



**İZMİR KATIP CELEBI UNIVERSITY  
GRADUATE SCHOOL OF SOCIAL SCIENCES  
DEPARTMENT OF TOURISM MANAGEMENT**

**THE USE OF INTEGRATED APPROACH FOR  
URBAN TOURISM DEVELOPMENT IN IZMIR**

**Master's Thesis**

**ÇAĞLAR SELÇUK**

**İZMİR – 2019**

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**SUPERVISOR: ASSOC. PROF. AYTUĞ ARSLAN**

**IZMIR – 2019**

## DECLARATION

I hereby declare that this master's thesis titled as "The Use of Integrated Approach for Urban Tourism Development in Izmir" has been written by myself in accordance with the academic rules and ethical conduct. I also declare that all materials benefited in this thesis consist of the mentioned resources in the reference list. I verify all these with my honour.

Date

.../.../.....

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### SINAV TUTANAĞI

Tez Sınav Jürimiz tarafından incelenen “*The Use of Integrated Approach for Urban Tourism Development in Izmir*” başlıklı tezli yüksek lisans tezi ile ilgili olarak jürimiz 25.10.2019 tarihinde toplanmış ve adı geçen öğrenciyi Tez Sınavına tabi tutmuştur. Sınav sonucunda adayın tezi hakkında OYBİRLİĞİ/ÇOKLUĞU ile aşağıdaki karar verilmiştir.



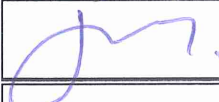
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## ÖZET

**Yüksek Lisans Tezi**

**İzmir’de Kent Turizminin Gelişiminde Bütüncül Yaklaşımın kullanılması**

**Çağlar SELÇUK**

**İzmir Katip Çelebi Üniversitesi**

**Sosyal Bilimler Enstitüsü**

**Turizm İşletmeciliği Ana Bilim Dalı**

Turizm endüstrinin çok yönlü ve hızlı değişen yapısı teknolojik gelişmelerinde katkısıyla son dönemde farklı bir boyut kazanmıştır. En eski turizm çeşitlerinden biri olarak kabul edilen kent turizmi kavramı ise hala günümüz turist seyahatlerinin önemli bir bölümünü oluşturmaktadır. Turistik destinasyon olarak kentler diğer alternatif destinasyonlara oranla çok daha çeşitli ve ulaşılabilir turist kaynağını barındırmaktadır. Bu kolektif yapısıyla kentlere olan ilgi gün geçtikçe artmış bu potansiyelden yararlanmak isteyen turizmciler ve yerel yönetimler diğer kentlerle olan rekabet ortamından avantajlı çıkabilmek adına çeşitli alt ve üst yapı yatırımları gerçekleştirmişlerdir. Bununla paralel olarak, kent turizmi kavramının içselleştirdiği iş, kongre, kültür, alışveriş, eğlence, sağlık, inanç, gastronomi ve etnik vb. turizm türlerinin aynı anda tek destinasyonda uygulanabilmesi turistler açısından kentlerin birer cazibe merkezi olarak görülmesine neden olmuştur. Bu kapsamda ilerleyen kitlesel turist hareketleri kentlerin günümüz şartlarına uygun turizm planlaması faaliyetlerini de gerekli kılmıştır.

Türkiye’nin üçüncü büyük ili olan İzmir, coğrafi yapısı, kültürel mirası ve sosyal yapısı ile çok çeşitli turizm türlerinin uygulanabileceği turistik kaynaklara ve özelliklere sahip bir destinasyondur. Ancak tüm bu özelliklerine rağmen İzmir’in rakip kentlere göre kent turizminde yeterince başarılı ve etkin olamadığı ve kentin hala yeterince ziyaretçi alamadığı görülmektedir.

Bu amaçla, bu tez çalışması kapsamında, İzmir de kent turizmin gelişmesi için turizm planlama yaklaşım türlerinden “Bütüncül Yaklaşım” ın kullanılarak kentin mevcut potansiyelinin geliştirilebileceği düşünülmüştür. Bu yaklaşım türünün özü itibarıyla destinasyonun turizm planlaması aşamasında tüm sektör paydaşlarının karar alma sürecine etkin bir şekilde katılarak aktif rol alması ön plana çıkmaktadır.

Araştırmanın ilk iki bölümünde kent turizmi ve turizm planlaması kavramlarına yer verilmiştir. Araştırmanın üçüncü bölümünde ise İzmir'in kent turizmi potansiyeli incelenmiş, İzmir de turizm planlama ve uygulama faaliyetlerinde aktif bir şekilde rol sahibi olan alanında uzman ve deneyimli 21 paydaş ile yapılandırılmış görüşmeler gerçekleştirilmiştir. Bu görüşmelerden elde edilen veriler içerik analizine tabi tutulmuştur. Araştırma sonucunda, İzmir'in kent turizmi potansiyelinin geliştirilmesi için neler yapılabileceği konusunda önerilerde bulunulmuştur.

**Keywords:** Kent Turizmi, Kent Turisti, Turizm Planlaması, Bütüncül Yaklaşım, İzmir.

# **ABSTRACT**

**Master's Thesis**

**The Use of Integrated Approach for Urban Tourism Development in Izmir**

**Çağlar SELÇUK**

**Izmir Katip Çelebi University**

**Graduate School of Social Sciences**

**Department of Tourism Management Program**

The multifaceted and rapidly changing structure of the tourism industry has recently gained a different dimension with the contributions of technological developments. The concept of urban tourism, which is accepted as one of the oldest types of tourism, still constitutes an important part of today's tourist travels. As a tourist destination, cities have a much more diverse and accessible touristic resource than other alternative destinations. The interest in cities has ascended day by day thanks to this collective structure, and tourism professionals and local administrations wishing to profit from this potential have made various infrastructure and superstructure investments in order to benefit from the competitive environment with other cities. In parallel, the fact that different tourism types such as business, congress, culture, shopping, entertainment, health, faith, gastronomy, ethnic and etc., which are internalized by the concept of urban tourism, can be applied in one destination at the same time has caused cities to be seen as attraction centres for tourists. The mass tourism movements that progress in this context have necessitated the tourism planning activities of the cities in accordance with today's conditions.

Turkey's third largest province, Izmir, is a tourism destination where various tourism types can be applied with its geographical structure, cultural heritage, social structure, touristic resources and qualifications. However, despite all these features, it is seen that Izmir is not as successful and effective as its rivals in urban tourism and the city still does not receive enough visitors.

For this purpose, within the scope of this thesis, it is thought that the existing potential of the city can be improved by using integrated approach, which is one of the tourism planning approaches, for the development of urban tourism in Izmir. Quintessentially, active and effective participation of all the sector

stakeholders in the decision-making process of the destination's tourism planning stage is prominent in this approach.

In the first two parts of the study, the concepts of urban tourism and tourism planning are discussed. In the third part of the study, the urban tourism potential of Izmir is examined and semi-structured interviews were conducted with 21 experts and experienced stakeholders who are actively involved in tourism planning and implementation activities in Izmir. The data obtained from these interviews were subjected to content analysis. As a result of the research, suggestions on how to enhance the urban tourism potential of Izmir were made.

**Keywords:** Urban Tourism, Urban Tourist, Tourism Planning, Integrated Approach, Izmir.



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## ABBREVIATIONS

<b>ETIK:</b>	Aegean Council of Touristic Businesses
<b>IA:</b>	Integrated Approach
<b>ICT:</b>	Information and Communication Technology
<b>IPA:</b>	Integrated Planning Approach
<b>ITO:</b>	Izmir Chamber of Commerce
<b>IZKA:</b>	Izmir Development Agency
<b>IZRO:</b>	Izmir Chamber of Tourist Guides
<b>MT:</b>	Mass Tourism
<b>MICE:</b>	Meetings, Incentives, Congress and Exhibition.
<b>TARKEM:</b>	Historical Kemeralti Construction Investment Trade Inc.
<b>TP:</b>	Tourism Planning
<b>TPA:</b>	Tourism Planning Activities
<b>UT:</b>	Urban Tourism
<b>UTU:</b>	Urban Tourist
<b>USA:</b>	United States of America
<b>TURSAB:</b>	Association of Turkish Travel Agencies
<b>SCES:</b>	Socio-Cultural, Economic and Spatial
<b>SWOT:</b>	Strong, Weak, Opportunities and Treats
<b>VFR:</b>	Visiting Friends and Relatives
<b>WTO:</b>	World Tourism Organization
<b>UNWTO:</b>	United Nations World Tourism Organization

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## **PREFACE**

I would like to thank and express my gratitude to my respected thesis advisor Assoc. Prof. Dr. Aytuğ ARSLAN who shared any valuable information with me, made his precious time for me whenever I consulted, offered all the help he can with a great patience and interest, accepted me every time I had a problem, didn't withhold his friendly face and sincerity and shared his beneficial information with me, which I believe be using in the future career.

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Çağlar SELÇUK

## INTRODUCTION

The phenomenon of urban tourism is being applied more actively today than in the past as a consequence of modern and technological developments. When the tourism literature is studied, it is observed that urban tourism activities have been limited to visits to relatives and friends, visits to religious and holy cities or business trips. In the next stage, it continued with the children of European aristocrat families who visited European capitals for educational and cultural purposes in the 17th century. This process has evolved to a whole new level thanks to the development of trade in different parts of the world, which became smaller and smaller with the effect of globalization so to speak, and has gained momentum with industrial and technology revolutions.

Today, cities are seen as attraction elements for tourists with their active and multi-purpose structures. Cities have become huge tourism destinations where people can easily access, reside, participate in shopping, entertainment and sports activities, benefit from the historical and cultural background, experience different cultural values and flavours, and make use of convenient infrastructure and security services. Besides, another substantial feature that distinguishes urban destinations from other destinations is that they have a structure that can be altered and revised. There is always a chance to make required infrastructure and superstructure arrangements in the areas deemed necessary. With this feature it has the ability to address contemporary trends.

According to the data of the World Tourism Organization, a large part of the world population lives in cities today. In this context, European cities are highly active in the field of urban tourism with their developed infrastructure and rich cultural climates. In parallel with this, the density of urban tourism is generally in the metropolitan cities like Paris, London, Barcelona, Vienna and so on. As a natural consequence of this intense demand for cities; various economic, social and environmental effects emerge. The necessity of tourism planning activities arises in order to minimize the damages and to maximize the benefits to the destination.



This study focuses on the fact that Izmir, which is a pioneer in Turkey's tourism with its various tourism resources, geographical location fit for tourism, convenient climate and rich cultural and social structure, does not receive enough visitors because

of the inability to do good enough of destination management and; that problem can be resolved with a well-prepared and well-directed tourism planning. In parallel to this, it is considered that a planning process in which the integrated approach is used, which allows all the stakeholders in the tourism industry to have an effective role in the planning activities and to express their respective ideas, may improve the potential of Izmir's inadequate urban tourism.

Within this scope, the first part of the study gives wide coverage to the concept of urban tourism, the dimensions of urban tourism and the effects and the concepts of urban tourists. In the second part of the study, the concept and effects of tourism planning, tourism planning approach types and integrated approach are included. Finally in the third part of the study, the urban tourism potential and touristic data of Izmir province were examined and opinions and suggestions of the sector stakeholders were taken in order to implement the tourism activities in Izmir more effectively. The obtained data was subjected to content analysis. Also, the contribution of the research to tourism literature and tourism industry and the limitations of the research are included in the third part of the study.

## **PART I**

### **URBAN TOURISM CONCEPT**

#### **1.1. Urban Tourism**

##### **1.1.1. Definition of Urban Tourism**

Urban tourism is one of the fastest growing tourism segments in the world and the effects of urban tourism are clearly seen in many regions. As a destination, the urban areas are becoming increasingly popular destinations with a lively and resourceful atmosphere that they offer to their visitors, unlike seaside or rural tourism destinations.

Nowadays, the greater part of the World's inhabitants lives in urban areas and by 2030, an predicted five billion people will reside in urban regions. Being dynamic epicenters of culture and commerce, a few of the world's most noteworthy tourism destinations are urban areas which are attracting a growing number of tourists each year (Bock, 2015:2). Many possibilities of urban areas are more attractive than rural and other areas. The sense of freedom referred to the urban areas as an appealing factor for urbanization as well as the motivation of sharing the pride of being a citizen are significant incentives driving people to reside in the urban areas (Kaya, et al. 2007:17-22).

There exist various definitions about the concept of urban area; while Andranovich and Riposa (1993:18) defines urban, a place which has an intense population, developed infrastructure and several economic and cultural facilities at the same territory, according to Page (1995:8) urban areas are not basically places where populations concentrate in conjunction; with financial exercises, social life and the manage of political power. Urban places are too expecting a more prominent part as center for tourism activity.

Furthermore with a detailed perspective, Edwards et al. (2008:1032) outlined urban as an area that possesses the subsequent elements: a powerful and broad economic base that's repaired from multiple cores for endorse business and skilled activities; a big conveyance network that acts as an entrance to alternative areas; a

significant populace with a force that commutes to and from the multiple cores; and long planned development. This practical and physical setting is defined by a perception that the urban landscape could be an internet during which several people and teams have social, cultural, political and economic relationships.

Urban areas are destinations where a tourist is able to benefit from the cultural heritage and natural beauties of the city, to utilize infrastructure and security services, to access to the accommodation and leisure facilities, take advantage of open spaces of the urban, participate in activities that are of the characteristics of urban life. Urban areas such as Barcelona, Prague, Berlin, Paris and London are considered as "Cosmopolitan" cities since they attract a large number of visitors. These urban areas are described Cosmopolitan not only because of attracting money and capital, but also they are at the intersections of various Global flows of visitors (Urry, 1999:226). The reasons for the tourists visiting an urban may vary depending on their cultural and social status. A tourist may be visiting urban areas for doing business, visiting friends and relatives, or for leisure and holiday purposes only. At the same time, they would be having the opportunity to perform many activities such as visiting historical and cultural areas, experiencing new gastronomic adventures, participating in or following sports organizations, enjoying shopping, night life, festivals, and artistic and cultural events in the urban areas.

Since mass tourism is a growing type of tourism, this phenomenon has triggered the emergence of new types of tourism that are motivated by new and different markets. Some of these markets include urban tourism items (Hall, 2009:321). With the spread of these alternative tourism types and marketing activities of these tourism segments, many urban areas began to be marketed by means of festivals, sports organizations, Olympic games and faith tourism in various tourist areas (Özdemir, 2003:391). Recently, the increase in the demand for urban tourism has caused cities to revise their current tourism policies (Pearce, 2001:930).

Whereas urban tourism was one of the most important types of tourism, there was a major move absent from this kind of tourism to coastal, country or mountain destinations with the presentation of paid take off in the beginning of the 1980s. It isn't subsequently a modern kind of tourism, but one which is re-emerging and

growing which is additionally helping to give more adjusted tourism streams between the north and the south of Europe (European Commission, 2000:21).

Urban tourism is a growing tourism market and European cities are very popular in this case. These urban areas have been demanding in the tourism market as important tourism destinations for the last 50 years together with their historical and cultural heritage, impressive architecture and special areas. Moreover, European cities benefit from urban tourism economically (Jurdana and Susilovic, 2006:136).

Mass tourism has shown a serious development since the 1960s. In accordance with mass tourism, urban tourism too has continued to grow as an important travel phenomenon especially in developed countries. This development in UT is provided by social, economic, technological and spatial developments. The urbanization processes in Global scale have motivated many more people to live in the urban areas. The increase in the number of people who embraced the phenomenon of urban life triggered the emergence of a tourist potential with the motivation to visit other urban areas (Postma, et al. 2017: 95).

UT (Urban Tourism) studies have started to gain importance especially in the last 30 years and have emerged as an original study area in the 90s. The first studies carried out in this area are irregular and limited studies conducted by geographers. In recent years, both tourism researchers and urban studies experts have increased their interest in urban tourism.

Urban tourism is a special type of tourism with its integrated and traditional structure including different tourism types. Although there are various definitions of UT, in the simplest terms, urban tourism is defined as all activities carried out for tourism purposes in an urban (Jurdana and Susilovic, 2006:137). According to another definition of urban tourism, it refers to temporary accommodation in a predetermined urban and taking part in tourist activities in the dynamic urban system (Law, 2002:4). Moreover, according to UNWTO (United Nations World Travel Organizations), urban tourism is defined as travel to cities or to densely populated places by tourists (Bock, 2015:2).

On the other hand, Karski (1990:15) pointed out the historical and internal structure of UT phenomenon. *“Urban tourism has, in one form or other, been with us since Mesopotamia and Sumeria were spawning the phenomenon of urbanization.*

*People with the means and inclination to do so have been drawn to towns and cities just to visit and experience a multiplicity of things to see and do. . .These (towns and cities) were the melting pots of national culture, art, music, literature and of course magnificent architecture and urban design. It was the concentration, variety, and quality of these activities and attributes ... that created their attraction and put certain towns and cities on the tourism map”*

As clearly stated in above definitions, urban areas are multipurpose destinations. The fact that urban destinations are more improvable than other tourism destinations has a great impact for new activities and special areas that attract tourists. The tourist items of the urban areas can be easily and quickly modified and improved. New special areas, sports complexes, concert halls, museums, theaters, shopping malls, could easily be constructed and new tourism areas start to serve according to the demands of the visitors (Law, 1996:7). The urban areas also serve as ideal destinations for both business and leisure travelers with their functional structures. These functional structures of urban areas bring historical, cultural, nightlife, shopping and touristic elements to the fore.

UT is a short visit to the cities due to reasons such as having a holiday, acquiring historical and cultural information, watching sports organizations, following artistic activities, shopping, experiencing life and thinking styles of other societies (Emekli, 2013:383). Tourists benefit from urban facilities such as accommodation, eating and drinking facilities and leisure facilities during their stay in the urban areas and contribute to the urban economy (İçellioğlu, 2014:38). Contrary to the classical approach, it is a rising trend in the tourism market that people prefer to travel to safe, easily accessible and affordable destinations for 1-2 days during weekends or short breaks instead of waiting for long-term annual leave. The aforementioned activities provide resourceful reasons in order to spread the tourism season in urban areas throughout 12 months of the year (Emekli, 2013:383-384). Many people dream to spend their touristic travels in a city which they have never been before and that they wonder about lately (Limburg, 1998:475 Cited by Emekli, 2013:384). Being a tourist is one of the qualities of a modern individual. Going somewhere as a tourist is like having a nice house or a good car. Being a

tourist has become a status indicator in modern societies. It is thought that this is essential for being healthy (Urry, 2002: 18).

Development of UT was not intentional but accidental. This see would tend to be borne out by the development of day trips (one of the most highlights of UT), transit tourism, and visits by sightseers on occasion in zones surrounding towns and cities (Ashworth and Tunbridge, 1990:12). The number of overnight stays in urban tourism is shorter than summer or winter holiday types. UT usually includes 2-day visits. The length of stay in small cities can even be measured by hours (Ashworth and Page, 2011:2).

UT is related to the renewal of cities with the current touches (Thorns, 2004:140). In these days urban areas, and particularly urban centers, are transformed into utilization and recreation spaces, making tourism a changeless include of the urban scene. Additionally, the journey for fun, fervor, unwinding and relaxation is increasingly respected as an essential human necessity (Geerts, 2000:8-9).

The utilization of UT, combined with speculation within the generation of tourist services and of modern visitor attractions, might move urban tourism into getting to be the major financial dynamism of past mechanical globally situated cities (Shackar, 1995:160). The Worldwide increase in business tourism is additionally a critical factor within the development of UT.

Given the dynamism of the urban, its functions and the transforms sustained over time, it was troublesome to see and measure the urban tourism within the other functions of the urban. Because of the behavioral changes and patterns, the urban has turned into a cultural center, a place to relax, a place to shop etc. In this way it can be said that urban tourism is an integrated highlight of urban life (Howie, 2003:93 Cited by, Badita, 2014:59).

UT covers all the travels of tourists to experience all the intellectual and cultural accumulations of other communities. From this point of view, for the effective realization of urban tourism; the tourism potential of the cities should be evaluated correctly and the road map to develop projects and strategies including local administrations and local people must be developed with the participation of every relevant stakeholder (Emekli, 2013:384).

### **1.1.2. Historical Background of Urban Tourism**

Although the first examples of the UT application stretched to the city states in Mesopotamia, the 18th century is an important landmark for the history of urban tourism. Trips to health centers for health purposes, cultural trips to the capitals of the country can be shown as examples of this type of tourism. Another example is the Grand Tour, which includes educational trips for the children of European aristocratic families (Hall, 2009:319).

The Grand Tour, which is considered to be the pioneer of today's cultural tours, is considered to trigger the start of the overseas trips in Europe (Ahişapoğlu and Arıkan, 2003:10). The grand tour first started in the 18th century under the direction of Sir Philip Sydney and lasted for about 3 years and included France, Switzerland, Italy, Germany, Austria and other Benelux countries. To travel was possible for a narrow group of elites until the 19th century and being able to travel was a sign of status (Urry, 1999:194).

On the one hand, in the middle of the 19th century significant improvements have been made in the railroad networks and travel has become easier. The ease of transportation has increased the desire to travel of people in their spare time. In this period, large-scale artistic exhibitions were organized in the European and North American cities having developed railways. These organizations have gradually transformed into world famous fairs within time. As a result of these developments, cities have become a real destination and visitors have been traveling especially for these cultural events (Jurdana and Susilovic, 2006:137).

On the other hand, some improvements in the tourism industry since the second half of the twentieth century have caused three social changes. These changes include the development of transportation infrastructure, increase in per capita income and the development of telecommunication technologies. With the development of transportation infrastructure, tourists were able to reach the destinations they wanted easier and more affordable than before. The increase in disposable income led to more people traveling and the competition between businesses operating in the tourism sector significantly reduced travel costs. So, more people started to travel cheaper. The developments in telecommunication

technologies are one of the triggering factors that accelerated the tourism industry. One of the advantages of the globalizing world is that it becomes easier to be aware of different countries and their cultures through communication technologies. These different countries and cultures, coupled with accessible transportation infrastructure and sufficient income for travel, have motivated many people to travel to many new destinations, including cities. All these developments in the tourism industry have triggered the development of different urban areas as new tourism destinations (Kolb, 2006:4).

With the development of the trade, business people started to travel on business trips due to the establishing business contacts, supplying the necessary equipment and materials. These travels of the businessmen triggered the development of the hotel industry in the regions where they traveled. The exhibition industry was developed rapidly in the 19th century, and especially the European cities hosted many sector representatives and participants. Furthermore, the 19th century can also be considered as the beginning period of business tourism. In addition to various cultural, artistic and technological activities, this situation has also led to the organization of exhibitions in big cities. In 1851, the Crystal Palace exhibition in the UK was the first; this exhibition was followed by exhibitions in Paris in 1855 and in Barcelona in 1888 and 1929 (Hall, 2009:320).

In the 19th century, the legalization and spread of the rights of paid employees played an important role in the development of mass tourism and its types. The fact that employees have more free time had a triggering effect in the development of tourism types (Hall, 2009:321). The increment in expendable salary and the relentless enhancement within the level of instruction over the final era are too vital reasons for the fast development of request for UT (Geerts,2000: 13).

More money and easier travel, which opens up to conceivable outcomes for new extend of experiences. A few of them, such as going to the world's social legacy and seeking after extraordinary interests, have gotten to be more significant in recent years and are likely to proceed to be more imperative as the population became more educated (Law,2002:26).

In the twentieth century, with the effect of globalization multinational corporations emerged and the number of business trips increased. The request for



travel to urban areas has developed enormously within the second half of the twentieth century and this has emerged for all of three primary types of travel; Leisure, Business and personal (Law, 2002:26). Although cities have been visited by people for long periods of time for business, shopping and similar reasons, these people are not considered as tourists. Travel to foreign cities was limited to a small group until the 1950s (Law, 2002:9).

The urban perspective on tourism began to change in the 1980s. This change has affected not only the cities but also the tangible resources that the cities have. The old industrial cities which are lacking image and environmental elements have turned to investments in developing the tourism industry. This situation has changed the city's tourism strategies and influenced the focus on physical renewal in the region (Law, 1993:1). In 1980's, policies pointed at developing tourism in urban areas were broadly received in North America, Western Europe and numerous of the parts of the World (Law, 2002:49).

In the 1980s, urban areas started to increase investments in touristic facilities in order to revive their economies and compete with other destinations. In the ongoing process, the government and local administration of many countries made great investments in the festival areas, sports facilities, entertainment areas, parks and congress centers in the 1990s, in addition this, new airports, highways, bridges and roads were constructed to meet increasing tourist arrivals; by the way services such as lighting, security and other beautification programs were implemented (Williams, 2006:12 Cited by Uca, 2019:6).

In the 1990s, television channels and newspapers showed an interest in urban tourism, Travel agencies promotional activities, increase in the number of urban guides and the motivation of tour operators in the marketing of urban facilities acted a critical role in the development of UT (Law, 2002:9).

Due to the high rate of urbanization, Europe is the region where urban tourism is most intensely experienced. Approximately two thirds of international tourism movements take place in Europe these days (Urry, 1999:230). Europe, having many small and authentic cities that attract tourists, effectively makes promotion of its historical sites and artistic abundance. As of 1980s, the development of urban

tourism has become the main policy of the many countries, especially American and European countries.

### **1.1.2.1. Urban Tourism Process in Turkey**

Tourism industry is showing a continuous development in Turkey as well as all over the world. With significant improvements in recent years that tourism has become an important sector in Turkey. In Turkey, both the number of tourists and tourism revenues in recent years are sufficient to compete with the world's leading tourism destinations (Kozak, et al. 2015:18). In the 1980s, Turkey has been marketed as a sea-sand-sun destination in the European market. However, the freedom movements that started in the 1990s triggered a tourist flow towards our country (Akış, 1999:38, Cited by Başarangel, 2018:29). This situation caused the surplus of supply in some types of tourism and also provided the development of young tourism varieties such as urban tourism (Çıracı and Kerimoğlu, 2002:307).

Especially in recent years in Turkey, it is observed that the cultural heritage has been brought to the forefront, historical buildings have been restored and opened to use with new functions, festivals have been organized for the promotion of different traditions and local cuisines and some places have been accessible to be part of the global tourism sector as sport or congress centers (Türkün, 2007:221).

Strategy of the spread the tourism season to 12-months, has led to the recognition of the importance of UT in Turkey (Kerimoğlu and Çıracı, 2010:36). As the whole world, especially in the 2000's, Turkey, has rapidly increased interest in urban tourism. The urban tourism concept started to come to the fore in the public sphere with planning works, projects and research studies for some cities.

Considering UT item despite the very serious potential of Turkey, is not very successful in this area compared to other destinations. Some of the elements that hinder the development of the urban tourism in Turkey are as below;

- That tourism assets are not clearly defined;
- Failure to establishing harmony between cities and regions on touristic products and services;

- The lack of a common vision on urban tourism in the local community (Çiftçi and Özsoy, 2008:20).

### **1.1.3. Resources of Urban Tourism**

Museums, art galleries, theaters, sports complexes, monumental buildings, historical buildings and special recreation areas are the sources of urban tourism.

UT resources are classified in different ways according to their importance in the decision process to visit a urban (Jensen-Verbeke, 1988:66). According to this classification, urban tourism resources are divided into three elements, these are; primaryresources, secondary resources and additional resources.

**Primary Resources** are the basic facilities of the urban such as attractions and activities. They are also the most important factors for tourists to visit an urban. These attractions and activities also include socio-cultural characteristics, sports and leisure activities, and physical characteristics.

**Secondary Resources** generally, these include hotels designed for accommodation, food and beverages opportunities and shopping complexes. This kind of resources are not enough to attract tourists towards the urban, however it helps to shape a promising visitor experience.

**Additional Resources** includes structures such as transportation and tourist information offices used by tourists. In other words, its provides supportive services such as parking facilities, plate and signage guides, maps and transport networks, allowing tourists to easily access the infrastructure resources they need (Jensen-Verbeke, 1988:66).

**Table 1: Resource of Urban Tourism**

<b>PRIMARY RESOURCES</b>	
<b>Facilities for Activities</b>	<b>Elements of Leisure and Relaxation</b>
<b>Cultural Facilities</b> <i>Convention Centers</i> <i>Concert Halls</i> <i>Museums and Art Galleries</i> <i>Theatre and Cinemas</i> <i>Exhibitions</i> <i>Other Visitor Attractions</i>	<b>Physical Characteristics</b> <i>Interesting Structures</i> <i>Historical Streets</i> <i>Rivers, canals, and ports</i> <i>Religious Buildings</i> <i>Parks and Green Areas</i>
<b>Sports Facilities</b> <i>Stadiums</i> <i>Other Halls</i>	<b>Socio-Cultural Characteristics</b> <i>Security</i> <i>Language</i> <i>Custom and Traditions</i> <i>Viability of Spaces</i>
<b>Entertainment Facilities</b> <i>Festivals</i> <i>Night Clubs</i> <i>Casinos</i> <i>Special Events</i>	
<b>SECONDARY RESOURCES</b> <i>Accommodation Facilities</i> <i>Commercial Centers</i> <i>Shopping Centers</i> <i>Food and Beverage Facilities</i>	<b>ADDITIONAL RESOURCES</b> <i>Transportation and Parking</i> <i>Accessibility</i> <i>Tourism information Office</i> <i>Guides, Maps, Signs.</i>

Resource: Adopted from (Law, 2002:12)

According to the table above, cultural, sports and entertainment opportunities in urban tourism constitute the main attraction of the destination while, leisure arrangements include both spatial arrangements and socio-cultural characteristics. Furthermore, secondary and additional resources are basic elements such as accommodation, food and beverage, shopping and transportation and infrastructure.

On the other form of discussion, even though the primary resources are the main factors that attract tourists to the region, the secondary resources which provide accommodation and leisure opportunities and additional resources such as transportation infrastructure are not as important as the primary resources however, they are very critical for the achievement of the urban tourism (Ruetsche, 2006:1).

The cities have a serious tourist product capacity. Because of this huge capacity, it is impossible for urban tourists to consume all these touristic products during their 1 or 2 day urban visits. Consequently, this leads to the creation of typical tourist products for different types of tourists (Shoval and Raveh, 2004:741).

#### **1.1.4. Types of Urban Tourism**

Whether all the living areas of the urban can be evaluated within the scope of urban tourism, this has been the subject of discussions in the definitions about urban tourism. Although different researchers have made different classifications, Page (1995:6) defined the differences in the living spaces of urban areas and classified urban areas according to their typology as seen below; (Cited by Law, 2002:4-5).

**Table 2: Types of Urban Tourism**

Capitals	Berlin, Paris, London, Rome
Metropolis or Historic Cities	York, Canterbury
Major Historic Cities	Venice, Oxford, Cambridge
Privileged Cities	Manchester
Revitalized Coastal Cities	London Docklands and Sidney Darling Harbor
Industrial Cities	Bradford
Marine And Winter Sports Cities	Lille and Hammer
Cultural/Artistic Cities	Florence
Touristic Entertainment Complexes	Las Vegas, Disneyland
Specialized Tourist Service Center	Mecca
Cities For A Specific Purpose	New Zealand, Australia, (Ryman Healthcare Village)

Resource; Adopted From (Page and Hall, 2003:42)

In another study on this subject, according to Judd and Fainstein (1999:11) a three-stage classification have been put forward and these are;

- Tourism Urbanization; planned or unplanned special tourism venues.
- Historical Ancient Cities which attracting tourists for their historical and cultural identities.
- Transformed Cities, where new infrastructure and superstructures are built.

According to this classification, tourist cities are divided into three. The first of these is the “Holiday Cities” visited by tourists for entertainment and consumption like Las Vegas and Las Palmas. The cities in the second category are already “Touristic Cultural Cities” with unique features such as Paris and Venice, which do not require the creation of tourist attraction (Fainstein, 2007:6-7) Moreover, cities such as Dubai, where the major investments have been made, such as stadiums, shopping complexes, hotels and convention centers, are examples of Transformed

cities in the third category. However, due to the complex structure of urban tourism, classification between cities cannot be made exactly.

The variables affecting the complexity of UT are related to the size of the urban, its history, and morphology, the quality of environment, the geographical location and the destination image.

When we look at the current data, as seen in Table 3 below, the 20 cities that attract the most tourists are listed;

**Table 3: Top 20 Cities Based on Arrivals (2017 -2018)**

City	Country	2018 Arrivals
Hong Kong		29,827,200
Bangkok	Thailand	23,688,800
London	England	20,715,900
Singapore		18,551,200
Macau		18,931,400
Paris	France	16,863,500
Dubai	United Arab Emirates	16,658,500
New York City	USA	13,500,000
Kuala Lumpur	Malaysia	13,434,000
Shenzhen	China	12,437,300
Phuket	Thailand	11,945,500
Istanbul	Turkey	12,121,100
Delhi	India	12,505,300
Tokyo	Japan	9,896,300
Rome	Italy	9,703,200
Antalya	Turkey	10,729,300
Taipei	Taiwan	9,783,300
Guangzhou	China	9,392,000
Mumbai	India	10,670,100
Prague	Czech Republic	9,038,900

Resource: <https://edition.cnn.com/travel/article/most-visited-cities-euromonitor-2018/index.html> 18.06.2019

In this table, it is possible to see the most successful cities in the urban tourism. Another point that draws attention is that while the concept of urban tourism is generally associated with European cities, it is seen in this table prepared with current data that the hegemony of European cities is broken and Asian cities come to the forefront in urban tourism. In conjunction with, there are two main reasons for this

situation. The first of these is that the world markets and multinational companies start to establish closer business relations with Asian countries and make investments. Furthermore, this causes business tourism to concentrate on Asian cities. The second reason is that the European cities are well known and obsolete. Asian cities are more exotic and attractive to tourists than European cities with their new urban structures and images created in harmony with popular culture.

### **1.1.5. Drivers of Urban Tourism**

The significant development of UT is driven by spatial, social, financial and technological strengths. All around the world urbanization forms lead to expanding numbers of people living in urban areas, and feeling more associated with urban and an urban way of life, subsequently this implies more people who look out to visit other cities.

The expanded riches of the middle class within the western economically developed countries, conjointly within the emerging economies permit people to visit and discover other urban areas. This usually encouraged by a few other advancements. To begin with, diminishing travel costs, generally fuelled by the fast rise of budget airlines, and the accessibility of low cost accommodation. Second, progressions in ICT and other such technology, play a part. They support promoting and advancement of cities and encourage online booking of travel and accommodation (AirBnB).

As a result of these advancements, urban areas are not seen as simple entry, embarkation- or transit points amid a travel, however as attractions and destinations in their own right (Postma, et al. 2017:95).

### **1.1.6. Differentiating Urban Tourism from the Other Types of Tourism**

Ut is definable from other versions of tourism by a number of highlights which, whereas they are not appropriate to all urban destinations and may be appropriate to a few non-urban destinations, characterize UT destinations as an entirety. Noteworthy numbers of visitors in urban ranges are going for an essential reason



other than relaxation, counting trade, conferences, leisure, and going by companions and relatives (Edwards et al. 2008:1035).

Visitors to the urban tourism spend more money than the visitors of the sea tourism. In the tourist regions serving the sea-sand-sun concept, tourists usually stay in all-inclusive 5-star hotels. They spend less and they prefer not to go out of the hotel and they contribute less to the country's economy. However, despite their shorter stays in urban tourism, tourists spend more. On the other hand, it is more difficult to attract tourists to the urban area. (Ashworth and Page, 2011:2-3). In order to clearly distinguish between urban tourism and other tourism destinations, Law (1996:12-13) outlines some of the attractions of urban areas as tourist destination:

-They fascinate visiting friends and relatives as they have normally huge populations.

-They attract the visitors to their attractions since attractions are frequently much superior developed in urban areas than in other sorts of destination areas.

-They are effectively accessible through airplane terminals and planned services.

-They regularly have an enormous supply of accommodation worked to serve the business travel which is underused at the ends of the week.

-Urban areas request to diverse tourist markets, these are;

- An increasingly instructed population is attracted to the historical heritage of urban communities.

- Accessible tourism.

- Young people are pulled in to the excitement found within the city; the amusement, the night life and sporting occasions.

- The business traveller; meetings, incentives, conventions, and exhibition (MICE) advertise as cities offer the infrastructure, communications, transport, administrations and facilities which meet delegates' preferences.

### **1.1.7. Dimensions of Urban Tourism**

With the diversification of the tourism industry, more complex and clearly defined products are sold to targeted groups nowadays. This situation led to the gradual division of the concept of mass tourism, which is still developing in a positive way, into sub-markets such as Nature Tourism, Eco Tourism, Business Tourism, Adventure Tourism, Heritage Tourism, Sports Tourism, Faith Tourism and Urban Tourism. On the other hand, new social developments have emerged in lower market segments to meet the needs of certain marginal groups such as disabled, gay and elderly tourists (Weidenfeld, 2006:143).

In recent years, it has been understood that urban tourism is not only about business activities. In addition to business tourism, urban destinations are considered as important destinations for leisure, cultural, health and leisure travel. Many researchers who have had the opportunity to work on this issue claim that “Big cities are the most important tourism destinations“ in relation to UT. The urban destinations, which are distinguished from sea and rural tourism with its versatile and lively atmosphere offered to urban visitors, can serve many different purposes for tourists. (Uca,2019:47). In addition to business trips, visits to friends and relatives, cultural heritage, shopping, food and beverage, nightlife, sports, special events and festivals, culture and art are just some of these purposes.

If these types of tourism, which are internalized by urban tourism, are to be listed; Business Tourism, Leisure Tourism, Shopping Tourism, Faith Tourism, Event Tourism, Ethnic Tourism, Health Tourism, Gastronomy Tourism and Culture Tourism.

#### **1.1.7.1. Business Tourism**

Globally, the headquarters of large companies are usually located in large cities due to their characteristics as a crossroads of commercial goods and human resources. With the development of international cooperation of companies, their activities in cities have increased. This has made cities an important destination for business visitors (Law, 1996:8).

The business tourism dimension of urban tourism is related to the activities of business tourism visitors to visit a city for different purposes such as making purchase and sales contracts, attending meetings, visiting other companies and establishing business relations. In this case, the urban visitor can benefit from the city's accommodation and food and beverage facilities as well as other multi-purpose tourist products of the urban (Kolb, 2006:111). Consequently, it is possible to classify business tourism trips in cities in four different ways according to their aims what we call "MICE". These are; Participation in trade fairs and exhibitions, participation in congress and training meetings, visits to factories and offices and incentive visits. In this type of tourism, where congress and fair tourism is particularly effective, London, Paris, Frankfurt and Barcelona, which are the top spots for many industries, can be cited as an example of the cities where business travel is most effective.

#### **1.1.7.2. Leisure Tourism**

Leisure tourism is a type of tourism where people participate in activities they enjoy to get away from their daily routine and have time to relax. The tourism products used in this type of tourism are generally designed as luxury products and it is known that the entertainment sector is extremely sensitive to economic recession due to its relationship with the economy (Chan, 2011:323-324).

When it is considered in terms of the Leisure dimension of urban tourism, it means the marketing of leisure opportunities such as entertainment centers, night life, activities and festivals that will reveal the city's core values by highlighting and meeting the needs of tourists traveling for these purposes. To give an example to the cities where leisure tourism is applied successfully in many cities, where gambling games are played legally throughout the World casinos and travels for this purpose have shown rapid growth in recent years (Park et al, 2002:56). In other words, cities such as Las Vegas, Macun, Monte Carlo and Nicosia can be example of successful cities in this area.

### **1.1.7.3. Shopping Tourism**

The desire of shopping is another factor that motivates people towards urban tourism. In particular, the use of shopping as a tourist attraction in the last few years has led to the emergence of new alternative tourist destinations around the World (Temizkan and Temizkan, 2005:333-334).

Although shopping opportunities are not an attraction in itself, it is a touristic activity in which tourists take part in cities and taking a significant role in the package programs marketed for the cities considering that it contributes to the economy (Michalko and Varadi, 2004:351). The fact that cities have shopping opportunities in the marketing processes is considered as an important element (Svab, 2002:67). For this reason, many cities are becoming shopping destinations by developing new shopping areas (Peter and Anandkumar, 2011:3, Cited by Uca, 2019:54). On the other hand, the development of shopping opportunities is an important element in the promotion of tourism potential (Jansen- Verbeke, 1991:10). For example, cities such as Milan, Paris and Honkong have created the image of “Paradise of Shopping” for shopping enthusiasts and are positioned as such in the tourism market. This situation is also accepted and supported by different stakeholders of urban tourism as an important touristic activity.

### **1.1.7.4. Faith Tourism**

Faith tourism is the travel of people to holy places and regions with religious tourist activities that are influenced by their own religious identity or interest in the religious values of different cultures (Weidenfeld, 2006:147). Another definition of faith tourism is a type of tourism where tourists travel only with religious purposes (Rinschede, 1992:52). In addition this, places that are considered sacred in terms of different religious beliefs and touristic trips to faith centers in the regions are considered within the scope of faith tourism.

On the other hand, faith tourism is not an activity that can be carried out anywhere. Because of this reason, it is necessary to have religious or sacred areas furthermore these sacred areas have advantages over other destinations (Albayrak, 2013:240). Also, it is possible to divide the application of faith tourism for tourists

into two categories. The first category visits the sacred places with a focus only on worship. For example, Muslims visit the holy places such as Mecca, Medina and Kaaba every year and perform their worship activities. The second category is to visit the sacred places of one or more religions for cultural purposes. For example, visits to the Virgin Mary in Izmir and Jerusalem can be evaluated in this context (Kırbaç, 2006:240).

#### **1.1.7.5. Event Tourism**

Event tourism is defined as the planning, development and marketing of touristic resources in a destination in order to increase the demand for a destination and activities that can contribute to image creation and revitalization in order to create tourist attraction (Albayrak, 2013:70).

In recent years, it is one of the most effective strategies used by tourism professionals focusing on urban tourism to provide competitive advantage and increase tourist arrivals. In addition, while the number and quality of these activities increase the attractiveness of the cities, they also affect the city's recognition and image positively. Also, events are critical gadgets for making places more appealing to visit and making financial benefits for destinations. (Hodur and Leistriz, 2006:63, Richards and Palmer, 2010:13, Cited by Viol et al, 2018:246).

In parallel with this, upon seeing that event tourism activities positively affect the tourist attraction of cities, many destinations have started to organize national and international events such as fairs, congresses, summits, festivals that require great investment (Çiftçi and Özsoy, 2008: Cited by Uca, 2019:57). An example of event tourism is the annual tomato festival in Spain, the Rio carnival in Brazil, the World Cup organizations and the stadium investments made by the Qatar for the 2020 World Cup, causing a tourist boom in the region during the event period and providing tourist mobility.

#### **1.1.7.6. Ethnic Tourism**

Ethnic tourism is defined as; the journeys to recognize and experience the cultural values, lifestyles and rituals of different and interesting communities

(Rızaoglu, 2004:130). In this type of tourism, people travel because they are curious about societies with different cultural structures and lifestyles. As participants in ethnic tourism, tourists build close relationships with local communities, see places where their ancestors live, and experience many different cultural features (Kahraman and Türkay, 2012:74).

On the other hand, migration is another factor that significantly affects ethnic tourism (UNWTO, 2010:14). As it is known, the majority of the population of major countries such as USA and Australia, which have a cosmopolitan structure, consist of people from other countries. This situation is seen as an important tourism movement all over the world due to the visits of relatives and friends and the curiosity of their past (Collins and Tisdell, 2002:805). In conjunction with, these migration activities allow people to participate in ethnic tourism by visiting generations of their ancestors due to the desire of generations to follow their past (McCain and Ray, 2003:713). Examples of current ethnic tourism travels include the visits of families of Italian origin living in USA to Sicily, Palermo and Abruzzo, the regions where their ancestors lived in Italy. Another example is the Amish community, which is an interesting ethnic group in USA that is far from technology and still trying to live in 17th century conditions and the visits of tourists who want to experience this interesting lifestyle.

#### **1.1.7.7. Health Tourism**

Health tourism is a type of tourism which includes the activities of people to maintain their mental and physical well-being or to renew themselves through medical treatment (Percivil and Bridges, 2006:447). The health tourism dimension of the urban areas is related to the fact that they have medical treatment facilities and other touristic products and natural resources that can meet the needs of the urban visitors that are traveling for this purpose.

Health and healthy life, which is one of the most remarkable social and economic phenomena in recent years, is one of the most demanded tourism types (Costa, et al. 2015:22). In conjunction with, the demand for health tourism services applied in different ways in health institutions, therapy centers or in accommodation facilities is increasing rapidly (Sarıçay, 2011:9). On the other

hand, it is possible to say that USA, India and Thailand are popular in terms of the opportunities offered in the field of health tourism in worldwide.

#### **1.1.7.8. Gastronomy Tourism**

Gastronomy tourism is defined as a type of tourism that involves the travels to discover and experience the preparation, consumption, presentation and eating of foods from different culinary cultures (Öney, 2013:171). According to another definition, gastronomic tourism is defined as traveling to various food festivals, restaurants and regions in order to experience the food and beverage culture of different cultures (Hall and Mitchell, 2001:446). In addition to providing positive contributions to the urban images, gastronomy tourism activities also have a significant impact on the memory of tourists. Tourists identify symbolic meanings by identifying the different flavors they experience.

One feature of gastronomy tourism as it is applied today is that it helps the tourism activities to continue for 12 months. In this context, many destinations work with travel agencies and tour operators to market their local cuisine as touristic products. (Molz, 2007:83 Cited by Ağlamaz Susup, 2018:15). Another feature of gastronomy tourism is that it can attract more visitors to the destinations with successful presentations of local specialties and extend these visitors' periods of stay. (Spilkova and Fialova, 2013:189-190 Cited by Ağlamaz Susup, 2018:15). In this context, we can cite cities that can use gastronomy tourism as an effective market strategy under the sub-heading of urban tourism. Paris, Barcelona, Rome and Lyon, which has become a new trend, are exemplary cities where gastronomy tourism is used effectively. Especially "The Lyon Street Food Festival", which is annually held in Lyon, is a good example of the activities implemented within the scope of gastronomy tourism.

#### **1.1.7.9. Cultural Tourism**

Cultural tourism is of critical importance for urban destinations and is used as an international strategy for economic, social and environmental regeneration of cities (Prat, 1997:1-2 Cited by Uca, 2019:64). In addition, cultural tourism is an

important part of the urban tourism industry, which includes many cultural attractions such as historical sites, museums, exhibitions and concerts (McDonald, 2004:21, Cited by Uca, 2019:64). Considering the cultural dimension of urban tourism, cultural tourism is considered as one of the most important factors that motivate tourists to travel to a city, but it has also an important role in the marketing process of the city as a destination. Furthermore, urban tourism products can be a stand-alone factor in attracting tourists to destinations, or they can significantly facilitate the marketing of other tourist products.

The desire to learn new cultures and the curiosity about past cultures trigger the participation in cultural tourism activities. (Aklanoğlu, 2014:126) Cultural tourism includes the travels and accommodations of tourists who want to see and learn different cultures with this motivation. (Uygun and Baykan, 2007:33). Another feature of cultural tourism is that it increases the occupancy rates in accommodation facilities in addition to its contributions to the region's economy with the new business lines and opportunities it creates in the destination. (Öztürk, 2002:189).

When assessed within the context of cultural tourism, today many cities and towns can become centres for cultural tourism due to the fact that many regions around the world contain different cultures and modern technological developments make everything more known and accessible. A city like Florence in Europe with its impressive historical structures and stories, or an enigmatic Göbeklitepe in Anatolia that sheds light on the unknown aspects of history can become examples of cultural tourism destinations.

#### **1.1.8. Socio-Cultural, Economic and Spatial Impacts of Urban Tourism**

Urban tourism is essentially a movement of development through which tourists make trades and purchase and exchange of products, personal values and social models, forming in this way a tourism system. Tourism is considered essentially a shape of recreation and of investing the spare time and includes a brief development of individuals to destinations outside the area of home and activities within the destination amid the time spent there producing costs with a positive effect on local economies (Badita, 2014:58).



Investment in tourism includes the improvement of facilities, activities, physical environments and infrastructure which can have benefits for the local community. It includes the promoting of the city and offering of a picture which is able assist within the fascination of industrial and commercial exercises (Ashworth and Voogh, 1990:77, Cited by, Law, 2002:50). The new facilities which are built incompletely to pull in tourists will moreover be accessible to local residents and the money went through by tourists in these facilities will help in making them more financially viable, maintaining them to the advantage of local community (Law, 2002:51).

#### **1.1.8.1. Socio-Cultural Impacts**

Urban tourism has positive effects socially too. When a group of visitors come to visit a specific area they leave social-cultural impacts on the region. The connection between visitors and residents get closer and once you go near to someone, you clearly impact the person and this impact can be both positive and negative in nature. The development of tourism in urban area, attract but force as well the community to acknowledge their culture and standards. The positive social and cultural impacts will be beneficial for the communities in future times as well. In accordance with the urban tourism, the local community learns a parcel of positive things just like the knowledge about the world and different dialects. This situation provokes difference for the people to get it distinctive civilization.

The local community could be an essential component of tourism, since without their support it is difficult for the industry to be maintainable (Inbarakan and Jackson 2003:10). Because of this, local people always are a significant element of UT phenomena.

#### **1.1.8.2. Economic Impacts**

The economic impact of tourism is greater than its social, political and environmental impacts (Ashworth and Page, 2011:2). Taking into consideration the financial viewpoints of this phenomenon since tourism may be a critical component of the urban economies; these economic impacts can be considered as key element.

The employees working within the tourism industry, also the public actors are the primary makers and promoters of the traveler "attractions". In creating and promoting the local places, they must convey exceptional components to serve the economic reason to draw in individuals to the cities, guaranteeing the guests that they come in secure places where they will feel comfortable. The result is the creation of visitor space, where the visitors experiment the new, the nature, the excitement and the security sentiments. This impacts the human resources that work specifically within the tourism industry and tourism services. In addition, the change of urban space that's expecting for tourism influences in a positive way the other businesses as well, the citizens and visitors having more to get from the city and from the innovations it offers (Badita, 2014:59).

Urban tourism may be a component that provides jobs effectively, it is predicted that the relationship among the cost of providing a job within the industry compared to the other areas of providing a job, in tourism is eight to one less expensive (Williams, 2010:14). As a consequence of this, urban tourism activities tend to set up itself as an essential financial activity and a source of earnings and employment in most urban areas (Fernandez, et al, 2016:352).

UT contains a wide extend of financial impacts in urban regions. The local residents play a vital part to welcome more and more tourism in their residence and their economies enhance and they are the people who get parlay. The tourism and society depends on each other. When the development of tourism enhance, the more people who come to visit the destination spend their money in several ways like accommodation, food, transportation, shopping etc. The positive impacts of urban tourism offer assistance to extend the local economy of the city additionally increment the living standard of the people and the numbers of work made in local range in several sectors e.g. hotels, travel agencies, restaurant etc. It moreover helps to progress infrastructure of transportation and creates much business opportunity in that region.

### **1.1.8.3. Spatial Impacts**

Tourism was never seen as a panacea for all urban problems but as portion of the solution (Law, 2002:50). In addition to the protection and marketing of the

existing tourism resources of the urban areas, investments for diversification of these resources, infrastructure and spatial arrangements to attract more tourists and the creation of new tourist areas are the spatial impacts of urban tourism to destinations.

The foremost urban tourism's spatial impacts in the destinations are listed below; (Edwards, et.al. 2008:1042).

- Enhances recreational and relaxation exercises for residents
- Enhances the quality of shops
- Progresses the quality of public spaces
- Gives motivations for preserving the natural environment
- Gives motivations for cultural conservation
- Enhances the extend of shops and services

## **1.2. Urban Tourist**

To understand UT is to understand what attracts tourists to the urban area. Understanding why tourists visit a destination requires analysis of tourist behavior (Kerimoğlu and Çıracı, 2006:36).

Ashworth and Page (2011:3) put forward that it is not easy to distinguish among tourists, non-tourists and resident uses of the destination, especially according to the time spent within the city spatial and the type of activity and goal that one is engaged in. Tourist behaviors are usually determined by the intrinsic factors arising from the personal characteristics of tourists and the external factors arising from the social environment. The personal preferences of the tourists seem to be the most important factor in terms of influencing their satisfaction levels. Accurate understanding of the reasons why tourists visit a destination and analyzing tourist behavior will guide many issues, from urban planning to urbanmarketing (Suh and Gartner, 2004:128).

### **1.2.1. Urban Tourist Typology**

In recent years, numerous researches has been done about the typologies of urban tourists. Many variables such as transportation types, accommodation

preferences, travel motivations and demographic characteristics of UTUs (Urban Tourist) are of interest to these researches. While tourists visit destinations for different reasons, the typology of urban tourists may also differ in their purposes. Types of UTU are listed below; (Page and Hall, 2003:85)

- VFR (Visiting Friends and Relatives) visitors
- Business Purposes Visitors.
- Day Tripper Visitors.
- Cultural Heritage Visitors.
- Religion Purposes Visitors.
- Exhibition and Conference Visitors.
- Special Events Visitors.

### **1.2.2. Demographic Characteristics of Urban Tourists**

Demographic data about UTU are very important in terms of urban tourism research. Some basic data such as occupation, education, gender, income, age and nationality provide information about typical urban tourists. Many of the studies carried out in the light of the demographic characteristics revealed that there were similarities between the high education levels, status, income levels and cultural experiences of urban tourists.

UT can attract different parts of the tourist market. What attracts tourists in urban areas varies according to the demographic characteristics of tourists. For example, while well-educated and over 50 tourists are attracted to the cultural values of urban areas; for younger age groups, the urban entertainment and nightlife or sports activities are more attractive. On the other hand, business people travel to urban areas for business activities such as meetings, fairs and training, and for different logistics services in urban areas (Jurdana and Susilovic, 2006:136).

In a study based on the nationalities of the UTU in 2004, in the UT activities carried out for both business and leisure purposes, it was observed that while Japanese tourists preferred more concrete activities such as shopping, European and North American tourists were mostly engaged in activities related to the cultural values of the urban areas (Suh and Gartner, 2004:127).

Recent research has shown that, women are more interested in urban tourism than men and that both women and men concentrate on the historical and cultural values of cities according to their increasing age and income levels.

The population below the age of 35 constitutes 42 percent of the urban tourists worldwide. Among the urban tourists, the 30-49 age group is more interested in entertainment activities, while the over 50 age group is more interested in cultural heritage elements. On the other hand, While 60 percent of young people under the age of 30 decide to visit the urban after visiting the urban, this rate drops to 34 percent for the group above 60 years old (Uca, 2019:23-24).

The educational status of individuals is considered to be the most important criterion in determining participation in urban tourism (McDonald, 2004:24).

The tourists with a high educational level are twice as much interested in cultural values than other type of tourists (Öter and Özdoğan, 2005:129). On the other hand, people with high status, have a high income and high mobility, therefore they have a high rate of participation in UT activities (McDonald, 2004:25).

While the tourists with an average age show interest in reputable arts such as opera, ballet and classical music; young age group tourists are interested in activities such as modern art and music festivals in the urban areas (Kolb, 2006:122).

### **1.2.3. Urban Tourist Motivations**

The motivation of urban tourists is influential in the process of selection and purchase. There are strong motives that lead people to travel. The motivation includes internal elements such as interest, knowledge, thought, behavior, holiday need, and the expected benefit from the destination. These factors are shaped by demographic factors such as gender, income, education, age, family life and cultural accumulations (Uca, 2019:24-25).

Murphy (1985) claimed that there are four main driving motives. These are (Cited by, Suh and Gartner, 2004:129);

1- Physical or psychological motivations, such as medical treatment, accommodation, food quality and relaxation.

2- Cultural travel motivations, such as seeing and experiencing different countries, traditions and cultures.

3- Social travel motivations, such as conferences, business meetings, friends and relatives' visits.(VFR)

4- The motivations of mental travel, such as avoiding daily routine life.

Urban tourists have different travel motivations. Some kind of urban tourist wants to have different type of life experience compared to their daily routines. These kind of urban tourists, who have the motto of "Escape From The Real Life", prefer to participate in an event like a medieval fair with fantastic fiction. Another travel motivation is the "seeking for status". This kind of urban tourist think that, they have experienced some special events experienced by very few people and they have a status that no one has. For example, a special art exhibition exhibited in only a few places will prove to others that he is tasteful and multicultural. On the other hand, travel is like a spiritual experience for some urban tourists. These types of tourists want to visit places that reflect spiritual values such as ancient religious regions and great cathedrals. Another type of urban tourist is students and researchers. They are involved in trips to get knowledge, and they are less interested in entertainment and other activities (Kolb, 2006:122-123).

The tourists are inspired by events that can take them out of their daily routine (Romantic City Paris etc.) (Urry, 1999:182). Therefore, city images are another factor that encourages city tourists to travel. For example, the positioning of Milan as the "design capital of the Italian" These image works are designed to motivate tourists to travel (Çiftçi and Özsoy, 2008:20).

#### **1.2.4. Travel Preferences of Urban Tourists**

Attractiveness is the most basic point of a tourism product. Therefore, non-attractive products will not attract tourists. For this reason, a destination, any service or event must be attracting for the attention of tourists (Albayrak, 2013:14). As a touristic destination, urban areas owe their charm to their own tourism resources. In terms of tourism activities, tourism resources constitute the supply side and, if urban

tourism is to be developed effectively, the necessity to comply with market demands should not be ignored (Yüksek, 2014:15).

The journey time of UTU is usually short and it is between 1 and 3 days (Bocks, 2015:2). While %82 of urban visitors stays in hotels the remaining %18 prefer other accommodation facilities. Generally, hotels and other small managements providing bed and breakfast services are preferred primarily for all age groups (Uca, 2019:26).

Europe is the region with the highest UT rate with 80% urban settlement rate. Germany and the UK receive approximately 40% of the trips and are the most important urban tourism markets in Europe. On the other hand, because of the ease to travel abroad by car, the rate of traveling in small north western Europe and Scandinavia countries is higher (ETC, 2005:20: Cited by Uca, 2019:26-27).

In recent years, it has been observed that the overseas departures from China, India and Japan have increased, while a significant portion of these visitors are aiming to visit European cities and metropolises. Subsequently, 33% of the travels to west Europe are made for urban tourism purposes. In addition, it is clear that the northern European urban tourists are the ones who make the most contribution to the market by considering the education levels and revenues (Uca, 2019:27). The increase in the welfare level of Asian countries and ease of travel opportunities will lead to an increase in travels to European countries in the coming years.

**PART II**  
**TOURISM PLANING AND INTEGRATED APPROACH TO THE**  
**URBAN TOURISM DEVELOPMENT**

**2.1. Tourism Planning**

**2.1.1 Definition of Tourism Planning**

The tourism industry which gained a great acceleration since the third quarter of the 20th century after the MT (Mass Tourism) movements were exploded, and since the last decade of the 20th century, has achieved a growth that can be considered beyond control. Expansion and development of travel agencies and tour operators, increase in the income of people, developments in aviation activities, the formation of a better-educated generation, the rapid development of different and specific destinations has led to rapid and uncontrolled growth and caused serious changes on the physical and demographical structures. The fact that these rapid developments in tourism activities are not simultaneously reflected in the planning and management activities constitutes the main problem (Costa, 2001:429).

There is a general misconception that there is a devastating effect on the region where tourism activities take place. This is not a very accurate conclusion, depending on the particular circumstances. If the results of tourism activities to be take place in a region are analyzed correctly and determined how to plan and design, it will be seen that tourism activities have more positive results (Gunn, 1994:3-4). In other words, tourism activities should be carried out in a controlled manner on the basis of integrated and sustainability in the region where it is to be implemented. In addition, only through well planned and controlled tourism activities can there be positive contributions to the economic, socio-cultural and environmental structure of the regions.

Planning is a process to create a strategic vision which encompasses the society's aspirations, goals and widespread culture, to design the most appropriate and developable form of a specified area and to determine the way of use. (Dredge, 1999:774). Due to the nature of the planning process, tourism planning is based on



“research and evaluation (İçöz, et al. 2002:). The main feature of tourism plans is to control the interest activities of different groups in the society and to be a means of achieving common goals. This situation also shows that tourism plans are the processes that enable the participation of all stakeholders of the society and the development of tourism activities in coordination with other social activities (Borelli and Kalayil, 2011;346). Since tourism industry interacts with a large number of sectors, TP(Toursim Planning) has a complex structure that needs to evaluate many institutional and physical factors (Inskeep, 1991:363). Although it is seen that economic returns come to the forefront in the evaluation of tourism activities, these activities have environmental and socio-cultural effects as well as economic effects (Peach, 1995: 9).

Various studies show that TPA (Tourism Planning Activities) has a social contribution such as process aiming to maximize human welfare and environmental quality as a process (Tosun and Timothy, 2001:352). In addition, TPA, as well as being performed in a designated area, works as an extensive process with its economic and socio-cultural components encompassing the plans that are made for physical means, (Henderson, 2005: 124). The development of tourism activities, social structure and social welfare's not being affected negatively can only be possible by the proper implementation of tourism planning activities.

In the process of establishing TP, it is necessary to take the specific characteristics arising from the nature of the phenomenon of tourism into account. In addition, in order to be able to talk about effective TP, tourism activities need to cover a broad economic perspective and serve socio-cultural development purposes. The main focus of tourism planning should be the development of tourism in the determined region (Shapley, 2008:14). Another important element is that TPA should meet the needs in the applied region and include changes.

Lawson and Baud-Bovy (1977:143) emphasize that “planning activities should be constantly updated and changed in the process, with the effect of internal and external factors and new information, in the course of their comprehensive study of the characteristics of tourism plans. This situation is also valid for tourism planning activities due to the nature of tourism being affected by current economic, political and cultural changes. Therefore, it is extremely important that tourism planning is

constantly reviewed and implemented with certain periods. (Cited by, Pearce, 2000:191).

All planning including tourism activities should be done with the aim of development and management of tourism effectively (Inskeep, 1994: 3). The planning process in the tourism sector, aims to fulfill the basic activities such as determining the objectives, the tools needed, determination and the timing of the works to be performed. Another aim is to determine who will be responsible for the tasks to be performed within the scope of the distribution of the tasks. (Şahbaz and Akdu, 2010:153). On the other hand tourism-based planning activities are the process of deciding and elaborating the direction in which destinations will develop by taking into account the factors directly related to tourism areas such as the evaluation of transportation facilities, calculation of the carrying capacity of the region, consideration of the environment and the use of tourism areas (Wan, 2013:165). To summarize, the infrastructure and superstructure designs required for the sector to provide a quality and accessible service should be coordinated in accordance with the targets and plans in the tourism sector.

### **2.1.2. Purpose of Tourism Planning**

The tourism industry has a complex structure as it interacts directly and indirectly with more than 50 sectors. For this reason, it is very important to do planning and implement these plans correctly for the development and successful management of tourism. It is not possible to achieve success in tourism without planning, unexpected and unwanted results cannot be prevented. In some countries where the tourism is developing, the negative consequences of this unplanned progress can be seen clearly (Inskeep, 1994:3).

A tourism planning implemented in the process is important because it reduces the problems on the basis of destinations and increases the satisfaction level of the tourists visiting the region (Özdemir, 2006:241).

With planning many goals which are not seen possible would be made possible in tourism and the possible benefit from tourism would be maximized. (İçöz and Özdoğan, 2007:258). In addition, the implementation of the planning activities

eliminates the negative consequences of unplanned development and brings positive developments to the forefront.

On the other hand, in order to benefit from the positive effects of tourism, it is necessary to act with different strategies such as carrying out effective promotional activities for tourism activities, providing gradual and balanced development and considering the socio-cultural, economic and environmental costs of tourism (Gunn, 1988, Cited by Figueira, 2001:1-2) The main purpose here is to consider the positive and negative effects of tourism together when designing planning activities and to increase the positive results while trying to reduce the negative results of tourism (Figuera, 2001:2).

While significant success has been observed in the tourism activities implemented by making long-term plans in many regions of the world, it is seen that these regions take place in the tourism market as a satisfactory destination for tourists. On the contrary, in areas where tourism activities are implemented unplanned, social and environmental problems are encountered and these problems had to be dealt with (Inskeep, 1994:4).

One of the most important actors in tourism planning is the central government. Governments draw the path that the tourism sector will follow through comprehensive and long-term planning and support its implementation. However, tourism policies of states may change periodically according to current economic and political developments. The following table lists tourism planning policies from the Second World War to the present.

**Table 4: Periodical Features of Tourism Planning Implication**

<b>PERIOD</b>	<b>FEATURES</b>
<b>1945-1955</b>	Modernization of regulations on inspection, customs, foreign exchange circulation and health issues after World War II.
<b>1955-1970</b>	Increment of government support in tourism marketing to increase potential tourism incomes.
<b>1970-1985</b>	Government support for tourism infrastructure and tourism's becoming a tool for regional development
<b>1985-2000</b>	Continuation of the use of tourism as a tool for regional development, increasing of the importance given to environmental issues, decreasing of the direct support of the government in providing tourism infrastructure, increasement of pressure on the development of public-private cooperation and development of business networks for tourism to meet policy objectives.
<b>2000 -</b>	Adoption of tourism by junior administrations as a national and international political issue with the similar structure of the previous period, and the creation of strategic sister city connections since 2000s.

Resource: (Hall and Page, 2006 Cited by, Penpecioglu, 2012:29)

Tourism planning should be considered as a part of national development, since it can make significant contributions to the socio-cultural, economic and environmental development of a country, region or city and development activities should be carried out within the framework of a specific method. Because the focus of tourism-based planning activities is to use production factors in a regular and balanced way. Therefore, planning activities should be designed and implemented with utmost care (İçöz et al. 2002:63). On the other hand, sometimes the planning does not produce the desired results and may produce worse results. Therefore, plans should be part of the interactive system and resources should be used correctly (Gunn, 1994:147).

While tourism activities provide SCES (Socio-Cultural, Economic, and Spatial) positive contributions in the regions where they take place, they may have some negative and destructive effects such as wasting of resources and environmental problems. These negative effects are usually related to the intensity and unplanned development of tourism activities (İlhan, 1999:24). Moreover, tourists gain great

experiences by recognizing the socio-cultural characteristics of the people living in the region they visit. In addition, when tourism is planned correctly, it can be beneficial in providing a peaceful environment between visitors and local people (Güneş, 2004:502, Cited by Şahbaz and Akdu, 2010:155).

TP in a particular destination where tourism actions take place, is practised to prevent problems that may arise from unplanned development, to reduce environmental social negative impacts and to make the market image of the destination more powerful by highlighting touristic values. The authorities may not have enough experience on how to conduct public and private sector activities in the process of synchronize the tourism sector to current developments. Therefore, TP is a guide in this regard. A more detailed understanding of these causes, Inskeep (1991:16) and İçöz et al. (2002:63-64) has listed as below;

Tourism Planning activities;

- Contributes to the coordination of tourism sector's relations with other sectors.
- It contributes to maximizing the economic returns of tourism activities.
- While reducing the negative socio-cultural effects of tourism, it contributes to the prominence of positive socio-cultural effects.
- It contributes to the minimization of many negative environmental impacts resulting from unplanned development.
- Contributes to the tourism sector to met its need of qualified and well-trained personnel
- It prevents the uncontrolled development of tourism in the region.
- Contributes to make the usage of land in the region more effectively.
- It causes a positive change in the region.
- It makes important contributions to the cultural structure of society.
- Prevents difficulties in the capacity of the region's transportation activities.
- It contributes to limit the excessive increase in the number of tourists.
- It contributes to the continuation of certain standards by preventing the deterioration of service quality.

Moreover, according to the World Tourism Organization the benefits of tourism planning are as follows: (UNWTO, 1994:3-4, Cited by Aleaddinoğlu and Aliğaoğlu, 2005:93-94).

- Establishing the objectives of tourism and determining the policies of how these objectives will be accomplished.

- By ensuring the natural and cultural resources that are used today to be maintained for the future and development of tourism, assuring the sustainability of tourism.

- Tourism should be integrated into the general development policies of the country or region and be able to link tourism with other economic sectors.

- It provides a rational backdrop for public and private sectors to take decision on the development of tourism.

- It provides many branches of tourism sector to work in coordination with each other and guarantees various tourism markets to establish mutual affinity with their attractions, facilities, activities and services.

- While minimizing tourism problems that may arise, with the distribution of the benefits of the tourism to the society, it provides economic, social and environmental balances and optimizes them.

- Ensures that many branches of tourism sector work in coordination with each other and provides its charms, facilities, activities, services and various tourism markets to make mutual relations.

- Provides the detailed plans that will be prepared for specific tourism areas which are supporting each other and compatible with each other and for suitable touristic facility design

- While providing organizational and institutional working environment, it also creates a basis for active implementing of tourism development and continuous management.

- It encourages the active use of investment and efforts in order to improve tourism.

### **2.1.3. Types of Tourism Planning**

With the rapid development of the tourism industry in recent years, the importance of planning tourism activities has increased. Studies conducted in this context have shown that tourism planning activities are quite different from each other in terms of approach, purpose and scope (Pearce, 2000:191). When designing a region's tourism planning, it is very important for the region to analyze the tourism resources, relationship with the environment and socio-cultural characteristics correctly and implement the most suitable planning type for the region. On the other hand, planning activities are generally classified under two groups in the literature in terms of the periods they are applied and the area they covered.

#### **2.1.3.1. Tourism Planning in Periodical Term**

TPA are implemented within the framework of periodic planning in order to achieve a certain aim within a certain period. In addition, when the types of periodic planning are classified according to the period in which they are applied, they appear as three different applications. These are the strategic tourism plans including short-term TP, medium-term TP and longer-term operations.

##### **2.1.3.1.1. Short-Term Tourism Planning**

Short term TP is the type of planning implemented within the shortest period among the activities that are periodically bound to certain boundaries among tourism planning activities. Activities in this type of planning are generally planned to be carried out within 1-2 years and they include the investments that include political and economic feasibility studies for a specific region (İçöz and Erdoğan, 2007:274). In other words, such planning is generally related to economic and political current developments and aims to achieve fast and effective results.

##### **2.1.3.1.2. Medium–Term Tourism Planning**

Medium-term TP is another example of periodic planning activities, are periodic planning types, also called “Tactical Plans” covering 3-6 years. This type of

tourism planning can be expressed in terms of regional-based economic development and touristic investment planning as part of national plans in terms of the time it covers (İçöz et al, 2002: 82). We can show development plans that are prepared in Turkey as a five year period and that have the quality of being mandatory to the public sector and guide for the private sector as an example of medium-term plans (Kozak et al, 1999:87). In other words, in this type of planning, planners can create more comprehensive and effective planning activities within the period determined to be a part of national plans.

#### **2.1.3.1.3. Long–Term Strategic Tourism Planning**

The diversification of the objectives and scope of tourism plans has become more prominent in recent years. Tourism plans, which were prepared as master plans in the past and completed in a few years, are being prepared as strategic plans and it is aimed to shed light on the future. In addition, the plans prepared for the development of the tourism industry come to the forefront with features involving more integrated and different action plans. On the other hand, due to the nature of planning activities, it is expected to cover specific objectives and targets. Therefore, it is necessary to include certain strategies in order to achieve success (Peach, 1995:11).

Determining and realizing strategies for a destination is the first activity in terms of strategic management. The first step of the strategy determination process is to decide the vision and mission for the destination by considering its social values. However, the development of specific objectives and policies for the understanding of the vision constitutes the second step of long-term strategic tourism planning (Shahmirzadi,2012:61). Such long-term strategic plans are developed by the national tourism organizations of the countries. In other words, it is among the tasks of national tourism organizations to prepare big plans in this context apart from their existing duties (Soteriou and Coccossis, 2010:192).



#### **2.1.4. Tourism Planning in Terms of Scope**

Although the objectives of tourism planning activities are similar, it is seen that the scales used during the implementation differ. However, it is possible to examine regional based tourism plans in three classes as local, destination and regional scales (Gunn and Var, 2002:23). On the other hand, İçöz et al. (2002:84), also includes national and international tourism plans to the region based tourism plans.

##### **2.1.4.1. Tourism Planning in Local Area**

Some countries or regions need local-level planning that targets sub-units rather than comprehensive regional plans. This type of plannings usually include infrastructure services, transportation network, tourist attractions and services and arrangements related to the areas of accommodation facilities (Inskip, 1991:36-37). In addition, it can be said that such small-scale plans are based on larger-scale regional and destination plans. Thus, what needs to be done in order to achieve success in tourism is put forward perceptibly (Gunn, 1994:337).

On the other hand, the creation of local plans with a participatory approach prevents conflicts among different stakeholders and also aims to determine the development opportunities and environmental-based effects of the planned resources and areas to be used in the future (Williams, et al. 1998:863).

##### **2.1.4.2. Tourism Planning in Destination Area**

Although there are many different definitions of destination in the literature, (Gunn 1994:25) defines the destination concept as an area that is suitable for mass development as a geographical region and can meet the needs of the visitors significantly. On the other hand, destinations, as well as being part of a specific region, also have certain touristic attractions and services that will appeal to the tourists as a system on their own. (Dredge, 1999:778). Therefore, destinations need to be planned carefully, by taking their cultural, social and economic characteristics into account.

#### **2.1.4.3. Tourism Planning in Regional Area**

The plans created in order to reach the objectives in tourism and covering a specific region or more than one region within a country are expressed as regional tourism plans (İçöz et al, 2002:87). In addition, when such comprehensive plans are examined in detail, we can state that regional plans in large countries and national plans in small countries show similarities. In other words, regional-based tourism plans consist of comprehensive planning activities that include tourism and attraction points, specific areas and tour points, covering transportation and infrastructure networks which are prepared in line with the strategies and tourism policies adopted, (Inskeep, 1991:362). Parallel with this, regional plans include proposals aimed for the development of tourism. Such plans have a significant impact in determining the destinations with high potential of tourism development. Long-term infrastructure services should be focused on t planning (Peach, 1995:18).

#### **2.1.5. Approaches to the Tourism Planning**

The complex and constantly developing structure of the tourism sector makes it a necessity to act in coordination with the social, environmental and technological developments that are emerging and constantly changing. When designing a long-term tourism planning in any destination, all these developments should be acted upon and the correct planning activity in which all stakeholders will play an effective role should be determined.

Tourism planning, which is defined as the application of general planning concepts and approaches by adapting them to specific features of the tourism system, is the planning that should be considered as part of the comprehensive planning for a region. However, TP is usually done as a separate plan. While this kind of planning is being done, integration with general development policies, plans and programs of tourism sector should be provided (Inskeep, 1991:34, Cited by, Aleaddinoğlu and Aliğaoğlu, 2005:92).

In the evaluation phase of the aforementioned planning activities, the development of different approaches to planning activities is affected upon the different evaluations, new scientific approaches and the positive effects of techniques

to the field (Baidal, 2004:316). The new socio-economic, political and technological developments mentioned above have triggered the formation of new approaches in planning activities and shaped the planning activities (Yang and Wall, 2008:168). Beyond these developments, the change that the tourism sector has experienced in integration with new developments, differentiated tourism demands and the perception of new tourists in line with new international trends have triggered these different approaches.

Ruhanen (2004:241) and Andriotis (2007:68) classify these different approaches in tourism planning activities as follows; Economic approach, environmental approach, social approach, sustainable approach, systematic approach, strategic approach and integrated approach.

#### **2.1.5.1. Economic Approach**

The economic effects of the tourism industry are perhaps the most visible and probably on the top of the most desirable effects. Economic based approach in tourism planning is an approach that emerged with the concept of "Modernization" which expresses the development of tourism activities in the early 1960s and 1970s. In the economy-oriented tourism planning approach, tourism activities are generally used for economic growth and development, social and environmental impacts are not taken into consideration (Sharpley, 2008:15). The emergence of such a planning approach stems from the preference of an economic-based structuring rather than a tourism-based restructuring due to the rapidly developing structure of the tourism sector (Van Lier, 1993:8).

In the economy-oriented approach, tourism is used as a tool for achieving economic goals. Neither social and environmental priorities are included in this approach, nor the analysis of how the social benefits of tourism will be distributed is made (Baidal, 2004:317). While this situation causes economic development and vitality in the region at the beginning of the natural process of tourism, it causes social and environmental negative effects of tourism in the region in the long term. As a result, it is seen that there is a need for new and more socially and environmentally sensitive tourism planning activities instead of tourism activities of the destination which become inoperable.

### **2.1.5.2. Environmental Approach**

Tourism sector has a close relationship with the environment at the stage of development and marketing. For example; if we consider the tourism industry as a building, environmental factors form the basis of this building. The effect of environmental factors is also important for a region to take its place in the market as a tourist destination. On the other hand, physical environmental factors are also needed to create tourist attraction during the development of tourism. In addition, according to Inskeep (1991:339), the use of areas needed for the development of tourism activities also emphasizes another relationship between tourism and environment.

Environment-oriented approaches in tourism planning have a critical perspective on economy-oriented approaches. In addition, this approach aims to examine the impacts of tourism on the environment as a response to the ignoring of the environmental impacts by economic-oriented approach. In particular, with the rapidly developing tourism activities since the 1960s, it became necessary to make environmental based plans parallel to the economic based plans. The rapid development of tourism in these years has brought the environmental impacts to the agenda. In addition, as the ignoring of environmental impacts causes other problems, assessments defending that these two approaches' acting coordinated with each other is beneficial, come into the prominence (Ruhanen, 2004:240-241).

### **2.1.5.3. Social Approach**

Towards the end of the 1970s, a number of studies criticizing tourism activities of having some negative socio-cultural impacts, led to the emergence of a community-based approach. The community-based approach aims to determine and eliminate the negative socio-cultural effects of tourism activities and to make the necessary tourism planning in order for local people to benefit from the benefits that will be achieved from tourism activities at the highest level (Baidal, 2004:317-318).

The social approach suggests that there should be a solid and sustainable relationship between activity practitioners and local residents in a region where tourism activities are carried out. It is clear that a tourism development that is not

supported by local people will not be long lasting and functional. Moreover, this type of approach will be useful for establishing intense relations between local people and tourism sector. Finally, according to this approach, planning the tourism plan designed for the region by considering the opinions and suggestions of the local people is also very important for the sustainable tourism understanding (Tosun and Jenkins, 1998:105). In other words, the social approach to tourism planning, focuses on the people inherently and aims to maximize the people of the region to benefit while minimizing the risk of people to experience negative effects.

#### **2.1.5.4. Sustainable Approach**

The close relationship of the tourism sector with the environment and its realization in an environment integrated with this environment is of vital importance in ensuring the sustainability of environmental resources in terms of tourism and transferring it to future generations. Even the developments in recent years are effective in bringing the concept of “Sustainable Tourism to the forefront (Avcıkurt, 1996:121). In the last 50 years, due to the development of tourism as a mass movement, environmental effects have reached destructive dimensions. In addition, the fact that general tourism policy makers and local governments do not have a vision to protect touristic resources and take any steps to protect touristic and cultural values are obstacles to sustainability. In order to ensure sustainability in tourism activities, it is necessary that destination managers and tourism planners take into account the natural and cultural environment rather than the numerical dimensions of tourism (Altanlar and Kesim, 2011:3).

Tourism planning approaches focusing on sustainability generally focus on the use of existing tourism resources as long as possible and transfer them to future generations, while at the same time focusing on economic developments and environmental impacts, and also appear as activities for the harmonization of today's needs and future needs (Page and Thorn, 1997:60).

#### **2.1.5.5. Systematic Approach**

A whole consisting of compatible and balanced parts is called a system. In other words, it is defined by the concept of a “system which consist of subsystems (Aydın, 2010:133). In order to examine the concept of the system in more detail, it is the expression of a whole consisting of parts and having a process in which these parts work in harmony where inputs turn into outputs and have certain limits in terms of their characteristics (Bolat et al, 2014:45). The concept of tourism is the expression of a system whose parts within are interdependent. The parts of the system are interwoven with relationship networks that have an order and variant in itself (İçöz et al, 2002:85). On the other hand, the advantages of the systematic approach include holistic, process-oriented, interdisciplinary analytical and utilitarian thinking (Tosun and Jenkins, 1998:104).

The tourism sector, by its very nature, has a complex network of relationships and is in a constantly changing environment. Therefore, the institutions operating in the tourism sector should analyze these environmental transformations thoroughly and the enterprises operating in the sector should be synchronized to these changes ideally (Formica and Kothari, 2008:356). In order for better understanding of the relations within the tourism system, it is necessary to separate tourism into certain parts. In this sense, there are approaches to address tourism within this framework (Andriotis, 2007:69). One of these studies belongs to Gunn and Var (2002:34). In this study, where the functioning of the tourism system is considered as a model, it meets two basic processes as demand and supply, and in order to achieve success in tourism, tourism planners should be interested in many processes.

#### **2.1.5.6. Market - Oriented Strategic Approach**

Among the planning approaches, while the market-oriented strategic approach is an approach to implement, every development-oriented planning approach uses this approach as a tool essentially (Andriotis, 2007:70). On the other hand, the market-oriented strategic approach exists as a response to more production targeted by the supply-oriented approach. For example, the private sector and public institutions make large investments. This situation leads to overproduction in the

future. Recently, many hotels in the Mediterranean and Aegean coasts are facing overproduction. This shows that the available resources are used unplanned and the use of available resources for future generations is ignored.

As a result, it can be said that economic, social and environmental effects are ignored with these approaches (Tosun and Timothy, 2001:356). In other words, preferring a supply-oriented approach rather than a market-oriented approach is a type of planning that is beneficial for both the private sector and public institutions, and it can be said that it is a more preferable approach with its beneficial applications for effective and long-term use of resources.

#### **2.1.5.7. Integrated Approach**

In tourism planning activities, it is extremely important to exchange ideas with all stakeholders in the tourism sector and to consider their suggestions. On the other hand, although the ongoing tourism plans include the ideas and suggestions of different stakeholders such as public, private sector and non governmental organizations (NGOs), they are generally insufficient. However, since the concept of integrative planning includes the ideas of different segments and cooperates with different sectors, the importance of the integrative approach within the scope of tourism planning activities is extremely high (Şahbaz and Akdu, 2010:160). With the approach of integrative planning it is aimed to cluster different tourism stakeholders around common plans and this is also a requirement of the close cooperation of the tourism sector with other sectors.

When making a plan for a specific touristic destination that is aimed for tourism planning, it should be taken into consideration that the enterprises operating in the region and belonging to other sectors will also use the airports, ports, roads and other infrastructure services located in the region and care should be taken at the same time not to harm the touristic attractions of the region by different sectors (İlhan, 1999:38).

#### **2.1.5.7.1. Definition of Integrated Approach**

Integrative tourism planning approach; It refers to a multi-stakeholder approach, which includes all stakeholders, independent undertakings, civil society, local people and the involvement of the government in planning activities in the tourism sector. In other words, integrative tourism planning represents the “intersection point of sectoral plans”. With this type of tourism planning, it is aimed to integrate the national or international tourism market of a certain region (Tosun and Jenkins, 1998:105).

Baud-Bovy (1982: 308), in his study of the IPA (Integrated Planning Approach), suggested that integrative tourism planning activities are a method that every segment of society trusts for the balanced spread of tourism activities among all social groups and the development of a balanced development in all regions. At the same time, tourism-based development plans were expressed as “should be compatible with the socio-economic development level of the society, policy-based practices should be acceptable, man-made works, socio-cultural values, other sectors of the economy, financial plans and international tourism markets should be integrated” (Cited by Andriotis, 2007:66). In other words, integrated planning activities are a planning approach for integrating the political, economic, social and environmental values of the destination with tourism enterprises (Marcouiller, 1997: 341).

#### **2.1.5.7.2. Dimension of Integrated Approach**

Due to the structural differences between the different sectors operating in today's economic system, it is natural to have different plannings. On the other hand, it is a necessity to be some inconsistencies in planning between these different sectors. However, if a planning is to be established within the framework of an IA (Integrated Approach), the execution of the plans in a complementary manner among the different levels of management within the public managers, ensuring coordination between the public and private sectors and securing the plans to each other, becomes a necessity (Timoty, 1998:53). Contrary to the problem solving techniques in traditional planning methods, planning is considered as a design system



in integrative tourism planning. In essence of this approach, the planner should understand the planning in the first stage with various modeling and analyze the relations with other components correctly (Getz, 1986: 29-30). It would be correct to evaluate the dimensions of this type of planning approach under two main headings. These are; governmental dimensions and public dimensions.

#### **2.1.5.7.2.1. Governmental Dimension**

The role of governments in the integrated planning approach is indisputably important. The role of the governments in tourism planning activities varies according to the level of development of the countries. In more detail, for example, while the role of governments in developed western countries is limited to creating an appropriate economic climate by establishing policies to meet the expectations of society for the development of tourism, in less developed countries, governments have to be more active, entrepreneurial and act more effectively in terms of management. In addition, developing countries have two main tasks. When we consider these tasks in stages, states form the necessary policies and plans in the first stage and manage and support the development of tourism in the second stage (Sharpley, 2008:16-17).

States regulate the development of tourism activities within the scope of planning policies by designing transport networks, establishing environmental waste systems, setting standards related to health and safety, or planning and implementing investments in different areas (Jones et al. 2003:9). In addition, it is clear that in recent years, especially in developing countries, Governments are more active in the development of tourism plans and in the implementation of these plans in a certain system than in the past (Marzuki and Hay, 2013:494).

In order for the tourism plans, which are formed within the framework of IPA, to reach the intended targets in the most accurate and fastest way, as well as local authorities, governments should also take an active role in the process. There are a number of instruments that governments can use to support plans by law and provide the private sector with mobility and motivate local people to tourism. Therefore, the role of states in the integrated planning approach is indisputably important.

#### **2.1.5.7.2.2. Public Dimension**

The economic benefits of tourism activities for destinations cannot be discussed, and most of the planning approaches have focused on these economic returns. However, in his study, Burns (2004: 27), came up with a different argument and argued that tourism is considered as a system, a culture and a integrated approach as a focused approach to human development.

The activities carried out within the scope of tourism planning activities should develop in coordination with representatives of private sector, non-governmental organizations and enterprises and public institutions should play an active role as another dominant group from management. Public institutions generally play a role in the creation of laws and rules and the continuity of the sector (Gunn and Var, 2002: 11).

All stakeholders have equal rights to decisions that affect their future. Public participation of decision-making process in tourism planning is a new understanding in most of the developing countries and it is not easy to change the existing traditional mentality. If local people want to benefit from tourism and gain economic benefits, they should participate in the decisions taken. With the participation of the public in the decision-making process, the benefit from tourism will be increased in all parts of the country. Public participation in tourism planning means that community leaders, voters (local people) and planners come together and exchange ideas by assembling meetings in which the development goals of tourism are discussed and negotiated. (Timothy, 1999:373: Bahaire, E.White, 1999:248 Cited by Shahbaz and Akdu, 2010: 155).

Local businesses as well as the groups and individuals capable of making decisions in the society are examined in the public dimension of the integrated approach which we examine within the framework of planning activities. In addition to hotels, agencies, restaurants and etc. which are directly active in the tourism industry; it would be beneficial for other industries that are indirectly active within the tourism industry such as hospitals, transportation companies and etc., to be involved in the decision-making processes as shareholders in the tourism industry in order to make more correct and applicable decisions. This would trigger a

harmonious and quality communication process between the local people and the decision-makers through the enterprises and would help the planned region to operate more efficiently in the tourism industry.

### **2.1.5.7.3. Advantages of Integrated Approach**

When compared to other planning approaches, it is clearly seen that the integrated approach provides significant productivity in the planned area. The fact that the economic approach or the other types of approaches are essentially capital-oriented and closed to the sensitivity and ideas of other stakeholders reveals the functionality of the integrated approach

Miskowiak (2004;3-6) mentioned various benefits of the participation of different stakeholders of the tourism sector in the planning process that is practiced within the framework of integrated approach and listed these benefits as follows.

- The involvement of Community in the planning process helps planners and local governments to make better decisions during the process.

- Integrated planning helps planners to identify the needs of the community and make more effective decisions that fully reflect the values of the public.

- Integrated planning helps the community to be responsible. Planning affects the lives and values of all members in a society, and therefore they deserve the opportunities offered to participate in planning.

- Equal participation of all members of society should be provided with the Integrated approach. Participation should authorize the public to be more active in management. Active participation should help to take responsibility for the community (Cited by Penpelioglu, 2012:61).

On the other hand, the implementation of integrated approach in a certain region in terms of regional market has advantages such as;

- Paying attention to the supply-demand equilibrium and carrying out its activities on this equilibrium.

- Aiming to maximize the economic returns of activities.

- Aiming to minimize the social disruption.

- Showing sensitivity to reduce environmental degradation.
- Aiming to use human resources correctly and effectively.

(<https://tourismplanningprofessionals.com/?p=380> Access: 10.07.2019)

#### **2.1.5.7.4. Disadvantages of Integrated Approach**

Although for all the stakeholders of the tourism planning actions that operate in the tourism industry to act in coordination in the decision-making process have positive results in many ways; it is also likely to trigger some negativities. The idea of acting together by taking the opinions of many stakeholders, differences of priority between stakeholders and conflicts of interest may damage the spirit of acting together and cause slowdowns and blockages in certain areas.

In some cases, this may extend the planning process or prevent it from being implemented correctly. In cases where there is no consensus among the stakeholders, it is possible that some activities that are very important and obligatory for the region cannot be put into service. In situations like these, local authorities and non-governmental organizations should take the initiative and pave the way in order to make the right decisions for the region.

#### **2.1.5.7.5. Examples of Integrated Approach**

The concept of urban tourism, which has been extensively studied especially in the last 30 years, has been the focus of interest in planning activities. With their complex and mobile structures, cities have been forced to continue their spatial activities more intensely with the influence of tourism. This situation has also found a place in the academy and studies in which the integrated approach is used have emerged.

In the ongoing literature studies, various studies have been carried out revealing the importance of making integrated plans for tourism planning activities and the adoption of a community-oriented tourism planning approach by abandoning the economy-based tourism planning approach has come to the agenda. These are; Choy,1991; Rosenow and Pulsipher, 1979; Godfrey and Clarke, 2000; Timothy, 1999). Also it is possible to mention about various approaches – “Integrated and

Integrative Tourism Planning” (Butler, 1991; Gunn, 1988,1994; Ioannides, 1995; Inskip, 1988, 1991; Marcouiller, 1997; Pearce, 1989; Pearce and Moscardo, 1999), “Responsible and Responsive Tourism Planning” (Haywood, 1988; Ritchie, 1993), “Comprehensive and Balanced Tourism Planning” (Madrigal, 1993; Murphy, 1985), “Collaborative Tourism Planning” (Jamal and Getz, 1995; Reed, 1997, 2000; Sautter and Leisen, 1999; Williams et al, 1998),“Participatory Tourism Planning” (Timothy, 1999), “Inclusive Tourism Planning” (Costa, 2001; Madrigal, 1995; Prentice, 1993), and “Dialogic Tourism Planning” (Jamal, Stein and Harper, 2002)- that adopt this approach in Tourism planning literature (Penpelioglu, 2012:60).

On the other hand, Grybovych (2008: 125-127) listed some of the integrated tourism planning studies conducted to date around the world as follows; (Cited by, Penpelioglu, 2012: 61). These are;

In Table 5, we can see some sample studies conducted worldwide in the last 30 years. As most of these studies were conducted in Canada, England and similar developed countries; it is also seen on another step that developing countries also took place in these studies.

**Table 5: Global Examples of Integrated Tourism Planning Approach**

Cooke	(1982)	Public Participation in Tourism Development, Community Carrying Capacity and Tourism Planning	Canada
Keogh	(1990)	Study of Public Participation in Tourism Planning	Canada
Prentice	(1993)	Study of Public Participation in Tourism Planning	UK
Fletcher and Cooper	(1996)	Strategic Tourism Planning in Hungary,	Hungary
Lewis	(1998)	Rural Tourism Development Study in India	US
Timothy	(1998, 1999)	Study of Participatory Tourism Planning in Yogyakarta	Indonesia
Bahaire And Elliott-White	(1999)	Study of Public Participation in Tourism Planning in York	UK
Hanna	(2000)	Participant Resource Research in Vancouver	Canada
King, Mcvey and Simmons	(2000)	Community- Oriented Tourism Development Study	South Pacific
Mitchell And Eagles	(2001)	Integrated Tourism Planning Study	Peru
Harrill And Potts	(2003)	Tourism Planning Study	US
Reid	(2004)	Community-Based Tourism Planning Study	Canada
Tosun	(2006)	Tourism Planning Work in Urgup	Turkey

Resource: (Grybovych 2008: 125-127 Cited by, Penpelioglu, 2012:61)

## **PART III**

### **A QUALITATIVE RESEARCH ON DEVELOPMENT OF URBAN TOURISM POTENTIAL IN IZMIR**

#### **3.1. An Evaluation on Urban Tourism Potential of Izmir**

##### **3.1.1. General Evaluation of Izmir Tourism from Past to Present**

Izmir is a city that has been home to many civilizations with its mysterious past of more than 8000 years. It has been an important destination in terms of culture, health and thermal tourism before and after the Republic. It was an important tourism centre with its cultural and religious features and the social and cultural structure of the people living in that period and continued to be so after the establishment of Republic. In addition, the main developments in the field of tourism are the stages of fair and exhibition tourism that emerged after the republic. In this context, the first September 9th exhibition was opened between September 4-25, 1927, and this exhibition continued in the following years. In 1935, it took the name "Izmir September 9th Fair" and in the same year the foundation of the fair was laid and on September 1st, 1936 the Izmir International Fair was opened. In the same year, 361 thousand visitors came to the fair and approximately 104 thousand of these visitors came from outside of Izmir. Most of the visitors had to use the railway since the transportation networks have not been developed yet. The number of foreign visitors to the fair that very year was around 3200. When this situation is taken as a criterion, it can be said that a tourism movement was formed by considering the conditions of the period.

From the 1950s onwards, there was a revival in terms of tourism, but it was seen that the touristic facilities and infrastructures were insufficient. After the arrival of NATO in Izmir after 1955, foreign inflows into the city were seen to be increased. The apparent mobility in the 1960s could be easily recognized by the increasing number of touristic businesses. We can show 22 travel agencies, 35 maritime companies and 8 airline companies operating in Izmir in those years as examples. In the 1970s, we can say that Izmir was an important tourism destination. The need for

more touristic facilities with more bed capacity had been largely taken care of. The 1980s were the years when Izmir was seen as the second most beautiful destination after Istanbul. While this situation was expected to improve and continue in the coming years, it was not as expected and Izmir lost altitude. There were a number of developments in Izmir that adversely affected the development of tourism. The most important ones of these developments are the adoption of mass tourism along with the planned development model, the attempt to make tourism with the attraction power of the sea-sand-sun trio; and the implementation of the Southern Antalya Development Project as the first and the only organized tourism zone within the framework of the establishment of organized tourism regions in the following years. After the first danger signals, concentration of investments on Antalya and Southern Aegean within the framework of the incentive policies applied in subsequent years and the selective credits; was also effective in the decreasing demands to Izmir. On the other hand, the opening of Bodrum and Dalaman airports moved Izmir away from its gateway status (Timur, 2006: 17).

Within the scope of the developing trade and exhibition approach in the following years, Izmir International Fair decreased its attraction power and caused Izmir to lose its effectiveness in this field as well. In addition to these negative developments, since Aegean Region and Izmir are the places where tourism was first developed in Turkey, it got physically impaired day by day due to the unplanned urbanization. The inadequacy of public incentives for Izmir is another disadvantage.

After making these assessments, we see that 8% of all the tourists coming to Turkey in the 1980s came to Izmir. Antalya's tourist population got ahead of Izmir's in 1989 and Istanbul's in 1996 for the first time because of the negative weather conditions in 1990s. This situation is the result of misapplied tourism policies (Timur, 2006: 17)

### **3.1.2. Urban Tourism in Izmir**

Izmir, which is Turkey's third-biggest city and a natural port, is one of Turkey's leading tourism centres with its historical and cultural wealth of 8500 years, a wide range of transportation facilities, 629 km of coastline, climate conditions suitable for



tourism for 12 months and, socio-cultural structure sensitive to culture and art activities and tolerant local people.

7 of the 12 Ionian cities of the ancient period (Phokaia, Klazomenai, Erythrai, Teos, Kolophon, Lebedos, Ephesus) and 3 of the 7 churches mentioned in the Holy book are located within the province of Izmir. This has enabled Izmir to have an enormous amount of experience in terms of archaeological and cultural diversity. Besides, it has the legacy of many civilizational centres in history from Ephesus to Bergama. In terms of faith tourism, it is a belief centre where different societies and beliefs like Muslims, Christians, Jews etc. can live together in peace (İKTM, 2019: 4). It contains different touristic opportunities like culture tourism with its historical places, multicultural structure and rich museums; work and congress tourism with its exhibition and foyer understanding; sea tourism with its beaches that are close to the city centre; cruise tourism since it is a natural port; eco-tourism with its rich fauna and flora; culinary tourism with its various foods and delicacies from production to consumption; shopping tourism with its shopping centres and Kemeraltı, which is titled the world's biggest bazaar; entertainment tourism with various restaurants, cafes and bars along Kordon and Alsancak and; thermal and health tourism with its thermal resources and successful private hospitals.

Although the province of Izmir has almost all of the attractive elements that should be present in a tourism destination; when tourism statistics obtained from official sources are examined, it is seen that it cannot fully fulfil its potential and cannot find the place it deserves in terms of tourist entry compared to competing destinations.

It is seen that Izmir, which should be a brand with its recognition especially in the field of urban tourism and socio-cultural attractiveness, is not where it deserves in terms of touristic recognition and arrival. Tourism actions that develop and take place in Izmir periphery usually pass the city centre and operate in Çeşme-Alaçatı-Foça line, where sea tourism and ancient city tourism is very common thanks to Selçuk-Ephesus, Bergama-Acropolis. Visitors using these touristic advantages do not visit the city centre unless they have to. This situation necessitates the analysis of urban tourism activities in Izmir. Factors preventing the development of urban tourism should be addressed and suggestions should be made to solve them.

### 3.1.2.1. Tourism Data in Izmir

It is necessary to analyze tourism statistics in order to evaluate the existing tourism potential of İzmir. In this context, tourist arrival data, touristic facility data and other touristic activity data are evaluated in this section

#### 3.1.2.1.1. Foreign Visitor Data

**Table 6: Distribution of Foreigners Arriving in Izmir (2017-2019)**

Months	Years			% Change Rate	
	2017	2018	2019	2018/2017	2019/2018
January	13.330	24.330	20.022	82,52	-17,71
February	16.442	27.923	23.919	69,83	-14,34
March	27.846	24.818	37.515	-10,87	51,16
April	43.211	47.039	72.395	8,86	53,90
May	57.378	75.264	96.328	31,17	27,99
June	94.325	139.679	168.636	48,08	20,73
July	157.459	245.724	238.924	56,06	-2,77
August	146.900	168.799	209.909	14,91	24,35
September	105.279	129.191		22,71	
October	62.447	83.301		33,39	
November	17.203	24.175		40,53	
December	21.990	31.333		42,49	
<b>8 MONTH TOTAL</b>	<b>556.891</b>	<b>753.576</b>	<b>866.553</b>	<b>35,32</b>	<b>15,14</b>
<b>GRAND TOTAL</b>	<b>672.299</b>	<b>763.810</b>		<b>13,61</b>	

Resource (İKTM, 2019:41)

As it can be seen clearly in Table 6, as of August 2019, the number of foreign visitors coming to Izmir is 866.553 and we can say that there is an increase of 15.14% when we compare it to 753.576 visitors in the same period of the previous year. However, these numbers are highly inadequate for a destination with various and special tourist resources such as Izmir. This is seen more clearly when Table 7, which shows the statistics of the first 6 cities in terms of foreign inflows in the first 6 months of 2019, is examined.

**Table 7: Foreign Tourist Arrivals Between January-August 2019**

Destination	Number of Tourists	Arrivals through Airway
Antalya	10.328.412	10.303.557
Istanbul	9.883.647	9.956.608
Edirne	2.991.564	----
Muğla	2.387.083	1.969.627
Artvin	1.497.243	1009
Izmir	866.533	793.348

<https://yigm.ktb.gov.tr/TR-9851/turizm-istatistikleri.html> (Access.20.09.2019)

As seen in the Table 7, Antalya and Istanbul host a significant number of tourist inflow to Turkey. While there two destinations host approximately 20 million tourists, it is seen that Izmir only hosts about 1 million even though it has no less of a destination source. There are different reasons for this huge gap. To examine these a little deeper, we can say that Istanbul is a world-famous metropolis, is at the crossroads of trade routes due to its geopolitical location, has various and rich historical and cultural heritage monuments and is very functional thanks to the shopping and event actions and thus; hosts a busy flow of tourists. With these features, Istanbul is a tourist city where urban tourism activities are successfully implemented. Another important reason for this intense flow is that it is an international hub in terms of airline use and has high international accessibility. As it can be seen clearly in the table above, this can be inferred from the fact that the total number of tourists coming to Istanbul and the number of tourists arriving by air are almost equal.

When the above table data is evaluated for the city of Antalya, the highest number of tourists arrives in this city. Although Antalya does not have effective urban tourism resources like Istanbul and Izmir, it seems that it is possible to say that it is successfully running urban tourism activities with its existing resources. However, it is possible to say that the triggering factor of this situation is that Antalya has an effective application of sea-sand-sun tourism, has a high bed capacity

due to the investment incentive zone, and the application of “All Inclusive” type of tourism effectively. Another reason for this strong flow of tourists is the fact that Antalya has an airport with international direct flights. Again, considering the data in Table 7, the fact that the total number of tourists coming to Antalya and the number of tourists arriving by Airline are almost equal can be seen as evidence.

When these data are evaluated in terms of Istanbul and Antalya, it will not be wrong to say that these cities successfully manage the destination management and promote themselves as brand cities by promoting a successful destination in the international tourism market.

And when the data in Table 7 is evaluated for the city of Izmir, it is possible to say that it is not very successful in carrying out destination management and international promotion activities in terms of the number of tourists. A city without recognition in the international tourism market cannot be expected to be successful in tourism. Another important reason for the lack of effective utilization of the existing potential for urban tourism is the fact that it is not a hub with international direct flights for airlines. The lack of that is better understood by taking into account the tourist statistics when compared with the airline facilities of competing destinations.

### 3.1.2.1.2. Museums and Ruins Visitor Data

**Table 8: Number of Visitors in Museums and Ruins in August 2018-2019**

Name of the Museum/Ruin	2018	2019	Change Rate 2019/18
Archaeology Museum	14.477	17.474	20,7
Atatürk Museum	89.199	96.857	8,6
History and Art Museum	5.353	6.055	13,1
Bergama Museum	14.672	18.706	27,5
Ephesus Museum	57.214	73.599	28,6
Çeşme Museum	80.835	94.175	16,5
Ödemiş Museum	1.154	2.830	145,2
Tire Museum	5.049	6.416	27,1
Çakırağa Mansion	-	-	-
Ethnography Museum	23.717	14.513	-38,8
<b>Museum Total</b>	<b>291.670</b>	<b>330.625</b>	<b>13,4</b>
Agora Ruins	20.025	29.570	47,7
Ephesus Ruins	991.737	1.237.442	24,8
St.Jean Basilica	72.166	103.970	44,1
Terrace Houses	206.709	52.075	-74,8
Acropolis Ruins	106.874	132.543	24,0
Asklepieion ruins	50.365	76.153	51,2
Basilica (Kızılavlu)	21.187	28.808	36,0
Teos Ruins	24.489	21.174	-13,5
Metropolis Ruins	5.339	8.330	56,0
Klaros Ruins	-	-	-
<b>Ruins Total</b>	<b>1.498.891</b>	<b>1.690.065</b>	<b>12,8</b>
<b>Grand Total</b>	<b>1.790.561</b>	<b>2.020.690</b>	<b>12,9</b>

Resource: (İKTM, 2019:20)

As of August 2019, the number of tourists visiting the museums and historical sites of Izmir is 2,020,690, an increase of 12.9% compared to the same period of the previous year. During the same period, the most visited place among the museums and historical sites of Izmir province was Ephesus with a total number of 1,237,442 visitors. The Acropolis of Bergama is second and the Basilica of St. Jean is third. The number of private museums in Izmir is 17 and there are 126 pieces of archaeological works. The total number of works including ethnographic works and coins is 11,367.

Considering the museum visitor data in Table 8, it is seen that the total number of visitors to the Archaeological Museum, Atatürk Museum, History and Art Museum, Ethnography Museum and Agora located in Izmir city centre was 152,771 for 2018 and 164,469 as of January- August 2019. In the same period, 1,237,442 people visited Ephesus, which is located in the city of Izmir but outside the city centre, while the total number of museums and historical sites in the province in general was 2,020,690. Based on the data that the number of tourists coming to Izmir within the same period is 866.553, it seems possible to say that Izmir tourism failed to attract tourists to the city centre.

When these statistical data are taken into consideration, we see that the tourists who prefer nearby destinations such as Aydın, Muğla and Denizli also benefit from Izmir's touristic and cultural values, but they either do not find Izmir city centre attractive or pass by for other reasons. The main factors such as the lack of effective implementation of Izmir urban tourism and the fact that Bodrum and Dalaman airports offer more direct flights to abroad prevent the development of Izmir urban tourism. Izmir should conduct urban tourism activities that encourage tourists who come to a district not located in the city centre to come to the city centre.

**Table 9: Number of Certified Facilities and Beds in Izmir for August 2019**

	Food-Drink Facilities	Accommodation Facilities		
		Number of Facilities	Room	Bed
Facilities with Operation Certificate	63	214	19.307	39.632
Facilities with Investment Certificate	9	58	4.241	9.145
<b>Total</b>	<b>72</b>	<b>272</b>	<b>23.548</b>	<b>48.777</b>

Resource: (İKTM, 2019:36)

According to the data in Table 9, there are 63 enterprises and 9 investment certified food and beverage facilities in Izmir as of August 2019. The bed capacity of 214 operating certified accommodation facilities throughout the province is 39,632 and the bed capacity of 58 facilities with investment certificates is determined as

9,145. The total bed capacity is 48,777. In addition, there are 42,793 beds and 1,249 facilities certified by the Municipality.

The number of tourism facilities and the number of beds does not seem sufficient for a brand city like Izmir which is expected to be a pioneer in tourism. Izmir has a total bed capacity of around 91,000 and this number is around 10% of its competitors in the same segment, Istanbul and Antalya. It is clear that the bed capacity to accommodate more tourists in Izmir should be increased significantly in the city centre for general tourism applications in terms of the development of urban tourism.

**Table 10: Distribution of Certified Accommodation Facilities in Izmir by Years**

Years	Number of Facilities with Operation Certificate	Number of Facilities with Investment Certificate	Total
2014	176	52	228
2015	174	75	249
2016	183	85	268
2017	191	80	271
2018	207	61	268
2019(July)	214	58	272

Resource: (İKTM, 2019:37)

In Table 10, it is seen that the investments in the accommodation facilities that are certified by the Ministry of Culture and Tourism in Izmir have decreased in the last three years, but the number of the facilities that have started to operate and have received an operating certificate is increasing. On the other hand, as of August 2019, a total of 465 travel agencies are active. 456 of these are group A and 9 of them are group C certified.

Considering the transportation preferences of the tourists, as of August 2019, 192.712 tourists came to Izmir by air and 17.197 by sea. Compared to last year, there is an increase of 23.65% in the number of tourists arriving by air and 32.87% in the number of arrivals by sea. (İKTM, 2019: 38)

**Table 11: Izmir Cruise Tourism Data (2003-2018)**

<b>Number of Cruise Ship/Passenger (Domestic-Foreign) Arriving at Izmir- Alsancak Port (2003-2017)</b>		
<b>Year</b>	<b>Number of Arriving Cruise Ships</b>	<b>Number of Incoming Passengers</b>
2003	5	3.271
2004	32	77.000
2005	26	67.801
2006	94	184.084
2007	122	288.213
2008	128	318.842
2009	127	306.521
2010	141	352.387
2011	272	483.389
2012	286	468.635
2013	198	481.201
2014	136	330.892
2015	114	217.848
2016	-	-
2017	18	7.121
2018	-	-

Resource: (İKTM, 2019:43)

According to the data of Izmir's cruise tourism in Table 11, cruise ship services started in 2003 continued in 2017 despite the decrease in numbers, and 7.121 visitors arrived in 18 ships. It is seen that no voyages were organized in 2018. Despite the lack of efforts conducted in cooperation with the sector in order to restart these voyages, cruise tourism is extremely important for Izmir which is a natural port. According to the above statistics, the arrival of cruise tourists exceeding 300.000 bands and even 500.000 bands in 2007 and the following years is very important especially for the city and urban tourism. Such a flow of tourists is extremely important in terms of tourist mobility and awareness in the international market for Izmir.

### **3.1.2.2. Urban Tourism Resources in Izmir**

Izmir has many historical and cultural structures as a cosmopolitan city that has hosted thousands of civilizations throughout history. Besides, it has many natural



tourist products thanks to its geographic location and climate. Since the urban tourism performance of Izmir is mentioned in this study, some of the tourism resources that have become a brand in Izmir and the ones with high brand value are listed below with brief information. Apart from these touristic resources, it would be right to say that there are many private museums, examples of civil architecture, religious buildings, recreation areas, cultural arts and entertainment centres, shopping centres, sports activities etc. in the city centre. As mentioned above, touristic resources with high brand value are listed in this section.

***Clock Tower:*** Located in Konak Square, the tower was built by Grand Vizier Sait Pasha in 1901 for the 25th anniversary of Sultan Abdülhamit's crowning. It graces Konak Square like a pearl with its extremely elegant appearance. The clock of the tower was gifted by the German Emperor Wilhelm II. There are fountains in four corners of the room under the Clock Tower which is accepted as the symbol of Izmir.

***Elevator:*** Due to the elevation difference between Mithatpaşa Street and Halil Rıfat Paşa district, an elevator was built in 1907 by Jewish businessman Nesim Levi to facilitate transportation between the two districts. The café and restaurant on the upper terrace offer visitors a unique view of the bay. It is located in Karataş.

***Izmir Archaeological Museum:*** Archaeological finds from the excavations carried out in the ruins around Izmir are exhibited in the Upper Floor Hall of the three-storey museum. Marble works such as statues, busts, portraits and masks are exhibited from the Archaic Period to the end of the Roman Period.

***Izmir Ethnography Museum:*** It is a Neo-Classical building built in the 19th century adjacent to the Archaeological Museum. The structure was allocated to the plague patients in 1831 and to the poor Christian families in 1845. The building, which is made of face stones, was restored and started to be used as a museum in 1988.

***Izmir History and Art Museum:*** Izmir History and Art Museum, located in Kültürpark, consists of three separate sections. At the entrance, the building on the right hosts stone artefacts, the building in the middle hosts ceramic artefacts and, the building on the left hosts valuable items chloride (<https://izmir.ktb.gov.tr/TR-210567/tarihi-ve-turistik-yerler.html>, Access: 21.09.2019).

**Agora:** Agora, located in Namazgâh district of Izmir, dates back to the Roman period with its current appearance. The Agora was a place where political gatherings and daily shopping activities took place in ancient times. The Izmir Agora is more of a state agora than a commercial one. It is the largest known agora in the world.

**Yeşilova Mound:** It is located in the Karacaoğlan neighbourhood in the Bornova district of Izmir, in the south of the Manda Stream. The settlement is located in the plains in an unbuilt land and belongs to Çimentaş, a company with a cement factory in the Bornova Plain. The settlement area is 4 km away from the seaside.

**Kadifekale / Pagos:** Kadifekale, which was established at a point dominating the gulf in the centre of Izmir, was built in 3rd century BC by Lysimachos, one of the generals of Alexander the Great, on his instructions. Kadifekale, which adorns the city like a crown, could not survive to the present day with its original features. Since the castle was also used during the Roman, Byzantine, Principalities and Ottoman periods, it bears the traces of the repairs during these periods. Although the castle is surrounded by a modern settlement today, the walls of the Hellenistic and Roman periods can still be seen (<https://izmir.ktb.gov.tr/TR-210567/tarihi-ve-turistik-yerler.html>, Access: 21.09.2019).

**Kemeraltı:** The historical Kemeraltı Bazaar, which is the largest open-air bazaar in the world, covers the region extending from the Mezarlıkbaşı district to Konak Square and reflects an excellent history. When it was first built, the bazaar was partly vaulted, covered with tiles and looked like a covered bazaar with its side streets and arastas (covered sections in a bazaar where artisans of the same occupation worked), and it took the name Kemeraltı from this feature

**Havra Street:** It is one of the most active regions of Kemeraltı. The street is named after many synagogues in this area.

**Basmane Hotels Street:** Concentrated on the 1296 Street, Hotels Street is made up of housings built in the first quarter of the 20th century and became

important after these housings started to be used as hotels in time. Hotels Street has an adjoining structure with one or two storeys and a basement.

**Yalı (Konak) Mosque:** One of the most elegant mosques in Izmir with its magnificent glazed tiles and octagonal plan, Yalı (Konak) Mosque was built in the 18th century by Ayşe Hatun, the daughter of Mehmet Pasha. The mosque decorated with turquoise tiles is identified with Konak Square.

**St. Polycarp Church:** It was built in the name of St. Polycarp who was martyred in 155 AC in the stadium nearby present day Kadifekale by the Romans because of his beliefs at the age of 86 and it is the oldest church in Izmir. Its construction dates back to 1625. It was built with the will of King of France Louis XIII and the permission of the Ottoman Empire Suleyman the Magnificent. The murals on the inner walls of the building are worth seeing.

**Culture Park:** It is the main recreation area of people of Izmir with its palm trees and green vegetation peculiar to Mediterranean and sports and entertainment facilities. The International Izmir Fair opens here at the end of August every year since 1936.

**Kordonboyu:** Kordonboyu (I. Kordon), which has inspired poems and songs, is an environment of entertainment and joy with romantic sunsets, sea breeze, bars, cafes, fish restaurants, fancy shops, parades and running and cycling tracks located at the coastline of the famous Alsancak district.

**Balçova Hot Springs:** "Agamemnon Hot Springs", which is mentioned in the epics of Homer and the works of the geographer Strabon, has been used as a healing source from ancient times to the present day. These springs where the wounds of Alexander the Great's soldiers were treated were very famous at that time. This region is also referred to as "Balçova Hot Springs" today and contains hot water, mud baths and drinking water. Balçova Hot Springs, which also hold accommodation facilities, are mostly useful for patients with upper respiratory tract diseases, chronic inflammations, rheumatism and metabolism and skin diseases. The healing water in the Balçova Springs includes sodium chloride (<https://izmir.ktb.gov.tr/TR-210567/tarihi-ve-turistik-yerler.html>, Access: 21.09.2019).

## **3.2. RESEARCH**

In this chapter a qualitative research is emphasised in order to evaluate the urban tourism performance of the city of Izmir, which is the subject of this study; to determine the factors preventing the city from activating its potential by using the integrated approach since its urban tourism potential is not at the desired level despite the city having sufficient touristic sources and; to identify the suggestions for the solution of these preventive factors. First of all, information will be given about qualitative research design as an approach used in the research process. In the next stage, the procedures used in the research and explanations about the process are given. And finally, findings are discussed based on data collection techniques and data analysis sections.

### **3.2.1. Purpose and Importance of the Research**

The aim of the research is to develop common solution suggestions by getting the opinions of every stakeholder in the sector during the planning and conducting phases of the activities in Izmir tourism by using the integrated approach, which is one of the tourism planning approaches in the development of urban tourism potential of the city of Izmir, where the urban tourism potential is deemed insufficient, and; to propose solutions that can help to improve this potential.

The concept of urban tourism, which has found a significant area of study in the tourism literature in the last 30 years, constitutes an important part of today's tourist travels. As a tourist destination, cities have a much more diverse and accessible tourist resource than other alternative destinations. The interest in cities has increased day by day thanks to this structure, and tourism professionals and local administrations wishing to make use of this potential have made various infrastructure and superstructure investments in order to benefit from the competitive environment with other cities. The fact that tourism types such as business, congress, culture, shopping, health, faith, gastronomy etc. that are internalized by the concept of urban tourism can be seen in one single destination at the same time has caused the cities to be seen as attraction centres by the tourists. The mass tourism

movements that progress in this context have necessitated the tourism planning activities of the cities in accordance with today's conditions.

In this research, the reasons why Izmir, which is the 3rd biggest city in Turkey and has most of the urban tourism sources of a destination, is not as successful as the other cities in the same competitive environment are measured; one of the tourism planning approaches, integrated approach, in which all the tourism stakeholders are active in the decision-making process is proposed and; this approach is thought to be functional if used in the development of urban tourism potential of Izmir.

In order to achieve successful tourism planning, it is necessary to act in cooperation by providing the support of the sector representatives operating in the tourism industry, central and local administrations and local people. With the integration of all these actors responsible for destination management, successful urban tourism can be implemented. The research manifests a problem that has not been evaluated before and is an important effort to provide a different perspective to tourism literature.

### **3.2.2. Scope and Limitations of the Research**

The stakeholders on the subject (authorities of Republic of Turkey Ministry of Culture and Tourism, authorities of Izmir Governorate, authorities of Izmir Metropolitan Municipality, authorities of Izmir Provincial Directorate of Culture and Tourism, authorities of Izmir Development Agency (IZKA), authorities of Association of Turkish Travel Agencies (TURSAB), authorities of Izmir Chamber of Tourist Guides (IZRO), authorities of Izmir Chamber of Commerce (ITO), authorities of Aegean Council of Touristic Businesses (ETIK), authorities of Historical Kemeralti Construction Investment Trade Inc. (TARKEM), authorities of Izmir City Council, authorities of Aegean Health Association, authorities of Aegean Gastronomy Association, authorities of Medikalpark Hospital, academicians studying in the fields urban tourism and Izmir tourism, independent tourism researchers and authors, professional tourist guides, owners and authorities of hotels and agencies, airport authorities and journalists) make up the population of this research. The population of the research aims to reach all stakeholder representatives who are in the decision making position in the planning stage of Izmir tourism and in

terms of the holistic approach covered by our research topic. 21 of these stakeholders were interviewed face-to-face and online (via e-mail). During the interviews, people were informed that the answers to the questions asked would only be used for research purposes and that no name / surname / institution name would be used while interpreting these findings. In the interviews conducted, it is aimed to reach primary data. In other words, the views of the people who are competent on the subject are wanted to be learned.

The limitations of the research are not being able to reach out to or receive a feedback from some of the bureaucrats who have an active role in the decision-making mechanism of Izmir tourism planning stages because of the constraints on time and space and the intense work schedule of some of the senior public officials and; the difficulties in receiving feedbacks from representatives of high transaction volume accommodation facilities and agencies.

### **3.2.3. Methodology of Research**

First of all, literature research was carried out. In qualitative research, primary and secondary data are collected using multiple data sources in order to improve reliability. Secondary data, ie literature-based data, are generally analysed in the context of document analysis. In this research, various documents and contents published in both printed and online media are included in the literature review. In the other stage of the research, content analysis technique, one of the qualitative research methods, was used. The reason for the qualitative research is the lack of quantitative scales due to the lack of a similar study on the subject, and the thought that face-to-face interviews with experts would produce more objective results.

One of the qualitative research methods, “Face-to-Face Interview Technique” is used and interview questions are addressed to the people who are directly involved. The “Purposive Sampling Method” was applied in the sample selection. Purposive sampling method is performed by analysing the data obtained from people with fund of knowledge. In the research, “Criterion Sampling” technique was chosen among purposeful sampling techniques. In the criterion sampling, open-ended questions are directed to people with certain qualifications who meet the basic necessities (Büyüköztürk et al, 2016 Cited by Kömürcü, 2017: 74). The reason why

this technique was chosen is that the data obtained from people who have comprehensive knowledge about the development of Urban Tourism in Izmir will make a greater contribution in solving the current paradox.

In the research, “Semi-Structured” interview technique was applied. The reason for the application of this technique is that it allows asking additional questions in line with the new information despite the predetermined questions and thus the detailed information requested from the individuals can be obtained (Kozak, 2014: 90). The data obtained as a result of face-to-face interviews were interpreted with “Content Analysis”. In content analysis, it is aimed to reach the codes explaining the collected data and the themes containing these codes. For this purpose, research data obtained through interviews, observations or documents are analysed in four stages. These stages are listed as follows (Huberman and Miles, 2002: 148 Cited by Kömürcü, 2017: 74);

- Encoding of data,
- Finding themes
- Editing codes and themes,
- Identification and interpretation of findings

In a qualitative research, when content analysis is started after the data collection stage, first of all, the validity and reliability of the research should be considered. The reliability of content analysis largely depends on the coding process (Bilgin, 2006: 16). The research was conducted face to face with 10 people in June, July and August of 2019 and a voice recorder was used. The opinions of 11 interviewees on the subject were received via e-mail through internet. Face-to-face interviews were conducted between 30 minutes and 59 minutes. Three open-ended questions were directed to the interviewees and they were asked to answer.

#### **3.2.4. Collection and Analysis of Research Data**

The data collection stage of the research can be divided into three. In the first stage, secondary data were collected by a desk study. In the second stage, preliminary contacts, visits and phone calls were established with public authorities, non-governmental organizations and private business authorities, which were

determined to collect primary data, and the primary data collection process was structured based on the observations and experiences. And in the third stage, interviews were started with 21 people who are directly or indirectly involved in tourism planning stage or development of urban tourism in Izmir. Face to face interviews with 10 people were generally conducted in the working environment of the interviewees and an independent environment that lacks the hierarchy was provided for the individuals to express their opinions freely and comfortably.

At this stage, face-to-face interviews were conducted with executives who are considered as stakeholders in terms of urban tourism and who operate in the tourism industry. Since these interviews were conducted face to face, it is assumed that the questions were answered in a comfortable and friendly manner. On average, 40 minutes of interviews were conducted with each interviewee. These interviews were recorded by voice recorder.



**Table 12: Participants' Qualifications and Length of the Interview**

<b>Participant s</b>	<b>Educatio n Level</b>	<b>Position</b>	<b>Work Experien ce (Years)</b>	<b>Intervie w Way</b>	<b>Lengt of Interviews (Minutes/page )</b>
1	Bachelor	Deputy Manager	28	Face to Face	31 Minutes
2	Master	Agency Owner	20	Face to Face	44 Minutes
3	Phd	Hospital Manager	32	Face to Face	36 Minutes
4	Bachelor	Branch Manager	24	Face to Face	34 Minutes
5	Master	Guide	23	Face to Face	33 Minutes
6	Bachelor	Branch Manager	26	Face to Face	42 Minutes
7	Phd	Academician	22	Face to Face	41 Minutes
8	Phd	Branch Manager	27	Face to Face	59 Minutes
9	Bachelor	Association Manager	28	Face to Face	42 Minutes
10	Master	Association Manager	30	Face to Face	38 Minutes
11	Bachelor	Bureaucrat	35	Via Mail	5 Page
12	Bachelor	Bureaucrat	33	Via Mail	3 Page
13	Bachelor	Airport Officer	11	Via Mail	3 Page
14	Master	Bureaucrat	21	Via Mail	2 Page
15	Master	Journalist	31	Via Mail	6 Page
16	Phd	Academician	12	Via Mail	4 Page
17	Bachelor	Guide	18	Via Mail	4 Page
18	Bachelor	Resort Owner	15	Via Mail	3 Page
19	Phd	Researcher	20	Via Mail	4 Page
20	Bachelor	Author	23	Via Mail	5 Page
21	Bachelor	Association President	29	Via Mail	3 Page

### 3.2.4.1. Data Collection

The data collection technique used in the research is a designed, semi-structured interview. The interviews started in June 2019 and were completed in August 2019. Face to face interviews were conducted with a total of 10 people. Individuals who were interviewed face to face are; 1 Deputy Director, 1 Private Hospital Manager, 3 Branch Managers, 1 Academician, 1 Agency Owner, 2 Association Managers and 1 Professional Guide. And the 11 people who were interviewed via e-mail are; 3 Bureaucrats, 1 Academician, 1 Airport Officer, 1 Resort Owner, 1 Agency Owner, 1 Professional Guide, 1 Researcher, 1 Author, 1 Journalist and 1 Association President. The interviews were conducted without the help of an assistant.

The questions were determined in three stages. Firstly, the findings from the literature research were used. Then, academic consultations were used. And thirdly, the explanations made by sector representatives about urban tourism were utilized. The subjective results that emerged at the end of these stages were handled with an objective point of view and the finalization process was carried out. (Early, 1993: 325)

In the semi-structured interview technique, the interview protocol of the questions that are planned to be asked is prepared in advance. In addition, the researcher may affect the flow of the interview with different side or sub-questions depending on the flow of the interview, and it is the interview technique in which one can open and elaborate the individual's answers (Türnüklü, 2000: 17). The most important convenience offered to the researcher by the semi-structured interview technique is that it provides more systematic and comparable information thanks to the interview being conducted in accordance with the interview protocol prepared in advance (Yıldırım and Şimşek, 2004: 167).

In the face-to-face interviews during the research process, voice recorder was used. The interviews were recorded with a Huawei Mate 20 Lite smartphone. Permission was taken from the interviewers for voice recording and the process was performed as a result of their permission.

The interviews started with personal and professional questions addressed to the participants. Then, questions about measuring the tourism potential of the city of Izmir, determining the problems arising from the applications and the obstacles in the way of the development of urban tourism in Izmir, finding out the actions to be made and steps to be taken by using the integrated approach from the tourism planning approaches in order to solve these obstructive factors were asked and the concept of all the stakeholders cooperating for the development of urban tourism potential of Izmir was discussed.

**Table 13: The questions asked to the interviewees are listed below**

<b>Question No.</b>	<b>Interview Questions</b>
1	How do you evaluate the concept of urban tourism? Do you find Izmir's urban tourism performance successful? Please assess.
2	What are the strengths, weaknesses, opportunities and possible threats in the development of urban tourism in Izmir? Please discuss.
3	Do you think that the cooperation of tourism stakeholders (Public, NGO and Private Sector) within the framework of “Integrated Approach”, which is one of the types of Tourism Planning approaches, will contribute to the development of urban tourism in Izmir? What should be done for the development of urban tourism in Izmir? Please discuss.

#### **3.2.4.2. Data Analysis**

In qualitative research, the process of analysing the data in general is carried out in three stages (Yıldırım and Şimşek, 2004: 168). In the first step, the data mentioned above is reduced. Thus, by reducing the total number of words and sentences, the obtained data is rendered more visually aesthetic. Once converted to this state, the reduced text is once again read and analysed carefully. Then, words or

phrases that are deemed appropriate and intended to be meaningful are coded. After the coding, abstraction and thematization between the codes is performed.

In this section, the findings about the potential of urban tourism in Izmir province will be presented. The framework formed as a result of the research consists of three main headings. The first is to determine the urban tourism potential of Izmir province. The second is to identify the obstructive factors in the process of mobilizing this potential. And the third is to determine the steps necessary to solve these obstructive factors and to list the suggestions for solution.

#### **3.2.4.2.1. Current Urban Tourism Potential of Izmir**

While the city tourism potential of Izmir province was measured, it was observed that the emerging concepts were primarily the defining elements of Izmir. Then, the city concept and the elements that should be present in a tourism city emerged. The data evaluated as a result of qualitative content analysis are presented

The common opinion that emerged from the interviews with the tourism stakeholders in Izmir is that despite the having very serious and important touristic resources and a socio-cultural structure suitable for tourism, Izmir cannot use these resources with the right strategy and tourism planning, thus it is far behind its competitors in the field of urban tourism and cannot realize its current potential.

*“While Izmir should be one of the first cities where urban tourism can be best applied, it is seen that this opportunity is not seized sufficiently. The city has the necessary infrastructure to ensure that the incoming guests have a good time such as historical background, intracity historical ruins, museums, historical building stock, gastronomy and interesting neighbourhoods, which are all essential for a good-functioning urban tourism. However, when we look at the number of tourists coming to Izmir, especially the number of overnight tourists, it is seen that it is not very successful...” (Participant 2)*

Izmir is a truly rich destination in terms of cultural tourism; it has hosted a wide variety of civilizations throughout its history and has largely preserved the heritage of these civilizations. However, it is clear that this cultural heritage does not take its share from the tourism market enough.

*“Urban tourism is attractive to modern tourists because it provides visitors with diversity and flexibility such as participation in social and cultural activities, food and beverage activities and shopping. Although I think that Izmir is a rich city with the opportunities it offers in terms of urban tourism, I think it cannot realize its potential...” (Participant 9)*

*“I believe that Izmir, despite being an important centre of attraction and all the value it carries, cannot reach the position it deserves in terms of urban tourism, and that our city needs more beautiful touches in order to reach the place it merits in tourism...” (Participant 20)*

*“The urban tourism of İzmir is tried to be formed through very scattered channels. Every organization / individual makes initiatives within its own framework and these are not sustainable. That's why I don't find it as a successful performance. Although it is a very strong city both with its centre and cultural and historical values of its districts, it is not recognized enough by the tourism professionals even within the country. Outside the country, Izmir does not have a name even as a city, let alone as a brand...”(Participant 5)*

Such sentences and words state that Izmir is a rich destination in terms of tourism resources but this wealth is not reflected in its performance.

*“Izmir's tourism performance is far from being satisfactory. Izmir, which was one of the main destinations of Turkey back in the 1970s, is behind even Eskişehir in terms of performance today...” (Participant 1)*

Izmir is one of the cities that started tourism in Turkey, especially with its exhibition understanding. And until the 1990s, it was regarded as one of the leading destinations of Turkish tourism. Unfortunately, in the last 30 years the situation has started to move in the opposite direction.

*“I do not think that Izmir's urban tourism performance is sufficient. Although its position in domestic tourism is more known and demanded in terms of lifestyle; it is not possible to say this in terms of foreign tourism. Izmir, one of the first places where tourism movements started in the country; is still far below the desired level in terms of the number of foreign tourists hosted in the city centre despite having two significant sites around like Ephesus and Bergama...” (Participant 21)*

*"There is a city here, there are so many things in the city but there is no tourism..." (Participant 15)*

In addition to these evaluations on urban tourism potential, it would be useful to make a swot analysis on İzmir's urban tourism potential in order to evaluate this potential in more detail.



**Table 14: A SWOT Analysis over Urban Tourism Potencial of Izmir**

<b>STRENGTHS</b>	<b>WEAKNESSES</b>
<ul style="list-style-type: none"> <li>- Having rich and varied tourist resources, (<i>Participant 21</i>)</li> <li>- Having a rich historical and cultural heritage, (<i>Participant 1</i>)</li> <li>- Being suitable for tourism with its social structure (<i>Participant 14</i>)</li> <li>- Having a natural port city (<i>Participant 5</i>)</li> <li>- Availability of climate and geographical location (<i>Participant 9</i>)</li> <li>- Entertainment, Shopping, Gastronomy, Accommodation and Transportation facilities are improved, (<i>Participant 18</i>)</li> </ul>	<ul style="list-style-type: none"> <li>- Inefficient use of existing tourist resources, (<i>Participant 3</i>)</li> <li>- Lack of specialized accommodation facility and Congress Center, (<i>Participant 7</i>)</li> <li>- Inadequate advertisement activities</li> <li>- Inadequate inter-institutional cooperation, (<i>Participant 16</i>)</li> <li>- Lack of an original and effective tourism strategy (<i>Participant 12</i>)</li> <li>- Providing visual pollution due to skewed construction throughout the city (<i>Participant 2</i>)</li> <li>- Inefficient use of the airport and port (<i>Participant 20</i>)</li> </ul>
<b>OPPORTUNITIES</b>	<b>TREATS</b>
<ul style="list-style-type: none"> <li>- To be a part of Turkey's primary investment strategy (<i>Participant 4</i>)</li> <li>- Having diversifiable tourist products (<i>Participant 19</i>)</li> <li>- World famous and influential people from Izmir to lobby activities (<i>Participant 11</i>)</li> <li>- To be suitable for alternative tourism types,</li> <li>- The lack of a tourism strategy is conducive to the creation of a modern and effective tourism strategy (<i>Participant 8</i>)</li> <li>- Cooperation between institutions can be established (<i>Participant 13</i>)</li> </ul>	<ul style="list-style-type: none"> <li>- Investors prefer Mediterranean and South Aegean Region (<i>Participant 6</i>)</li> <li>- Divide the number of direct flights between Bodrum and Dalaman Airports (<i>Participant 10</i>)</li> <li>- Unable to gather the promotion and image activities under one roof (<i>Participant 17</i>)</li> <li>- Inability to benefit from congress and thermal tourism facilities, (<i>Participant 7</i>)</li> <li>- Inadequate bed capacity (<i>Participant 15</i>)</li> <li>- Negative developments in neighboring countries (<i>Participant 12</i>)</li> <li>- The emergence of new competing destinations in the Mediterranean basin (<i>Participant 8</i>)</li> </ul>

In table 14, SWOT (Strong, Weak, Opportunities and Treats) analysis was conducted in order to better evaluate the existing city tourism potential of İzmir and objectively reflected the participants' views.

In general, these expressions indicate that even the interviewed stakeholders who have been in the focus of İzmir tourism for many years are not satisfied with the tourism performance of the city. This is a natural result of the fact that an effective and accurate tourism planning could not be implemented for İzmir.

#### **3.2.4.2.2. Factors that Prevent the Development of Urban Tourism Potential of İzmir**

In this part of the study, the factors that prevent the movement of urban tourism in İzmir are discussed. After the content analysis of the data obtained from the stakeholder interviews, it is observed that the main issue is the lack of coordination between the stakeholders and especially the underdeveloped joint working culture due to the inability to implement a functional tourism plan.

*“İzmir plays zeybek in terms of culture, meaning that it acts individually. It has difficulty in organizing in many subjects because each segment acts on its own...”*  
(Participant 2)

*“İzmir failed to achieve branding in urban tourism due to unsuccessful destination management. Since it has not been a centre of attraction to date, it can shine in a short time as a new and different option by transforming the disadvantage into advantage with successful brand identity and marketing. Failure to complete urban transformation, political turmoil and inadequacy of flights are possible obstacles...”* (Participant 9)

*“İzmir does not have sufficient attraction to achieve the desired success in urban tourism. What first comes to mind in this context is the number of museums being inadequate in our city. It is important in this sense to build a museum in the city centre that will reflect the cultural and historical identity of İzmir. Similarly, increasing international festivals is important for promoting our city in the international arena as well...”* (Participant 6)



*“The main reasons why Izmir cannot use its potential adequately is that Izmir is not recognized enough, it does not differ enough from other cities in the region, it does not have a common and regular communication language and; there is lack of cooperation and coordination in Izmir...” (Participant 19)*

This is an indication that Izmir has serious problems in branding and promotion. Izmir's lack of a common promotion platform and the autonomous and arbitrary act of public, private sector and non-governmental organizations prevent Izmir from finding a place as a single and effective brand in the tourism market. And as a result of this situation, it is possible to say that Izmir appears insignificant in the urban tourism market in the face of the image studies of competing cities and cannot attract the visitors it deserves.

*"Important structures in the city are likely to escape the attention due to the poorly-designed and cramped construction. Many historical buildings in Buca, Alsancak, Kemeralti and Bornova are not adequately utilized and some of them are in ruins and they are not well-known even by the inhabitants of the city." (Participant 8)*

*“Old Town-New Town perception in Izmir could not been established for years. The phenomenon of old town, which is the focus of tourism in European cities, should be accomplished in Izmir as well...” (Participant 3)*

*“There are some negative points such as the lack of promotion of Kemeralti as one of the largest open bazaars in the world, and insufficient support to archaeological excavations near the city centre...” (Participant 6)*

*"I believe that Izmir has not been promoted enough in foreign countries despite being both a coastal city and a metropolis, historical sites being close to Ephesus-Bergama destinations and its advantages in the urban tourism like its street culture and modern life style and; that sales are down since the airport does not appear enough in tour operators' holiday packages because Agore-Kadifekale-Kemeralti trio could not gain a seat in image and activity events in terms of urban tourism..." (Participant 16)*

*“Domestic and foreign tourists cannot find sufficient number of interlocutors both in the service sector and in private, public and municipality-run museums, and personnel capable of representing these places are not employed...” (Participant 13)*

These sentences, which we can evaluate in terms of cultural tourism, provide arguments that will seriously affect Izmir's potential for urban tourism. The fact that the recognition and maintenance of historical and monumental buildings in the city centre is not functional enough, that the Agora-Kadifekale-Kemeraltı triangle, which contains the most valuable cultural treasures of Izmir, cannot create an “old town” atmosphere and that the project and planning activities that will ensure Izmir to be brought to the forefront in the international market unfortunately continues to prevent its potential.

The city having some transportation problems is also one of the factors that negatively affect the tourism potential. International Adnan Menderes Airport in Izmir is one of greatest airports in Turkey. However, the fact that the number of direct flights is not carried out at the expected level and that the airport is not an international hub has a negative impact on Izmir tourism. Nevertheless, considering the potential of Izmir, this number should be much higher.

*"Elements like scheduled direct flights from abroad to our city being very few for today, Izmir not being a HUB in this sense and that Cruise tourism not being present for today as well has negative effects on the development of urban tourism..." (Participant 4)*

Izmir is a geographically natural harbour and the inability to use the port, which has a significant impact on the development of business tourism as well, and the inability to use cruise tourism especially in recent years, which is extremely important in terms of tourists to be drawn to the city centre, is a significant barrier.

*“There are many shortcomings of Izmir port in maritime transportation compared to other ports in developed countries. The fact that some large vessels prefer other ports because of the structure of the Izmir Port, that Greece is very close and that cruise ships inbound to this destination have negative consequences...” (Participant 18)*

In parallel with these statements, it is seen that there is no world-renowned brand coming out of Izmir. This situation shows the lack of investment potential. There is no company of Izmir origin that could be mentioned either in the world or Turkey as an economic power. In fact, it is a customary situation in which local companies, which have started to grow stronger in İzmir, move their headquarters to Istanbul.

*"Since Izmir is seen as more of a tourist city by the business world in Turkey and also has low awareness among foreigners it cannot adequately assess its investment potential..." (Participant 7)*

The phenomenon of investment should be considered not only in industrial areas but also in tourism. Turkey's current tourism policy has led to the prominence of Antalya and Istanbul. State-funded investment and incentives programs attract international and local investors to these regions and remove them from Izmir. This situation significantly affects the development process of Izmir. It is seen that the city of Izmir, which is not attractive enough to attract investment, causes delays or inability to implement the expected applications within the framework of urban tourism and tourism planning.

*"How can you expect urban tourism to be at the desired level? There is no bed capacity. Is it possible to be a world city with a bed capacity of 50 or 100 thousand? You invite tourist but you have no place for them to sleep. I think the fundamental problem of Izmir is that it does not have enough bed capacity to fulfil its potential..." (Participant 8)*

Although these types of sentences are frequently encountered in the research process, it is seen that this situation is based on the inability to attract investment.

Another important and obstructive element in Izmir is the inability to benefit from the sea even if Izmir is a coastal city.

*"Gulf of Izmir is a complete disaster in terms of biological life. You can't imagine swimming in the Gulf. It is possible to be able to swim in Inciraltı again in at least one year and in the area all the way to Konak in the following years. All that needs to be done is to prevent the contaminated water from entering the Inner Gulf*

*.If fresh water is supplied to the Inner Gulf; you can easily start swimming in İnciraltı after a year..." (Participant 15)*

It is thought that the lack of such improvement and rehabilitation works in the Gulf is a great loss for the sea tourism in Izmir. Being able to swim in Izmir a very important phenomenon in terms of opening Izmir's way for the competition with world cities.

### **3.2.4.2.3. Solutions to the Factors that Prevent the Development of Urban Tourism Potential**

After determining the tourism potential of Izmir, the factors which prevent this potential to be activated are listed. In the light of the information obtained during the study process, the factors preventing the development of urban tourism potential in Izmir can be reviewed under three main titles; lack of coordination tourism stakeholders, inadequate promotion and branding activities and infrastructure deficiencies. In this title, the solution suggestions of the mentioned preventive factors will be listed.

*"For the development of urban tourism in Izmir, those who manage Izmir, those who trade in Izmir, those who make tourism in Izmir and the managers of the country should act together with the common mind and show the sensitivity required for this city's values, unique geography, infrastructure and superstructure. Taking all these into account, the planning of this city should be done with common mind..." (Participant 12)*

*"Each of the city's tourism stakeholders should work in connection. In other words, the public sector, the NGOs and the private sector should not work separately; they should add value to this city together. Their activities must be complementary; one must be the infrastructure of the other, the superstructure of the other, the social and cultural dimension of the other. They should be able to put together an art or music; just like the musicians and instruments of an orchestra. When one plays differently than the others, it leads to chaos. In order to create an art, all parties in Izmir should perform a very good music with a good conductor and*

*good artists. As a result, in order to create a good Izmir, none should interfere with each other's voice..." (Participant 13)*

*"Izmir tourism is now naked and has not yet been able to choose the dress to wear. Or rather, it has a patched dress. It is useful for NGOs and public institutions in Izmir to come together as soon as possible to draw the direction of tourism with the structures they are in, especially in their municipalities, and to take basic decisions on this matter and to implement them quickly..." (Participant 2)*

*"The first and most important step necessary for the development of urban tourism in Izmir is the determination of Izmir's tourism strategy in a multilateral platform. Our city is not suitable for mass tourism and has a source of people, nature, culture and historical heritage that can host high income generating tourism alternatives. In this context, the development of urban tourism should be determined as a strategic objective and SWOT analysis of our city should be made. It is vital to eliminate the weaknesses and imperfections that will arise through public-private partnership, to carry out studies to promote Izmir and to determine the role of each actor in this context..." (Participant 6)*

In parallel with these statements, the most important obstacle for the development of urban tourism potential in Izmir is the inability of tourism stakeholders to work in coordination and to take the necessary steps to develop the potential. In order to bring this potential to the desired level, it is seen that the above mentioned promotion, branding and infrastructure deficiencies and lack of coordination of the stakeholders should be eliminated.

Integrated approach includes all stakeholders in the sector such as public institutions, municipalities, non-governmental organizations, Izmir Development Agency, Chamber of Commerce, private enterprises, sector employees, universities, academicians and experienced experts in the field to the decision-making process. And it is foreseen that a joint tourism planning application planned with the integrated approach will eliminate the negative factors and provide a significant leap forward in Izmir tourism.

Thanks to these integrated planning studies, a domestic and international promotion strategy gathered around the sole purpose of solving problems arising from the lack of promotion and branding, which are the main problems that prevent

the potential of Izmir, will be an important gain for Izmir. Similarly, integrated studies will eliminate the factors caused by infrastructure problems and are also very important in terms of realizing fast and efficient investments. These investments will cover new accommodation facilities to solve insufficient bed capacity, as well as eliminate the problems of restoration, recreation areas and landscaping.



## CONCLUSION

The close relationship between tourism and cities has been going on since the early ages. People have always needed to visit cities for various reasons. This situation brought with it the necessity of making arrangements for the visitors of the cities. The city visits, which are still continuing in an effective way, have gotten its share from the transformations of modern society and have become an increasingly popular type of tourism with the effect of social, economic and technological developments.

The concept of urban tourism has begun to be conceptualized by touristic movements based on the continent of Europe. The reason for this is their rich cultural climates and developed infrastructures which make these cities a tourist attraction. Realizing the various returns of urban tourism, European local and central governments have supported and encouraged these destinations with effective and functional tourism planning in order to protect this formation. The urban tourism movements, which are applied effectively in the cities that are generally called metropolis with successful tourism planning applications, Berlin, Rome, Vienna, Amsterdam, Paris, London and etc., have started to be applied with enthusiasm all over the world with the effect of modern developments.

When the statistics of the most visited cities are analysed, it is observed that especially Asian cities have gained momentum in recent years and got ahead of European cities in terms of the number of visitors. In Turkey, Istanbul and Antalya may enter into this list. This is also seen as an indication that these cities are implementing successful urban tourism strategies. However, it is clear that Izmir, Turkey's third largest city with a history of 8500 years and various and rich touristic resources, has not been very successful in this field. In this study, the urban tourism potential of the city of Izmir is discussed.

First of all, the concepts of urban tourism and urban tourists have been discussed and defined. After that, the historical development of urban tourism in the world and in Turkey is given. In the following, different tourism dimensions which

are internalized by the phenomenon of urban tourism are mentioned. Then, the effects of the concept of urban tourism are mentioned.

Then, in line with the close relationship between cities and planning activities, the concept of tourism planning was introduced. The concept of tourism planning is defined and information about the historical process and effects of planning activities are given. Afterwards, tourism approach types are given and defined, the concept of integrated approach, which includes all the ideas of all stakeholders, has been included in the tourism planning process which is thought to provide positive effects on the development of urban tourism in İzmir. Then the dimensions of this concept and its examples in the world are given.

In the next stage, the urban tourism potential of İzmir province has been taken into consideration and the current status of the tourism sector and its current status have been evaluated with data and statistics.

In the application part, determination of the urban tourism potential of İzmir and the preventive factors in the activation of this potential and solutions of these preventive factors were discussed with the tourism stakeholders in İzmir using the qualitative research methods.

In this phase, where the urban tourism potential of İzmir province was examined, the existing urban tourism potential of İzmir province was discussed in three stages in line with the content analysis of the data obtained from the interviews with the participants and in the first stage, the participants' views about the current urban tourism potential were evaluated objectively. In the second stage, the participants' views on the factors that prevent the development of urban tourism potential of İzmir province, despite having sufficient and rich touristic resources, were evaluated objectively again. In the third and final stage, the participants' suggestions on what to do in İzmir in order to develop the potential of urban tourism in İzmir were discussed.

The common opinion is that all the actions to be taken for the development of urban tourism in İzmir stem from the fact that not all stakeholders operating in the tourism sector in İzmir act on a common ground and therefore rapid and effective development cannot be achieved. The idea that the development of the urban tourism



potential of İzmir province is inevitable if all the stakeholders operate in coordination İzmir tourism planning activities stand out.

If it is necessary to make suggestions about the development of the urban tourism potential in İzmir and to ensure that the available tourism resources gain as much as they deserve;

- Establishing a joint promotional program in which all stakeholders of İzmir participate in the international promotion platforms and marketing this program under a single brand roof,
- Making Airline Platforms attractive for international flights in a way that makes them preferable to competing destinations,
- Supporting the existing excavation areas and completing them as cultural products for culture tourism,
- Revitalization of cruise tourism and the fact that entry to Alsancak Port would provide significant gains for the destination in terms of urban tourism,
- Designing and using the Kadifekale-Agora-Kemeraltı triangle in a similar way with the examples of the "Old Town" concept in the world,
- Creating special places that can compete with modern cities in terms of culture, art and sports activities,
- Opening one or more congress centres with modern and functional high capacity for congress and business tourism which are among the dimensions of urban tourism, are important.

Apart from the aforementioned basic factors, certain actions should be taken in line with tourism planning activities in order to strengthen the phenomenon of urban tourism in İzmir. When we consider in the context of proposal;

- Tourism planning studies should be concentrated on the fact that İzmir is a powerful city in terms of urban tourism and that this feature should be prominent in promotion and marketing activities. Currently, the image of İzmir is attractive to visitors from all walks of life. This positive image should be enhanced and used.

- In order to improve the existing image of the city and increase its competitiveness with other cities, it is necessary to modernize and make the tourism attractiveness accessible. This needs to be handled with a more unifying approach to infrastructure and transportation. One of the attractions of a city is nightlife. The very active and attractive nightlife of Izmir should be supported with festivals and activities for young people and the transportation network should be revised in accordance with the nightlife hours. The transportation network of the current Baykuş system in Izmir should be expanded and similar implementations should be started in İzban and metro. This will contribute positively to the current atmosphere of the city.

- It is accepted by all segments that today's promotional activities are mostly carried out on social media and digital media interactively through individuals. This creates the opportunity for the visitors' own personal pages and accounts to be also open for promotional activities. This situation brings simple but effective suggestions that will emphasize the image of the city. For example, certain areas in Izmir can be accepted as social media (instagram) points and marketing can be realized in that direction. These identified areas will attract everyone's attention on social media with creative graffiti and icons and use the motto “I Must Have a Photo Here“ as the city's advantage. Another important suggestion is to highlight the streets and spaces with graffiti without disturbing the natural structure of the city. While an idle area can be revived and brought to tourism, the buildings and streets intertwined with the historical fabric of the city can be transformed into a tourist attraction centre with graffiti and restoration works. This way, a separate marketing dimension will be used through individual pages and the impact of the promotional activities carried out through official channels will be multiplied.

- Izmir has the potential to easily gain advantage over competing destinations through congresses and fairs within the scope of business tourism and festivals and special events within the scope of event tourism. World-renowned exhibition and organization companies, world-wide think tanks and non-governmental organizations and universities can be reached out and congress and fair organizations can be drawn to destinations. On the other hand, concept festivals can be organized for young

visitors who are open to innovations in technology and creativity, and special events can be organized for tourists demanding more luxurious tourist products.

- Local brands should be created for gastronomic tourism tourists who can be considered as an important heir of mass tourism movement. For example, many businesses that offer unique tastes with unique methods and products in and around Kemeralti can be supported and the way for marketing as a gastronomy brand can be paved. On the other hand, for tourists who are on a more elitist quest, encouraging several different “Michelin Starred” restaurants can make significant contributions.

- The fact that as one of the most attractive elements of the city, the Gulf of Izmir and its shores are not used creates other suggestions. For example, it will complete a significant deficiency to start boat tours with various food and beverage and concept applications in the tour package in the Gulf of Izmir where people can see the panoramic view of all the city centre and surrounding districts.

- Another important suggestion to make is "City Tours." All the cities that have been successful in urban tourism use city tours which allow an accessible, allout promotion of the city effectively in a short notice. The city tours focusing on cruise tourism in Izmir are inadequate and cannot meet the demands of the tourists in this area. Tour buses with advanced seasonal heating and cooling capacity, offering guidance in different languages, equipped with modern technological equipment like charger, wifi and so on and with impressive routes and; improved concepts will make a significant contribution to the touristic potential of Izmir and fill an important gap.

As a result, the city of Izmir will become an important destination in terms of urban tourism with its rich touristic resources and deep-rooted cultural history as long as stakeholders fulfil their duties and responsibilities and the essential infrastructure and superstructure arrangements are made in the city with necessary publicity.

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## APPENDIXE

### APP. 1: Interview Questions Form

<b>Question No.</b>	<b>Interview Questions</b>
1	How do you evaluate the concept of urban tourism? Do you find Izmir's urban tourism performance successful? Please assess.
2	What are the strengths, weaknesses, opportunities and possible threats in the development of urban tourism in Izmir? Please discuss.
3	Do you think that the cooperation of tourism stakeholders (Public, NGO and Private Sector) within the framework of “Integrated Approach”, which is one of the types of Tourism Planning approaches, will contribute to the development of urban tourism in Izmir? What should be done for the development of urban tourism in Izmir? Please discuss.