısına dair bir turizm mimarisi okuması yapmak üzere dönemin anlayış ve yaklaşımlarının değişimini devamlı olarak takip etmeyi mümkün kılmaktadır. Kent çalışmalarında ise doğrudan Alanya kenti odaklı akademik çalışmalar olmakla beraber, bu çalışmalarda turizmi merkeze koyarak bir kıyı tatil yöresi olan Alanya'nın mimari ve kentsel değişimini inceleyen bir örnek bulunmamaktadır.

Bu çalışmada turizm ve mimarlık ilişkisini incelemek üzere, öncelikle, kavramsal ve tarihsel açılımlar yapılarak Alanya kentinin araştırılması için bir tartışma zemini oluşturulmuştur. Turizmin tanımları, tarihsel gelişimi, türleri, mekanları ve yerlerinin anlatıldığı ilk bölümde dünya genelindeki örneklere yer verilmiş, karşılaştırmalar yapılmasına olanak sağlayacak veriler paylaşılmıştır.

Tartışmanın öncesinde turizm kavramını tanımlamak çalışma açısından önem arz etmektedir. Birleşmiş Milletler Dünya Turizm Örgütü turizmi insanların kişisel veya ticari/profesyonel amaçlarla olağan çevrelerinin dışındaki ülkelere veya yerlere hareketini içeren sosyal, kültürel ve ekonomik bir olgu olarak tanımlar. Doğasında hareketliliği barındıran bu olgunun tarihteki gelişimi de seyahat olgusuyla paralellikler gösterir.

Seyahat kavramı, sanayi ve teknolojideki değişikliklerle etkileşerek günümüzdeki haline evrilmiştir. Sanayi devrimi; ekonomi, teknoloji ve buna bağlı olarak yaşam tarzlarının çeşitlenmesini de beraberinde getirerek bu anlayış değişiminde önemli bir nokta olmuştur. Bütüne bakıldığında, eğlence kültürü ve ticari faaliyetler turizm eğilimlerini şekillendirmiş; bu değişim ise turizm için yeni sebepler ve dolayısıyla yeni turizm biçimleri yaratmıştır.

Turizm farklı alanların ihtiyaçlarına göre değişik şekillerde sınıflandırılmış olsa da turistlerin ilgi ve istekleri doğrultusunda yeni biçimler ve kombinasyonlar deneyimlenebilmekte, yani sınıflandırmalar yapılabilmektedir. Bu noktada, mimarinin turizmle ilişkisini inceleyebilmek adına bu çalışma mimarinin de söz sahibi olduğu turizm kollarına odaklanmaktadır.

Mimari turizm ve kent turizmi, kentlerdeki mimari ürünlerin görülmesi ve tecrübe edilmesi amacıyla yapılan seyahatleri kapsamakta, mimarinin turizmin amacı olarak görev yaptığı biçimler olarak karşımıza çıkmaktadır. Bu durumda mimari bir tüketilebilir malzeme, turizm ise bu tüketime neden olan gelip geçici bir olguyu oluşturur. Bu bağlamda mimarinin turizm için bir sarf malzemesi değil de bir elemanı olduğu bir açıyı bulmak, bu iki kavramın birlikteliğini daha iyi kavramaya olanak sağlayacaktır. Bunun için mevcutta var olan bir yerleşimin turizme açılmasındansa turizm ile var olan bir yerleşimin görülebileceği bir biçim incelenebilir. Bu anlamda kıyı turizmi, hem mekânsal olarak kıyıların tanımlanmış olması hem de kendisi var olabilmek için buralarda yeni mekanlar üretmeyi gerekli kılan bir biçim olarak kendini göstermektedir.

Her ne kadar kıyı turizmi, tanımında nehir ve göl kenarlarını da barındırsa da bu biçimin en sık ve en yoğun görüldüğü alanlar deniz kıyılarıdır. Kıyı turizminin tarihi ele alındığında, yirminci yüzyılda İtalyan ve Fransız rivieralarının öncülük ettiği kıyı turizmi eğilimi, aslında Sanayi Devriminin beşiği olan İngiltere'nin güney kıyı kesimlerinde olmak üzere on dokuzuncu yüzyıla tarihlenmektedir. Yüzyılın sonlarına doğru daha çok üst tabakadan İngiliz turistlerin tercih ettiği Fransa'nın Akdeniz kıyıları, halihazırda İtalya'nın Akdeniz kıyılarına verilen isimden yola çıkılarak "Fransız Rivierası" adını almış ve popüler bir tatil bölgesi haline gelmiştir.

Yirminci yüzyıla gelindiğinde ise Birinci Dünya Savaşı sonrası şartlarda tatil yapmak bir ayrıcalık halini almıştır. Endüstri alanında çalışan sayısının artması ve yaşam kalitesinin de bu minvalde düşmesinin getirdiği üzere turizm bir kırılma yaşamıştır. Böyle bir zamanda, 1936'da Fransız hükümetinin çalışanlara ücretli izin hakkı tanıması ile turizm, halkın daha çok katmanında kendine yer bulmuş, gelişen demiryolları aracılığı ile de tatil yöreleri daha ulaşılabilir hale gelmiştir. Hükümetin

bu hakkı tanımasının yanında bu uğraklardaki yatırımları destekleyici bir politika izlemesiyle Fransız Rivierası önemli bir gelişme kaydetmiştir.

Özellikle İkinci Dünya Savaşı Sonrasında turizm öne çıkan bir endüstri halini almıştır. Bunun sebeplerinin arasında teknolojideki gelişmeler önemli bir yer tutmuştur. Özellikle iletişim ve ulaşım alanında yaşanan gelişmeler savaş sonrası nispeten daha sakin bir ortamla buluştuğunda insanların turizm için daha fazla zaman ve kaynak ayırdıkları görülmüştür. Hareketliliğin daha kolay hale gelmesi ve iletişim araçlarının reklam ve tanıtım için kullanılması Akdeniz kıyılarında tatil yapma modasını, devamında da gruplar için turlar organize edilmesiyle kitle turizmini beraberinde getirmiştir. Araştırmacıların aktardığı üzere, ilk zamanlardaki kültür ve öğrenme odaklı turizmin yerine bu dönemden itibaren güneş-deniz-kum (sun-sea-sand) üçlüsünün hakim olduğu görülmüştür. Kıyılar bu durumdan etkilenmiş, yeni turizm yöreleri oluşmuş, mevcut bazı kentler turizm ekseninde büyümüşlerdir.

Turizmin ilk zamanlarından itibaren turizm odaklı yapılı çevreye bakıldığında, konaklama yapılarının gelişimini ve değişimini incelemek kentlerin turizm sebepli değişimiyle ilgili veriler sağlayabilmektedir. Bu süreç, ilk konaklama yapıları olarak sayılabilecek hanlar ve kervansaraylarla başlamaktadır. Bu ilk tipler, ticaret ve hac yolları üzerinde seyahat edenlerin güvenli bir yerde geceyi geçirme ihtiyaçlarını karşılamak üzere inşa edilen, binek hayvanlarının da barındığı yapılar olarak karşımıza çıkmaktadır.

Otel, Latince "ağırlamak" anlamına gelen *hospes* kelimesinden türemiş, han ve kervansaraylarla benzer şekilde "kalınacak yer" anlamını kazanmıştır. On altıncı yüzyılda görülen ve hanlarla benzerlik gösteren Fransız kasaba evlerinin (*hôtel*) ortak alan kullanımının farklılaşmasıyla kent otellerine dönüştüğü iddia edilmektedir. Doğuda ve batıda erken örnekleri görülen bu konsept, günümüze dek daha birçok türe evrilerek turistlerin farklı talepleri doğrultusunda gelişmiş ve çeşitlenmiştir. Tatil köyleri, ticari oteller, lüks oteller (palaslar), pansiyonlar, temalı oteller, butik oteller bu alt türlerdendir.

Tarihe bakıldığında 1700'lerin sonlarından itibaren kentlerin yüksek gelirli kesimlerinin de kullanımı ile lokanta, eğlence odaları ve balo salonları barındırmaya başlayan bu oteller, ulaşım imkanlarının gelişmesiyle farklı noktalara taşınarak talepler doğrultusunda özelleşmişlerdir. Değişen talepler özelinde bakıldığında deniz kıyılarına yapılan kısa süreli kaçamaklar, iş gezileri, demiryolu aktarmaları ve kültür turları ilerleyen yüzyıllarda zamanın ruhuna uyarak bu çeşitlenmeyi şekillendirmiştir.

Yirminci yüzyılın başlarında karayolları ağlarının gelişmesinin ve otomobil ile seyahat etmenin yaygınlaşması nedeniyle kentlerdeki kimi otellerde otopark binaları yapılmasına yol açmıştır. Her tesisin böyle bir imkanı sunamaması durumunda ise otomobil park etmek bir sorun haline gelmiş, kent dışındaki yollar boyunca konumlanan yalnızca şoförlerin geceyi geçirmek ve dinlenmek üzere kullandığı moteller, daha fazla yer olanağı sağladığından turizme de hizmet etmeye başlamışlardır.

Bu dönemde otomobil ile tatil yapma eğiliminin getirdiği bir diğer tip ise kamp alanları olmuştur. Bu alanlar için konaklama yapıları gerekmese de kampçıların barınma dışındaki temel ihtiyaçlarını karşılayabilen mokamplar da bir niş tip olarak "motor" ve "kamp" konseptlerinin birleşmesiyle ortaya çıkmıştır. Bu konseptin yapıları da moteller gibi otoyolların kenarlarında konumlanmış, benzin istasyonlarıyla birlikte planlanmıştır.

Kısa süreli konaklama yapılarının yanında ikinci evler (tatil evleri veya yazlıklar) de yirminci yüzyılda varlıklı Avrupalılar arasında sıkça görülmeye başlanan bir konsept olarak kendini göstermektedir. Bu konsept turizme tam anlamıyla katılmasa da turizm yerleşimlerinin ve yapılarının gelişmesinde etkili olmuştur. Apartman dairelerinden düşük yoğunluklu yapı topluluklarına kadar çeşitlenen tatil evleri, havuzlar, tenis kortları, spor alanları ve diğer ortak alanlar gibi farklı imkanlar barındırabilmektedir. Bu konsept ikinci ev sahipleri için her ne kadar tatil planlama ve rezervasyon için uğraşma işlerini rafa kaldırmış olsa da turizm imkanlarının kısıtlanması söz konusu olmuş, bunun için alternatif aranmıştır. Devremülk kavramıyla karşılan bu alternatif arayışında ev sahipleri tatil evlerini farklı dönemler için farklı kullanıcıların

kullanımına sunmuş, yalnızca bu konsept üzerinden gelişen yapı toplulukları da kurulmuştur.

Yirminci yüzyılın sonlarında kitle turizminin etkinliği ve talepleri doğrultusunda daha büyük ölçekli ve birçok konsepti bir arada sunan kompleksler ve tesisler kurulmuş, bu tesisler hükümetlerin ekonomi stratejileri doğrultusunda sağladığı teşvikler yoluyla hızlı şekilde yayılmıştır. Yirminci yüzyıla odaklanıldığında, turizm ve mimarlık ikilisinin sosyal, politik, ekonomik ve teknolojik değişimlere paralel olarak karşılıklı bir etkileşim içinde bulunduğu gözlemlenmiştir.

Yapılan bir çalışmada, kentsel form, altyapı, imaj, restorasyon ve yenileme açısından turizmin yapılı çevre üzerindeki etkisi araştırılmıştır; buna göre, bir yerleşim yeri turizm hareketliliğine maruz kaldığında şehrin sınırlarında; yerleşim ve sanayi bölgeleri programlarında; yollar, kaldırımlar, banklar vb. gibi kentsel mobilyalarda değişimler görülebilmektedir. Bir şehrin imajı, daha yoğun bir yapılı çevreye neden olan turizm nedeniyle altyapının yanı sıra peyzajın geliştirilmesi ve yeni mimari tarzların görülmesi anlamında değişebilmektedir. Bunu takiben, daha önceki bölümlerde kronolojik olarak incelenen turizm mimarisinin ortaya çıkışı ve gelişimi ile ilgili tartışmalar, Alanya'daki kentsel büyüme ve turizm mimarisinin tasarım yaklaşımlarındaki değişiklikler ile karşılaştırılarak bir adım daha ileri götürülmüştür.

Alanya'nın merkez ve çevre bölgelerindeki kıyı kitle turizmi, turistik konaklama tesislerinin sayı ve büyüklük olarak artmasına neden olmuş, bu durum mimarlar ve turizm hizmet çalışanları için de bir istihdam fırsatı olarak yansımıştır. Yazın çok sayıda turist kenti ziyaret ederken, turizm sektörü çalışanları ve onların ailelerince bu sektörden geçimlerini sağlamak için kente bir göç gerçekleşmiştir. Yeni belediye binası ve sahil şeridi planlaması ile kentsel işlevlerdeki, ekonomideki ve imajdaki değişikliklerle birlikte Alanya, yirminci yüzyılın ikinci yarısında bir kıyı tatil yöresi haline gelmiştir.

Alanya'daki turizm mimarisine bakıldığında ise tesisler üzerinden bir okuma yapmak mümkün olmaktadır. Yirminci yüzyılın başlarında Sanayi Devrimi'ni izleyen modern mimarlığın zirvesi olarak düşünüldüğünde, tasarım pratiğinde binaların işlevselliği ön

planda tutulmuştur. Amerika Birleşik Devletleri'nde olduğu gibi, 1920'lerin ticarete dayalı şehir otelleri, iş adamlarının yanı sıra turistleri de ağırlayacak şekilde dönüşmüştür. Bu yeni kentsel otel konsepti, Davidson tarafından bir "hizmet makinesi" olarak tanımlanmıştır. Bu dönemde tüketim temelli ekonomilerin yeni otel konseptini desteklemesinden dolayı konaklama mekanlarının tasarımı, bir "hizmet makinesi" olmanın getirdiği yenilikleri karşılamak üzere modern mimarinin işlevselci yaklaşımına göre tasarlanmıştır.

Modern mimarlık Türkiye'de de yirminci yüzyılın başlarında görülmeye başlanmış ve savaş sonrası dönemde yüzyılın sonlarına kadar alana hakim olmaya devam etmiştir. Mimarlık dergisinde Kazmaoğlu ve Tanyeli'nin makalesinde mimarlık pratiğinin bağlamı araştırılmış, yirminci yüzyılın ikinci yarısından yine yirminci yüzyılın sonlarını kapsayan süre üç gruba ayrılarak 1950-1960 yılları arası "kamulaştırmalar ve inşaatlar dönemi", 1960-1980 yılları arası "planlama dönemi" ve 1980'ler-1990'lar "mimarlığa karşı artan bir farkındalık dönemi" olarak incelenmiştir. Özellikle beş yıllık planlar başta olmak üzere turizmle ilgili siyasi ve yasal düzenlemelerle birlikte bu gruplama değerlendirildiğinde turizm mimarisi ile genel mimari çevrenin paralel bir şekilde geliştiği ve değiştiği görülmektedir.

Alanya örneği özelinde turizm mimarisine bakıldığında, bu çalışmada incelenen turistik konaklama binalarındaki tasarım yaklaşımı, hükümetin ekonomi stratejileri ve politikaları ile ilişkilidir. Turizm mimarisi 1950'ler ve 1960'larda daha çok şehir merkezinde gerçekleştirilen küçük yatırımlarla başlamıştır. Şehir merkezindeki erken dönem konaklama tesisleri oldukça işlevsel yapılar olarak inşa edilmiştir. Tophane mahallesinde örnekleri görülen yerel mimariden farklı olarak, Alanya'nın ilk otelleri Alanya Palas, Otel Plaj ve Otel Alanya, savaş sonrası döneminin mimari diline uygun olarak en basit haliyle otel odaları bulunan modern bloklar olarak karşımıza çıkmaktadır.

1960'lardan itibaren Alanya'nın dışına doğru daha büyük kapsamlı ekonomik girişimler gözlenmiştir. Bu tesisler daha çok otoyol boyunca yer almakla birlikte, özellikle D400 karayolu ile deniz arasındaki parseller tercih edilmiştir. "Turistik yol" boyunca uzanan moteller, çoğunlukla yerel mimarlar ve inşaatçılar tarafından dönemin

benzer işlevselci yaklaşımı ve modernist dili ile inşa edilmiştir. Bu tasarımlarda ağırlıklı olarak önem verilen konu tesis tarafından sağlanan imkanlardır. Ayrıca, zamanın çağdaş üslup anlayışlarının benimsenmesi, tanıtımda etkili rol oynamış, örnek olarak Alanya'nın kartpostallarında tarihi ve doğal unsurların yanı sıra şehrin modern yüzünü temsil eden Alantur Motel'in fotoğrafları kullanılmıştır. Alantur Motel'in tasarımı, çağdaşı olan diğer örneklerle karşılaştırıldığında, Alanya'nın ilk motellerinin, Akdeniz'e bakan balkonlu, kübik birimlerden oluşan odaların bulunduğu bloklar halinde inşa edildiği, yapım teknikleri ve tasarımları açısından bu örneklerin birbirine benzediği görülmektedir. Yaz günlerinde güneşe maruz kalma nedeniyle aşırı ısınma riskini önlemek için farklı örneklerde üstü tam veya yarı kapalı balkonlar ile üstü kapalı teraslar kullanılmıştır. Deniz yönüne bakmayan cepheler, ortak alanlar ve misafir odaları arasındaki sirkülasyon için kullanılmıştır.

Alanya'da turizm sektörünün gelişmesi, 1960'lı yılların başından itibaren Beş Yıllık Kalkınma Planları ve 1982 yılında Turizmi Teşvik Kanunu'na bağlı olarak hükümetin uyguladığı turizm politikaları ile hızlanmıştır. Tesislerin değeri artmış, özellikle 1980'ler ve 1990'lar boyunca kıyı boyunca gerçekleşen genişleme süresince daha nitelikli yapılar inşa edilmiştir. Bu süreçte Alanya turizm sektöründe mimarlar ve mimarlık önem kazanmış olduğu söylenebilir. Tesislerin tasarım özellikleri, daha önceki işlevselci niyetlere kıyasla daha fazla önem kazanmıştır.

Otellerin çoğalması şehrin çehresini bir tatil yöresine dönüştürürken, farklı ölçeklerde ve tasarım yaklaşımlarında inşa edilmiş çeşitli tesislerle karşılaşılmaktadır. Tanınmış mimarların eserlerinin, yapılı çevreye bir miktar hakim olmaya başladığı ve artan sayıda tesiste uygulanan çok sayıda ancak yine de esas olarak modernist yaklaşımlarla sonuçlandığı görülmektedir. Örneğin Vedat Dalokay ve Danyal Çiper kente kendi modernist üslubunu getirirken, Cafer Bozkurt ve Nejat Ersin modern tasarımlarında daha çok bölgeselci (*regionalist*) bir yaklaşımı benimsemişlerdir.

Alanya'nın bir Akdeniz sahil kenti olması, modern mimarinin eleştirel bir yaklaşımı olarak da görülen, tasarımlarda bölgeselci bir referans arayışına dönüşebilecek potansiyeli taşımakta iken örneklerin sınırlı sayısı ve bölgedeki yerel örneklere atıfta bulunulmaması nedeniyle Alanya turizm mimarisi bölgeselci yönüyle karşımıza

çıkmamaktadır. Örneğin, kemerli pencere açıklıkları ve beyaz badanalı duvarlar, kentte geleneksel olarak inşa edilen konut binalarıyla stil, malzeme ve kullanım açısından ilgisiz kalmaktadır. Çevredeki Selçuklu dönemi hanları ve kervansarayları bu tür açıklıkları barındırmasına rağmen, kent merkezinde bu özellikleri taşıyan yapılar görmek mümkün değildir. Bu yaklaşım muhtemelen turistler için kentin "Akdenizli" imajı yaratması için bilinçli olarak tercih edilmiş ve Alantur Motel örneğinde olduğu gibi tesislerin tanıtımındaki değerlerini yükseltmiştir.

Günün sonunda turizm tesisleri hizmet sektörünün birer unsuru olduğundan otel, motel ve yazlık evlerin tarzları ve görüntüleri zamanın trendleriyle çok ilgili şekilde tasarlanmıştır. Tüketim kültürü, küresel bir akıma dönüşürken, tasarım yaklaşımında yerel ya da bölgesel duyuları silerek, yirminci yüzyılın sonlarına doğru tatil yöresi Alanya'ya postmodern yaklaşımı da getirmiştir. Özetle, Alanya'da turizm odaklı mimarinin tasarımında bir birlik görülebilecek özellikler tanımlamak açıkça mümkün değildir; ancak tesis tasarımlarının mimarideki çağdaş eğilimleri takip ettiği ve yine de mümkün olduğunca Akdeniz'e bakma girişiminde binaların yönelimlerine her zaman öncelik verdiği sonucuna varılabilir.

Sonuca gelindiğinde turizm ve mimarlık ilişkisinin kavramsal çerçevesinin anlatıldığı bölümlerin devamında, Alanya'daki sürecin diğer turizm kentleriyle karşılaştırılması mümkün hale gelmektedir.

Türkiye'nin İkinci Dünya Savaşında fiilen yer almamasına karşılık, dünyadaki ekonomik ve sosyal değişimlerden etkilendiği söylenebilir. Yirminci yüzyılın ikinci yarısında turizmin gelir potansiyeli üzerine çalışmalar yapan ve bu sektöre kalkınma planlarında önemli yer veren Hükümet, 1940'lardan itibaren gelişen karayolları ağı ile turizmin pekişmesine olanak sağlamıştır. Batı'daki Büyük Tur (*Grand Tour*) seferlerinden sanayileşmeye uzanan turizm tarihini takiben, Türkiye'nin kitle turizmine açılması kavramı da Batı'nın tüketim odaklı politikalarıyla paralel olarak savaş sonrası döneme denk gelmektedir. Bu bağlamda Türkiye ve Batı'daki turizm dinamikleri karşılaştırılabilir olgulardır.

Avrupa'da yirminci yüzyılın başlarında gelişen birçok tatil beldesinin aksine, Türkiye'de kıyı bölgelerine demiryolları ile kolay bir erişim bulunmamaktadır. Bunun yerine yaz aylarında "Türk Rivierası"nda tatil yapmak moda haline gelmiş, bu da 1940'lı yıllardan itibaren inşa edilen otoyollar ile sağlanan erişim imkanları ile mümkün olmuştur. Otobüsle seyahatin yaygınlaşması ve aynı zamanda ülkede kişisel otomobil sahipliği artmaya başlamasıyla da bu konsept gelişmiştir. Bu bağlamda kıyı turizmi başlangıçta büyük şehirlere yakın yerlerde gelişmiştir. Buna göre, araştırma sürecinde, Türkiye'nin Akdeniz kıyılarındaki tatil beldelerinden geçen turizm rotası (D400) boyunca şehir merkezleri büyürken, kıyı kentlerinin sınırlarının giderek bulanıklaştığı da gözlemlenmiştir.

Alanya özelinde de tatil yöresi olma sürecinde önemli bir nokta olarak öne çıkan, ulaşım ve iletişim konularındaki gelişmelerdir. D400 otoyolunun 1943 yılında yapılmasından önce, şehir topografik koşullar nedeniyle komşu yerleşimlerden oldukça izole edilmiş durumdadır. Damlataş Mağarası'nın iddia edildiği üzere astım hastalarına iyi geldiğinin duyurulmasının 1940'lı yılların sonlarına ait olduğu düşünülürse, otoyolun yapımını takip eden yıllarda turizmin bilinirliği artmış ve yol, o dönemde yerel halk tarafından "Turistik Yol" olarak adlandırılmıştır. Bu araştırma, gelişen arazi ağının, kentin tanıtımında ve yapılı çevrede önemli bir rol oynayan yerel halkın sosyal, ekonomik ve kentsel farkındalığını değiştirdiğini göstermektedir.

Otomobil ile seyahat eden turistlerin park ihtiyaçlarıyla ilgili olarak şehir otellerinin motel tipolojisinin ortaya çıkmasına yol açması örneğinde olduğu gibi, Fransa ve Amerika Birleşik Devletleri'ndeki turizm tesisi tiplerinin evrimi takip edilebilir bir devamlılık içermektedir. Alanya'daki motellerin ortaya çıkmasının sebebinin otoyolun Akdeniz kıyı şeridindeki konumlanışı ile ilişkilendiği düşünüldüğünde, Batı'daki evrim Alanya'daki durumla benzeşmemektedir. Bu durum, Alanya'daki turizm tesislerinin ortaya çıkışında ve bu tesislerin mimarisinde, tatil türleri ve tarzları anlamında dışarıdaki örneklerden yararlanan yapay bir modernite ile karşılaşıldığı şeklinde yorumlanabilir. Bu örnek alınan özellikleri kullanarak çağdaş eğilimlere uyum sağlama eyleminin, söz gelimi İstanbul Hilton Oteli'nin benzeri görülmemiş konseptinde olduğu gibi, Türk hükümetinin o dönemki yaklaşımlarına paralel olarak ortaya çıkmış olduğu gözlemlenmektedir.

1950'lerin sonunda "Riviera" ifadesinin Akdeniz'in Türkiye kıyılarına da atfedilmesi, özellikle büyük kıyı kentlerinde bu alanların daha planlı bir süreç içinde gelişmesini sağlamayı amaçlayan tanıtım çalışmalarının bir parçası iken, Alanya gibi büyük merkezlerin dışında kalan daha küçük ölçekli yerleşimlerde, kent planlaması bir turizm merkezi haline geldikten daha sonraki bir zamana tarihlenmiştir. Alanya'da 1950'lerden 1980'lere kadar sürekli büyüyen turizm endüstrisi, otoyol boyunca ve merkez mahallelerde hızlı bir büyümeye neden olmuştur. Kentin ilk imar planı ancak 1984 yılında onaylanmıştır. 1990'lı yıllara gelindiğinde plansız büyümenin getirdiği sorunlardan biri olarak kentteki altyapı sorunları artmış ve bu da turizm sektörüne zarar vermiştir. Sonuç olarak, Alanya'nın kentsel büyümesi, esas olarak, şehri yalnızca kırk yılda önde gelen bir sahil beldesine dönüştüren turizme bağlı olarak gerçekleşmiştir, ancak bu hızlı ve düzensiz gelişme kentin turizm gelirinde de bir kırılmaya neden olmuştur.

Mimariye bakıldığında, yirminci yüzyılın ikinci yarısında, Alanya'da çok tutulan turizm tesislerinin çoğunlukla çağın getirdiği tarzlarda, kimi zaman mimarların kendi belirlediği tasarım yaklaşımlarından dokunuşlarla tasarlandığı görülmektedir. Bu çalışmada incelenen örneklerle ilgili bilgilerin ağırlıklı olarak mimari dergilerden ve arşivlerden alındığı düşünülürse, bu örnekler daha yüksek mimari niteliklere sahip olup gerek mimarlar gerekse yayıncılar tarafından dikkat çekici bulunmuştur. Önde gelen turizm tesislerinin mimarisi ve mimarları hakkında bilgiye ulaşmanın zorluğuna bakıldığında, kısa vadeli ekonomik kaygıların yapılı çevrenin niteliklerini ve değerini gölgede bıraktığı söylenebilir. Ayrıca tesislerin mimari niteliklerinin veya tarihin turistlerin deneyimleyebileceği bir özellik olarak sunulmaması da bu iddiayı desteklemektedir.

Yirmi birinci yüzyıldaki kitlelerin tüketime dayalı turizmi bağlamında, Alanya'daki birçok tesis maddi kaybı karşılayabilmek adına görüntülerini yüzeysel anlamda değiştirerek ve hizmet niteliklerini düşürerek kendini düzene adapte etmiştir. Bu anlamda mimari, neredeyse her on yılda bir, hatta daha erken değişen cepheleriyle Alanya'da da turistler için imaj yaratma rolü oynamaktadır. Bu çalışmada adı geçen bazı tesisler de yıkılma tehlikesiyle karşı karşıyadır. Bu nedenle, Alanya'da turizm endüstrisinin oluşma sürecinin başlangıcını belgeleyen ve değerlendiren bu

çalışmanın, kentin büyümesi ve imajı ile birlikte turizm odaklı mimari hakkında gelecekteki çalışmalara temel oluşturabileceği umulmaktadır. Ayrıca, bu çalışmada bağlamsallaştırıldığı gibi, Alanya'nın yapılı çevresi üzerine dikkat çekmek, bu kıyı tatil yöresinin çok katmanlı mimari ve kentsel kimliğini korumak için daha sürdürülebilir bir turizm modelinin benimsenmesine katkıda bulunması ümit edilmektedir.

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YAZARIN / AUTHOR

Soyadı / Surname   : Döngül
Adı / Name   : Bengüsu
Bölümü / Department : Mimarlık Tarihi / History of Architecture

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TOURISM ARCHITECTURE IN ALANYA-TURKEY IN THE SECOND HALF OF THE 20ᵀᴴ CENTURY

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