

The Cittaslow philosophy in the context of sustainable tourism development; the case of Turkey



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HIGHLIGHTS

- The paper examines Cittaslow philosophy in terms of sustainable tourism.
- Cittaslows are implementing sustainable tourism simultaneously.
- Yet many potential Cittaslows are far from meeting requirements.
- Population size is a barrier to many cities becoming a Cittaslow.
- The Cittaslow membership process is an important catalyst for change.

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ABSTRACT

This paper studies the Cittaslow (slow city) philosophy in terms of sustainable tourism development (STD); and in this context research was undertaken for the case of Turkey. Cittaslow, a movement rooted in STD philosophy, aims to encourage the development of tranquil cities already known for their historical, natural, socio-cultural, and touristic features and the intention is to offer a significant contribution to systematic and rapid implementation of STD on a global scale. This paper, which makes a particular study of the practice of STD in Turkey, offers new candidate cities (Uzungöl, Hasankeyf, Safranbolu, Ürgüp, and İznik) and, thus, endeavours to contribute to the spread of STD throughout the whole country. In this study, above-named cities were found to be particularly good candidates for Cittaslow membership. In addition to these: Tatvan, Midyat, Alanya, and Fethiye were also found to be potential Cittaslows even though they fail to meet the population criterion.

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1. Introduction

Tourism is, to a great extent, a products/services consuming industry in addition to being a service producing sector. Major inputs drawn on during touristic activities are historic sites, natural resources, and the socio-cultural heritage of a place. A significant number of these elements, or even most of them, are related directly or indirectly to the environment. Tourism is, therefore, mainly a range of environment-based activities and it follows that the sustainability of resources used during the execution of touristic activities is of great importance because of this close relationship. Clearly, tourism management is incomplete without the inclusion of historical, environmental, and socio-cultural elements.

Sustainable development can be defined as; 'sustaining the existence of all living creatures together in harmony and without any threat to each other'. This definition can be adapted to 'sustainable tourism development' as 'sustaining the activities of all persons and institutions in harmony with all other elements such as history, the environment, and socio-cultural values'. Currently, a number of organisations exist to underpin the continued existence of historic structures, natural resources, and socio-cultural values and protect them from further dangers. Cittaslow is among these, and while the requirements of this philosophy are not executed directly under sustainable tourism development (STD), it is clear that they are very closely related.

In this paper I research common practices of the Cittaslow philosophy in the context of STD and propose some Cittaslow candidate cities in Turkey (Uzungöl, Hasankeyf, Safranbolu, Ürgüp, and İznik). These cities are expected to have the potential to execute STD at institutional level when transitioning to Cittaslows. For this

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purpose, extensive data have been collected and the Cittaslow capacities of the above-mentioned cities plus several other cities in Turkey revealed.

To establish the appropriateness of the proposed Cittaslows a comparative descriptive analysis has been made. This includes some of the current Cittaslows in Turkey plus several other cities in addition to my proposed candidate cities. While similar practices already exist, this paper endeavours to show that it would be possible to realise STD in a more systematic and speedy way if the number of slow cities in the world were to be increased.

2. Material and method

Cittaslow is a new concept for Turkey and this paper is one of the first of its kind for the country. For this reason its focus is on an overall evaluation to determine some potential candidates in Turkey. Hence, extensive data have been collected and the Cittaslow capacities of these potential cities in Turkey revealed. Then, a comparative descriptive analysis of the strengths and weaknesses of the cities has been conducted. It should be noted that for accuracy and full coverage of candidates, data for comparative descriptive analyses were obtained directly from the mayor and/or governor of each city by e-mail surveys. Following the analysis, a further survey providing additional information such as length of roads-pedestrian footpaths, traffic congestion, accommodation facilities, local markets, and the maintenance of standards of foods and drinks was conducted with the same city authorities and the results are discussed.

2.1. Study methods

The main assertion of this paper is that STD would be realised more systematically and speedily if the Cittaslow philosophy could be spread around the world. Here, the case of Turkey is studied and for this purpose, in addition to the current Cittaslows, and with consideration having been given to their regional equilibrium, five more cities from Turkey (Uzungöl, Hasankeyf, Safranbolu, Ürgüp, and İznik) have been selected and their candidacies are offered under four main criteria, namely: historic structures, natural resources, socio-cultural values, and touristic capacities. Essentially, these criteria are not very much different from those determined by the Cittaslow Initiative, being regarded as a compressed version of them. In this context, and with particular importance being given to these four major criteria, extensive data on the said five cities plus several other cities in Turkey have been collected and their Cittaslow capacities revealed. Later, the appropriateness of these cities to be Cittaslows was established through a comparative descriptive analysis.

This paper consists of three sections: The first includes definitions, concepts, and requirements for STD. In the second section, the Cittaslow philosophy is studied in line with STD and, in this context, some information concerning Cittaslow practices in the world and Turkey is offered. In the final section several Cittaslow candidates from Turkey are proposed, and their potential capacities with regard to the realisation of STD are assessed through the extensive data collection and comparative descriptive analyses.

3. Sustainable development and the tourism sector

Rempel (2009, 76) states that the notion 'sustainable development', having been the subject of negotiation starting from its first appearance in print with the publication of 'Our Common Future' (also known as the Brundtland Report, UN, 1987), involves the integration of various impacts. In this context, he says that the concept of sustainable development, as applied to tourism, is about

an evolving understanding of the complex and dynamic relationships between various parts of the social-ecological system. Bramwell and Lane (1993) [quoted in Mycoo (2006, 490)] similarly say that sustainable tourism is a positive approach aimed at reducing the tensions caused by the complex interaction of the tourism industry; tourists, the environment, and the hosts catering for holidaymakers.

Lerner and Haber (2000) [quoted in Ayaş (2007, 64)] list tourism resources, with respect to their chronological order of rise to prominence, into two main parts. One: Natural Tourism Resources: climate, land structure and shape, plant cover, natural monuments, hot springs, curative water, beaches, natural splendour, geological formations, drinkable water resources, and animal species. Two: Developed Tourism Resources: qualified labour, information sources, transportation, sewerage and waste water, electricity, and communication systems, infrastructure and superstructure e.g. airport, resort, hotel, motel, restaurant, shopping centre, recreational area, aqua park, and museum. Sustainable tourism requires the preservation of the first resources and, taking sustainability into consideration, the development of the second. In this context, the sustainability of natural resources must be paramount during execution of touristic activities, and developed tourism resources should be compatible with the sustainability of human, flora, and fauna systems.

In a further version of tourism resources, Welford and Ytterhus (2004, 412) state that the product/service packaged and sold by the tourism sector depends on the availability of clean seas, unspoiled mountains, unpolluted water, clean streets, well preserved buildings and archaeological sites, and different cultural traditions. Jiang (2009, 118), on the other hand, includes people in his approach and says that a sub-system within the environment is formed by the population in touristic areas. This sub-system is the ecological basis that supports human development and eliminates general environmental impacts. He states that this system allocates and consumes the resources and ecological services of the environment to sustain life and develop society.

For Sezgin and Kalaman (2008, 436), sustainable tourism is a managerial process essentially related to the environment, and this management must be tailored to meet the needs of both hosts and holidaymakers for cultural integrity, ecology, biological diversity, and vital functions. Hawkins (1994) [quoted in Welford and Ytterhus (2004, 415)] also emphasizes the managerial side of sustainable tourism and makes some concrete proposals accordingly. In this context, he describes the starting point for environmental management as the development of programmes for: efficient use of energy; minimization of waste from facilities by requiring suppliers to reduce packaging, implementing programmes to reuse products, composting biodegradable wastes, and recycling of non-avoidable wastes; minimizing water use by installing water saving technology and reusing water for secondary activities such as watering gardens; and efficient disposal of waste. All these programmes are directly related to tourism development as their execution is oriented towards the sustainability of touristic activities.

In addition to such concrete proposals, a broader approach to sustainable tourism belongs to the United Nations World Tourism Organization (UNWTO), a global authority in sustainable tourism theory and practice. The UNWTO (2013) defines sustainable tourism simply, as: 'Tourism that takes full account of its current and future environmental, economic, and socio-cultural impacts, addressing the needs of tourists, the industry, the environment, and host communities'. In this context UNWTO makes further concrete proposals stating that sustainable tourism should: make optimal use of environmental resources, and thus, must maintain essential ecological processes and help to conserve natural heritage and

biodiversity; respect the socio-cultural authenticity of host communities; conserve their built and living cultural heritage/traditional values; ensure viable, long-term economic operations providing socio-economic benefits to all stakeholders in the context of a fair distribution of stable employment, income-earning opportunities, social services to host communities; provide means for the wide participation of all relevant stakeholders as well as strong political leadership to ensure wide participation and consensus building; maintain a high level of tourist satisfaction and ensure a meaningful experience for tourists; raise the awareness of tourists about sustainability issues and promote sustainable tourism practices amongst them.

4. The Cittaslow philosophy in the context of sustainable tourism development and Turkey

4.1. Forms of slowness and the Cittaslow philosophy

Slowness is the core concept in the activities/movements ranging from Slow Food to Slow City and Slow Tourism. Heitmann, Robinson, and Povey (2011, 114–122) state that by using key elements of sustainable development, these three concepts can be connected to the development of sustainable tourism. They state that as a further development of the Slow Food concept, the Slow City movement, which builds on the ideas of Slow Food, extends the philosophy to cities and destinations. Following on the Slow Food and Slow City movements, Slow Tourism has evolved as an extension of this philosophy to encompass tourism activities. Petrini (2001) and Ritzer (1996) [quoted in Dickinson, Lumsdon, and Robbins (2011, 282)] state that recently Slow Tourism has become associated with the Slow Food movement, an initiative inspired by an Italian writer, Carlo Petrini in 1989, as a reaction to the McDonaldisation of food and Nilsson, Svärd, Widarsson, and Wirell (2007) [quoted in Dickinson et al. (2011, 282)] consider this movement as an approach embraced at destination level through the Cittaslow philosophy. One of the main aims of Cittaslow is to disperse the philosophy of Slow Food to local communities and to their administrations and, thus, to provide the implementation of the concept 'Ecogastronomy' in daily life which, in brief, refers to a nourishment style that is at peace with the environment (Ecogastronomy Initiative, 2013).

Heitmann et al. (2011, 117) say that the Slow Food and Slow City movements encourage a change of logic and philosophy and a reevaluation of the alterations that modern society has brought which, in this context, include the technological advances that have resulted in time-saving and, as a consequence, have also resulted in a modern society characterised by fast living, by which people are often over-scheduled, task orientated, and stressed. They state that preservation of cultural heritages, in addition to encouraging local production of goods with support for independent businesses, are some of the key issues for a Slow City. They add that the impact of commercialisation and the development of mass tourism should be discouraged and, where possible, avoided. Growing concern for the local environment is demonstrated by the promotion of modes of sustainable tourism and, building on the ideas of the Slow Movement, the same principles and philosophy can, therefore, easily be applied to tourism. According to Peters (2006) [quoted in Dickinson et al. (2011, 282)] attention should also be paid to the applicability of some factors to Slow Tourism. In this context he says that the three pillars of the Slow Movement; doing things at the right speed, changing attitudes towards time and its usage and, in particular, looking for quality instead of quantity, apply to Slow Tourism as well.

Lumsdon and McGrath (2011, 265) define 'Slow Tourism' as about slowing down, travelling shorter distances, and enriching the

touristic experience both en route to, and at, the destination. They state that one of the founding fathers of sustainable tourism, Jost Krippendorf, an advocate of the concept even before the concept had a name, says, "Switch off the time machine. Take off the watch. Get rid of time pressure, the deadline, the agenda. Escape from time". Their approach to describing the phenomenon may be classified into four parts: slowness and the value of time, locality and activities at the destination, mode of transport and touristic experience, and environmental consciousness. In this context, Honor'e (2004) [quoted in Lumsdon and McGrath (2011, 267)] makes another proposal about the requirement for a society to embrace the following four principles of Slow Tourism at the destination, namely: enjoyment of the journey as a part of the holiday, learning about local cultural particularities, making time to relax, and minimising negative effects on local residents and the environment.

Nilsson et al. (2007) [quoted in Heitmann et al. (2011, 121)] state that the Slow Food and Slow City movements are not directly aimed at tourism and are, therefore, not about tourism or destination marketing. They can, however, affect local tourism in two ways: firstly, they can have an impact on destination development; and secondly, the brand 'Slow' can bring a quality reputation with it. Heitmann et al. (2011, 121) say that Slow Tourism and its associates, Slow Food and Slow City, can make use of the label 'slow' to attract quality tourists and quality tourism development. Tourism development, according to 'the philosophy of slowness', brings together processes, guided by a 'slow' ideology, that influence the quality of a destination's appearance and environment as well as its public image. In terms of destination-specific resources, the attractions build mainly on cultural heritage such as historic buildings, pedestrian-only streets, street markets, and gastronomy. These elements are taken into consideration in the philosophy of Cittaslow also.

4.2. Cittaslow in the world and Turkey

'Cittaslow' consisting of an Italian word 'Citta' plus the English word 'slow', meaning 'slow city', is also the name of a movement. As an initiative launched in 1999 by Paolo Saturnini, mayor of Greve in Chianti in the Toscana Region of Italy, it introduces some standards and action plans to encourage the constitution of tranquil cities and urges cities to put them into effect. In this context, Cittaslow, as a movement aimed at encouraging a different style of city development by improving the quality of life, was supported by several other mayors in Italy and began its activities with contributions from the Slow Food Association which states its mission as: "promoting good, clean, and fair food for all" and expresses its philosophy as, "We believe that everyone has a fundamental right to the pleasure of good food and, consequently, the responsibility to protect the heritage of food, tradition, and culture that make this pleasure possible".

As a global, member-supported, non-profit Association, founded in 1989 with advocates in 150 countries around the world, Cittaslow links the pleasures of good food with a commitment to the local community and the environment. Thus, Slow Food stands at the crossroads of ecology and gastronomy, ethics, and pleasure. It opposes the standardization of taste and culture, and the unrestrained power of the food industry multinationals and industrial agriculture. The Association has over 100,000 members joined into 1500 *convivia* (local chapters which promote its philosophy) as well as a network of 2000 food communities (which practise small-scale and sustainable production of quality foods). As of the end of July 2013, Turkey had 19 *convivia* promoting the philosophy of Slow Food (Slow Food Association, 2013).

Cities taking part in the Cittaslow movement endeavour to effectuate the following main principles: they are mindful of public health and in this context they care for the procurement of healthy products and food; they encourage the maintenance of traditional local handicrafts; they improve their city: in this context, by constructing needed squares, theatres, shopping centres, coffee houses, and restaurants without harming its underlying structure and atmosphere; they are respectful of traditions which provide a tranquil life style. Only those communities with fewer than 50,000 residents may apply to the Association as a candidate for membership. Cittaslow's Scientific Committee, which includes experts from different countries, assesses a city that applies to become a Cittaslow member in accordance with the determined criteria and accepts it only if it undertakes to meet all these requirements. In fact, the Cittaslow movement is not only interested in the concept 'Slow City', it also deals with related projects such as climate change, environmental sustainability, sustainable eco-systems, economic performance and social development, and sustainable energy (Cittaslow Association, 2013).

As of the end of July 2013, out of a total of 27 countries, the number of Cittaslow member cities was 176, 72 of which were in Italy. The first Cittaslow member in Turkey was Seferihisar of İzmir in western Anatolia which describes itself as 'The Cittaslow Capital of Turkey'. The cities in Turkey that have received Cittaslow membership are: one, Perşembe (Ordu; Central Black Sea Region); two, Taraklı (Sakarya; Marmara Region); three, Vize (Kırklareli; Marmara Region); four, Gökçeada (Çanakkale; Marmara Region); five, Seferihisar (İzmir; Aegean Region); six, Yenipazar (Aydın; Aegean Region); seven, Akyaka (Muğla; Aegean Region); eight, Yalvaç (Isparta; Western Mediterranean Region); nine, Halfeti (Urfa; South-East Anatolia Region). These cities are marked on the map of Turkey, Fig. 1.

New candidates are currently going through the necessary procedures for membership. However, as stated earlier, current Cittaslow members are mostly in the western regions of Turkey and no member or candidate city, with the exceptions of Perşembe of Ordu in the Central Black Sea Region and Halfeti of Urfa in the South-East Anatolia Region, is situated in the central or eastern regions of the country.

4.3. Requirements for Cittaslow and sustainable tourism development

It has been forecast that the whole world will become similar as a result of globalisation. The process has been explained as: 'local particularities and differences in the world would be eliminated and the world would become a global village with a single structure'. Starting in the 1980s, and due mainly to this process,

assimilation in social, cultural, and political aspects has occurred in almost every corner of the world. This has resulted in a three way view of the problem: there are those who regard the effects of globalisation as positive and adopt it; those who regard its effects as negative and oppose it; those who regard globalisation as both positive and negative. This last view finds benefits from the advantages of the process while endeavouring to avoid its disadvantages. The majority of those who would like to initiate the Cittaslow philosophy place themselves in the second group with the remainder in group three. The web site of the Municipality of Seferihisar (2013b) states that the supporters of Cittaslow do not want their city to become one of the homogeneous locations and, thus, wish to continue their existence by preserving a local identity and particularity.

There are 59 requirements determined by the Cittaslow Initiative as of January 2013 to becoming a Cittaslow member; these are classified under six major subjects namely the environment, the safeguarding of autochthonous production, infrastructure, technologies and facilities for urban quality, hospitality, and awareness of the Cittaslow philosophy. It should be noted that the requirements are improved by the Cittaslow Initiative gradually. In Table 1, 26 of above-mentioned requirements which are considered directly related to STD will be quoted under each major pillar.

As can be seen from Table 1, almost all requirements are related to STD. It can, therefore, be asserted that the Cittaslow philosophy contributes directly to STD if implemented correctly. Heitmann et al. (2011, 122), when considering all six pillars, conclude that the combination of these requirements under one philosophy contributes to the holistic idea of sustainable management and development as it incorporates key aspects in the planning process which include the environment, the economy, and the community.

4.4. Challenges for Cittaslow candidates

To be named as a Cittaslow member, the following main policies need to be implemented: specific environmental requirements should be met; autochthonous production must be safeguarded; infrastructural policies are to be implemented; high levels of technology and facilities for high quality urban life need to be established, and there must be some specific programmes and practices for the hospitality industry, together with an ongoing awareness of the Cittaslow philosophy. It is obvious that for a city to be named a Cittaslow, drastic changes may have to be realised. Moreover, the sustainability of any changes is of paramount importance. In this context, not only the administrators, but the entire population of each candidate city is required to make significant contributions to the receipt of Cittaslow membership since it has a vitally important role in ensuring the implementation and sustainability of a Cittaslow project.

The Cittaslow philosophy offers a highly beneficial model for a city willing to be in harmony with itself and its surrounding area; to be integrated with its traditional values; to be respectful of nature and its history; to have a strong infrastructure, institutional connections and collaboration at high-level, plus competitive power, environmental sustainability, and a unique city structure in addition to its modernity. Also, from the environmental aspect, as one of the basic factors of the Cittaslow philosophy, a city is supposed to aim for and start implementation of STD following receipt of Cittaslow membership. When the requirements for Cittaslow membership are examined it can be seen that the model aims essentially at sustainable development inclusive of human beings, flora, and fauna, and that it becomes more possible for a city wishing to be a Cittaslow to realise STD if the required infrastructure and super-structure is already in place.



Fig. 1. Cittaslows in Turkey (July 2013).

Table 1
Major requirements for Cittaslow membership in terms of STD.

Major subject	Requirement
I-Environmental policies	1. Verification of the quality of air, water, and soil under the parameters established by law, 2. Existing purification facilities for urban or collective sewage, 3. Preparation of projects that stimulate the collection of urban and private wastes by decomposing them, 4. Encouraging the recycling/safe disposal of industrial waste and the composting of household waste, 5. Preparation of a municipal plan for saving energy, with particular reference to the use of alternative sources of energy (renewable resources, green hydrogen, mini-hydroelectric power plant), 6. Banning the use of Genetically Modified Organisms (GMO) in agriculture, 7. Establishing systems for controlling and reducing electromagnetic, noise, and light pollution, 8. Adoption of environmental management systems (EMAS and ECOLABEL or ISO 9001; ISO 14000, SA 8000 etc.).
II-Safeguarding autochthonous production	1. Promoting organic and/or locally planted products, 2. Determining local products and supporting them for their commercial value e.g. allotting them spaces in the bazaars, 3. Preserving and encouraging cultural traditions, 4. Preparing relevant planning and certification programmes for saving tradesmen, craftsmen, and working methods/products which are in danger of dying out.
III-Infrastructural policies	1. Preparation of plans for developing and improving historic centres and/or works of cultural and historic value, 2. Making plans for safe transportation and traffic, 3. Promotion of programmes to facilitate family life and local activities, 4. Applying programmes for redevelopment and improvement of urban life, 5. Preparation of plans for the distribution of merchandise and the construction of commercial centres for natural products.
IV-Technologies and facilities for urban quality	1. Providing wastebins consistent with environmental requirements and removal of rubbish in accordance with an announced timetable, 2. Arranging programmes and promotional activities for planting environmentally suitable plants, preferably local ones, 3. Making plans to brighten up the urban landscape e.g. flowers in house, window boxes, and gardens; hanging baskets and green spaces in public places; and clean, fresh paintwork on buildings.
V-Hospitality	1. Carrying out training courses on the provision of tourist information and quality hospitality, 2. Using international signs on signboards at historic places, 3. Arranging the 'slow' routes of the city.
VI-Awareness	1. Informing people about the aims and procedures of Cittaslow and how to become such a city, 2. Preparation of programmes to attract social interest in acquiring the 'slow' philosophy, and the application of Cittaslow projects such as educational gardens, parks, and libraries, 3. Preparation of training programmes in schools on taste and nutrition in collaboration with the Slow Food Initiative.

Sources: Heitmann et al. (2011); Köstem (2013).

While receipt of Cittaslow membership provides many advantages, the road towards it, as mentioned above, can be a long and tiresome path. There are many challenges in front of candidate cities which could prevent them from becoming a Cittaslow. Some of these are as follows: Firstly, financial aspects such as the transaction costs of establishing purification facilities for urban or collective sewage; systems for controlling and reducing electromagnetic, noise, and light pollution; and the need to establish environmental management

systems are serious obstacles for candidate cities: secondly, as human resources are a very important factor in the success of any activity, potential communities may not have the necessary trained personnel able to make and carry through plans and projects that meet the stringent requirements for membership: thirdly, receipt of membership is only a beginning and continuity of effort is vital as continued membership is dependent on the sustainability of standards. In this context, there needs to be stability in almost all activities concerning the environment, the safeguarding of autochthonous production, infrastructure, technologies and facilities for urban quality, hospitality, and awareness of the Cittaslow philosophy.

In addition to general requirements and the necessary stability for continuation of Cittaslow membership, a further point has to be taken into account. Considering such unavoidably high costs and the necessary presence of trained human resources, one might assert that Cittaslow membership is not very applicable to the cities of developing countries when compared to those in developed countries. This assertion might seem to be confirmed when considering the number of Cittaslows in the world, most of which are located in developed countries. However, it does not mean that developing countries' cities are inevitably far from membership. For instance, some cities in Turkey are already among them. In fact, considering that they are 'slower' (less spoiled) than those in developed countries in terms of some requirements such as the environment and autochthonous production, this might be regarded as an advantage when applying for Cittaslow status. However, to receive it, they must be ready to make the extra efforts with regard to the remaining requirements such as those related to infrastructure, technologies and facilities for urban quality, hospitality, and awareness of the Cittaslow philosophy.

Developed or not, it should be noted that while the costs necessary to becoming a Cittaslow stem mainly from the need to resolve problems caused by human behaviour, in fact, all countries will have to meet the financial and other costs needed to resolve similar difficulties brought about by earlier efforts to change and 'modernise'. From this perspective, it can be seen that the problems for which solutions are sought are directly related to individual, social, and environmental ones. Cittaslow, therefore, becomes a means by which these problems are embodied and through which systematic efforts can be made to find solutions.

Last but not least, I directed some questions to Cittaslow Headquarters for which I received the following summarized answer from the Secretary General of the Association¹:

'Italy is very much the home of Cittaslow, but a question of interest is why has not the concept been adopted in many more locations, and what are the inhibiting factors - and how does this sample of cities overcome the inhibiting factors?'

"From the beginning in October 1999, we started to promote a 'quality project' and pattern for small or medium size towns. We were not and - today also - we are not only interested in the fast growth of member numbers, but seek mainly to improve the quality and to propose comfortable living styles at local level. Now, we too are increasing in number, but it is a natural selection: if we were open to all candidates we risk destroying our concept. We prefer to grow slowly. There are no inhibiting factors: not all towns can become Cittaslow; but in any case we are working to inspire all towns to become more Cittaslow."

It is clear that the Association acts in a strictly compatible manner with its philosophy with regard to receipt of new members. That is, it acts slowly and carefully prior to allowing membership.

¹ I thank the referee for paying my attention to this matter.



Fig. 2. Potential Cittaslow candidates in Turkey.

However, as mentioned above, there are many inhibiting factors to be resolved and elimination of these is required either during the application process and/or following it.

5. A comparative descriptive analysis for current and potential Cittaslows in Turkey

In this study, a comparative descriptive analysis is made. Thus, in consideration of the requirements to become a Cittaslow, an indices table has been prepared by which current potentially suitable and unsuitable cities are assessed. The purpose of the indexing is: to check the situation of sample of current Cittaslows in Turkey in order to make comparisons; to reveal the barriers to Cittaslow membership; and to assess the appropriateness or unsuitability for candidacy of some selected cities in Turkey.

5.1. Methodology of the research²

For the analysis, I have defined three groups of cities; A, B, and C. Group A includes the first Cittaslow, Seferihisar, plus Vize, one of the most recent as of the end of July 2013. Group B includes five selected candidate cities from Turkey. As mentioned earlier, all Cittaslow members in Turkey, plus the new candidates, are located in the west (especially the south-west) of Turkey and no member or candidate cities are available from the centre and east of the country apart from Perşembe of Ordu in the Central Black Sea Region and Halfeti of Urfa in the South-East Anatolia Region. That is to say, there is disequilibrium between the east, the centre, and the west of Turkey in terms of the number of Cittaslows. Therefore, considering this disequilibrium, I have chosen the following Cittaslow candidates from the east, centre, and north-west of the country in order to reach a balanced composition: one, Eastern Turkey: a) Uzungöl (Trabzon); b) Hasankeyf (Batman); two, Central Turkey: a) Safranbolu (Karabük); b) Ürgüp (Nevşehir); three, Western Turkey: İznik (Bursa). These cities are also marked on the map of Turkey, Fig. 2.

Considering the requirements determined by the Cittaslow Initiative (Table 1), the following main criteria were taken into account when selecting candidate cities: firstly, History; a candidate city is required to have a certain historic past, in that it has been inhabited by several civilizations and is, therefore, rich in terms of both physical and spiritual historic heritage that should be protected: secondly, Natural Structure; a candidate city is expected to have natural resources and splendour. In this context, the city is assumed to be rich in terms of the flora and fauna to be sustained: thirdly, Socio-Cultural Features; a candidate city is required to have

various traditional values and heritage points such as ethnic features, traditional handicrafts, and local traditional foods/drinks which are to be maintained: fourthly, Tourism Structure; a candidate city is expected to have a touristic capacity which makes it a centre of attraction and which requires the sustainability of all the above-mentioned factors. In fact, these criteria are not so different from those determined by the Cittaslow Initiative, and can be viewed as a compressed version of its requirements.

In addition, it should be noted that within the, Strategy of Tourism Development Regions, under 'Tourism Strategy of Turkey 2023', nine areas under the title 'Thematic Regions', in which some specified touristic activities will be developed in the medium and long term, were determined (Ministry of Culture and Tourism of Turkey, 2007). In this context, three of above five provinces (Batman, Nevşehir, and Bursa) are also among the nine thematic regions included within this strategy. This confirms that the selection of the said cities (Group B) is appropriate in this respect too.

Group C includes some other cities [a) Tatvan (Bitlis), b) Midyat (Mardin), c) Alanya (Antalya), d) Fethiye (Muğla)] whose populations exceed the maximum level although they would, otherwise, have been suitable for membership as regards other features relating to history, nature, socio-cultural aspects, and tourism. These cities are also marked on the map of Turkey, Fig. 3.

The reason for including the cities in Group A in this statistical analysis is to use them as a base for the other city groups to make comparisons. The inclusion of the cities in Group B is to see if they are suitable for Cittaslow candidacy in terms of the determined requirements of the Cittaslow Association (Table 1) by making a comparison with the current Cittaslows (Group A). The inclusion of the cities in Group C is to reveal the barriers before such cities even though they appear to be appropriate for Cittaslow candidacy other than with regard to population size. In fact, many other cities in Turkey could have been chosen as Cittaslow candidates. Due to the limitations of this study, however, and considering regional development, just a few have been selected in the east, centre, and north-west of the country.

Following the determination of the groups of cities, their mayors/governors were contacted via an e-mail survey and asked to answer 26 questions under six main subject headings (Table 1). The results were then included in Table 3 in the Appendix 1 for indexing. An index score of 'one' represents full compatibility with Cittaslow requirements, while a score of 'zero' represents no compatibility. Considering these scores in the comparative descriptive analysis, the results of the index constructed by using equal weights for each question plus a sub-category from Table 1 are presented in Table 2. Index calculations of subjects are available in Table 4 in the Appendix 1 also.

The reason for applying equal weight is the dictum, 'everything else being equal, simple is the best'. The scores and index calculations



Fig. 3. Cities unsuitable to be Cittaslow candidates in Turkey.

² I thank the referee for paying my attention to the shortage of 'methodology of the research'.

Table 2

Indices for current, potential candidate, and unsuitable candidate cittaslows in Turkey – Jan 2013.

Group	City	Equal weights
A	Seferihisar	0.87
	Vize	0.92
B	Uzungöl	0.39
	Hasankeyf	0.44
	Safranbolu	0.67
	Ürgüp	0.76
	İznik	0.39
C	Tatvan	0.60
	Midyat	0.28
	Alanya	0.87
	Fethiye	0.85

concerning this scenario are available in Tables 3 and 4 respectively (Appendix I).³ It should be noted that although alternative scenarios are studied, the robustness analysis shows that after manipulating and weighting each sub-group and/or each question, the rankings do not change. Moreover, to show the relationship in an illustrative way, radar graphs are used. Therefore, equal weights for the sub-categories of Table 2 can also be traced in Figs. 4–6.

5.2. Results of the research

In this descriptive analysis, it is ascertained that rankings for all groups are as expected and are compatible with the assertion of the paper. Equal weights for Group A show the expected rankings. As these cities are already Cittaslows they have the highest scores. However, it can be seen that these cities could not get the full score (100 percent), which means that a candidate city does not, in fact, have to meet the full requirements at the time of membership acceptance, but endeavours to complete them in time.

Rankings for Groups B and C are also as expected. The scores for Group C range from 28 percent for Midyat to 87 percent for Alanya. Neither city can offer itself as a Cittaslow candidate as they fail to meet the population criterion of the Cittaslow Initiative. Thus, although Alanya has the highest score in this group – the same as of the first Cittaslow of Turkey (Seferihisar), it cannot be a member because of its 104,573 inhabitants as of 2012. Clearly the population criterion hinders the execution of STD on a wider scale. If there were no such impediment these cities could then be required to implement the Cittaslow philosophy and, in the medium to long term, neighbouring cities would also be encouraged to become Cittaslow candidates. It would then be possible to obtain a collective STD on a global scale.

As for Group B, even if they do not meet the full Cittaslow requirements they are potential candidates because of their history, natural assets, socio-cultural features, and touristic capacity. This also applies to Group C.⁴ Last but not least, considering the less than perfect scores of the current Cittaslows, which mean that they are still in the process of completing the determined requirements, the cities in Groups B and C could also meet these requirements following Cittaslow membership as they have such potential. Therefore, for a city willing to be a Cittaslow, by ignoring the population criterion, other factors: an established historic background, natural resources, socio-cultural features, and touristic capacity, could be considered sufficient at the first stage, following which it could be expected to complete the determined

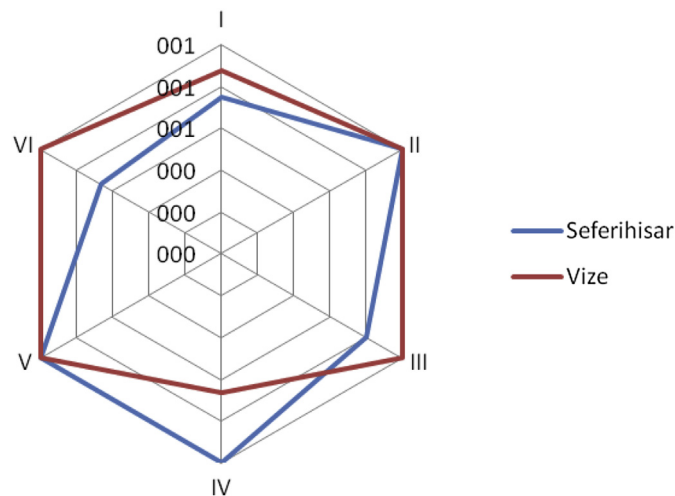


Fig. 4. Radar graph of indices for current cittaslows in Turkey (Group A).

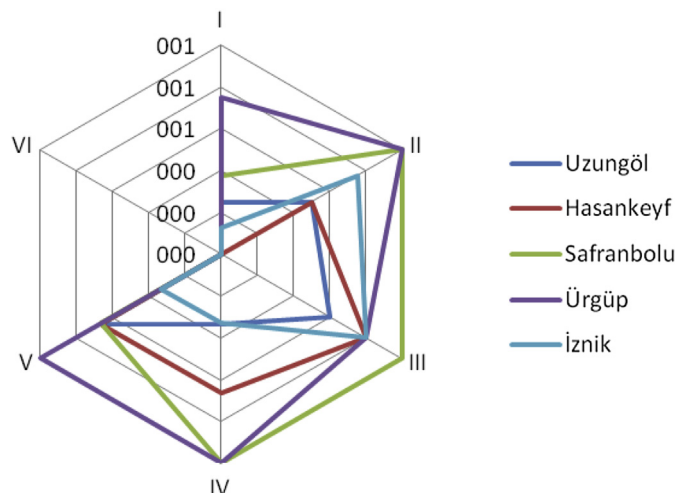


Fig. 5. Radar graph of indices for potential Cittaslow candidates in Turkey (Group b).

requirements. Thus, it would be easier to increase the number of Cittaslows and execute STD systematically and rapidly.

Following the analysis, a further survey was conducted with the mayors/governors of the said cities in which they were asked to provide some additional information: e.g. length of roads-pedestrian footpaths, degree of traffic congestion, accommodation facilities, local markets, and maintenance of traditional foods/drinks etc. which are available in Table 5 in Appendix II.⁵ In addition to other measures given above, such data indicate the quality of life in a city and the level of welfare of the residents. They also provide significant criteria with which to gauge the situation of a sample of current Cittaslows in Turkey by revealing potential barriers to Cittaslow membership; and assessing the appropriateness or unsuitability for candidacy of some selected cities in Turkey.

One of the most significant indicators of quality of life and welfare of residents in this context, is 'length of pedestrian footpaths/length of roads' which are taken to represent the walkable distances of a city. Currently this stands at 3% for Seferihisar and 33% for Vize, two of the cittaslows of Turkey. Currently the minimum rate is 10% for İznik and a maximum 85% for Alanya. This shows that almost all cities (Groups B and C) have higher rates in

³ The results of alternative scenarios are available from the author upon request.

⁴ A sample data for the first Cittaslow of Turkey, Seferihisar, is available in Table 6 in the Appendix III. Such extensive data concerning all these cities are provided additionally.

⁵ I thank the referee for asking the inclusion of such information.

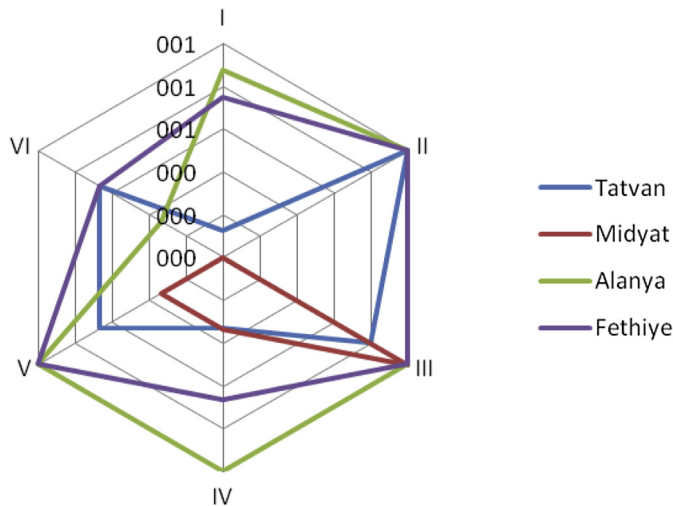


Fig. 6. Radar graph of indices for cities unsuited to be Cittaslow candidates in Turkey (Group C).

this respect. As for traffic congestion; apart from Ürgüp (Group B) and Fethiye (Group C), all other cities have low levels of traffic congestion. However, Hasankeyf (Group B) and Tatvan (Group C) also have high levels of traffic congestion during peak seasons depending upon the number of visitors.

The existence of sufficient and varied accommodation to cater for the needs of visitors, to touristic destinations, is well understood as an indicator for assessing the qualities that make for visitable and liveable cities. To this end the survey sought the availability of hotel beds (star/non-star, boutique hotels etc.) in the cities. Data from the survey show that almost all the cities under scrutiny are self-sufficient in terms of accommodation facilities. 'The total number of hotels/bedspaces' (i.e. hotels certified by the Ministry of Culture and Tourism and by the Municipality) in Seferihisar and Vize are 75/6167 (75 hotels/6167 bedspaces) and 2/70 respectively. This is more or less the same for the cities of Groups B and C. For example, starting from the least, it is 2/39 and 9/320 for Hasankeyf and İznik (Group B) consecutively. While for Alanya and Fethiye (Group C) they stand at 422/115,966 and 611/44,037. In fact, these data are compatible with the population, size, and touristic capacity of the cities. While the number of hotels/bedspaces of some cities (i.e. Hasankeyf and İznik) are relatively near to those of Vize, those of some other cities (i.e. Ürgüp and Midyat) are relatively close to those of Seferihisar. Conversely the figures for some cities (i.e. Alanya and Fethiye) are considerably higher than the those for both Seferihisar and Vize.

With regard to the market structure of the cities other than Seferihisar and Vize; all but two have 'markets for specifically local products' and 'street markets for local/general products'. The exceptions are Uzungöl in Group B and Tatvan in Group C, which, while lacking the latter, do have 'markets for specifically local products'. While Seferihisar alone has four 'street markets for local/general products', Vize has only one. Looking at the details of other cities, one sees that while some cities (i.e. Hasankeyf, Ürgüp, and İznik) have established only one 'street market for local/general products', the majority of cities are establishing more: two (Midyat), three (Fethiye), four (Alanya), and five (Safranbolu). These data show that all potential candidate and unsuitable candidate Cittaslows in Turkey are mindful of the sustainability of local products and are acting in line with the Cittaslow philosophy.

Local traditional foods/drinks are prepared in private houses and served in the restaurants of participating cities. The further details for foods and drinks in some of the participating cities are as follows: Seferihisar: There is a special restaurant named 'Sefertası' where

local foods/drinks are served. Two permanent producer markets have been established to sell local products. Agricultural Development Co-operatives deal with special programmes for the promotion of local products. The Ministry of Culture and Tourism and some private companies have applied to take part in a project named the 'Slow Kitchen of Seferihisar' set up by the United Nations Development Programme (UNDP). Through this, residents and visitors can take a course on cooking local foods and preparing local drinks; Vize: two co-operatives promote traditional foods/drinks; Safranbolu: a patent for 'Saffron (*Crocus Sativus*)' (Safranbolu is said to have taken its current name from this plant) has been granted; Ürgüp: traditional foods/drinks are preferred at wedding ceremonies and funerals also; Fethiye: women accredited to an initiative 'Fethiye Gönüllüler Evi (House of Fethiye Volunteers)' come together every Thursday under the leadership of the wife of the mayor to cook/prepare traditional foods and drinks which they then sell. In this way, these are protected by the Initiative and the profits are used to meet some of the needs of the disabled in Fethiye.

6. Conclusion

Obsolescence and depreciation of historic heritage, destruction of natural resources/splendour, and degeneration in socio-cultural values have compelled individuals, institutions, and societies all over the world to take some counter measures. In this context initiatives are launched and various organizations formed. Of such movements, none are independent of sustainable development and, in this context, of STD. As one of these initiatives, Cittaslow was conceived as a movement to prevent or slow the negative effects of the processes of modernisation such as loss of historic heritage, swift consumption of natural resources and a decrease in renewal capacity, oblivion and/or neglect of socio-cultural values and, in this context, traditions. When considering this side of the coin, Cittaslow, meaning 'slow city', can be assessed as a philosophy. This philosophy, aiming, as it does, at constituting places which are at peace with their history, nature, and socio-cultural values, is directly related to STD because of such features. In fact, all cities which adopt and practise this philosophy are simultaneously implementing STD.

As of the end of July 2013 there were 176 Cittaslows in 27 countries, and their numbers are increasing. This tendency could be regarded as an indicator of the importance given to sustainable development and STD. The same trend is also visible in Turkey where, although the number of Cittaslows was just one by July 2011, this had increased to nine as of end of July 2013 and there are now several more candidates. However, the current Cittaslows (Perşembe, Taraklı, Vize, Gökçeada, Seferihisar, Yenipazar, Akyaka, Yalvaç, and Halfeti) are, apart from Perşembe and Halfeti, located in the west (especially the south-west) of the country resulting in disequilibrium between the west, centre, and east of Turkey.

One of the aims of this paper is to close the gap by suggesting suitable candidates in other regions and, thus, to a certain extent removing the current regional disequilibrium in terms of the number of Cittaslows. To realise STD and, as stated, to counter the numerical regional disequilibrium, I have focused on five potential candidates from the east, centre, and north-west of the country: Uzungöl, Hasankeyf, Safranbolu, Ürgüp, and İznik. In this context, the candidate cities could be expected to effectuate the Cittaslow philosophy and, thus, STD. For this purpose, the potential capacities of above-mentioned cities are revealed by establishing the relationship between the requirements of STD and the terms/conditions of the Cittaslow philosophy.

The Cittaslow Initiative determines the many demands that must be met before becoming a Cittaslow member; these are classified under the following six main criteria: environmental

[illegible]

(continued)

Major subject	Group A		Group B					Group C			
	Seferihisar	Vize	Uzungöl	Hasankeyf	Safranbolu	Ürgüp	İznik	Tatvan	Midyat	Alanya	Fethiye
I-6	0	1	0	0	0	1	0	0	0	1	0
I-7	1	1	0	0	0	1	0	1	0	1	1
I-8	1	0	0	0	1	1	0	0	0	0	1
II-Safeguarding autochthonous production											
II-1	1	1	1	0	1	1	1	1	0	1	1
II-2	1	1	0	1	1	1	1	1	0	1	1
II-3	1	1	1	0	1	1	1	1	0	1	1
II-4	1	1	0	1	1	1	0	1	0	1	1
III-Infrastructural policies											
III-1	1	1	1	1	1	1	1	1	1	1	1
III-2	1	1	1	1	1	1	1	1	1	1	1
III-3	0	1	0	1	1	1	0	1	1	1	1
III-4	1	1	1	1	1	1	1	1	1	1	1
III-5	1	1	0	0	1	0	1	1	1	1	1
IV-Technologies and facilities for urban quality											
IV-1	1	1	1	1	1	1	1	0	1	1	1
IV-2	1	1	0	0	1	1	0	1	0	1	1
IV-3	1	0	0	1	1	1	0	0	0	1	0
V-Hospitality											
V-1	1	1	1	1	1	1	0	1	0	1	1
V-2	1	1	1	1	0	1	1	1	0	1	1
V-3	1	1	0	0	1	1	0	0	1	1	1
VI-Awareness											
VI-1	1	1	0	0	0	0	0	0	0	0	0
VI-2	1	1	0	0	0	0	0	1	0	1	1
VI-3	0	1	0	0	0	0	0	1	0	0	1

Table 4: Index calculation for current, potential candidate, and unsuitable candidate Cittaslows in Turkey in terms of Cittaslow requirements – Jan 2013.

Subject	Group A		Group B					Group C			
	Seferihisar	Vize	Uzungöl	Hasankeyf	Safranbolu	Ürgüp	İznik	Tatvan	Midyat	Alanya	Fethiye
I	0.75	0.88	0.25	0.00	0.38	0.75	0.13	0.13	0.00	0.88	0.75
II	1.00	1.00	0.50	0.50	1.00	1.00	0.75	1.00	0.00	1.00	1.00
III	0.80	1.00	0.60	0.80	1.00	0.80	0.80	0.80	1.00	1.00	1.00
IV	1.00	0.67	0.33	0.67	1.00	1.00	0.33	0.33	0.33	1.00	0.67
V	1.00	1.00	0.67	0.67	0.67	1.00	0.33	0.67	0.33	1.00	1.00
VI	0.67	1.00	0.00	0.00	0.00	0.00	0.00	0.67	0.00	0.33	0.67
Equal weights	0.87	0.92	0.39	0.44	0.67	0.76	0.39	0.60	0.28	0.87	0.85

Appendix II

Table 5: Additional information on current, potential candidate, and unsuitable candidate Cittaslows in Turkey – July 2013.

Subject	Group A		Group B					Group C			
	Seferihisar	Vize	Uzungöl	Hasankeyf	Safranbolu	Ürgüp	İznik	Tatvan	Midyat	Alanya	Fethiye
I-General information											
Length of roads (km)	100	60	7	5	120	121	40	150	38	96	100
Length of pedestrian footpaths (km)	3	20	3	4	40	94	4	85	21	82	20
Length of pedestrian footpaths/length of roads (%)	3	33	43	80	33	78	10	57	55	85	20
Number of vehicles	9791	1000	280	80	12,000	15,000	5000	5913	8325	97,193	89,017
Traffic congestion (yes/no)	No	No	No	Yes/No	No	Yes	No	Yes/No	No	No	Yes
II-Accommodation facilities ^(a)											
Number of hotels certified by the ministry of culture and tourism	7	2	3	—	22	11	—	4	13	258	79
Number of bedspaces	2246	70	200	—	885	1780	—	403	2296	82,016	17,082
Number of hotels certified by the municipality	68	—	94	2	71	56	9	9	24	164	532
Number of bedspaces	3921	—	2300	39	900	3720	320	431	1310	33,950	26,955

(continued on next page)

(continued)

Subject	Group A		Group B					Group C			
	Seferihisar	Vize	Uzungöl	Hasankeyf	Safranbolu	Ürgüp	İznik	Tatvan	Midyat	Alanya	Fethiye
Total number of hotels	75	2	97	2	93	67	9	13	37	422	611
Total number of bedspaces	6167	70	2500	39	1785	5500	320	834	3606	115,966	44,037
<i>III-Market structure</i>											
Any market for specifically local products? (yes/no) ^(b)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Number of street markets for local/general products	4	1	—	1	5	1	1	—	2	4	3
Number of street markets per week for local/general products	1	1	—	1	1	1	1	—	2	1	1
<i>IV-Local foods/drinks</i>											
How are the local traditional foods/drinks maintained?	Local traditional foods/drinks are prepared in private houses and served in the restaurants of participating cities. The further details for the foods/drinks in some participating cities are as follows: Seferihisar: There is a special restaurant named 'Sefertasi' where local foods/drinks are served. Two permanent producer markets have been established to sell local products. Some co-operatives deal with special programmes for the promotion of local products. A Project set up by the UNDP called 'Slow Kitchen of Seferihisar' has been prepared; Vize: two co-operatives promote traditional foods/drinks; Safranbolu: a patent for 'Saffron (Crocus Sativus)' has been granted; Ürgüp: traditional foods/drinks are preferred at wedding ceremonies and funerals also; Fethiye: An initiative 'Fethiye Gönüllüler Evi (House of Fethiye Volunteers) cooks/prepares traditional foods/drinks and sells them every Thursday.										

^a Includes star/non-star and boutique hotels etc.^b Includes permanent and/or temporary markets.

Appendix III

Table 6: Seferihisar as the first Cittaslow in Turkey.

Criteria	Explanation
History	- It has a 4000 year-old history. - Ruling civilizations: Cretans, Ionians, Etruscans, Lydians, Iranians, Athenians, Spartans, Pergamons, Macedonians, Ancient Greeks, Romans, Byzantines, Seljuks, Aydınoğuls, Ottomans, and Mongols.
Natural structure	- It has a typical Mediterranean climate. - It has a rich flora including a typical Mediterranean plant, namely Maki, and forest trees such as rosebay, red pine, and oak, as well as cultivated plants such as olive and citrus, - There is a specific local flower namely Kum Zambacı (Sand Lily). - It has an indented coastline at the Aegean Sea for 60 km. However, the city centre is five km. far from the sea. - Fishing is one of the important economic activities. 300 of 365 days are sunny and the city is rich in thermal energy sources and has strong wind corridors.
Socio-cultural features	- Major traditional handicrafts: tile (ceramic) arts, wood painting, string bag weaving, and production of various hand-made giftwares. - Local traditional foods/drinks: Damla Sakızlı Tatlı, Lok Lok, Çalkalama ve Balıklama, Ekmek Dolması, Oğlak Dolması, Kuzu Dolması, Seferihisar Nohutlu Mantısı, Enginar Dolması, Labada Dolması, Yuvalaça Köfte, Peygamber Balıklı Pilav, Çekme Makarna, Ispanak Balıklama, Armola Peyniri, Mandalina Tatlısı, Samsades Tatlısı, Cevizli Oklavadan Sıyrma Tatlısı, Tarhana (Kızılhisarlı Çorbası), Adabeyi Balık Çorbası, and Tatlı Tarhana. - There are some specific local branded varieties of food. Among them are Satsuma Balı (tangerine honey) and Seferihisar Enginarı (artichokes).
Tourism capacity	- Major historic buildings: Sığacık Castle, Gündük Minare Mosque, Hıdırlık Mosque, Turabiye Mosque, Ulu Mosque, Sığacık Bath, Kasım Çelebi Madrasah, Şehitler Fountain, Beyler Aqueduct, Cumalı Hot Spring, Güneşlikent Tumulus, Teos Ancient City, Lebedos Ancient City, Karaköse Ruins, and Myonnesos Island. - It has a 400 capacity yacht port. - Potential touristic activities: yachting, cycling, and trekking. - Seferihisar is very reliant on touristic activities which contribute importantly to the economy of the city. 75 accommodation facilities with 6167 bedspaces are available.

Sources: Municipality of Seferihisar (2013a); District Governorship of Seferihisar (2013); Şahinkaya (2013).

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