

**A SURVEY ON SPATIAL EFFECTS OF  
NEWCOMER ENTREPRENEURS IN RURAL URLA**

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**by  
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# ABSTRACT

## A SURVEY ON SPATIAL EFFECTS OF NEWCOMER ENTREPRENEURS IN RURAL URLA

Today, new production forms of rural space, which receive immigration and meet the entrepreneurial activities created by this population change, constitute the main aim of study. Thesis focuses on the mutual influence of rural space and rural entrepreneurship in terms of the architecture discipline.

The main source of rural livelihood is agricultural production and animal husbandry from past to present. As a result of these migrations, the main livelihoods in the rural area are changing, developing and renewing. Rural architectural space is also in a process of change in line with these activities. In addition, what entrepreneurs understand from the countryside and their reflections gain importance in the transformed space.

Based on the migration stories and spatial preferences of individuals who migrated from urban areas to rural, the study deals with thirty-four entrepreneurs and their enterprises located in the rural areas of Urla district of İzmir. Semi-structured interviews were conducted to measure the spatial context of enterprises located on Urla Wine Route and feeding this route. The spatial contexts of enterprises were grouped through the themes that emerged as a result of the analysis.

As a result of the analyzes, it has been seen that the site plan, closure movements, orientation and building form are the most used parameters in architectural design by newcomers. It is aimed that the study will contribute to the literature as it allows the rural entrepreneurship and ispatial context, which has been examined at an upper scale so far, to be evaluated at the scale of architectural space.

**Keywords:** *Rural Space, Rural Entrepreneurship, Rural Population Change, Newcomers, Urla, Nvivo, Architectural Design*

# ÖZET

## URLA KIRSALINDA YENİ GELEN GİRİŞİMCİLERİN MEKANSAL ETKİLERİ ÜZERİNE BİR ARAŞTIRMA

Günümüzde göç alan ve bu nüfus değişiminin yarattığı girişimcilik faaliyetleri ile tanışan kırsal mekanın yeni üretim biçimleri çalışmanın temel amacını oluşturmaktadır. Tez, mimarlık disiplini açısından kırsal alan ile kırsal girişimciliğin karşılıklı etkisine odaklanmaktadır.

Geçmişten günümüze kırsalın temel geçim kaynağı tarımsal üretim ve hayvancılıktır. Bu göçler sonucunda kırsal alanda temel geçim kaynakları değişmekte, gelişmekte ve yenilenmektedir. Kırsal mimari mekan da bu faaliyetler doğrultusunda bir değişim süreci içindedir. Ayrıca girişimcilerin kırsaldan ne anladıkları ve yansımaları, dönüşen mekanda önem kazanmaktadır.

Kentten kıra göç eden bireylerin göç öyküleri ve mekânsal tercihlerinden yola çıkılarak yapılan çalışmada, İzmir'in Urla ilçesi kırsalında yerleşik otuz dört girişimci ve işletmeleri ele alınmaktadır. Urla Şarap Rotası üzerinde yer alan ve bu rotayı besleyen işletmelerin mekansal bağlamlarını ölçmek için yarı yapılandırılmış görüşmeler yapılmıştır. Analiz sonucunda ortaya çıkan temalar aracılığıyla işletmelerin mekânsal bağlamları gruplandırılmıştır.

Yapılan analizler sonucunda, mimari tasarıma yeni başlayanlar tarafından en çok kullanılan parametrelerin vaziyet planı, örtü hareketleri, yönlendirme ve yapı biçimi olduğu görülmüştür. Çalışmanın şimdiye kadar üst ölçekte incelenen kırsal girişimcilik ve mekânsal bağlamının mimari mekân ölçeğinde değerlendirilmesine olanak sağlaması nedeniyle literatüre katkı sağlaması amaçlanmaktadır.

**Anahtar Kelimeler:** *Kırsal Mekan, Kırsal Girişimcilik, Kırsalın Nüfus Artışı, Yeni Gelenler, Urla, Nvivo, Mimari Tasarım*



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# CHAPTER 1

## INTRODUCTION

Today, the demographic structure of many rural settlements is being changed by urban individuals who migrate to the countryside as a result of the tourism movements and pressure created by increasing urbanization. Rural areas, which attract the urban population with many factors such as calmness, nature, scenery and landscape, undergo economic, social, cultural and spatial transformations as a result of this mobility (Richard et al., 2014). The issue of rural population growth, which accelerated in the 1970s in developed countries, has entered the field of interest and research of geographers, sociologists, architects and planners under many names such as reverse migration, population return, amenity migration, rural gentrification.

The migration movements in Turkey were characterized as rural to urban, especially until 1980, in parallel with the industrialization in cities that accelerated in 1950's (Güreşçi, 2010). However, the construction of summer houses, which started on the Aegean and Mediterranean coasts in the 1970s, started to pull the urban population out of metropolitan areas, and this seasonal temporary migration movement expanded by including rural areas close to the center as an escape point from the cities with the increase in transportation opportunities and the development of technology (Sürmeli, 2017). Especially in the 2000s and after, population movements from the city to the rural areas have diversified, although they do not lose their seasonal characteristics. Despite secondary houses still maintain its popularity, the increase in the use of the countryside for weekend tourism and the settlement of the urban group in rural areas for living purposes are the most obvious types of this diversification. For these migrations, consumption-oriented spaces that evoke village life have increased in rural areas (Holmes, 2006). The process that started in this way brought the phenomenon of "*consumption of rural space*" (Murdoch et al., 2003) to the agenda. Basically, this concept refers to the increasing use of rural space for "living space, leisure activities, tourism or cultural heritage" (Holmes, 2006). As a result of these processes, the role of production, which is the most basic feature of the rural space, decreases and the functions related to

consumption increase. The spatial need for consumption-oriented functions is mostly met from agricultural lands or forest areas (Marsden, 1995).

Although the consumption of rural space for urban needs is one of the problems of today's countryside, agricultural production is changing and developing with the group called the newcomers (Rivera Escribano & Mormont, 2007a), whose entrepreneurship part is examined in the study. Although these people have various profiles, the majority of them are educated and have good financial income. Some of the newcomers use the countryside only for living purposes, some use it to provide a source of income, and some use it for both living and income. Apart from using the rural area for living purposes (secondary houses, closed sites, village houses overhauled by restoration or renovation process), they also engage in many activities related to management, agriculture and animal husbandry (Rivera Escribano & Mormont, 2007a).

In current studies on newcomers; transforming economic structures, social relations, and cultural changes have often been the subjects of research (K. H. Halfacree, 1995; Phillips, 2010). In these studies, situations such as conflicts with local people and rural changes such as gentrification interpret the effects of newcomers negatively. In addition, reasons such as diversifying rural production, moving their large social networks to the countryside, being enthusiastic about agriculture and being conscious about the rural landscape approach the effects of this group positively (Pinto-Correia et al., 2016).

This group, who quit their current job or decided to advance their profession in the countryside, starts rural entrepreneurship. Entrepreneurs who own land by inheritance or by purchasing are engaged in agricultural production, animal husbandry or business management here. In addition, with these developments the space differs from the traditional rural space. In rural space, there is now production, consumption and experience. Apart from the production areas, there are food areas for urban consumption, product tasting areas, fields where production can be experienced and places where leisure time can be spent. In addition, in many enterprises, after the product is harvested, it is processed on the same land and offered for sale. Thus, production continues, but mixed spaces are formed by bringing consumption together.

In the process that started with the construction of summer houses in the 1970s, Urla district of İzmir has been receiving immigration from the newcomers mentioned in the study, especially since the 1990s. Immigration, which first came from the center of İzmir, now continues intensively from Istanbul and even abroad. Due to its proximity to



the city center and its fertile lands suitable for different production styles, the rural areas of the district have also been one of the dense migration points in the last period. The traditional rural of Urla is undergoing a major transformation with grape production which became popular with entrepreneurial newcomers, olive cultivation and production festivals.

The traditional rural space of Urla is also transforming with these changes. Many spaces for the wishes of the newcomers have started to find a place for themselves in the rural areas of the district. Consumption places that are independent of the rural production tradition, such as markets, restaurants, and private schools, become common to rural livelihoods (Güçü & Çıkış, 2021). On the other hand, agricultural production practices in Urla's countryside are diversifying and developing. With the encouragement of newcomers, the cultivation of products such as especially grapes, artichokes and olives, has increased in recent years, and new spaces such as production facilities, restaurants, cafes and workshops have begun to find a place in the countryside, suitable for the processing and consumption of these products.

Today, entrepreneurship research mostly focuses on economic, social and institutional processes and contexts. The spatial context of entrepreneurship, its relationship with space and the factors that create entrepreneurship in space have not been adequately reflected in the literature. Examining the spatial context, and further contextualizing entrepreneurship theories, is vital for the theoretical development of the field (Zahra, 2007). Understanding the architectural preferences and interventions applied in the space will help to reveal the spatial practices of entrepreneurship.

The spatial context of rural entrepreneurship has so far been studied at higher scales and underrepresented (Müller & Korsgaard, 2018). Both the entrepreneurship and regional studies literature and current research on the relationship between entrepreneurship and spatial context focus on widely spread spatial levels such as nation or region (Korsgaard, Müller, et al., 2015). Many conscious choices (form, material, orientation, adaptation to the environment, etc.) are encountered in the architectural space of the newcomers who start rural entrepreneurship. Entrepreneurship and the concept of place have recently been discussed about the reasons for these conscious choices (Kibler et al., 2015). Here, emotional attachment to meanings, representations and positions becomes an important element that can interfere with entrepreneurial processes in various ways. Exploring spatial context is therefore not a simple matter, as it can be approached from a number of different perspectives (Halfacree, 1993).

## **1.1. Problem Statement, Aim and Scope of the Study**

The main purpose of this thesis is to find the interrelationships of rural entrepreneurship on rural space. The production of rural space takes place in different ways, especially in settlements that receive immigration. Aestheticized spaces, production-consumption making sense together and their reflection on architectural space have been the characteristics of today's rural space.

The subject of spatial context and entrepreneurship has been researched in the literature with an increasing momentum in recent years. However, the examination of this phenomenon is more common in the planning scale, but it is very limited in the architectural space. On the other hand, in the Turkish literature, the rural entrepreneurship issue has been handled with a focus on tourism through some limited regions. Agricultural production-based enterprises, on the other hand, are limited in number, mostly on organic agriculture and enterprises initiated by women entrepreneurs. Thus, the examination of such places is important for architecture, planning and rural entrepreneurship research.

In addition, Urla district has good examples for this purpose. With the rural entrepreneurship shaped by the Urla Wine Route and the enterprises sprouting from this route, the rural areas of Urla are undergoing a great transformation. In terms of the characteristics of the spaces examined within the scope of the study, good examples are found in this region. In addition to the wineries, many different types of entrepreneurial businesses such as restaurants, cafes and accommodation units, recreation areas etc. are located in the district. For such reasons, Urla's rural area is in the most suitable position for study.

Semi-structured interviews were conducted with all operators of the enterprises identified in the study. The profiles of the entrepreneurial newcomers interviewed are also very similar to the literature. Most of them have a university degree or higher and have good incomes. Boredom with city life and the desire for a different life are common features of many newcomers.

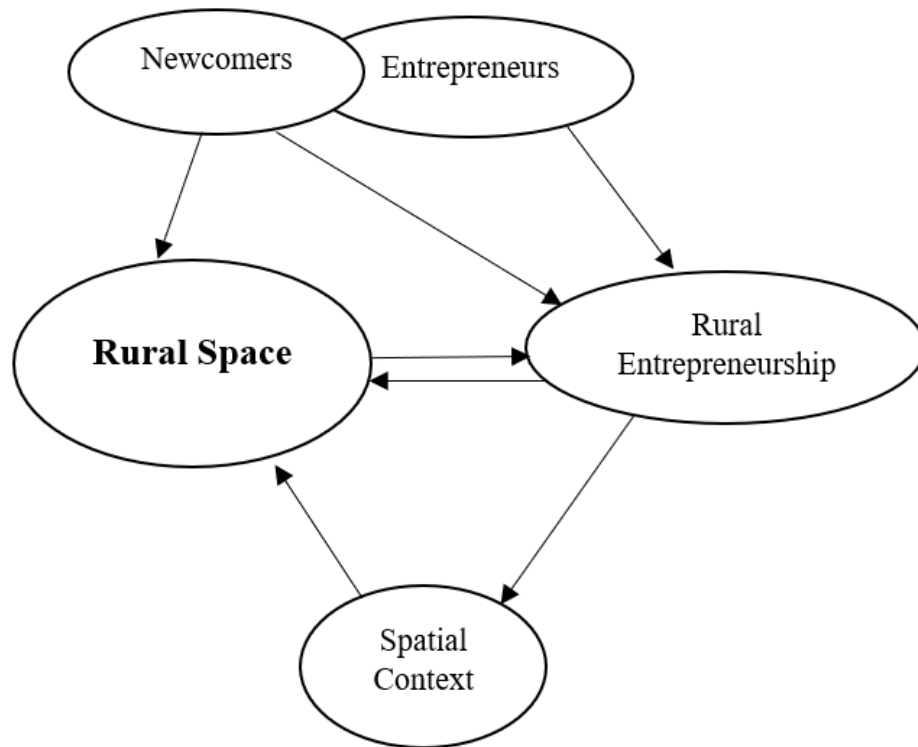


Figure 1.1. Scope of the study

## 1.2. Significance of the Study

In the preliminary literature review on newcomers, rural entrepreneurship and its spatial context, it was seen that the studies were predominantly in the planning scale. In these studies, especially the social and institutional contexts of entrepreneurship are discussed. In the studies at the macro level, the effects of the enterprises and the differences in the region are discussed. Studies on the scale of architectural space remained limited in number. The site plan, architectural form, design decisions and materials chosen by the entrepreneurs in the space are important in terms of understanding the spatial characteristics of today's entrepreneurial countryside under the influence of migration.

The issue of context is of great importance for entrepreneurship research. Understanding the different outcomes nationally, regionally and locally strengthens entrepreneurship theories. Interventions in the architectural space, which has not been mentioned in the literature until now, will help to ground entrepreneurship. Finding the transformation dynamics of today's rural space, which is in a constant state of transformation, will strengthen this foundation.

In addition, due to the limited number of studies on the context phenomenon in the Turkish literature, it is aimed to contribute to the field of planning and architecture due to the methodological approach applied in the study.

### **1.3. Research Questions**

This thesis study aims to reveal the unknowns about the effect of architectural space on rural entrepreneurship. For this purpose, the study focuses on rural space, migration, entrepreneurship and spatial context. Based on the spatial context of rural entrepreneurship, answers are sought to the following questions regarding the finding of architectural parameters in the space:

- What are the spatial factors affecting entrepreneurship?
- What are the architectural features of the transformed rural space?
- How do space and spatial context affect entrepreneurial opportunity creation?

### **1.4. Research Methodology**

In the thesis study, literature review, document analysis, semi-structured interview, media research and case study techniques were used for data collection and evaluation. In addition, aerial photographs of Urla district and its surroundings from 1975, 1995, 2002 and 2018 years obtained through the Republic of Türkiye Ministry of National Defence General Directorate of Mapping (GDM), were used to view the spatial changes from the past to the present. NVivo software was used to evaluate the interviews. According to the results obtained from the software, entrepreneurs were divided into three groups according to their spatial context. The criteria evaluated in the spatial context are:

- Production Resources (Places where the products used in the enterprise are obtained)
- Human Resources (Where people working in the business come from)
- Spatial Resources (Construction or demolition for the enterprises)

In order to understand the spatial interventions of these three groups, which emerged as a result of the analysis, a letterhead was prepared in which the site plan, design and form decisions, the materials used in the building, the building and land functions and the size of these functions and the relationship of the building with the environment

were evaluated. As a result of the study, a matrix was designed about the architectural space interventions of the groups separated according to their spatial contexts. Thus, inferences were made about the architectural pillar of the spatial context of entrepreneurship.

In the literature research, the subjects of migration from urban to rural areas, newcomers, rural entrepreneurship and spatial context were examined in detail in order to form the theoretical basis of the thesis. Due to the scarcity of studies on architectural space, in addition to the discipline of architecture, studies from the disciplines of planning and design are also included. Thus, the transformation parameters of the rural space under the influence of migration and enterprises were tried to be understood.

Semi-structured interviews were conducted with the entrepreneurs of thirty-four enterprises clustered in and around the Urla Wine Route. Detailed question about their educational background, age, their location before Urla, occupations, migration stories and reasons, their land and businesses, the plants they produce and the products they produce, their employees, the transformations they make in the land, their definitions of rural areas and their social and physical relations with their rural environment have been asked. The information obtained at the end of the interviews was analyzed via NVivo software. The codes that emerged as a result of this analysis were classified according to their spatial, social, economic and organizational context. Thirty-four entrepreneurs interviewed were divided into three groups according to the presence of the codes in the enterprise, and charts were created about the spatial arrangements of these groups, their land and production conditions, material and form choices, and their relations with the architectural environment and topography. As a result, inferences were made about the relationship between rural entrepreneurship and architectural space.

## **1.5. Outline of Chapters**

The thesis consists of six chapters. In the first chapter of the study, information about the aim, scope, method of the thesis and introductory information about the subject are given.

In the second part, studies from the literature on rural migration are included. In this section, the increase in the population of the rural areas, the causes of migration, the change of rural areas as a result of migration, spatial effects and studies in Turkey are

mentioned. In the third chapter, the equivalents of the group called the newcomers in the world and Turkish literature are given. In the fourth chapter, various studies on rural entrepreneurship and its spatial context are mentioned.

In the fifth chapter, methodology and case study studies are given. Detailed information is given about the methods used and the case study. The place and sample of the thesis are detailed in this section.

In the sixth and conclusion part, the results of the thesis study were evaluated and their contributions to the field were discussed.

## CHAPTER 2

### MIGRATION TO THE RURAL

The studies on population change with the effect of migration have been mainly examined within the scope of this study, although there are various reasons for the population increase in rural areas. Research from different disciplines, developed western countries, Australia and Turkey, the cause-effects, motivations and types of migrations have been examined to give a conceptual framework to the subject. Since developed countries experienced these processes earlier, still continue to live and migration from the urban to the rural areas was first seen in these countries, it is widely included in the literature. Turkey, on the other hand, experienced the migration movements from the city to the countryside later, as it is a developing country. The related literature is also more limited. In the studies, firstly, the general reasons for the population increase in the countryside were tried to be explained, and the changing dynamics of the rural areas under the influence of migration were examined. In the next stage, the transformation of rural space as a result of these effects was investigated. At the end of the chapter, the changes and types in the rural population of Turkey are examined.

Today, rural areas are in a constant transformation in their economic, social, cultural, physical and spatial structures. Many dynamics and factors are responsible for this transformation accelerated by the globalization process. In the last few decades, migration movements, especially from urban to rural areas, have played an important role in this transformation of many developed or developing countries (Pinto-Correia et al., 2016). The agriculture-oriented and calm landscapes of rural areas are among the features that attract the urban population.

With the migration of certain segments of the urban population to rural areas, there is increasing social demand for a range of new functions and services. These processes, which first started with the change of rural space, are shaped according to various interests, wishes and needs (Zahra, 2007).

New uses of the rural landscape are leading to a shift in the role of production relative to other land management activities. This causes an increasingly sharp differentiation of rural areas, resulting in new and hybrid rural settlements and rural space.

From this point of view, it is clear that the spatial features that create the demand for the countryside are the ones that are most affected by this situation. It is frequently observed that rural production areas change, develop or regress in various forms in these ways (Ilbery & Bowler, 2014a).

## **2.1. Population Change of Rural Areas**

Rural areas have been characterized by population losses from past to present. These areas had been losing their population for a long time, especially with the urbanization trends that became evident with the industrial revolution. However, especially since the 1970s, some rural areas have started to protect and even increase their populations. With this phenomenon called rural revival, the dominant population movements began to reverse. This departure from the once dominant rural to urban transition has also been interpreted by demographic experts as a dramatic reversal or turnaround, as people migrate from large urban areas to villages or low-density areas. A rural renaissance and rebirth have also been defined by academicians who view the possible effects of what is happening in rural regions from a wider perspective. (Sofranko & Fliegel, 1980).

The main causes of urbanization in developed nations have been the industrial revolution and relative rural overpopulation. Advanced transportation and communication technologies have also made it possible for cities to effectively utilize their resources outside of their immediate environment, while rural areas have grown more reliant on their urban counterparts for a variety of social, economic, and political goods and services. As a result, instead of the formerly balanced interaction between urban and rural areas, there is now a flow of people and labor towards metropolitan areas, and rural areas are becoming more and more dependent on urban economies (Li, 2011).

Most developed nations have had a sizable population living in cities since the second part of the 20th century, primarily in expanding suburbs, while developing nations have seen fast urbanization. In many industrialized countries, there was a phenomenon known as "counter-urbanization" in the 1970s that saw rural areas repopulate more quickly than urban areas. In the process, more prosperous and vibrant urbanites looking to re-connect with "community" and "nature" began to live in rural areas close to cities (Berry, 1976). As a result, the term "Rural Gentrification" came to be used to describe the



shift in social structure that happened when middle-class urbanites supplanted the rural farmers and working-class peasants (P. J. Cloke et al., 1995).

The issue of rural population growth (rural depopulation, turnaround) was first discussed in the developed Western Countries and Australia in the 1970s. In this period, population increases have started to be seen in rural areas and low-density settlements (non-metropolitan areas), which have constantly lost population with migration movements characterized as rural to urban. Basically, reasons such as the change in lifestyles, the dispersal of business lines from the city center to low-density areas, the desire to escape from the monotony of the city, the development of transportation and technology have been associated with the population increase in the countryside. In early studies, (Wardwell, 1982) explained the reasons for migration to non-metropolitan areas;

- Growth of employment opportunities in non-metropolitan districts,
- Real income increases, and people find more opportunities to live where they choose,
- Cheap energy and developing highway systems allow people to live further away from their jobs while at the same time reducing the isolation that has historically characterized rural areas,
- Increased mobility of people of retirement age and
- Rapid expansion of government activities at all levels.

With the change of geography, different dynamics and terms have been added to the discussion. Hugo & Smailes (1985) linked the population increase in rural areas to the following inferences from the Australian literature under the title of “turnaround”:

- The turnaround is only a temporary fluctuation in the general trend towards urban concentration in response to the economic recession of the 1970s.
- Turnaround is a demographic effect caused by changes in certain age and life-cycle population mixes of metropolitan/non-metropolitan populations.
- The turnaround is the result of successful regional development and decentralization policies, especially those related to the separation of manufacturing industry from the big cities.
- This increase is a site-specific effect on employment growth, particularly in localized industries of non-metropolitan regions.
- The turnaround is the result of the gradual emergence of scale economy in large urban areas.

- The reduced distances associated with new transport and communication technology allow urban transport areas to expand more rapidly into widely dispersed but still metropolitan-focused economic networks.
- There has been a fundamental shift in people's values and lifestyle choices, or their ability to act on those preferences, in favor of residence in rural or small-town settings and against large cities.
- Finally, population growth is mainly a result of structural change in modern Western economies, as the proportion of tertiary and quaternary employment has increased relative to secondary employment, and the decline in primary employment has taken its course.

In the USA, non-metropolitan areas lost four million people between 1960 and 1970 and increased by three million between 1970 and 1982. This was the first-time rural America was experiencing widespread population increases and growing faster than metropolitan areas (Shumway & Davis, 1996). Improvements in transport and communications, retail and service expansion, reduced social isolation and improved rural community services, and increased employment availability and diversity have been the causes of this population shift (Smith, 1998).

The UK has gone through similar processes, and rural population growth has been studied under sub-headings such as suburbanisation, decentralization of job opportunities, counter-urbanization in remote areas, retirement migration and rural gentrification (Clout, 1986; Darling, 2005).

In the next part of the studies, the details of the three migration types and settlement mechanisms that are considered important are given. These types are counter-urbanization, amenity migration and rural gentrification.

### **2.1.1. Counter-Urbanization**

In the Western literature, the spatial effects of rural population growth were first studied under the title of counter-urbanization. Changes such as spatial transformations in the low-density area due to migration from the city to the countryside and the formation of settlements in the periphery of the city center were used in the early definitions of this phenomenon (Berry, 1978).

In addition, Berry (1980), suggested that the pursuit of cultural continuity and accelerated social differentiation among mobile populations are cultural drivers that move populations away from urban centers into out-of-town environments. Meanwhile, he argues that structural change throughout the post-war development of the United States has accelerated the spatial manifestations of cultural migration; in the late 1970s, the spatially flexible service sector grew, while heavy industry declined, and central investment capital spread. The circumvention of spatial constraints by capital flows was achieved in a similar way to developments in communication and transportation, which allowed time-space contraction and population mobility.

In the study conducted by Vining Jr & Kontuly (1978), significant changes in urban and rural settlement patterns in the USA and Europe after 1970 were statistically documented and the “clean break” phenomenon was revealed. The clean break theory proposes that counter-urbanization describes a demographic revolution and a clear rejection of past trends, rather than temporary anomalies and cyclical changes. Fielding (1982) based the clean break position on the following grounds:

- Individual preferences are the primary drivers in the deconcentration process;
- Urban life has lost its appeal and “traditional” cultural values are affecting rural repopulation and;
- Contemporary economic systems make this retreat possible by accelerating the pace of counter-urbanisation.

Champion (1998) argues that counter-urbanization should be understood as a medium-scale phenomenon that occurs between local decantralization in metropolitan areas and population redistribution in macro-economic regions. He argues that counter-urbanization should be studied separately in each macro-region and should only be studied at the national level in small countries or countries with clearly defined urban hierarchies.

Kontuly (1998) classified the factors used by researchers working on counter-urbanisation in six sections. These are economic cyclical factors, spatial and environmental factors, economic structural factors, implicit and explicit government policies, socio-economic and socio-cultural factors, technological innovations.

Findlay et al. (2000) have included in counter-urbanization slowing migration flows to the metropolitan area, increased flows to neighboring rural areas, and in some cases in- migration to peripheral or more distant rural areas. Halfacree (2007) attributed this phenomenon to the decline in the traditional agricultural industry in rural areas in the

transition to a post-production economy, increasing service sector employment opportunities in rural areas.

In addition, Mitchell (2004) argued that counter-urbanization as a term is chaotic and insufficient to capture the complexity of the phenomenon. He identified three subcategories of counter-urbanization at the local level: “ex-urbanization,” in which immigrants maintain their urban connections and travel frequently to and from cities; “displaced urbanization” where people move to rural areas in search of work or a lower cost of living; and “anti-urbanization” when migration is based on lifestyle motivations.

In conclusion, the literature is replete with descriptions of counter-urbanization as a particular kind of migration movement. Many associate the phrase with people relocating from large, urban or metropolitan places to smaller, rural or non-metropolitan communities, sometimes in search of a more "rural" lifestyle.

### **2.1.2. Amenity Migration**

Amenity migration is not based directly on the economic reasons that cause migration from rural to urban, it is a type of migration directed according to the wishes and desires of individuals. Along with the economically motivated approaches, there are also many researchers who explain rural migration as a result of selection rather than a necessity. These researchers focused on urban migrants, who often seek out rural areas in scenic locations, taking into account lifestyle and comfort values, rather than migrants who migrate for traditional motivations such as finding a job and increasing income. Migration based on this concept is called "amenity migration". Although there is no consensus on the definition of this migration, it can be explained as “the movement of people based on the attraction of natural and/or cultural opportunities” (Gosnell & Abrams, 2011a). The natural and cultural values that create this attraction vary depending on the geography.

In Australian literature, these attractions are concentrated in rural and coastal areas. Here, we encounter two concepts named "seachange" and "treechange", similar to amenity migration. Migration of rural areas for lifestyle migrants is labeled as treechange. These rural areas are considered to be indicative of places that provide an unspecified rural idyll, comfort, ambiance and alternative lifestyle (Costello, 2007). Also, the term seachange describes the immigration of the coasts by the urbanites. It also represents

broader social and environmental transformations resulting from rapid population growth and consequent urbanization in coastal areas (Gurran & Blakely, 2007). Basically, the motivation for these migrations is driven by lifestyle.

Another term describing the migration from the city to the rural areas in the American literature is “green migration”. According to this view; as the natural resources and landscape of the countryside are the reasons for migration, their conservation is considered a high priority for green migrants. In addition, these people are more concerned about the environment in rural areas, give priority to environmental issues, and engage in activities that promote environmental values more than local people (Emmet Jones et al., 2003).

On the other hand, rural areas in Europe are among the regions that receive intense migration due to their calmness. The architecture of rural areas or even a small farmland that can be farmed may be attractive to urban individuals (Pinto-Correia et al., 2016). People find forest and open land, water areas, areas with undisturbed rural landscape and topographic diversity most attractive (Bijker & Haartsen, 2012).

### **2.1.3. Rural Gentrification**

In the American and British literature, some of the migrations in the countryside have been tried to be explained by the phenomenon of "rural gentrification". There are various opinions on the concept of rural gentrification, which is a controversial concept. Sutherland (2012) defines rural gentrification as “a counter-urbanization with the displacement of low-income groups” adding the social class dimension to the ongoing migration debate.

Guimond & Simard (2010) argue that unlike urban gentrification practices, rural gentrification does not always lead to the displacement of local people and low-income groups because of the opportunity to develop new construction in rural areas. However, Murdoch & Marsden, (2013) state that when higher income groups move to rural settlements, they resist further development in the region, which subsequently leads to an increase in housing prices and the inevitably relocation of low-income groups. Darling (2005) summarized the gentrification of rural areas with four areas of interest from the literature, these are:

- Changes in the class structure of the British countryside often focus on the "colonialization" of the English countryside by an out-of-town or suburban, middle-class homeowner trying to create a lifestyle,
- Shifts in the rural capital accumulation process, and in particular the shift from industrial or agricultural production to service-oriented accumulation regimes and the development of residential real estate,
- Changes in the composition of the rural British housing stock, including ownership patterns, the impact of government housing policies, and the material composition of the housing stock itself,
- Areas where investments in residential areas that create a rustic or pastoral ambiance provide significant returns to various types of developers.

Rural, in many senses, can offer an area of relative independence, unlike the city. The human achievements of the urbanites in the city, when combined with these relatively limited spatial possibilities of the rural scale, enable a hybrid model for the gentrifiers (Orhan & Yücel, 2019). It has been suggested that gentrification in rural areas may involve not only a specific type of housing stock but also spending on "commodities" like local "craft" production, "countryside" leisure activities like horse riding, and rural tourism within heritage centers, country craft museums and historic market towns (Phillips, 1993).

## **2.2. Changing Dynamics of Rural**

The changes in the rural with the change in population are felt in the economy, physical and spatial, social and cultural areas. Castle (1998) developed the idea of "rural capital" as a regulatory paradigm for rural studies. It combines of natural capital, human capital, man-created capital and social capital. Man-made capital refers to the economic potential of the physical environment, whereas natural capital refers to the portion of the natural environment that can directly or indirectly contribute to human satisfaction. The size of the working-age population (population growth causes an increase in human capital) and investments made in people's education and training are both reflected in human capital (which leads to deepening of human capital). Social capital in a community relates to relationships, trust, and networking.

According to IFAD (The International Fund for Agricultural Development, 2016), change of today's rural areas is part of a wider structural transformation process shaped by links between agriculture, agricultural economy, rural non-farm economy, production and services. Increasing productivity in agriculture and rural non-farm economy provides food supply to meet the demands of urban transformation and growth and releases rural labor to other sectors such as manufacturing and services. The consequences of agriculture and the nonagricultural rural economy therefore reflect and determine the path of structural transformation.

Berdegué et al. (2013) describes rural change as a comprehensive process of social change in which rural communities diversifies their economies and reduces dependence on agriculture. In addition, be dependent on distant places to trade and acquire services, goods and ideas; the transition from scattered villages to towns and small and medium-sized cities and become culturally more similar to large urban communities. Despite of these common trends, rural change in different countries has different consequences for economic growth, environmental sustainability and social inclusion. In addition, rural transformation is driven by three factors that are active throughout the world. These are; the progressive diversification of rural economies, globalization of agri-food systems, and the urbanization of rural regions.

In the definition of rural areas that have changed under the influence of migration, it has been necessary to explain two different views. Rural communities in the globalizing world are entering "post-productivist" or "multifunctional countryside" era, also called "rural restructuring", by experiencing traditional land uses, economic activities and social changes. As a result of these transitions, there are significant transformations in the ownership, use and management of rural lands (Gosnell & Abrams, 2011b).

### **2.2.1. Post-productivist Countryside**

The term productivity effectively encompasses the entire post-World War II agri-food production regime and its supporting political infrastructure (Wilson, 2001). The agricultural industries of wealthy countries began the transition from productivity to post-productivity more than thirty years ago, according to Ilbery et al., (1998). Agriculture's role as a stand-alone industry entrusted with producing food and fiber with ever-

increasing efficiency for domestic and global markets has been fundamentally turned upside down during this age of transformation.

According to Argent (2002), there are three important indicators that show that rural areas have passed to post-production: (1) a general decline in the status of agriculture and its policy importance in comparison to other economic sectors; (2) a determination to reduce farm output through the withdrawal of farmland from productive uses and the removal of market-distorting incentives; and (3) a related concern to achieve environmental sustainability in agricultural production through the use of pricing mechanisms for natural resources like water.

Halfacree & Boyle (1998) and Ilbery & Bowler (2014b) have used the term "post-productivism" to describe changes in rural areas. Halfacree & Boyle (1998) described four "ideal" landscape types recognized in Britain as the post-productive period (Table 1). The work also includes descriptions of the economy, agricultural structure, migration, natural amenities, politics, and the factors that combine to produce each ideal type.

Table 2.1. According to Halfacree and Boyle (1998), four ideal types of Britain Countryside

<b>Countryside Types</b>	<b>Definition</b>
Preserved Countryside	scenic areas with long-established preservation, anti-development, local decision-making; yet agricultural diversification and increasingly contested development for consumption uses, especially with respect to middle-class in-migrants.
Contested Countryside	areas beyond the core commuter zones; landowners and developers dominate but with increasing challenges from in-migrants.
Paternalistic countryside	typified by the estates of large private landowners; some conversion of redundant agricultural assets but less development pressure; stewardship ethos.
Clientelist countryside	remote marginal zones; agriculture dominant but only through state welfare support; corporatist development.

In addition, according to Ilbery et al. (1998) the productivist phase of agriculture was dominant in industrialized countries between the 1950s and the mid-1980s. Characteristics of the productivist phase were policies and trends in the agricultural sector that emphasized industrialization. Since the mid-1980s, other agricultural land uses have



become more common as the government's emphasis on high-yield industrial agriculture has been reduced. This is the post-productivist transition (Ilbery et al., 1998).

One of the important dimensions of change in the post-production period is diversification in the agricultural sector, as (Ilbery et al., 1998) argue. An increasing number of hobby farms can be seen as part of the post-production transition. Existing farms are also seeking diversification (Ilbery et al., 1998). Post-productivism does not imply that agriculture has been trivialized, it merely acknowledges the growth of non-farm activities in traditionally agricultural regions, as well as the possible adaptation of agribusiness to diversified economic activities such as tourism (Murdoch & Marsden, 1994; Halfacree & Cloke, 1997).

“Pluriactivity” has been proposed as a term to describe the diversification of income sources in the agricultural sector (Ilbery et al., 1998). Organic farming, crop diversification, non-farm employment, cottage industries and farm-based tourism are examples of greater diversification of post-productivist agriculture and rural production.

### **2.2.2. Multifunctional Landscape**

As a result of immigration and increasing tourism effects, the landscape of the countryside is changing and becoming multifunctional. Landscape multifunctionality basically refers to "production" functions like forestry, agriculture, and water use, "ecological" functions like biodiversity, habitat, and groundwater recharge, and "information" functions like aesthetics, cultural heritage, local and regional identity, and recreation (Brandt & Vejre, 2004). This concept has significant potential to support the economic sustainability goals of rural communities while preserving the cultural landscape heritage and ecological integrity of rural areas.

The concept of landscape functionality is derived primarily from the field of landscape ecology. Structure, function, and change are three essential characteristics of a landscape, according to Forman & Godron, (1986), who define function as "interactions between spatial elements, that is, fluxes of energy, materials, and species between component ecosystems."

Brandt & Vejre (2004) explain that to understand the dynamics of cultural landscapes, researchers need to focus on three different types of functionality. They suggest that the three main categories of drivers are 'natural capacities' or geo-biophysical

and ecological processes, human ecology that affects the environment, and the deliberate capacity in society to protect or change the environment. In addition, Gulinck (2004) summarizes the four basic ideas that define multifunctionality as follows:

- Recognition of several natural functions: It is possible to see multiple natural functions being performed simultaneously by one land unit. Human action has the potential to improve or worsen these functions.

- An understanding of the various social tasks that each land unit can perform, including agriculture, water intake, and recreation.

- Diversification of functionality as an example of efficiency: Multifunctionality can be seen as an example of how to use resources more effectively.

- Policies for integrated land use: Multifunctionality is a method of land use and management policy that explicitly incorporates several societal purposes, such as rural tourism and mixed-forms agriculture.

Landscape serves a variety of roles in rural areas receiving immigration. In addition to the areas where production continues, the spaces related to consumption also become an element of the landscape. Tourism-oriented arrangements to attract the attention of the citizens not only ensure the sustainability of production in the space, but also bring different functions.

### **2.2.3. Rural Transition**

The rural's coming from production to post-production and the landscape serving different functions represent the transition of the rural areas. The activation of different identities in village life, the diversification of production, the settlement of aesthetics in the countryside, and the spread of recreation are the prominent features of this transition. The diversity in the social structure of rural areas with migration also determines the basic changing functions after production. These changes transform all relations in terms of spatial, economic and social aspects. The main arguments in these transformations shaped by post-productivist and multifunctional transitions are based on the decrease in agricultural production and increased use of amenity values. Paquette & Domon (2003) stated that there are various visions of functional changes in rural areas, such as 'industrial to post-industrial', 'productivist to post-productivist', and even 'rural to post-rural'.

A post-productivist transition has been defined by many authors as a transition “characterized by a wider variety of land-related economic activities, attitudes and commodity values as well as amenity values” (Mather et al., 2006).

Marsden (1999) summarizes a number of general trends regarding the evolution of diverse consumption rural areas in developed countries. Key trends in post-production 'consumption' of rural landscape include:

- 'Baby-boomer' demographic shifts and their impact on discretionary income levels;
- Enhanced individual mobility, including travel and leisure;
- Increasing use of technology, including information services and telework,
- A shift in cultural attitudes toward independence and community,
- Declining economic significance of conventional food production, together with structural modifications to the agricultural sector,
- An increased societal and political force and ethic known as environmentalism,
- A rise in the number of new uses for rural land along with increasing cultural expectations around how to handle animals and the environment (Marsden, 1999).

While many rural researchers agree that the concept of rurality is shifting from a largely primary production-based concept to a more diverse and commodified landscape (K. Halfacree, 2007; Holmes, 2006)), others argue that the potential importance of post-productivity in understanding land use change is yet to be recognized (Mather et al., 2006). It is generally accepted that the post-productive period is characterized by higher levels of economic activity, attitudes towards the land, as well as a greater emphasis on comfort values (Mather et al., 2006). In relation to this, some researchers have discussed the transition from rural production to rural consumption. The rural consumption is characterized by increased level of service, especially for non-rural people (Paquette & Domon, 2003). Mather et al., (2006) argue that there is ample evidence for a post-production transition in rural areas, with increasing lifestyle farmers, organic and niche farmers, and rural non-farm landowners.

Holmes (2006), on the other hand, took the current discussion further and used the concept of “multifunctional transition” for rural changes. According to this definition, multifunctional transition involves a radical reorganization in production, consumption and conservation, which are the three main aims underlying human use of rural space. The transition can be characterized as a shift from the previously dominant production

targets towards a more complex, contentious, volatile mix of production, consumption, and conservation targets. These three main goals can be associated with the forces driving the transition to multifunctional rural settlement, namely, agricultural overcapacity (production target), the emergence of market-based amenity-oriented uses (consumption target) and changing societal values (conservation target) (Holmes, 2006).

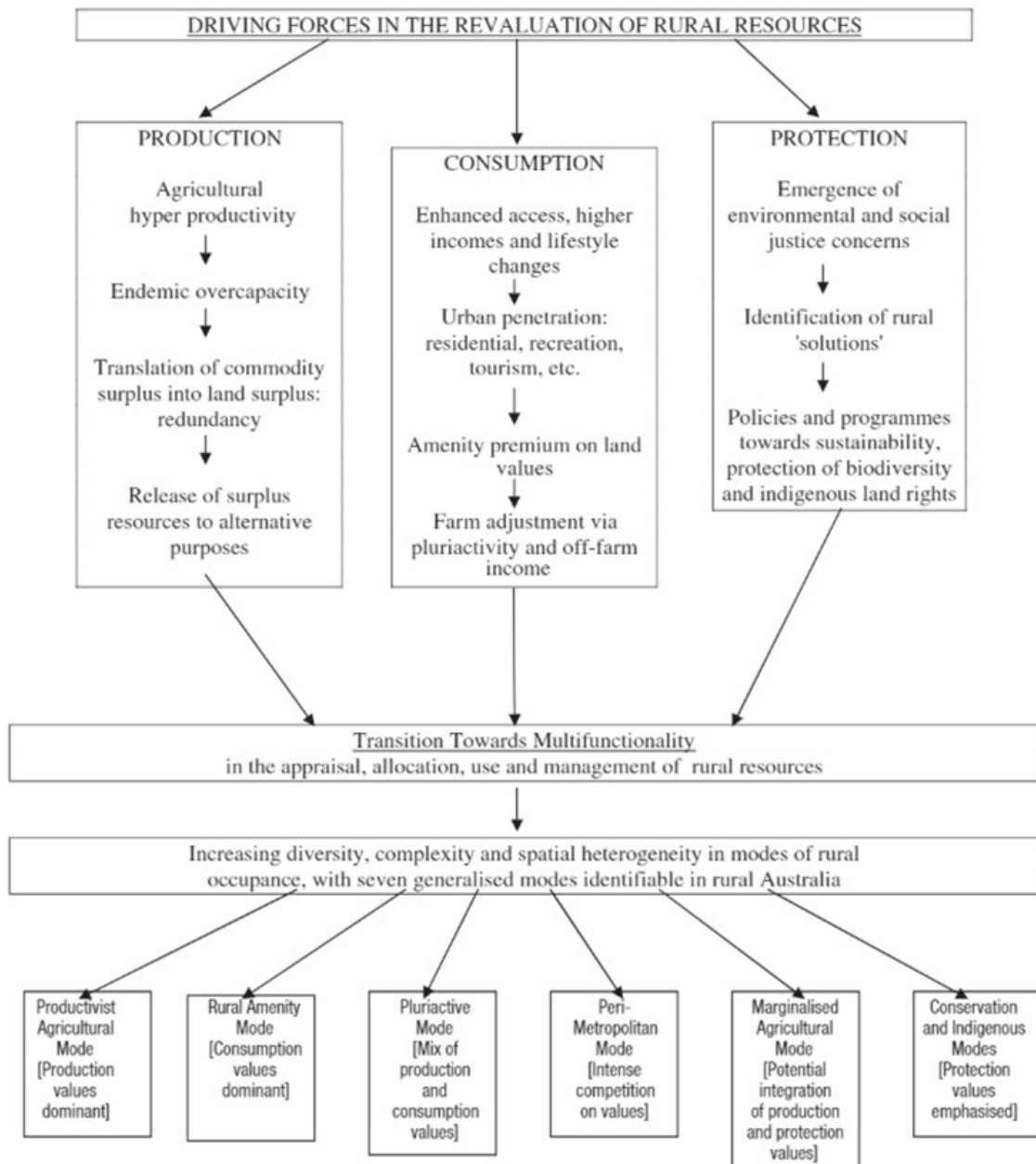


Figure 2.1. Multifunctional rural transition in Australia's countryside.  
(Source: Holmes, 2006)

The concept of multifunction rural transition in Australia is summarized in Figure 2.1. Holmes (2006) proposed three drivers that contribute to multifunctionality and increasing spatial heterogeneity in the use of rural resources in Australia. These driving forces are: Agricultural overcapacity, the emergence of market-driven amenity-oriented uses and changing societal values.

**Agricultural overcapacity:** State-supported technological advancements have accelerated agricultural intensification in favored regions, which has also resulted in farm redundancy manifested in loss of viability and resolved through pluriactivity, extensification, disinvestment, and/or conversion to non-farm uses.

**The emergence of amenity-focused, market-driven uses:** Rural land is being "consumed" by urban market forces drawn by housing, tourist, recreation, lifestyle, or investment prospects as well as by farm households that are becoming more and more reliant on non-farm income.

**Changing societal values:** Other than alternate market-oriented uses, several societal concerns can only be properly tackled in rural areas. These include issues with indigenous land rights, biodiversity preservation, landscape protection, and sustainable resource management.

### **2.3. Rural Space Under the Influence of Migration**

The consumption-related functions are added to the production practices of rural spaces that receive migration. As Woods (2007) argues, the materialities and meanings of rural space are constantly reproduced and discussed in conjunction with and depending on the identities of social actors. Rural space changes with the construction of new houses or the renovation of old ones, and more importantly, due to the constant flow of labor, capital and technology (Perkins, 2006). Since these are frequently modified, abandoned, or replaced by processes related to new mobility patterns, opportunities for entrepreneurial activity (agro-food products, landscapes, and cultural heritage), and the (re)utilization of resources, rural space is no longer equated with agriculture or productive activities (Galani-Moutafi, 2013).

In general, the countryside is no longer seen as a place of decline, but is instead revived through other activities (Bryden, 1994). Agriculture is much more than the primary production sector and often underpins the growing tertiary sector that caters to

the desires of urban and foreign visitors who want to see and experience the rural landscape (Heatherington, 2011).

The change in production forms causes consumption to enter the rural space, which was once referred to as agricultural production. Actors that change or improve traditional agricultural production, bring consumption-oriented spaces to the countryside or bring both production and consumption together in the same space determine the current production practices of the rural space. Therefore, the main sources of livelihood, especially in the rural areas receiving immigration, are diversifying and developing. New trends of leisure patterns, tourism and commodification practices based on the consumption of signs, spectacles, experiences and information, require a reconsideration of “rural” and “local” (Galani-Moutafi, 2013).

K. Halfacree (2006) suggests a new complex rural space model in line with the views of Lefebvre (Lefebvre, *The Production of Space*, 1991). Three aspects of this model are (Figure 2.2):

- *Rural localities* have been attributed to relatively unique spatial practices. These applications can be associated with production or consumption activities.
- *Formal representations of the rural* such as those expressed by capitalist interests, politicians or, bureaucrats. Most importantly, these representations express how the rural is framed in the (capitalist) production process.
- *Everyday lives of the rural*, which are inevitably fractured and incoherent. They include individual and social elements (culture) in negotiation and cognitive interpretation.

In addition, Halfacree (2006) considers two important and interrelated dynamics in the ongoing debate on today’s rural space. The first and the importance for every country in the world is the changing and intensifying effect of capitalist globalization. This is the state's acceptance of withdrawal in agriculture by its own hands and the market forces gain a free rein. The second dynamic that gives power to rural change is recognition of the increasing consumption role and potential of rural areas. Here, marginalization of agriculture and concerns about rising consumption are represented in everything from the increasing weight given to environmental considerations within some agriculture to the replacement of agriculture by other land uses in many regions and locations, typically those attempting to service the external demands of urban residents.

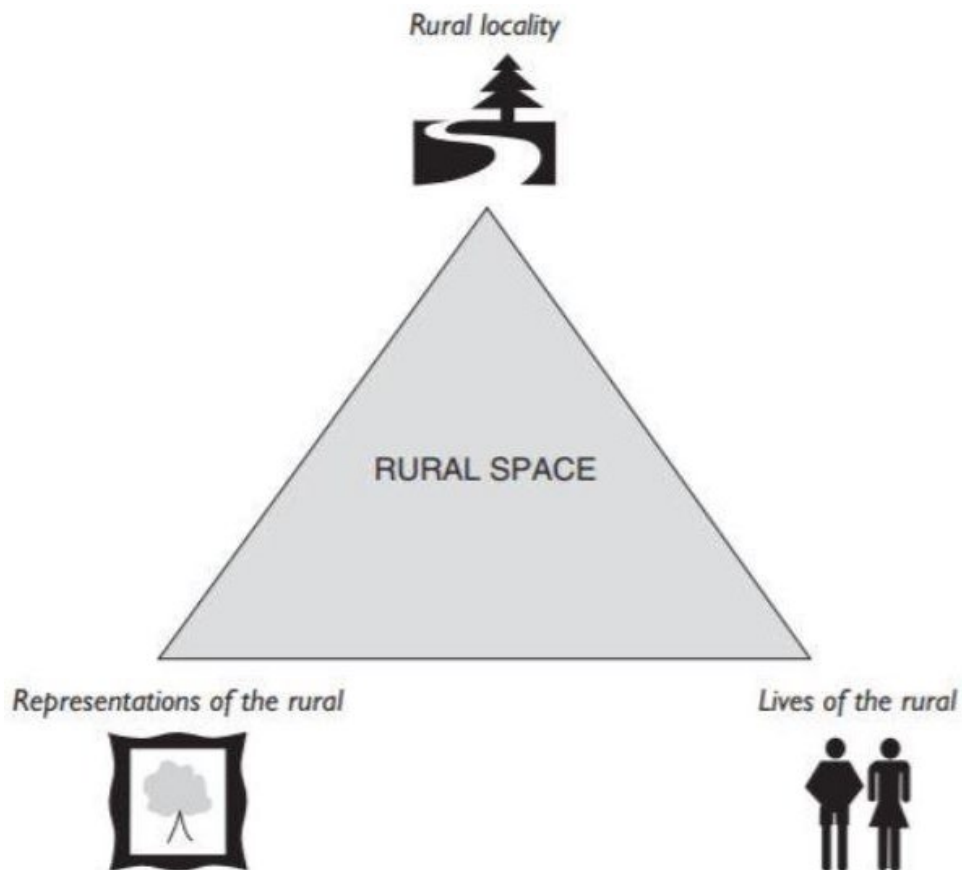


Figure 2.2. Three-Fold Model of rural space proposed by Halfacree (2006).

According to P. Cloke & Goodwin (1992), rural localities have been deeply influenced by a different rural spatiality expressed by economic restructuring and social recomposition. The first is expressed by practices related to leisure time related commodification, urban workplaces (commuting), industrialization and exploitation of marginality (waste dump, mining), while the latter is particularly relevant for counter-urban in-migration and 'rural idyll' (Halfacree, 1994).

In addition, especially rural areas around the metropolitan cities have become more often regarded as a space with other functions such as leisure and relaxation, cultural and educational values, and environmental conservation. While the role of production has decreased in the rural area, the role of consumption increased. This situation is defined as the 'commodification of rural spaces' (Ilbery and Bowler 1998).

The commodification of rural spaces was developed by rural policy in the United Kingdom. A market was opened for various "commodities" such as rural lifestyle, residential areas, rural landscapes, rural cultures, and industrial products newly brought from urban spaces besides commoditized agricultural products (P. Cloke & Goodwin,

1992). According to Woods (2004), “The commodification of rural spaces is exemplified by rural resources that are bought and sold through tourism activities, real estate investment by outsiders, buying and selling of rural products, and the promotion of agricultural products and related products by utilizing a rural landscape image”.

As a result of such changing spaces, values based on what the actors perceive from the rurality and the power they represent enter into today's rural space (Perkins, 2006). The contribution of every space produced with the values of the actors to the rural remains controversial and needs to be evaluated. The importance of research on how the rural space is vitalized today and how the actors contribute to the rural space production in these environments should be added to rural studies.

## **2.4. Migration Movements in Turkey**

The phenomenon of migration to rural or low-density areas in Turkey has been tried to be explained by considering different approaches and types of migration, with the effect of various geographical and seasonal conditions. These studies, which are limited in number, tend to increase with the effect of changing migration aspects, especially in recent years. The socio-economic differences between regions, rapid population growth, transformation in the agricultural sector, inadequacies in economic policies, terrorism and political reasons are the general causes of internal migration in Turkey (Ruşen, 1996; Yenigül, 2005). In order to understand the migration from urban to rural in Turkey, it is first necessary to understand the dominant migration movement from rural to urban areas.

### **2.4.1. Rural to Urban Migration**

The share of urban population in Turkey's total population has been no significant change until the beginning of the 1950s. In the 1950s, an internal migration movement begun to urban areas and the share of the population living in urban areas increased rapidly since 1980s. This rate increased to 65% in the early 2000s and to 77.3% in 2012 (Table 2.2). The establishment of metropolitan municipality in 14 provinces and the participation of districts in towns and villages in metropolitan status in 30 provinces has reached 91.8% in 2014 as a result of administrative structure changes (Kiziroğlu, 2017).



Table 2.2. Percentages of urban and rural population in Turkey by years.

Year	Urban Population Ratio	Rural Population Ratio
1927	%24,2	%75,8
1955	%28,8	%71,2
1960	%31,9	%68,1
1980	%43,9	%56,1
2000	%64,9	%35,1
2012	%77,3	%22,7
2013	%91,3	%8,7
2016	%92,3	%7,7

Interregional differences, neo-liberal economic policies applied in agriculture, spatial expansions based on developments in transportation and communication infrastructure push rural and urban spaces to intense interaction in Turkey. The most striking of these intense interactions between rural and urban areas; demographic changes in the countryside, modernization efforts, and the transformation in the administrative and agricultural structure (Tekeli, 2016).

The migration movements between the urban and the rural areas began to take shape in the 1950s. With the increase in industrialization and the development of technology, rural economies have regressed, and a surplus of labor has emerged in big cities (Şimşek & Gürler, 1994). In order to meet this workforce, migration movements from rural areas to urban areas continue to be effective until today.

The first movement experienced in rural space and thus triggering rural change is the urbanization process, which started with the agricultural mechanization process in the 1950s and gained new momentum with the economic policies released in the 1980s. This process led to the dissolution of the rural population. The second is the structural change of the agricultural sector after 1980 and the proportional decrease in its contribution to the country's economy. For this reason, the change in the rural structure of Turkey in the 1980s and later years is more important (Canpolat & Hayli, 2018).

Historically, migration in Turkey is generally based on socio-economic reasons and is experienced from the Black Sea, Eastern Anatolia, and Southeastern Anatolia Region provinces towards the industrialized western provinces with higher per capita income. Initially, the migration from rural areas to the cities took place later from the city

to the city, and in recent years, it has been observed that the tendency of migration from the city to the countryside has increased. Between 1995 and 2000, the size of the population that migrated from the city to the countryside doubled compared to the previous period (Bülbul & Kose, 2010)

With the attractive effect of the developments in the city, the number of urban population, which was 20% in 1945, reached 80% in the 2000s. Studies have shown that the transformations in village life caused by technological developments have a slowing effect on migration. From this, it was concluded that the main reason for the migration to the city was not due to the developments in the village, but to the developments in the city. Immigration to European countries since 1963 also affected the structure of migration to big cities. One of the biggest effects of the migration from the village to the city in Turkey is the changing structure of the villages with the people who are no longer producing and who continue their livelihood with a pension (Tekeli, 2008).

While modernization in the agricultural sector has led to the emergence of surplus labour in this sector, especially the big cities have been the target of overpopulation since the early 1950s and accelerated in 1960s and 1970s. In this sense, the rapid migration and urbanization of the peasants in large cities to form large and dense labour pools have been the most important determinant of the urbanization process between the 1950s and 1980s (Şengül, 2009).

In the beginning, it was assumed that the masses that had accumulated in the cities by the dissolution of the peasantry would adopt the urban values and become urbanized. It turned out that even the second generation of these masses accumulated in the cities did not realize such a transformation (Tekeli, 1998). At the end of this process, people living in rural areas have decreased. After this period, when we come to 1980's, Neoliberal policies have been strongly felt and experienced many changes in Turkey itself.

Since 1980, Turkey entered into the world capitalist system in this period and not only integrated into the global market but also took part in the global production process. The agricultural sector is one of the sectors most affected by the said process. Especially after the 1999, national programs implemented in agriculture, not according to Turkey's agricultural and social structures however signed with the IMF stand-by agreement, as well as applications in parallel to this agreement with the WB (World Bank), Turkey's European Union accession process and depending on the WTO (World Trade Organization) agreements. These interventions reduce the regulatory role of the state in agriculture, especially through privatizations and deregulation. As a result, the markets

are liberalized, the efficiency of multinational corporations is increasing and thus the transition to global production forms is ensured (Bor, 2009).

These interventions in agriculture and due to IMF programs, the base price application in agriculture has been removed and the reduction of state subsidies worsened the situation of the peasants who provided their livelihood from agriculture and some problems arose. Keyder (2014) have divided the three levels to understand the conceptual framework of the agricultural problem of Turkey: commodification, peasant expropriation and politics.

The laws and regulations prepared within the framework of neoliberalism have been the factors preparing the rural space policies to the present day. The agricultural policies implemented since 1980 have created a process that basically breaks the ties between the producer and the state, weakens the farmers' organization, prepares the grounds for the sovereignty of the companies in agriculture, leads to a decrease in the agricultural production and reserve areas, as well as the dissemination of ecosystem balance-making space policies (Çalışkan & Tezer, 2018).

#### **2.4.2. Urban to Rural Migration**

Along with the above-mentioned developments, there has been a population explosion in the cities and irregular cities have emerged. These cities, which emerged at the beginning of the migration from the city to the countryside, which is the opposite of rural-urban migration in Turkey, are seen as unplanned and unhealthy urbanization that does not derive from rapid industrialization (Yavuz et al., 1978) . The population moving into the city is in a challenging condition due to a lack of shelter and accommodation, as well as cultural and psychological problems. The unbalanced urbanization and the overcrowding of several cities are also the source of the problems (Tezcan, 2009, p. 37).

According to Güreşçi (2010), the relationship between population density and population movement for Turkey can be expressed as follows:

- In the 1950s, the urban population ratio was less than the rural population. The population has moved from very dense to less dense. In this case, push factors came to the fore in rural areas and pull factors came to the fore in cities.

- After the 1950s, the population movement from the villages to the cities continued and the population density was almost balanced. The attractiveness of the cities continued to increase and showed itself more than the repulsiveness of the countryside.

- Towards the 2000s; The population movement from rural to urban continues, as a result, the urban population ratio is higher than the rural one. In this case, in addition to attractiveness in urban areas, the repulsive factor has started to become evident. Again, a movement from dense population to less dense population has started. This resulted in the emergence of migration from the city to the village.

Tekeli (2008) analyzed Turkey's migration history covering the period 1860-2010 in four different categories as Balkanization migrations, urbanization, inter-urban migration and life routes. The urbanization process was the one that took place between 1945 and 1980, and it took place in a much shorter time compared to European cities, with difficulties. For this reason, investments made in the infrastructure and superstructure equipment of the cities in parallel with the developments in the industry could not be realized in the big cities in a short time due to the economic difficulties. The "inter-urban migration" experienced after 1975 describes a period in which mobility between cities was experienced, not rural-urban migration with the completion of urbanization. This migration has now become more fluid and as a result of individual preferences such as work, education and marriage, a different migration movement has emerged that does not experience adaptation problems.

In the last category, which Tekeli (2008) sees as "life routes", he emphasizes the different migration movements that occurred with the transition to globalization and information society. Migration is no longer an action that takes place with a decision taken rarely and in the face of certain necessities, it is a way of life in which they are constantly on the move in parallel with the changing conditions. People's lives have become fluid. What is at issue now is the route choices and patterns of individuals. Unlike other displaced people, the new life formats they have created in time and space will no longer need to be associated with the concept of migration, but with the concept of life route.

Sürmeli (2017) stated that the reasons for migration from the city to the countryside in Turkey can be grouped under the heading of the repulsiveness of the city and the attractiveness of the countryside. Lack of shelter-housing, cultural-psychological problems have put the population coming to the city into a difficult situation. Unbalanced urbanization, overcrowding of several cities, increasing pressure on natural resources and

environmental pollution have been identified as the negative factors of the city. Factors affecting the attractiveness of the countryside are the reasons such as the increase in rural opportunities due to the development of technology, the fact that the villages are more reliable places than the cities, and the support given to agriculture and animal husbandry (Güreşçi, 2010).

It is seen that the migration movements from the urban to rural areas in Turkey are mainly due to two reasons; from obligations and demands. In the next part of the study, studies of migration from urban to rural in Turkey will be explained through these two phenomena; reverse migration (necessity), lifestyle and retirement migration (demands).

### **2.4.3. Reverse Migration**

Economic problems in Turkey's rural areas can be counted among the most important reasons for migration. Inadequate and inefficient agricultural lands, the lack of development of various economic sectors that will prevent migration, and the fact that natural environmental conditions (high and rugged landforms, negative effects of climatic conditions, erosion, landslide, earthquake, etc.) make life difficult and migration movements necessary (Öztürk, 2007). On the other hand, providing more widespread and high-quality services in areas such as education, culture and health in cities are attractive factors that cause migration from rural to urban areas. As a result of these developments, the population has moved from rural to cities, especially to big cities such as Ankara, Istanbul, Izmir, Adana, Mersin (Keleş, 2002, Güreşçi, 2010).

The dense populations that started to accumulate in urban areas have caused economic, social, cultural and spatial problems such as unplanned urbanization and squatting. These problems, which emerged in the cities, accumulated over time and started to negatively affect the attractive features of the cities. It is seen that rural areas have started to turn into new attraction areas as a result of both the cities starting to suffocate with repulsive factors and the efforts to prevent rural migration. As a result of this, the reverse migration movement initiated by those who came to big cities in recent years has become an important phenomenon (İslamoğlu et al., 2014).

Those who migrated from rural areas to cities for economic reasons had to work for heavy, tiring and dangerous jobs in urban areas for low wages, generally because they

were unskilled and uneducated. For this reason, they were isolated from the social environment because they could not reach normal living standards. For this reason, these people, who had difficulty in finding a job to make a living and became unemployed, were exposed to heavy pressure and could not find what they expected in the cities they migrated to. They are alienated from the society as they cannot adapt to the society they live in. In this case, reverse migration has been a way out for poor and unemployed immigrants (Durgun and Çak, 2010).

The economic stagnation, especially in the areas of immigration, causes people to lose their jobs and return to the rural areas where they migrated before. In addition, reasons such as insufficient health and educational institutions and infrastructure facilities, inadequacy of green areas, stress brought by urban life in the migrated areas cause migration from cities to rural areas after a certain period of time. In addition, those who work in various institutions and organizations and those who are retired from these institutions also participate in the reverse migration movement (Keleş, 2002).

The concept of reverse migration, which expresses the process of receiving immigration from a developing country, region or city, has begun to be used frequently today. Technological developments, especially the development of underdeveloped regions and the emergence of new employment opportunities, sustainable growth in agriculture, economic crisis are among the factors that cause reverse migration (İslamoğlu et al., 2014).

One of Turkey's provinces with the highest immigration rates, Istanbul, is where these issues are most acute and has adopted policies that promote reverse migration in an effort to address them. The "Reverse Migration Project from Istanbul," run by the Istanbul Metropolitan Municipality, is the most significant illustration of this (IMM). The Istanbul Metropolitan Municipality (IMM) assists persons who moved to Istanbul for a variety of reasons, but who ran into financial troubles there as a result of the local economy and wished to go back home but were unable to do so because they lacked the necessary financial means. In this context, it helps citizens who cannot afford to move, bus tickets are purchased for those who want to immigrate to the reverse, and a truck is allocated to those who want to immigrate with furniture, ensuring that the goods are safely delivered to their destination ([www.ibb.gov.tr](http://www.ibb.gov.tr), 2021).

Economic, social and psychological problems such as unemployment and livelihood problems that arise as a result of migration from the village to the city constitute the driving factors of the city. The attractiveness of rural areas, on the other

hand, emerges in connection with the positive improvement of the driving forces of these emigrant regions (Güreşçi, 2010). This situation is mainly due to the increase in agricultural income and employment as a result of the change in agricultural policies, industrial incentives, investments and therefore regional development (Ayhan & Akkuş, 2007).

#### **2.4.4. Lifestyle Migration**

The lifestyles that individuals create depending on their social and cultural structures, positions, external factors, and psychology emerge as a mixture of their current life and the life they desire, and show similarities with their consumer behaviors. Lifestyle is about how individuals spend their earnings, what they do in their spare time, how they live. Today, it has a dynamic structure that is affected by the rapid changes experienced by societies and undergoes differentiation with technological, economic, political and cultural changes. Depending on the changes experienced by the society, the changes in their current situations lead individuals to make different decisions (Şimşek, 2010).

Culture, which includes all material and spiritual elements that determine the thoughts and lifestyles of individuals, is an important factor that determines the lifestyles of individuals. As well as their current lives, their desires, dreams, the way they express themselves, their plans for the future and the way they reveal their life choices are in close relationship with the cultures they have been fed until that day. Lifestyles determine the status, cultural background and way of thinking of individuals in society (Tekeli, 2008).

Lifestyle migration is to migration to places where people with relatively higher income levels believe that they can lead a better life, who have the opportunity to move for reasons such as exploring on their own, without any economic, security threat, necessity, dependency on a place, etc. It can also be said that this type of migration, which we can see as a new human movement in today's world, is the lifestyle of people with flexible and fluid life opportunities.

“Lifestyle” and/or “lifestyle migration” covers more than one type of group. As we can count the old and young retirees, they have also been examined with different concepts in the migration literature due to their diversity, such as groups that completely cut off their ties from the source place they left, protect their ties and return from time to time, plan to return after a certain period of time, and live in more than one place.

However, their common points are that they are a relatively young population, have no economic concerns, have a relatively higher standard of living and welfare, seek a more comfortable life, have previously experienced tourism connections in the places they migrated, make individual and arbitrary decisions about migration and mostly in the consumer situation (Südaş & Mutluer, 2010).

Although they focus on spare time for themselves, some immigrants may prefer to continue with a reduced work life in order to keep more control in order to improve their quality of life. Some of them can reveal their entrepreneurial spirit by establishing the business of their dreams, while others take advantage of the flexible working opportunities in the labor market. In these cases, immigrants describe that they want to be their own boss, that working for them is more satisfying and that this allows more control over their work life. Others work for lower wages in order to achieve the quality of life they desire. Some may even return to their homeland for a while in order to provide the financial savings they will need to go to the next migration destination. For most immigrants, achieving a favorable work balance is the key to their dream lifestyle.

Studies in Turkey have generally been limited to retirement migrations. The southern regions, which are also preferred by foreign citizens, are attractive for retirement immigration. In addition to internal migration, this foreign population, who settled in the western and southern regions of Turkey, also constitutes a migrant group. Europeans, who settled on the western and southern coasts of the country, constitute a new mass of immigrants. However, research on this subject for social sciences is quite new. However, examining Turkey as a target country for international population movements by human geographers is a fairly new approach (Südaş and Mutluer, 2010).

The construction and ownership of second homes or summer houses in Turkish coastal areas began to be promoted by the Turkish government in the 1980s, following the initiation of neoliberal policies and efforts to integrate the international tourism sector by offering financial opportunities to potential customers such as mortgages (Emekli 2014). Akyürek, Kılıçaslan, and Özkan (1988) discuss the ecological destruction and property value inflation in coastal areas associated with increases in second home ownership . Hurley and Arı's latest research examines the relationship between the emergence of a housing market that caters to the demands of outreach immigrants and local resistance to neoliberal landscape transformation in the Kaz Mountains, coinciding with Costello's inverse correlation between the increase in immigrant numbers in the region (Costello 2007; Hurley and Arı 2018).



Öztürk, Hilton, and Jongerden (2014) argue that neoliberal transformations in the agricultural sector in Turkey have led to the emergence of "new" rural settlements, such as exurbias and suburban villages in the west, in southwestern Turkey, where wealthy professionals and urban retirees are settled. It refers to "dual settlement" and "multi-hybrid living" that blurs the urban and rural boundaries. Regarding new migration flows and mobility, people create "geosocial realities or socio-spatial products of their movements".

Young's case study in two villages in Izmir, Yeni Orhanlı and Yağcılar, exemplifies these "new" types of rural settlements and argues that "urban villages" are composed of upper middle-class professionals seeking healthier and "authentic" families (Yücel Young 2007) . Moreover, Young (2007) argues that traditional distinctions such as traditional/modern and urban/rural are no longer black and white for urban peasants. Rather, it is possible to observe "hyper traditions", meaning that these villagers fuse their perceived dual urban/rural lifestyles.

#### **2.4.5. Retirement Migration**

As a new trend related to tourism, since the 2000s, especially British and German people, especially from developed European Union countries, they have started to live in Turkey continuously or periodically. The fact that the real estate prices in Turkey are much lower than in Europe and Spain, and the positive developments in the economy and the European Union membership process are among the important factors that increase the retirement migration to Turkey. The Land Registry Law, which was enacted in July 2003 and allowed foreigners to acquire property in Turkey, also contributed to the acceleration of this movement.

According to the records of the General Directorate of Land Registry and Cadastre, there has been a significant increase in the number of properties purchased by foreigners in Turkey in recent years. While 1,902 properties were sold to foreigners in 2001, this figure reached 2,454 in 2002, 2,310 in 2003, and 5,274 in 2004, with a significant increase. It is stated that the number of real estate purchased by foreigners is higher than the official figures, and the rate of those who are in the process of purchasing has reached quite high levels, especially in the last period. While the Germans and Scandinavians generally prefer Antalya, Alanya and its surroundings in the

Mediterranean region, the British prefer Kuşadası, Fethiye, Bodrum and Marmaris, especially Didim (Karakaya and Turan, 2006).

### **Evaluation of Chapter**

In this section, where rural migration is discussed, information is given about the causes of migration, the history of migration, developments in big cities, types of migration, the changing dynamics of the countryside and the new order of rural space. Especially the rural areas close to the cities discovered with the effect of tourism are greatly affected by this transformation. Although agricultural production continues its efficiency, different livelihoods are beginning to come to the fore in rural areas with the effect of migration.

New spaces in the countryside arranged according to the wishes of urbanites, infrastructure arrangements, consumption spaces integrated into production are the most striking examples of the spatial change of the countryside under the influence of migration. The transition from production to post-production with the changing countryside and the multi-functions of the landscape have been the most important results observed in the literature. As a result of these effects, the countryside changes and its effects begin to be observable in the space.

Turkey is experiencing similar processes as in the rest of the world, albeit a little late. Due to the boring and monotony of the cities, the rural areas closest to the center receive visitors especially on weekends. The issue of migration to the countryside, which was shaped seasonally at first, expanded especially with the 2000s, and started to transform from a space for rural visits to a space of life and work.

## CHAPTER 3

### NEWCOMERS OF THE RURAL

The classification of urbanites who migrated to rural areas has been handled by many researchers. Different typologies were formed as a result of these studies with the effect of geography. Especially in the studies that took place in Northern Europe, America and Australia, the causes of migration and the resulting transformations were the source of classification studies. Many terms have been used in the literature to describe the rural migrant group. Within the scope of this thesis, the name “newcomers” was preferred (Rivera Escribano & Mormont, 2007b). The word “new” becomes a key term in the study. It refers to entrepreneurship based on agricultural production and the branches that feed it which also forms the basis of the study.

Terms such as neo-rural, new rurality (Guimond & Simard, 2010), neo-peasants (Willis & Campbell, 2004) are terms that try to describe the migrant urbanites to the countryside, the dynamics that have changed with globalization in the countryside, and the changing rurality of the village and the villagers. The spatial change initiated by the migrating actors in the countryside has been one of the rural issues that have been started to be researched more recently.

Various factors play a role in the classification of rural migrant groups. Factors such as belonging, migration motivation, movements during the day, expectations from the countryside, and housing preferences are used in this classification (Escribano, et al., 2007, Guimond, et al., 2010). Apart from these, the ways of making a living for the newcomers in the countryside and rural entrepreneurship are also used in these classifications recently.

The change in production forms causes consumption to enter the balance of the rural space, which was once referred to as agricultural production. Actors that change or improve traditional agricultural production, bring consumption-oriented spaces to the countryside or bring both production and consumption together in the same space determine the current production practices of the rural area that receives migration. As a result of such changing spaces, values based on the power that the actors perceive and represent from the countryside enter today's countryside (Perkins, 2006). The

contribution of every space produced with the values of the actors to the rural remains controversial and needs to be evaluated.

### **3.1. Who Are Newcomers?**

People who relocate from one region to rural areas or low density settlements are referred to as "newcomers," specifically representing a recent in-migration trend characterized by amenity expectations relating to home affordability, lifestyle options, and work. Newcomers frequently have a somewhat higher average educational level than long-term inhabitants, are more open-minded, have a wider range of talents and social networks, contribute to the local economy, and have the energy to help maintain rural vitality (Patten et al., 2015).

Jacob (2010) stated that rural migrant groups are relatively well educated, relatively happy in the land, most of them have no childhood farming experience and many of them work part-time to supplement their income. He explained the reasons for returning to the land with a wide spectrum ranging from independence to personal development and sustainability principles. Simple technologies are the most common (gardening, poultry farming), but many are willing to use more complex, expensive, or labor-intensive (solar power, photovoltaics) technologies if they become feasible for them (Jacob, 2010).

Changes in ecosystem structure and function, notably in land use and management, are brought about by the newcomers. The significance of these changes, the ecologies they have produced, and how to assess the biophysical changes are all hot topics of discussion in the scientific literature. The people, existence, and management techniques that produce all forms of nature are at the heart of these discussions rather than nature itself (Robbins 2001).

Halfacree and Boyle (1998) and Murdoch and Marsden (1994) discussed urban-to-rural migration primarily as a case of middle-class internal migration. Data collected on rural immigration since the 1970s show that rural population growth is consistent with industrial concentration and the development of leisure and consumption interests in the countryside, and processes that attract newcomers and capital (Champion, 1989).

Cloke et al., (1995) argue that varying levels of "cultural competence", broadly defined as "local" socialization and active participation in consumption practices, drive

differentiation between immigrant types. Demographically, newcomers change the population composition of rural space in terms of education and age. In the literature, there is evidence that the newcomers are older on average than the local population. Retirement migration is seen as one of the main flows into rural areas (Bures, 1997), but the recent literature provides evidence that some newcomers are not retired but, instead, people in employment (Stockdale, 2006).

Migration motivations of newcomers vary according to various reasons and regions. A study evaluating the housing choices of immigrants in rural America speaks of a national desire for calm, security, and proximity to nature (Herbers, 1986). This residential choice was strong enough to lead to a "deconcentration" of the population and a "galactic" settlement pattern in the 1990s, when it was paired with other reasons including high housing costs and an increase in crime in small communities (Salamon, 2003). Various reasons such as changes in lifestyle, getting bored with urban life and density, finding freedom, and the desire to return to the land are also the main reasons for newcomers to choose rural areas.

Selected studies from the literature dealing with the profiles of rural migrants are given in Table 3.1. In these studies, the definitions, classifications of newcomers (given names in the study) and the methods used in the studies were emphasized. When definitions in different geographies are examined, it is seen that the changing uses of newcomers in rural space are frequently used in classification. These changes are due to reasons such as primary or secondary residences for living, tourist facilities or those who maintain and improve existing agricultural production, and orientation to another business line.

In the studies, it is seen that the effects of the newcomers in the rural area are felt. It was stated that land occupations changed the rural landscape, they tried to create new business lines here, and seasonal or weekend visits were frequent. It is observed that seasonal migrations are still active in addition to permanent migrations (Table 3.1).

Table 3.1. Summary of studies on the classification of newcomers.

Study	Study Area	Method	Newcomer groups	Major findings
Glorioso (2000)	Czech Republic	Interviews	1. Permanent 2. Seasonal 3. Intermittent	In the study, amenity migration is defined as a valuable economic alternative and diversification in response to the decreasing production and agricultural activities of the countryside. Three types of amenity migrants are mentioned in the study: permanent (who spend most of their time in the region), seasonal (those who spend certain periods of the year in the area) and intermittent (those who move frequently between their residences). Migration to the region is attributed to the following reasons: natural environment and rural landscape, different architecture and finding jobs in the tourism sector.
Rivera et al. (2007)	Spain	Case Study, In-depth interviews	1. Pragmatic dystopians, 2. Refuge utopians 3. Deep-rooted utopians	The typology of neo-rurals was made taking into account the social practices reported by the interviewees: displacement to work, organization of shopping, involvement in local activities and mobility patterns. As a result of the study, the neo rural group was grouped under three sub-categories; pragmatic dystopians, refuge utopians and deep-rooted utopians. Pragmatic dystopians are the group based on mobility, who come to the countryside for living in a larger space for their families and maintain their business and friendship relations in the urban area. Refuge utopians, on the other hand, are the group that chose to move to the countryside as a product of imagination, built their shelters in the style of a rural house, but still have business relations with the city. Deep-rooted utopians, on the other hand, defined themselves as people who feel belonging to the countryside, keep their relations with the countryside strong, and move their business here or get a job.
Gill et al., (2010)	Australia	In-depth interviews, Mapping	1. Full time graziers 2. Full-time lifestylers (amenity buyers) a. Commuters b. Hobby farmers c. Retirees d. Seekers of a rural retreat 3. Part-time lifestylers (amenity buyers) a. Hobby farmers b. Land investors c. Recreationalists d. Seekers of a rural retreat	In the study of sheep ranches under amenity migration, new landowners were divided into three subsections; full time graziers, (Own greater than 120ha (roughly 300acres); full time residents; off-farm income important, but their objective is to earn a living from the land, full-time lifestylers (amenity buyers) (Own 20–120ha (roughly 50–300acres); full time residents; many have a secondary residence elsewhere; main or only source of income is off-farm; amenity use; a minority seek to generate profit from farming activities) and Part-time lifestylers (amenity buyers) (Own 20–120ha (roughly 50–300acres); ‘weekenders’ or occasional visitors; primary residence is elsewhere; rely on off-farm income; amenity use; a minority seek to generate profit from farming activities).
Costello (2009)	Australia	Quantitative data (demographic, housing, economy)	1. Commuters 2. Retirees 3. Welfare Recipients	In the study, the new arrivals group was divided into three subgroups: 1. Commuters: middle-class people who often move to more attractive spaces in the rural periphery of the city; 2. Retirees - especially those who move to non-metropolitan areas for lifestyle considerations and financial advantages (price difference between urban and rural housing); 3. Welfare recipients - usually settlers in coastal areas (categories 2 and 3 overlap to some extent)

(cont. on next page)

Table 3.1. (cont.)

Gill et al. (2010)	Australia	Interviews	1. Lifestyle agrarian 2. Regenerative 3. Conservationist	Three groups were identified in the study, which investigated new forms of land management of new rural landowners. Lifestyle agrarians - Akin to traditional rural or farming senses of stewardship, Regenerative - Interest in improving land management as a whole with improved ecological management and restoration as important goals, Conservationist - Primary focus is on ecological restoration and/or provision of habitat.
Pinto-Correia (2016)	Portugal	Snowball interviews	1. Living purposes 2. Weekend visitors (Lifestyle farming)	In the study, the newcomers were separated as those who settled in the countryside for living and weekend visitors and investigated the lifestyle farming of this group. This type of agriculture, on the other hand, is explained as the type that does not provide the main source of income from agriculture or that production is not the main decision in land use decisions. In the study, information was collected from the social points (coffee house) of lifestyle farms through snowball interviews. As a result of the research, it has been shown that they do not harm the rural landscape and even achieve positive results in shaping the production styles and with the social networks they have.
Löffler et al. (2016)	Alps	Interviews Mapping	1. Amenity migrants 2. Second-home owners (Leisure-oriented) 3. Migrant workers	Article illustrates different forms of in-migration in the Alps, the motivations for relocation, and effects of newcomers on their destination areas. Amenity migrants move their work and life to these areas, while second-home owners come to low-density areas for leisure and landscape purposes.
O'Reilly & Benson, (2016)	International Migration (Europe)	Literature Review	1. Residential tourists 2. The rural idyllers 3. Bourgeois Bohemians	Residential Tourist-Migrants are attracted to places such as the Algarve, Malta and the Costa del Sol with their characteristic 'Mediterranean lifestyle', incorporating cuisine, wine, a slow pace of life, and outdoor living, features analogous to those mentioned by those seeking the rural idyll and the bohemian ideal. The rural idyllers- this is the types of migration where rural settlements offer lifestyle migrants a step back in time, back to the land, the simple or good life, as well as a sense of community spirit. Bourgeois Bohemians - These migrants are characterized certain spiritual, artistic, or creative aspirations and unique 'cultural' experience.

Another group of newcomers, who are trying to reach a predominantly agricultural lifestyle, is defined by various expressions. Neo-farmers (Mailfert, 2007), neo-peasants (Brunori et al. 2011), new pioneers (Jacob, 2010), new agrarians (Trauger, 2007) and back-to-the-landers. Key features that unite these groups are the experience of rural migration and the adoption of farming or horticultural practices as an important lifestyle component. While some of these people do agriculture for hobby purposes, some of them add to their income and even their main source of livelihood is from their land.

These new landowners share a number of traits in common, such as little to no reliance on farm revenue, a high level of environmental stewardship interest, small-scale

agricultural activities, sub-commercial landholdings, and a concentration on landownership for "lifestyle" reasons. However, these landowners have a variety of goals and methods, just like regular farmers (Gill et al., 2010).

Jacob (2010) established a classification system designed to reflect the real time spent achieving local autonomy goals through food production and other small-scale, independent economic activities (Table 3.2).

Table 3.2. Jacob's (2010) classification of back-to-the -landers.

<b>Category</b>	<b>Description</b>
<b>Weekenders</b>	Have full-time employment away from their farmsteads, but spend their free time (weekends, early mornings, and evenings) working on their empty property
<b>Pensioners</b>	Retired and supported by pensions (social security, investments, and retirement plans)
<b>Country Romantics</b>	Take part-time or seasonal work, then spend the rest of their time at work and leisure on their property
<b>Country Entrepreneurs</b>	Major source of income comes from small businesses on property (e.g. cabinetmaking, welding) that does not directly involve farming
<b>Purists</b>	Invest only part of their time in growing a cash crop on their property, for just enough cash income to survive in a monetized economy; otherwise subsist from the resources of their own property and barter relationships with their neighbors
<b>Microfarmers</b>	Devote most of their working time to the intensive cultivation of cash crops on their property – usually fruits and vegetables with high market value
<b>Apprentices</b>	Learn the back-to-the-land craft while working on someone else's farm

The vast majority of newcomers purchase land from the countryside or use land inherited from their families. There are also many immigrants who have started to live in gated communities. Land speculations in rural areas, which have become popular with the construction of such sites and migration, and the peasants selling their lands for this reason are also frequently seen (Smith & Krannich, 2000a).



## **3.2. The Effects of Newcomers**

The impact of newcomers in the countryside is a controversial issue. In the literature, the effects of newcomers are seen as both an advantage and a disadvantage because they change the countryside culturally, sociologically, spatially and economically. Reasons such as they have a good education, more conscious approach to nature and the countryside, promoting rural production and introducing the countryside with additional sources of income are counted as their advantages, while the reasons such as the imbalance of rural areas due to overpopulation, land speculation, cultural disagreements with the local people, land divisions, the dispossession of the peasants by selling their lands and transferring urban demands to rural areas are also included in the category of disadvantage (Galani-Moutafi, 2013; Marsden, 1999; Woods, 2007). Many researchers also see newcomers as a starting point for declining rural economies (Woods, 2004).

The studies examined in order to understand the root causes of the effects of the newcomers in the countryside are grouped under three headings; economic, social (cultural) and spatial (physical).

### **3.2.1. Economic Effects**

Rural economies are traditionally based on agricultural production and animal husbandry. Due to the prevalence of conservative attitudes in rural areas and the reluctance to change, it is assumed in the literature that the change actors of rural capital are predominantly immigrants and that the changes result from their integration into rural areas. It is known that the newcomers are more open to new ideas than the villagers and their enterprise is at a higher level (Akgün et al., 2011).

The main economic contribution of those who come to the countryside to start a business is job creation . With the economic effects created in countryside, migration from the rural to the urban areas can be prevented (Findlay et al., 2000b). Local people living in rural areas can get jobs through entrepreneurial activities initiated in agricultural production or a different business line.

The new urban-to-rural migrants view rural areas as an enterprising, expanding, and dynamic environment to invest in. Rural locations with a supportive entrepreneurial

environment not only draw these migrants, but they may also inspire residents to adopt an entrepreneurial mindset. As a result, encouraging an entrepreneurial environment in rural areas is increasingly considered as a way to make these locations better places to live (Akgün et al., 2011).

In addition, the influence of newcomers also has an impact on the residential and commercial landscape. The lifestyle and consumption practices of the new middle class have a significant impact on the residential and commercial urban landscape. Therefore, this process involves major changes in terms of the economic composition of housing, businesses and households. Land speculations are increasing due to the increasing need for housing and commercial spaces. As a result of these effects, the local people sell their land and move away from agriculture (Guimond & Simard, 2010).

### **3.2.2. Social (Cultural) Effects**

The demographic structure of the countryside, which has changed as a result of migration, may cause great transitions in social and cultural life of rural areas. As a result of a divergence in value orientations and a reorganization of local social capital, the social and demographic changes related to this transition may include a decline in social well-being and community capability (Smith & Krannich, 2000b).

Such claims and findings are theoretically supported by the idea that migrants from metropolitan areas bring with them a specific sociocultural identity, and that this identity and the related value orientations are very different from those of more long-term residents. Clay & Price, (1979) referred to this conflict between recent immigrants and long-term inhabitants as a "cultural clash." According to Williams & Jobes (1990) "because the cultural and social systems of small towns constituted of locals are noticeably different from the systems of the metropolis," there is a "culture collision" that constantly causes friction and hostility.

These alleged conflicts between opposing views and values are reported to be particularly pronounced in regard to environmental, land use, and growth and development issues. Newcomers are reportedly particularly worried about future expansion and development "killing" the recreational, scenic, ecological, and small-town aspects of their target destinations in rural areas that are expanding quickly due to amenity attractions (Smith & Krannich, 2000b).

Schnaiberg (2019) offers a theoretical explanation for the emergence of conflict over land-use and environmental issues, contending that urban-to-rural migrants share characteristics with subgroup cultures that support social movement participation. These characteristics, particularly high educational levels, are linked to higher levels of environmental awareness and support for environmental protection.

People that move to rural areas have a variety of identities and can contribute resources that are good for the sustainability and health of rural communities (Patten et al., 2015). By using different techniques in production areas, they can reduce their costs by obtaining the energy required for their businesses in different ways, and for this reason, they can set an example for the local people.

### **3.2.3. Spatial (Physical) Effects**

One of the areas where the effects of the newcomers are felt most is the rural space. The rural space, traditionally identified with production, is transformed by the various interventions of the newcomers. The first reflection of this is seen as land division and land use change. Richard et al., (2007) used the following expression in their study about the urban population migrating to the limousine mountains:

*“By settling in the countryside, the newcomers change the landscapes of the areas in which they invest, including their local neighbourhoods, via their domestic habits; their imprint on the landscape “reflecting their identity and revealing their conception of rural life”.*

There are changes in the ownership structures of rural areas receiving immigration. Commercial farmers are moving land in these regions from traditional agricultural usage to more diverse ownership. Residential development and land subdivision are frequently associated with this process. These new landowners appear in the literature as “small lifestyle farmers” (Hollier & Reid, 2007), “hobby ranchers, amenity buyers, conservation buyers” (Gosnell et al., 2007). Other related terms include “hobby farmers”, “part-time farmers” and “peri-urban landholders” (Maller et al., 2008).

Concerns about a mismatch between the size of ecological processes and the scale of subdivision and accompanying land management in the new land parcels are another set of issues. The act of subdivision itself, as well as a rise in human population and

development, can have an ecological impact that manifests at the parcel and landscape scales (Knight et al., 1995; Lenth et al., 2006; Radeloff et al., 2005). New homes, gardens, access roads, tracks, firebreaks, and fencelines are all brought about by the growth of land parcels. All of these result in increased edge and other changes to the vegetation and fauna.

An opposing viewpoint is that newcomers signify a good transformation in ownership and management. They take over from current landowners who might have lowered management effort as a result of low agricultural results and anticipation of land sales (Heimlich & Anderson, 1987; Liffmann et al., 2000). Furthermore, it's possible that these new owners may bring excitement for environmental stewardship, a willingness to try new ideas, and the means necessary to put their beliefs into reality since they are not bound by the farming communities' preexisting norms of practice (Wilson, 2008). The second overarching theme is related to the structural features of increasingly fragmented landscapes. Although the final consequence for biological processes and NRM may be the same — landscape scale fragmentation — this fragmentation comes in two forms that are strongly related to one another.

In addition, with the decentralization created in rural areas, large firms can choose a location from these areas. A larger workforce can be retained and attracted thanks to manufacturing companies' penetration of rural areas, which in turn increases demand for more personal and professional services. In addition, the rising demand for leisure time—reflected in trends toward earlier retirement, a shorter workweek, and longer vacations—prompts the growth of the recreation sector in remote wilderness and coastal regions. The expansion of the service sector outside of major cities and the relocation of urban residents to rural areas have certainly taken place simultaneously (Clay & Price, 1979).

Entrepreneurship activities created in the countryside greatly affect the change of rural space. With the different business lines created, traditional rural space meets with consumption. Consumption-oriented spatial practices such as recreation, entertainment areas, gastronomy venues and housing projects change the production type of traditional rural space and evolve into production-consumption and experience practices. The spatial reflections of these transformation practices are felt at the scale of architectural space. Many spatial criteria such as site plan, building form, selected materials, harmony with the environment and topography gain meaning in the transformed rural space.

### 3.2.4.1. Newcomer's Space Design

Newcomers compete over the rural space to fulfill new lifestyle, environmental and aesthetic priorities beyond the traditional aims of resource production. It is generally acknowledged that these conflicts have a significant spatial component and are frequently most intense in regions with relatively high levels of visual amenity and accessibility. In these rural locations, where opinions on "proper" land use may have historically been more universal, the interests of groups like visitors, hikers, horseback riders, trail bike riders, hobby farmers, and traditional farmers intersect, and occasionally collide (Tonts & Greive, 2002).

Perkins (2006) and Woods (2007) have suggested that social actors' identities, as well as the materialities and meanings of rural areas, are constantly constructed, reproduced, and challenged. The newcomers see the space as one of the most important factors of their enterprises while they establish their own enterprises. Because the transformed space is no longer just for production but also a showroom, consumption, experience and entertainment area (Paquette & Domon, 2003). The resulting building should be ostentatious and draw attention with its character. Because a building that stands out means that the enterprise attracts attention, and if the building attracts attention, production continues. On the one hand, while the consumption of the countryside increases with the arrival of visitors, the increase in production also sets an example for the changing dynamics of the rural space.

Many of the design choices are made consciously. In upper scale decisions such as the form used and the site plan, many design preferences such as symbols, orientation according to climate and natural conditions, suitable for local architecture or completely modern are applied consciously. It is possible to see their own feelings in the space, what they understand from the countryside (Galani-Moutafi, 2013).

Material preference is also one of the most important issues in building designs. Many traditional and modern materials such as transparent, stone, wood, metal are used in buildings as mixed or singular. Some of the buildings have parts similar to traditional construction methods. With these ideas, which can be interpreted as keeping the past alive and reminding the past in the place, different experiences are offered to the visitors of the countryside.

In addition, the subject of restoration is the transformations that rural areas under the influence of tourism frequently encounter. Traditional village buildings, most of

which are idle, are being restored and used or changed in function. Places that used to have functions such as barns, warehouses are also undergoing transformations for life or business purposes in today's transforming rural space.

An idealized picture of rural environment and community appears to have contributed to the emergence of this increasingly distinct and contentious rural region. Bunce (2005) investigated this topic and argued that romanticized constructs of rural landscape and community developed from the economic and social upheaval associated with urbanization. According to Bunce, the countryside has come to symbolize the best qualities of human civilization, standing for ideals like a sense of community and belonging, harmony with nature, and a straightforward way of living. Such characteristics are desirable because they seem to be in contrast to contemporary suburban and industrial landscapes and lifestyles (Tonts & Greive, 2002).

## CHAPTER 4

# RURAL ENTREPRENEURSHIP AND SPATIAL CONTEXT

The change of rural space under the influence of migration in today's countryside was mentioned in the previous sections. The changing dynamics of the rural space, which meets with different functions other than production with entrepreneurial activity, still has not been studied sufficiently. It is important to clarify the dynamics of the change of the rural space, which is one of the closest witnesses of the transformation of the countryside, because of these aspects. In the next section, information is given about the studies on the impact of entrepreneurship on rural space.

The subject of spatial context has started to be investigated in the field of entrepreneurship with an increasing momentum in recent years. The architectural pillar of the spatial context, which is influenced by many factors such as the function of the space, its relationship with its environment, its distance from the center, the size of the enterprise, and its employees, is missing. The architectural productions of new types of rural spaces created by rural entrepreneurs are worth examining.

### 4.1. Rural Entrepreneurship of Newcomers

Previously, economic variables like product life cycles and inexpensive labor could be used to explain why industrial enterprises relocated to the countryside, however today's urban-rural change is driven more by new lifestyles and personal concerns. These studies focus a strong emphasis on the qualitative characteristics of business location and the interactions between urban in-migration to rural areas and entrepreneurship activity (Herslund, 2012).

Wortman's (1990) study was one of the earliest to conceptualize rural entrepreneurship. "The establishment of a new organization that provides a new product, services or creates a new market, or utilizes a new technology in a rural context" is the definition of rural entrepreneurship (Wortman Jr, 1990).

According to Keeble & Nachum (2002), the middle-class immigrants are "mobile professionals" who bring knowledge, experience, and customer networks, which helps to explain their "enterprising behavior." Traditional households have a restricted "reach" due to the lack of demand for their local social networks and agricultural expertise outside of rural areas, but ex-urban households have a greater "reach" due to their enlarged physical circles of contact and networks and higher education. The more knowledge-intensive industries are where the newer enterprises might be located (Herslund, 2012).

Rural development takes place in this intricate interaction of interpersonal relationships, regional context, and site-specific characteristics like local networks. The extent to which rural development depends primarily on endogenous variables and local networks or whether development depends on exogenous development and networks with the outside world is a hotly debated topic in the literature. According to Bosworth (2010), immigrants are endogenous agents with a variety of networks. His concept of "commercial counter-urbanization" alludes to many impacts. This can be done by rural in-migrants starting their own enterprises, hiring them at other rural businesses, or promoting them through local commerce, information sharing, and cooperative working.

On the other hand, the influx of urban people seeking a better quality of life who migrated to rural areas might be seen as a significant potential for the revitalization of local economies and allows for the simultaneous transfer of entrepreneurial knowledge, skills, and innovation as well as human, social, and financial capital from urban to rural areas (Píša & Hruška, 2019).

According to Liu et al. (2019) in order to understand immigrants' entrepreneurial behavior, both push and pull factors have been identified. Either immigrants are pulled into entrepreneurship due to their relatively high risk-taking propensity and innate entrepreneurial spirit, or they are pushed into self-employment due to blocked opportunities and difficulty assimilating into the formal labor market.

According to Akgün et al. (2011), the entrepreneurship of the newcomers also encourages the local people in these matters. A number of factors are taken into consideration when comparing immigrant and local entrepreneurs, including geography (country, remoteness), demographics (gender, age, and education), the production sector (agriculture, tourism, and other industries), motivation (lifestyle, locality, job opportunities for oneself and one's family, and subsidy), and their contribution to the four types of rural capital (natural, man-made, social, and human). As a result of the study, the primary role of the new entrepreneur in rural areas is not to be the person "responsible"



for development. Their interaction and integration with the local rural population can encourage local people to be more entrepreneurial oriented. While this interaction may also cause local entrepreneurs to be more interested in the problems of their rural areas, the motivation and behavior of new entrepreneurs seem primarily related to their own lives and needs.

Studies that have already been done on rural entrepreneurship have concentrated on a variety of different but connected subjects, demonstrating a clear multidisciplinary trend in the approaches that vary from demographic to health-related concerns (Pato & Teixeira, 2016). There are a number of major subjects that can be distinguished. In addition to theory development, according to Pato & Teixeira (2016), they fall into eight categories, ranging from the micro to the macro level: demographic and psychological characteristics of entrepreneurs; organizational traits; embeddedness; rurality; growth and development; policy measures; and institutional frameworks and governance (Figure 4.1).

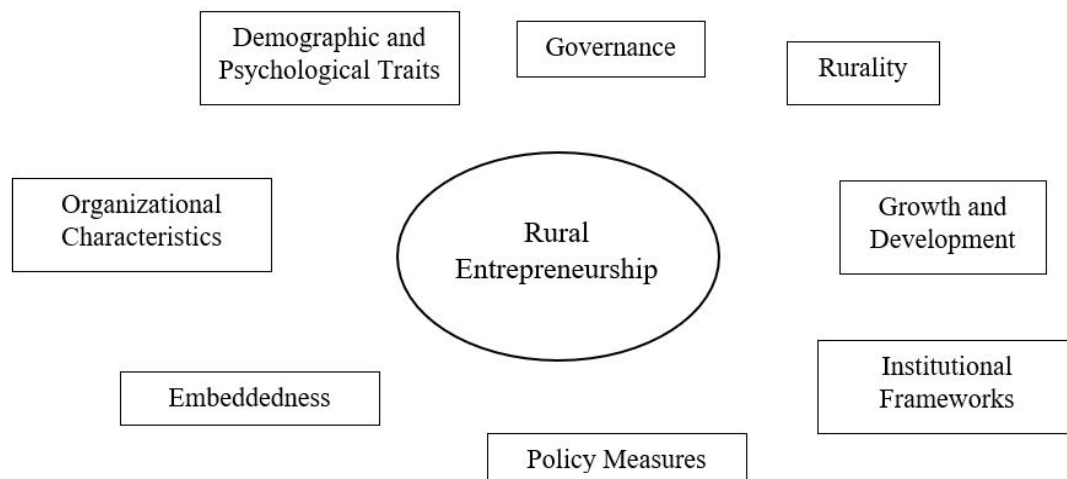


Figure 4.1. Eight topics of rural entrepreneurship studies.

Apart from these titles, the subject of space and context in entrepreneurship debates has also been one of the topics that started to be researched. Nowadays, economic, social, and institutional processes and situations are primarily the focus of entrepreneurship study. The literature has not effectively addressed the spatial context of entrepreneurship, its link to space, or the elements that foster entrepreneurship in space. The theoretical advancement of the discipline depends on examining the spatial context and further contextualizing entrepreneurship theories since context identifies the

mechanisms by which entrepreneurial processes are structured and influenced (Zahra 2007).

## **4.2. Spatial Context of Rural Entrepreneurship**

The aspects of the topography, geography, and infrastructure, as well as the significance, experiences, and heritage of the location(s) where the process of creating entrepreneurial opportunities takes place, are all considered to be parts of the spatial context. Additionally, since entrepreneurship frequently entails engagement in transnational flows of goods, capital, and people, which connect and define locales, the movement between various physical contexts may be significant here (Müller & Korsgaard, 2018).

According to the conceptual definition of rural entrepreneurship, which is geographical, this shows that what distinguishes rural entrepreneurship from other types of entrepreneurship is (partly) its spatial qualities (Kalantaridis and Bika 2006; Korsgaard, Müller, and Tanvig 2015). Therefore, a thorough understanding of rural entrepreneurship requires a careful analysis of how entrepreneurs' integration into spatial contexts and their bridging between local and non-local contexts facilitate entrepreneurial activity. An entrepreneurial process takes place in a socio-material area, which is referred to as the geographical environment.

The significance of space in entrepreneurship studies is currently neglected (Trettin & Welter, 2011; Zahra et al., 2014) and in comparison to studies on social and institutional contexts, is less advanced. However, macro-level studies are ideally suited to show both the differences in entrepreneurial activity across regional boundaries and the overall effects of new firm development in certain regional and spatial locations (Cooke 2004). At the regional level, it is clear that some localities offer more opportunities for entrepreneurial activity than others, and agglomeration effects can be seen in places like city centers with successful innovation systems, claim Stuart and Sorenson (2003).

The spatial context affects entrepreneurship through proximity; variables that promote entrepreneurial activity include being adjacent to city centers (Fritsch 1997), universities (Audretsch & Feldman 2004), other small or other places, or medium-sized firms (Audretsch & Keilbach 2004).

Entrepreneurial practices can vary based on their physical location, although research on the mechanisms influencing the spatial context is not nearly as sophisticated as that on the social and institutional surroundings (Hindle 2010). Existing research on the relationship between spatial context and entrepreneurship typically views space as a physical extension that permits social relations and exchanges to flow more or less smoothly, leading to agglomeration and concentration in places like clusters, and the opposite in places where there are significant physical distances between people, organizations, and institutions. As a result, the processes via which spatial context influences entrepreneurial actions are physical closeness and distance (Boschma 2005). Poor institutional performance has been linked to less successful economic development in rural areas (OECD, 2006). Even said, rural communities differ significantly from one another, and some exhibit strong economic growth that is partly fueled by entrepreneurship (Breitenecker and Harms 2010). It is important to understand the mechanisms influencing the spatial context since entrepreneurial practices might vary depending on their spatial context.

Researchers in entrepreneurship have recently embraced the idea of location, where the physical environment includes experiential components. In this context, emotional attachment to representations, meanings, pictures, and locales emerges as a crucial component that might in many ways obstruct entrepreneurial operations. For instance, Kibler et al. (2015) demonstrate how placement decisions can be influenced by emotional attachment to a region in ways that disregard economic reason.

Furthermore, it has been proposed that businesspeople in both urban and rural areas can benefit from using representations of place in the form of imagery, cultural traditions, and branding (Anderson 2000; Korsgaard, et al. 2015). As a result, understanding spatial context is not straightforward because it can be done from a variety of unique and only partially overlapping perspectives (Halfacree 1993). However, recent work on the topic of spatial context and entrepreneurship emphasizes the importance of considering spatial contexts as encompassing both the physical and material geographies of places as well as sociocognitive elements connected to representation, meanings, communities, and affiliations (Kibler et al., 2015; Korsgaard, et al.,2015).

As Halfacree (1993) points out, it would be problematic to ignore the representations or material dimensions that construct a place as socially meaningful, since both can act as enabling and limiting factors for entrepreneurial activity. The spatial context for entrepreneurial processes, therefore, refers to a natural and/or socially defined

(geographical) location with a specific socio-material structure (Korsgaard, Müller & Tanvig 2015).

The socio-material location where the entrepreneurial process takes place is referred to as the geographical context. Alternatively put, the confluence of topographical, geographic, environmental, and infrastructure materiality, as well as the socialized meanings and experiences associated with these materialities (Castells 1999; Cresswell 2006). The difference between space and place has also frequently been discussed in research on entrepreneurship and current rural spatial contexts (Korsgaard, et al.,2015). When discussing a particular spatial environment for entrepreneurial operations, the terms "space" and "place" relate to two distinct features of spatial contexts and two perspectives that can be used to examine the situation (Cresswell 2006; Tuan 2007). Economic considerations about the maximization of profits or the accumulating of economic value for businesses, nations, and regions dominate space-related issues about the mobility and flow of capital, labor, resources, and information (Castells 1999; Hudson 2001). Comparing a location to lived life and experience is what is meant by the concept of place.

Consequently, the study of spatial context is an important research gap, especially at the local spatial level of entrepreneurship. At this stage, it is important because it brings together different disciplines such as architecture, planning, entrepreneurship and economy. In terms of architectural discipline, the subject of spatial context has not been adequately represented. Understanding the design ideas used in the lands and buildings of the enterprises and the reasons that affect these ideas will be important for architecture and entrepreneurship studies.

In these studies, in which the importance of the spatial context in terms of entrepreneurship and especially rural entrepreneurship is evaluated, there are no inferences about the architectural components of the space. However, in the observations made, it is striking that rural entrepreneurs implement many conscious design and settlement decisions in their businesses. It is important to seek answers to the question of what they take into account when applying these, or whether an enterprise that is dependent on the place and its environment is still connected to its environment and region in the architectural practice. In the last stage of this study, it was tried to find an answer to the question of whether the space is produced with a conscious choice in rural entrepreneurship activities.

## CHAPTER 5

### METHODOLOGY & CASE STUDY

This study, which investigates the architectural parameters of the spatial context of the entrepreneurial activities that started in the rural areas as a result of the migration from the rural areas by the urban individuals, deals with the agricultural production entrepreneurs clustered in the rural area of the Urla district of İzmir and the enterprises in different business lines that sprout around these businesses. Urla Wine Route, which includes grape and wine producers, is the main axis of the study. For this reason, detailed information is given about the basic demographic, workforce, geographical features and climate of the Urla district and its rural areas, and then the history and reasons of the urban migration to Urla's rural are explained. The wine route and the introductions of other locations that are the source of the study are also included in this section.

The methodology was carried out in two parts. The extensive qualitative research design enables to explore the phenomena in its real-life context, create in-depth narratives that illustrate the process, and take into consideration the fuzziness of conceptual boundaries as well as actual contexts (Yin, 2009).

First, semi-structured interviews were conducted with Urla's newcomer entrepreneurs. The main purpose of the interviews is to find the spatial contexts of enterprises and detailed information about newcomers. There are various examples in the literature that studies on entrepreneurship and its spatial contexts have been carried out as a result of analyzes made as a result of in-depth interviews with entrepreneurs (Korsgaard, Ferguson, et al., 2015; Korsgaard, Müller, et al., 2015; Müller & Korsgaard, 2018).

In these interviews, the questions were asked to newcomers about their educational background, age, their location before Urla, occupations, migration stories and reasons, their land and businesses, the plants they produce and the products they produce, their employees, the transformations they make in the land, their definitions of rural areas and their social and physical relations with their rural environment.

The results obtained from the interviews were analyzed with NVivo software and four parts (production resources, human resources, spatial resources) were used to

classify the spatial context. As a result of the classification, the newcomers were divided into three groups according to their spatial contexts and inferences were made according to the architectural space parameters of each group.

At the last stage, architectural design parameters such as site plan decisions, building design and form selection, use of materials, and harmony with the environment were evaluated, and the architectural details of spatial context were tried to be found.

## **5.1. Data Sources**

In this study, semi-structured interviews, media search, document analysis and maps were used for data collection. In addition, aerial photographs of the years 1975, 1995, 2002 and 2018 of Urla district and its immediate surroundings obtained through GDM were used. Various visualizations were also made for architectural design parameters and the photographs of the enterprises, and the plans examined from the municipality and governorship were collected. For document review, TURKSAT data, laws, public institution reports were examined.

### **5.1.1. Interviews**

The main data source is the interviews. Semi-structured interviews were conducted with thirty-four entrepreneurs in rural areas of Urla. A total of eighteen questions were asked to the participants under four headings in order to understand the entrepreneur's migration story and their businesses and spatial characteristics of the enterprise (APPENDIX-A). Semi structured interview titles and information about questions can be seen in Table 5.1. The qualitative interviews were done on the spot in the rural districts because the researcher was able to see the setting firsthand and obtain insight into the day-to-day operations of the entrepreneurs.

Also, in order to gain a comprehensive and in-depth contextual insight into the enterprises, notes and photographs were taken during onsite visits. In addition, media and marketing materials such as official photos, videos and articles about the business on websites and social media were browsed to obtain additional information.

Table 5.1. Semi structured interview titles and contents

<b>Biographical Information</b>	- Name, age, education level, occupation (before, now), place of residence, business age, origin and date of migration
<b>Land, rural space and enterprises</b>	- Land purchase date and size, condition before purchase - Production in the field, the products obtained, size of the production areas, sale of the products - Demolition or construction on land, interpreting the relationship of the building with the land, interpretation of the rural space and its application in the field, thoughts on the current and future condition of the enterprise
<b>Migration</b>	- The adenterprise and reasons for migration and opening a business, - The reasons for choosing the settlement, - Disappointments and obstacles
<b>Environment and relationships</b>	- Relations with the village, similarities and differences - Impacts on the environment and settlement - Place attachment and relations with the city center

In migration studies, researchers who prefer to grasp the specifics and offer a cross-section over drawing broad generalizations, use the qualitative interview technique. They can thus concentrate on the viewpoint and story of the immigrants rather than the migration process. The experiences of the players can be used to describe how the decision to migrate was made and what followed (Kümbetoğlu, 2008). According to the topic and goal of the research, the qualitative method has been employed in migration studies for a long time. The researcher has the chance to comprehend the expectations of persons who have moved before, to observe things from their perspective, and to assess the outcomes. The decision to use the qualitative approach was taken in an effort to understand the dynamics of migration, which are complex, not just from the researcher's perspective but also from the perspective of the individual who has through a major life shift. The researcher's goal is to describe and interpret the specifics of human experiences rather than the consequences, modifications, and proof of outcomes that this procedure has on people's lives. The interpretation of the analyses can be supported by secondary data from recognized institutions (Akşit, 2017).

Age, occupation, gender, educational status and live in information of thirty-four entrepreneurs interviewed within the scope of the study can be seen in Table 5.2. Besides, the information about enterprise's founding year, main sector and used data sources for analysis can be seen in Table 5.3.

### **5.1.2. Secondary Data**

Secondary data are aerial photos, maps, plans and media surveys. In addition to semi-structured interviews with newcomers, official written and visual sources of the enterprises in the social media were also used to obtain information within the scope of the study. In the social media research, many websites were used for the comments of the people who visited the businesses were also examined and their thoughts about the enterprises were evaluated.

Aerial photographs were requested from GDM to examine the land use and road changes of the land and its immediate surroundings of the enterprises interviewed within the scope of the study. Aerial photographs were submitted by GDM between 1957 and 2018 years in 2019. Photographs from 1975, 1995, 2002 and 2018 were used in the study. Photographs between 1957-1975 were not used in the study because there was no remarkable change in land use.

Aerial photographs were combined with ArcMap 10.5 software and color arrangements were made. The high-resolution pictures obtained from this software were used in the maps where the land and surroundings of the enterprises were evaluated.



Table 5.2. The bibliographic information of interviewed entrepreneurs.

Case ID	Profession	Gender	Educational Status	Live in	Age
01	Lawyer	M	Graduate	Urla	52
02	Industrial Engineer	F	Postgraduate	Urla	36
03	Architect	M	Postgraduate	Urla	48
04	Medical Doctor	M	Graduate	Seferihisar	60
05	Businessman	M	Graduate	İzmir	44
06	Businessman	F	Graduate	İzmir	39
07	Manager	M	Graduate	Urla	29
08	Botanic	F	Graduate	Land	40
09	Lawyer	F	Graduate	Urla	42
10	Engineer	M	Graduate	İzmir	50
11	Chef	M	Graduate	Urla	28
12	Manager	M	High School	İzmir	33
13	Chef	M	Graduate	Urla	36
14	Engineer	M	Graduate (Leave)	Urla	32
15	Chef	M	Graduate	Land	32
16	Tourism	M	Graduate	Urla	41
17	Businessman	M	Graduate	İzmir	75
18	Artist	F	Graduate	Urla	37
19	Medical Doctor	M	Graduate	Urla	55
20	Advertiser	M	Graduate	İzmir	31
21	Botanic	F	Graduate	Urla	34
22	Chemistry	M	Graduate	Urla	36
23	Interior Architect	F	Graduate	İzmir	30
24	Teacher	F	Graduate	Urla	40
25	Engineer	M	Graduate	İzmir	39
26	Businessman	M	Graduate	Urla	55
27	Driver	M	Graduate	İzmir	38
28	Manager	M	Graduate	İzmir	35
29	Businessman	M	Graduate	Land	40
30	Businessman	M	Graduate	Urla	58
31	Greenhouse	F	Postgraduate	Urla	39
32	Botanic	F	Postgraduate	Urla	42
33	Manager	F	Graduate	Urla	47
34	Businessman	M	Graduate	İzmir	52

Table 5.3. The information about enterprises.

Case ID	Founding Year	Main Sector	Data Sources
01	2020	Winery	Interview, social media analysis
02	2018	Winery	Interview
03	1999	Pluriactive: Winery/Restaurant/Design Office	Interview, social media analysis
04	2010	Winery	Interview, social media analysis
05	2017	Pluriactive: Farm/Winery/Riding	Interview
06	2020	Winery	Interview, social media analysis
07	2006	Winery	Interview, social media analysis
08	2000	Pluriactive: Farm/Winery/Hospitality	Interview, social media analysis
09	2012	Winery	Interview
10	2021	Winery	Interview, social media analysis
11	2016	Restaurant	Interview, social media analysis
12	2014	Pluriactive: Farm/Restaurant/Riding	Interview
13	2018	Restaurant	Interview, social media analysis
14	2020	Restaurant	Interview, social media analysis
15	2016	Restaurant	Interview
16	2019	Restaurant, Wine	Interview
17	2020	Museum, Art	Interview, social media analysis
18	2011	Pluriactive: Art, Design, Cafe	Interview, social media analysis
19	2004	Pluriactive: Farm/Restaurant/Museum	Interview, social media analysis
20	1999	Pluriactive: Farm/Hospitality/Restaurant/Riding	Interview, Social media analysis
21	2021	Pluriactive: Cafe, Plant	Interview, Social media analysis
22	2018	Pluriactive: Farm/Hospitality	Interview, Social media analysis
23	2016	Pluriactive: Production, Cafe	Interview
24	2007	Pluriactive: Production/Hospitality/Restaurant	Interview, Social media analysis
25	2006	Husbandry	Interview
26	2015	Pluriactive: Production/Hospitality/Organization	Interview, Social media analysis
27	2013	Motorsports	Interview, Social media analysis
28	2021	Pluriactive: Restaurant/Organization/Wine	Interview, Social media analysis
29	2010	Botanic	Interview, social media analysis
30	1998	Farm	Interview
31	2013	Production	Interview
32	2016	Production	Interview
33	2021	Hospitality	Interview, Social media analysis
34	2021	Production/Showroom	Interview, Social media analysis

## **5.2. Analysis & Evaluation**

This study aims to find the spatial context of architectural space, which has not had much space in the literature, through rural entrepreneurs. As a result of the study, the architectural parameters applied by the entrepreneurs in their spaces were revealed. For this purpose, interviews were conducted based on studies evaluating rural entrepreneurship and its spatial context, and the evaluation of these interviews was carried out with the NVivo software.

In the second phase of the evaluation, in order to find the equivalents of spatial contexts in architectural space, the matrix and the presentation board in which each related business are evaluated were created.

### **5.2.1. NVivo Software**

Within the scope of the study, the thematic content analysis method was chosen to analyze the raw data obtained from the interviews. In order to carry out thematic content analysis, the data must be carefully examined. Today, various software is used in this analysis method. One of them, NVivo software, was chosen as a result of a series of research to be used in the study. Even though qualitative data are frequently complex, if they are managed appropriately, they can yield insightful results. Given the many sorts of qualitative data, tools to manage and assess this information must provide alternatives for data in a range of formats. NVivo is a helpful tool for categorizing, organizing, and analyzing qualitative data because it can import and handle a variety of formats and data types (Dhakal, 2022).

Tom Richards created the qualitative data analysis software called NVivo in the 1997 to make it easier to explore qualitative data. It offers a platform for processing data effectively while letting the researcher directly manage the application's analysis procedure (Richards & Richards, 1994). Additionally, the robust visualization tools in NVivo, particularly when it comes to the outcomes of different queries, produce comprehensible results that may be used for careful interpretations in the study. Versions of NVivo 12 are used for the research.

NVivo is used to analyze qualitative data in ways including content analysis and narrative analysis. Researchers can store, manage, query, and analyze unstructured data,

including text, photos, audio, video, and other data formats, using the software's workspace. NVivo has been utilized in numerous research in the fields of library and information science, and it has also been applied to analyze survey, interview data and literature review. Users of NVivo can perform a variety of qualitative analysis tasks on the platform, such as grouping and filtering raw data, identifying and constructing relationships between data, assigning and defining themes and categories for data, visualizing the outcomes of data analysis, and producing reports (Phillips & Lu, 2018).

### **5.2.2. Enterprise Design Analysis and Design Matrix**

According to the spatial context data obtained as a result of the analyzes in the NVivo program, the entrepreneurial newcomers group in rural Urla was divided into three subgroups. Evaluations were made at the last stage of the study according to the design criteria applied by these groups in their enterprises. Evaluations were made in two stages. In the first stage, papers containing various information including the site plan, mass, facade, production and other areas of the enterprise were prepared. The information in the analysis paper can be seen in Table 5.4, its schematic view and legend information can be seen in Figure 5.1.

In the last part of the results, a design matrix was created with the inferences made from the prepared papers of all enterprises and according to the answers given in the interviews. In this matrix, various information has been tried to be evaluated according to the discipline of architecture. According to the size of the lands and their spatial contexts, the design criteria of the enterprises in the matrix, the size of the production-recreation and other areas and their settlement characteristics are processed in the matrix. Detailed information about the matrix can be seen in Table 5.5 and its schematic view can be seen in Table 5.6.

Table 5.4. Information of analysis paper.

Parts of Presentation Paper	Information
Aerial Photographs and Location	Main location and surroundings of the enterprise in 1975, 1995, 2022 and 2018 Location of the enterprise in Urla
Site Plan	Site plan, buildings in the land, roads, areas for production, recreation and other uses, land use details of neighboring lands Donut chart with the production, consumption, recreation of the land and the size of the buildings (Land Use)
Façade, Section and Mass	The façade of the main building, the schematic section of the building's functions and the mass perspective of the building
Photos of enterprise	Photographs of the land and enterprise from various angles
Enterprise information	Main and side functions of the enterprise, year of establishment, total size, size of production-recreation and other areas, design decisions and additional information

**Aerial Photographs and Location:** In order to see the land use and road changes of the land and its surroundings, the plan was processed on the photographs of four years (1975, 1995, 2002, 2018). In this plan, the land of the enterprise and the roads around it are marked. In addition, the location of the enterprise in Urla is indicated on a separate map.

**Site Plan:** The site plan of the enterprise and its immediate surroundings are rendered in different colors. The meanings of the colors (Figure 5.1) vary according to the land functions of the enterprise. In addition, the chart created according to the percentage rate of land uses in the land is included in this section.

**Façade, Section and Mass:** Scale facade and mass perspective of the main building (or buildings) of the enterprise, schematic section without scale.

**Photos of Enterprise:** Photos of the business and its land taken during the interviews or found on their website.

**Enterprise Information:** Additional information about the business, important points in the building and site design, building material choice, size of total land.

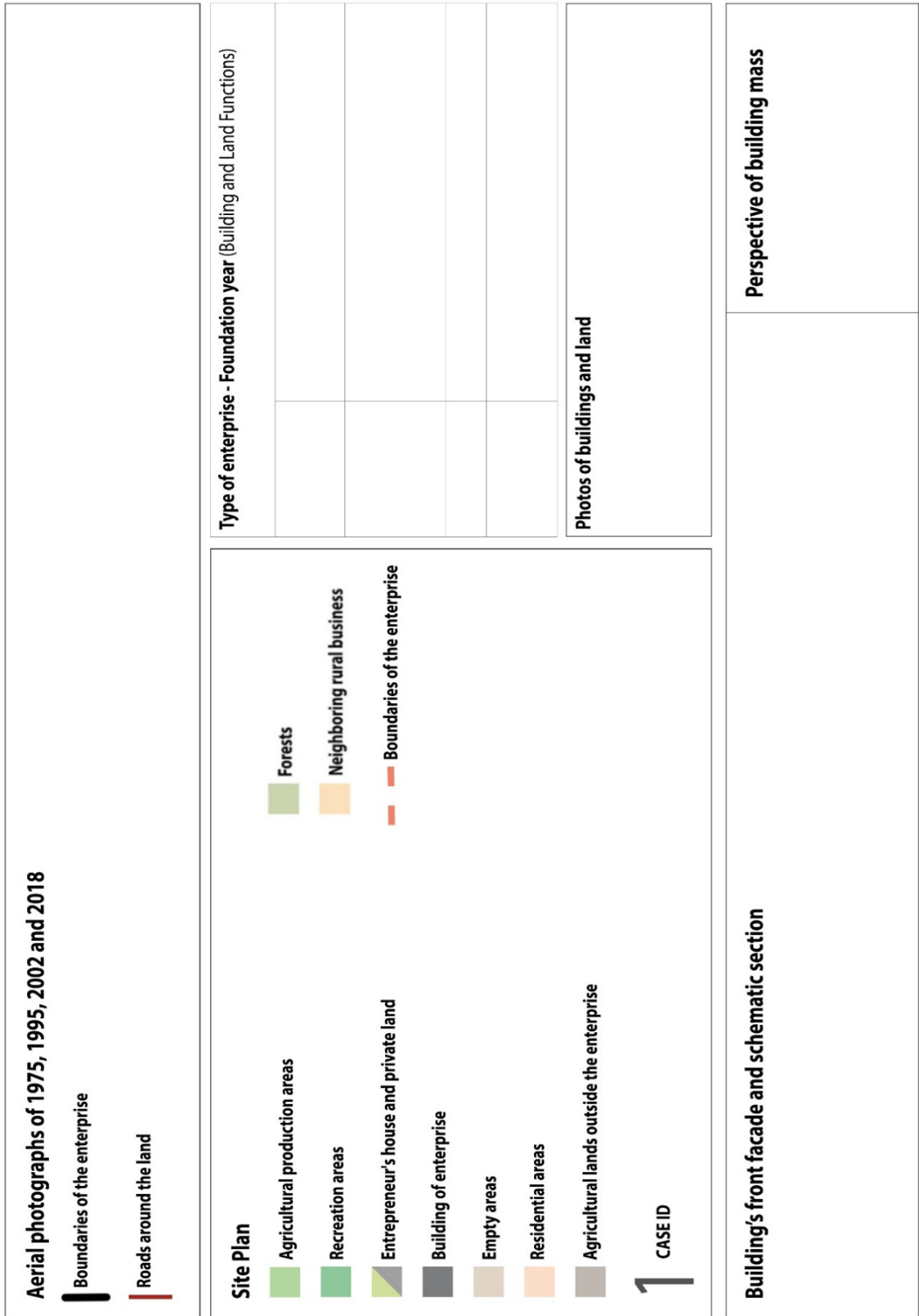


Figure 5.1. Analysis paper and legend.

Table 5.5. Information of design matrix.

Design Matrix Parts	Information
Location Character	Site Plan, Closure
Distribution of Functions	Production, Consumption, Recreation Ares
Design Properties	Orientation, Building Form (style)

**Location Character:** The total size of the land, the changes made in the site plan, the enclosure movements are processed in this section. The “✓” sign indicates that the design decisions are prominent in the site plan. Closure is in all businesses. However, if closure (fencing) is only to determine the boundaries of the enterprise land, no markings are placed, those that do not completely block the view from the outside are indicated with “✓”, if it completely blocks the view from the outside, they are expressed with “✓✓” signs.

**Distribution of Functions:** The areas allocated for production, consumption and recreation in the land are shown in percentage terms. The areas where agricultural production and product processing are carried out are gathered under the function of “production”, function, areas with landscape and entertainment elements are gathered under the “recreation” function and the remaining areas are grouped under the other heading. Values in this section are given in percentages.

**Design Properties:** If the building has a conscious orientation to the sun, the landscape or the business for a certain reason, it has been examined in the orientation heading and the "✓" sign has been put.

If there are signs of deliberate design in the design and mass of the building, the building is examined under the title of form and the "✓ " sign is put.

Table 5.6. Design matrix.

CASE ID	Distribution of Functions (%)			Location Character		Design Properties	
	Production	Recreation	Other	Site Plan	Closure	Orientation	Building Form
NEWCOMERS GROUP							
NEWCOMERS GROUP							
NEWCOMERS GROUP							



### **5.3. Case Study**

For this study, in which the architectural parameters of the spatial effects of the new entrepreneurs are investigated, the rural area of the Urla district of İzmir was selected for the case study. The main spatial axis is the Urla Wine Route. In the interviews held before the study, it was seen that this route is one of the biggest reasons for the recent popularity of Urla. Apart from the wine producers, many businesses focused on gastronomy, accommodation and recreation that feed this route stated that they see their proximity to the wine route as an advantage and they have chosen to be close in particular.

Semi-structured interviews were conducted, starting with 9 operators on the Urla Wine Route and enriching with 25 entrepreneurs from various sectors around the route. There were also those who were added to the entrepreneurs determined through sectoral clustering with the snowball sampling. All the entrepreneurs interviewed are people who came to Urla later. Some of them came from another city (especially Istanbul) and some came from abroad. A large majority came from the center of Izmir. There are also those from Urla who later returned here.

Urla countryside, which attracts the urbanites with its tourism effect, nature, suitable agricultural areas, is in an intense transformation. Although similar results of the multi-faceted discussions of rural transformation in the literature are seen here, the continuation and diversification of agricultural production leaves the results of this transformation open to question. Although spatial consumption is shaped intensely, especially with gated communities, the enterprises of entrepreneurs supporting agricultural production can somewhat prevent the gentrifying rural space.

Many different dynamics have been the cause of the discovery of Urla by the urbanites and their settlement and business establishment. However, due to its proximity to the city center, it has already become one of the places visited by the people of Izmir in terms of tourism. The tourism effect, which was first shaped by weekend visits and seasonal settlements, constitutes the main reasons for the change in the countryside today.

#### **5.3.1. Case of Urla**

Urla district of Izmir has been one of the most popular districts of recent times. The seasonal use of the people of Izmir, which started in the 1960-70 period, increased

the recognition of the district and today these uses have become permanent. The construction of the İzmir-Çeşme highway, the increase in the use of individual cars, and the close location of the district to the center of İzmir are the main reasons for this transformation. The increasing interest has caused the district to receive immigration from urban individuals, and those who want to lead a different life and return to the countryside have started to choose Urla.

Immigrants mostly settle in Urla pier settlement or rural areas. Apart from using these places as permanent residences, there are also many newcomers who create business lines and carry their main source of income. The sectors of the business lines created are very diverse. This diversification covers different enterprises such as agriculture, gastronomy, accommodation and art. The district, which has two brand values such as grapes and olives, has become one of the leading districts of the region in terms of agricultural enterprises.

### **5.3.2. Location**

Urla is a district located in the mid-west part of İzmir, which has a coast to the Aegean Sea to the north and south. It is located between the districts of Karaburun, Çeşme and Seferihisar and is 35 km from İzmir city center (Figure 5.2). The rough terrain of the district is under the influence of the Mediterranean climate. Summers are hot and dry, winters are mild and rainy. The district, which has a surface area of 728 km<sup>2</sup>, consists of 16% agriculture, 57% forest and heathland, 8% meadow and pasture area. The settlement has a total land area of 70,400 hectares and agriculture is carried out on an area of 8,600 hectares, 12.2% of which. Dominant vegetation; Delice, olive, nut, laurel, myrtle and maquis (Güdücüler, 2012).

Urla settlement, which dates back to 2000 BC, has a very fragmented and scattered settlement form. District official institutions and residences of the permanent population are mostly located in the town centre. There are generally 2-3 storey buildings in the central settlement of Urla, which is located approximately 4 km inland from the sea (İZKA, 2014).

Urla is also a city that everyone has to pass through on their way to the Peninsula, even from the north or south of the city. It has a special position in the Peninsula with its

coasts, villages, valuable agricultural areas and natural landscape, and historical, cultural and architectural values (İZKA, 2014).

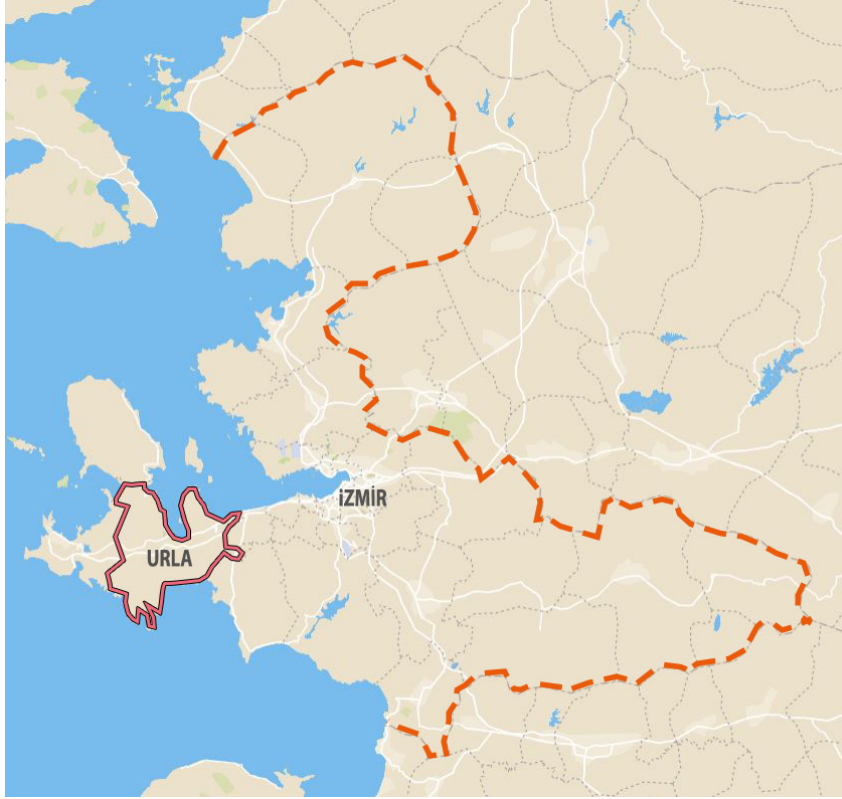


Figure 5.2. The location of Urla District in İzmir City.

The district has a central municipality, 23 neighborhoods and 14 villages affiliated to this municipality. Özbek village is located on the north coast of the settlement, Zeytinler, Uzunkuyu, Zeytinler, Demircili, Yağcılar, Bademler, Gölcük on the south coast, Balıklıova, Kadıovacık, Barbaros, Birgi, Nohutalan, Gülbahçe on the west coast and Kuşcular and Ovacık villages in the areas close to the center.

The district, which has a fragmented and dispersed settlement form, has a two-core structure on a local scale, as Urla Center and Urla Iskele. This dual structure shows itself not only in the urban scale, but also in the usage/life dimension. The pier area, where secondary residences and tourism-oriented businesses are concentrated, is not within walking distance to the center, but at a distance that can be reached by vehicle (Can et al., 2018). With its landscape, agricultural areas, rural areas and coasts, Urla is an important settlement for İzmir and its surroundings.

### 5.3.3. Economy

Agricultural production still has an important position in the district, although the district of Urla has moved away from agriculture with the effect of increasing tourism,. In settlement, olives (58.2%), vegetables (16.8%) and field crops (12%) are grown on an agricultural area of 94,134 decares. In plant production, besides melons, artichokes, grapes, oats, mandarins and olives, indoor and outdoor ornamental plants are also prominent. Sea bream, sea bass and trout are also considered important aquatic products (İZKA, 2014). In addition, animal husbandry continues in the district and cattle, sheep and goats are raised.

Tourism also has an important position for the Urla district. Despite the high potential of the district, which has many different sources, it attracts tourists to its shores, especially from within the city (Tunçağ, 2003). Recently, there has been an increasing interest in rural areas. Enterprises and businesses established in rural areas are an important reason that creates this interest. The district also has a high potential for agrotourism with its vineyards and winemaking, which have become popular since the beginning of the 2000s.

35.01% of the total workforce in the district is in the agriculture, hunting, forestry and fishing sectors. Its share is 24% in the electricity, gas and water sector, 7.22% in the construction sector, 13.34% in the wholesale and retail trade, restaurants and hotels sector, and 27.62% in the social and personal services sector (İZKA, 2014). Sectoral workforce distribution and percentage can be seen in the Table 5.7 (TURKSAT, 2000).

Table 5.7. Sectoral workforce distribution of Urla (TURKSAT, 2000)

Sector	Number of Employees
Agriculture	7.041
Manufacturing Industry	1654
Mining	23
Electricity, Gas and Water	48
Construction	1452
Commerce, Restaurant, Hotels	2683
Financial Services	958
Transport, Communication	682
Community Services	5555
Other	14
<b>Total</b>	<b>20.110</b>

### 5.3.4. Demography

Urla, which is the largest district of Urla peninsula with a regular population increase, has a population of 72,471 in 2021 and it been one of the districts with the highest annual population growth of 45‰ (TURKSAT, 2022). Population change of district can be seen in Table 5.8. With the metropolitan law numbered 6360, the district center was connected to the metropolitan center in 2004, and the 14 villages of Urla became neighborhoods. According to the address-based census of 2012, 15.30% of the population lives in rural areas (TURKSAT, 2012)(After this year, information about the rural-urban population of districts could not be reached.).

The completion of the İzmir-Urla part of the İzmir-Çeşme Highway in 1990's, which decreased the distance between district and İzmir in terms of distance and travel time, and opened the way for an increase in population mobility, had an impact on the population's geographic distribution (Emekli, 2014). With the construction of sizable housing cooperatives all around the highway, Urla's population began to grow. Due to the growing population, new neighbors were built close to the motorway.

Table 5.8. Urla District population between 1970 and 2021 (TURKSAT, 2021).

Year	Population
1970	12.641
1980	14416
1990	25648
1997	43087
2000	44.269
2008	49.774
2010	52.500
2015	60.750
2016	62.439
2017	64.895
2018	66.360
2019	67.339
2020	69.550
2021	72.741

One of the most important movements related to the Urla population has been the summer residences, as stated in the previous sections. The population of Urla is in constant motion with these residences, which started and continued to grow for the last

50 years. The use of these houses started seasonally, and later on, there were permanent residents. Recently, the construction of gated communities has attracted middle- and upper-income segments of the society here. The demand for these sites, which are added every year, is quite high. First of all, gated communities concentrated in the coastal areas and the center have recently increased with rural areas.

In addition, agriculture, animal husbandry, tourism and service sectors are at the forefront in the district, which does not have large industrial facilities and therefore its population is not dense. Small and medium-sized enterprises where agricultural and seafood products are processed and animal products are produced are common.

#### **5.4. Population Change of Urla**

The main reasons for the changing population of Urla can be counted as its proximity to the city center, establishment of Izmir Institute of Technology (IZTECH) and its location on the route of the İzmir-Çeşme highway. In addition, reasons such as its calmness, nature, scenery and the fact that it is cooler than the center of İzmir in summer months have been the factors of increasing interest in Urla (Tunçağ, 2003). Although the population of the Urla is mainly concentrated in the district center, the basis of its economic structure is mainly agriculture, animal husbandry, industry and tourism in recent years. Especially in the 2000s, with the increase in second houses and the gaining of neighborhood status in some villages, the population increase has undergone a visible change. This change is more evident in the population structure in rural areas (Güdücüler, 2012).

The population growth of Urla district, which was a mountainous settlement in the 1960s, started with the construction of summer houses by famous families in Çeşme and some of them in Urla. Particularly in the 1970s, the interest in summer houses started among the upper and middle class of the society, and the shores of Urla started to host such residences. In this context, many individual and cooperative supported summer houses and estates have developed in the region. The first region is the northeast coast, which includes Zeytinalanı, M. Fevzi Çakmak, Kalabak, İskele, Denizli, Güvendik Neighborhoods. Due to the increase in the occupancy rate on these coasts, those who preferred silence and calmness between 1980-2000 turned their direction to the forest and sea view ridges behind the coasts (Zoğal & Emekli, 2018).

Two important events in the 1990s accelerated the population growth of Urla. With the Cesme highway, the construction of which was started in 1989 and completed in 1996, the transportation time to Urla district has been shortened. For this reason, Urla, which was the first escape point from the city center, has now turned into a permanent place to stay. Many people whose jobs are in the İzmir center have moved their lives to the district in this way. The İzmir-Çeşme Highway has affected the settlement pattern in the Peninsula. On the side of the highway, some permanent housing and some second housing estates have been built. These housing estates, which are mostly realized through "local zoning plans", were built in an unrelated way, without a holistic and, accordingly, without adequate technical-social infrastructure equipment (IZKA, 2014). The second important point is the establishment of IZTECH. With the university foundation in Gülbahçe, which was a small and quiet village until 1990s, the interest shifted to northern Urla.

With the opening of the university, the need for housing has increased and the village of Gülbahçe has undergone a great transformation (Figure 6.2). The university has transformed many secondary residences into permanent residences that are rented specifically to students and therefore used all seasons.

However, the decrease in agricultural lands as a result of the conversion of secondary housing practices to continuous housing over time has led the people to seek new livelihoods. On the other hand, when the Çeşme Highway axis is followed, the sectoral change at the side of the road immediately catches the eye. On this axis, numerous urban or local investors have opened businesses that have spread across forested and agricultural areas. Many businesses such as wineries, horse farms, breakfast saloon and cafes for weekend visits, countryside wedding halls have started to take place in this area (Figure 5.4). Nevertheless, despite all the loss of agricultural land, Urla remains the settlement with the most agricultural land in the Peninsula region (Can et al., 2018).

In addition, Urla has become one of the popular routes for retirees with the construction of summer houses. Especially with the development of transportation facilities, houses used only in summer months have turned into places where retirees can spend their whole lives. It has become a common situation that retirees from different cities of the country and even from abroad have recently purchased housing and settled in the district.



Figure 5.3. Transformation of Gülbahçe land use between 1975 and 2018.



Figure 5.4. Some of new businesses on highway axis in Urla.  
(Source: Personel Archive, 2021)



As a result of the increasing demand in the central region, many gated communities have been established since the 1990s. With the increase in its popularity, Urla has been receiving immigration from the upper income level of the society mid-1990s. As a result of this, many single or closed sites consisting of villa type residences, which are far from summer residences, surrounded by natural beauties, and suitable for continuous use, have begun to be built (Figure 5.5 and 5.6). In addition to the center, the number of these sites has increased in the rural areas of Urla, especially in the Kuşçular and Sıra neighborhoods. Due to the construction of many closed sites, many places for the wishes of the immigrants have started to find a place for themselves in the countryside of Urla. The consumption-oriented spaces that are independent of the rural production tradition, such as markets, restaurants, private schools, which allow the continuation of urban habits, become a part of rural livelihoods.

The population growth issue of Urla, which started and developed mainly with the construction of secondary houses, the commissioning of the highway and the establishment of the university, continues today for similar reasons. As a result of this transformation, problems such as the decrease in agricultural lands, the increase in land speculations, and consequently the lands that change hands and remain idle, the dispossession of the peasants, the inadequate infrastructure, and the emergence of unidentified construction (Emekli, 2004).

Urla has experienced great changes in its demographic structure with such developments and continues to do so. However, the migration story of Urla brings up another issue: rural entrepreneurship, due to the immigration from the middle- and upper-income level of the society, its fertile lands and its close location to the city center. With many businesses established in the rural areas of Urla, the livelihoods in the countryside have changed and are developing. The production practices continues agricultural lands with diversified rural livelihoods, but different functions such as consumption and experience enter the rural area besides production.

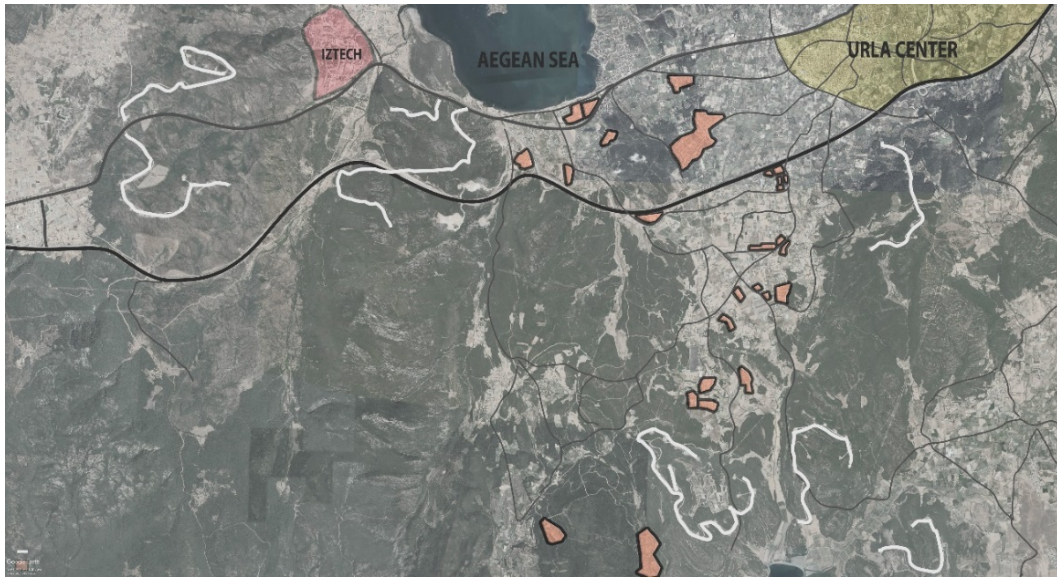


Figure 5.5. The location of gated communities (orange color) and IZTECH (pink color) in Urla's Rural Areas.



Figure 5.6. The photos of two gated communities in Rural Urla.  
(Source: Personel Archive, 2020)

Especially, the migrations that rural Urla has received in the period from the 1990s to the present are the starting point of the group and situations of this study deals with. This group is bored with their monotonous and busy life in the city and aims to establish a new life in quieter and less dense settlements. Many of them leave their current professions behind and enter a completely different sector, while some of them create new business lines in the rural area of Urla to earn additional income for their main livelihood. It would not be wrong to say that especially urbanites with high economic income transformed the Urla's rural areas in the first stage.

It is not entirely correct to describe the arrival of newcomers to Urla as the desire to get bored of the city and live in less dense settlements. Among the group, there are also those who have received education especially agricultural, botanic and come to Urla for this purpose. Some of these people were born in Urla and later moved out of the district and returned, and some of them turned their profession into a business in this region where they were completely foreign.

## **5.5. New Livelihoods of Urla's Rural**

In the section about the economic incomes of Urla, it was mentioned that although agricultural lands decreased and agriculture was not as popular as it used to be, it is still the most important source of livelihood for the region. Olive is the most important agricultural products of the region. Olives and olive oils produced in Urla with different producers reach Turkey and the world. Fruit and vegetable production is also an important source of income for the region. Melon, citrus fruits, okra, artichoke are the most commonly grown plants (TURKSAT, 2013). In addition, greenhouse cultivation is common in the rural areas of Urla. Finally grape and related wine production, which has started with enterprises recently, has also been one of the most important reasons that increased the recognition of Urla.

One of the reasons why newcomers come to the countryside of Urla is this rich production tradition. The first arrival of the group, which is the subject of the study, to Urla took place at the time mentioned above. In the mid-1990s, rural Urla started to attract the attention of the group mentioned in this study as a newcomers. With the increase in accessibility, firstly horse farms started to appear in the rural areas of Urla (Figure 5.7). The adventure of horse farms, which started with personal curiosity on limited lands, plays the first role in today's transformation of the Urla's rural space (Güçü & Çıkış, 2021).

According to "Peninsula Sustainable Development Strategy" report (IZKA, 2014) the entrepreneurial potential of the rural areas of Urla primarily depends on some factors that the peninsula has. The peninsula has a very important potential for İzmir with its geographical structure suitable to be considered as an increasing income factor of the space the inter-district connection network where clusters can be formed easily, and the

human capital stock. The fact that well-educated people prefer the Peninsula to live is also an important resource for the potential human capital of the region.

The spatial needs of these farms were met through land purchases or inheritance. Due to the increasing demand over time, land purchases continued. (Interview with the newcomer entrepreneurs, 2021). It was also at this time that the peasants sold their lands for the first time, apart from those for residential purposes.



Figure 5.7. One of the horse farms in Rural Urla.  
(Source: Personel Archive, 2020)

These farms, which were first established in and around Kuşçular neighborhood in the rural area of Urla, continue their activities today and their number has increased to five over time. In addition to horse breeding, equestrian schools were also put into service in time. In addition, agricultural production and animal husbandry continue in most of the farms in this process. The products obtained from here are sold to various businesses or started to be used within themselves. For this purposes, additional spaces such as breakfast, restaurants and cafes for weekend tourism have been opened to many of these enterprises (Figure 5.8). In addition, accommodation activities have also started due to the popularity of tourists coming to the establishments, and accommodation units in such



establishments have been opened within the same land. Thus, the processes that started with horse breeding led to the multi-functionalization of the rural space of Urla.



Figure 5.8. One of the horse farms and its multifunctional spaces.  
(Source:www.booking.com)

Recently, the most important products for Urla agriculture have been grapes, olives and artichokes. The history of grape production in Urla dates back to ancient times. With the migration from here in the 1922 exchange, the widespread viticulture decreased and was replaced by tobacco (Emekli, 2004). Since the Albanian and Bosnian people who came with the exchange did not have knowledge about viticulture, tobacco was widely cultivated in the rural areas of Urla as well as in the Aegean region. Viticulture, on the other hand, remained in limited areas. Since the quality of the grapes grown in Urla is also suitable for winemaking, Tellibağ Winery was established and started operating in 1943. From these years until the end of the 1960s, there were wineries in Urla (Tunçağ, 2003).

With the increasing entrepreneurial activities in the early 2000s, the grape production of the Urla countryside started to gain its former popularity with the grape sets

discovered in the arboretum established within the borders of Kuşçular district. Since this date, the fields related to viticulture attract many grape and wine enthusiasts, especially entrepreneurs, to region. Processes similar to horse farms have also been experienced by wineries. Viticulture, which started with small productions, has increased over the years and attracted the attention of other entrepreneurs. Today, a total of 10 enterprises operate in the winemaking sector in the rural area of Urla (Figure 5.9). All of these people are newcomers.



Figure 5.9. Wine producers in Urla District.

When the architectural spaces are examined, it is striking that the architecture was used for the purpose of attraction. In addition to modern-style spaces, many different styles stand out, such as the modern transformation or preservation of traditional rural spaces. It is aimed to attract attention with places with an attractive atmosphere and architecture. Some of the different functional spaces such as barns and workshops used



in the traditional rural space have been preserved in the enterprises and transformed into aesthetics (Figure 5.10).



Figure 5.10. Different styles of the wineries.  
(Source: Personel Archive, 2021)

Increasing number of wine producers established “Urla Wine Producers and Viticulture Association” in 2016. It was originally established with seven entrepreneurial members. Due to the increasing wine production of Urla and the fame of the wines, the association has created a vineyard road route. There are currently nine members on this

route. The map when first created can be seen from Figure 5.11. Only local producers can enter the route called “Urla Vineyard Route”.



Figure 5.11. Urla Vineyard Route.  
(Source: <https://kucukdunya.com/urla/>)

The association has created the route wine tourism to start in Urla. The aim is to transform the region into a livable and sustainable tourism paradise based on agriculture and gastronomy. Each member here has differentiated their own wine, and many have even won awards. You can visit all the wineries on the route, spend time in their vineyards and cellars, taste the wine and examine the fermentation tanks.

The winemaking, which was shaped by the Urla Vineyard Road route that progresses horizontally, has brought different sectors to the Urla countryside. Especially in the last five years, many entrepreneurial enterprises have started to operate in the region. Gastronomy is at the forefront of these sectors. The enterprises such as restaurants and cafes in many different concepts feed this route. Many are close to each other due to clustering.



In addition, local products are very important these businesses. Many of these businesses, where menus suitable for wine are created, grow their own products or prefer local producers from the Urla region. As in previous enterprises, accommodation purposes are available in some of these businesses. In these places where recreation is important, aesthetics come to the fore.

The change of the Urla's countryside by feeding from different sources of income is also felt closely in the Urla region. This change is seen not only economically but also in space. The continuation, development or change of the production tradition brings different practices to the agenda in the space.

## CHAPTER 6

### ANALYSIS RESULTS & DISCUSSION

In this section, the results of the analyzes made within the scope of the study will be given and the inferences of these results will be made. As a result of the inferences, it has been tried to explain the architectural and design parameters of the transformation of rural space under the influence of migration by the urbanites and tourism today.

Within the scope of the study, semi-structured interviews were conducted with 34 entrepreneurs. The results obtained from the interviews were classified by measuring the spatial contexts of the enterprises by applying thematic content analysis. The location of the enterprises interviewed on the map of Urla can be seen in Figure 6.1.

#### 6.1. Thematic Content Analysis

Thematic analysis is a method for analyzing qualitative data that entails searching through a data collection to identify, investigate, and report recurrent themes (Braun & Clarke, 2006). It is a method for summarizing data, but it also involves interpretation when selecting codes and developing themes. One of the features that sets thematic analysis apart is its adaptability to be used within a wide range of theoretical and epistemological frameworks, as well as to be applied to a wide range of study designs, topics, and sample sizes.

In many interpretivist orientations, thematic analysis can be used to highlight the social, cultural, and structural contexts that shape individual experiences. This allows for the development of knowledge that is constructed through interactions between the researcher and participants and exposes the socially constructed meanings (Braun and Clarke 2006).

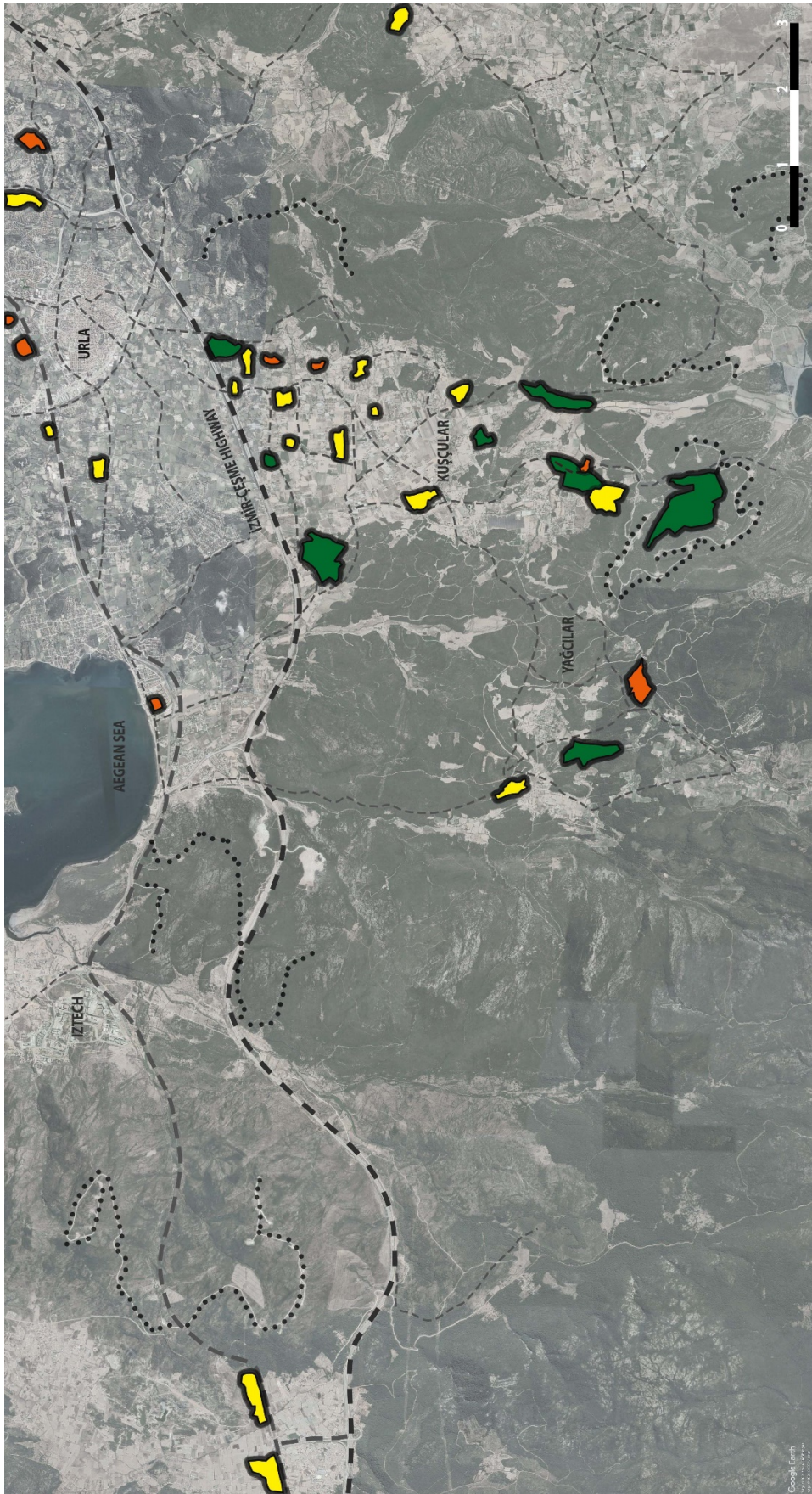


Figure 6.1. Interviewed enterprises and their lands.

**Theme:** The term "theme" refers to a "patterned reaction or meaning" that emerges from the data and provides insight into the subject of the study, according to Braun and Clarke (2006). In contrast to categories, which describe and arrange the "manifest content" of a data collection, themes are more abstract concepts that call for greater data interpretation and integration (Nowell et al. 2017). Thematic analysis allows researchers to identify themes in data collections regardless of how frequently an idea or item related to a theme appears in the collection. Additionally, the importance or centrality of a subject may not always be shown by how frequently it appears in the data (Kiger & Varpio, 2020).

Themes were created through codes in the interviews where open-ended questions were asked. A **code** is a label that designates a specific portion of the data; however, a theme may consist of one or more codes (Saldana, 2012).

According to Braun and Clarke (2006), six phases of making thematic analysis are seen in Table 6.1.

Table 6.1. Six phases of thematic analysis (Adopted from Braun & Clarke, 2006).

<b>Phase</b>	<b>Description of the process</b>
Become familiar with the data:	if necessary, transcribing the data, reading it again, and making initial notes.
Generating initial codes:	collecting data pertinent to each code, and methodical coding of important data aspects across the full data collection.
Themes searching	assembling all information pertinent to each potential theme and grouping codes into potential themes.
Reviewing themes:	creating a thematic "map" of the analysis by determining how the themes relate to the coded extracts and the complete data set.
Naming and defining themes	ongoing analysis to improve the details of each theme and the overall narrative that the analysis tells, producing precise definitions and names for each theme
Report produce	the final analysis of the chosen excerpts, the connection of the analysis to the research topic and the literature, and the creation of a scholarly report of the study.

## 6.2. Analysis of Answers

NVivo software was used to evaluate the semi-structured interviews. All the questions, answers and information of the respondents were entered into the program word by word. First of all, the data were translated into English. All the answers collected

in the NVivo software were inserted into the “Word Frequency Query”. After this analysis, clusters are formed with the last words remaining and themes are determined. The frequency of use of words (raw data and their synonymous) is the main function in determining themes.

Since the study focused on the spatial context, a distinction was made between the local and the non-local in thematic coding, and this dichotomy served as separators in determining the themes. In the light of the spatial context data obtained from the literature, questions were asked to distinguish between local and non-local. As a result of this context, three decisive themes emerged as a result of the analysis. Themes and their descriptions can be seen in Table 6.2.

Table 6.2. Themes and descriptions.

Themes	Description
Production Resources (Land, region, out-region)	It is the theme that emerges in the answer to the question of “where is the source of the products and raw materials used in the enterprise?”. Many different answers have been obtained about the main sources and spatial roots of the enterprises. Those who use the products obtained from their own lands in their services are in the <b>land category</b> , those using the products obtained from Urla and its immediate surroundings are in the <b>region category</b> , and <b>out-region category</b> is created for the products coming from the city center or outside the city.
Human Resources (Region/out-region)	The theme of human resources is the theme created to distinguish people who work, spend effort, and produce knowledge in the enterprise. It has emerged as a result of the questions asked to understand whether these people live in the place where they live and in the region where the business is located. Those living in the district where the land is located and nearby are classified in the <b>region category</b> , and those coming from another district or city center are classified in the <b>out-region category</b> .
Spatial Resources	It is the last theme of the study that emerged as a result of the questions posed to understand the discipline of architecture and its spatial context. This theme was found as a result of questions such as what kind of details were taken into consideration while producing the space, what does the rural space evoke for you, and whether you were influenced by traditional architecture.

### 6.2.1. Production Resources

For the entrepreneurs analyzed, the raw materials required for production are crucial. The entrepreneurs frequently use natural resources and raw materials when working in the agro-food and tourism sectors. For example, the place where the grapes used in wine

production facilities are grown is very important. There are many businesses that grow grapes, fruits, olives, vegetables and spices to be used in the restaurant on their own land. In addition, businesses that support local producers are also listed separately in this category. Agricultural products obtained from Urla and its surroundings are included in this category. In addition, the additional material part in this theme also specified materials other than agricultural components (for example: packaging, chemical materials) used in the enterprise. The numerical analysis results of this theme can be seen in Table 6.3.

Table 6.3. Production resources analysis.

Case ID	Production Resources				
	Raw Materials			Additional Materials	
	Land	Region	Out-Region	Region	Out-Region
1	3	2	2	1	2
2	2	0	3	0	2
3	3	1	1	1	1
4	2	0	0	0	2
5	5	0	1	1	2
6	3	0	0	0	2
7	3	0	0	1	2
8	5	2	1	2	2
9	3	1	2	1	1
10	2	1	0	0	2
11	2	4	1	0	2
12	4	2	1	2	0
13	1	5	3	0	2
14	1	5	4	0	2
15	3	6	3	1	2
16	3	5	2	1	2
17	0	0	0	0	2
18	0	0	0	1	2
19	3	3	1	2	1
20	3	5	3	2	2
21	2	2	5	1	2
22	4	3	2	2	1
23	2	0	0	1	1
24	4	3	2	2	1
25	3	0	0	2	1
26	4	3	1	1	2
27	2	5	4	0	2
28	0	5	7	2	2
29	5	0	0	1	2
30	4	2	0	1	1
31	2	2	0	1	0
32	2	2	0	1	2
33	0	4	5	0	1
34	0	4	4	1	2

\* CASE IDs are in the same order as in section 5.1.2. The numbers in the table are the coefficient corresponding to the number of repetitions of the theme in the interviews.

### **6.2.2. Human Resources**

Those who work in the business, those who give ideas, and those who work for it are one of the important factors used in determining the spatial context (Korsgaard, Ferguson, et al., 2015). The vast majority of businesses interviewed have locally recruited employees. Additionally, the business owners frequently make use of the services, knowledge, and goods of other nearby companies in order to capitalize on the combined local human capital. They frequently incorporate regional goods, companies, or services, sourcing from other local companies or adding regional goods to an existing product line. The numerical analysis of this theme can be seen in Table 6.4.

### **6.2.3. Spatial Resources**

This theme emerged as a result of the questions in which the ideas behind the spatial needs of the business were tried to be understood. Various parameters such as the ideas used while producing the building (or buildings), landscape and interior of the enterprise, mass choices, adaptation to the environment, benefiting from the topography, using climatic data, and material preference were taken into consideration. Most of the interviewed entrepreneurs stated that they care about the environment and architecture and stated that this was their primary goal when creating the space. They reported that the aim of the enterprises created in different styles is to attract attention and to make the business suitable for modern times.

The building and interior decoration materials used also match the purpose of the building form and façade. Examples such as using the stones obtained from the land of the enterprise on the basis of the building, creating a building form based on traditional Urla houses, and adapting to the environment in the color of the exterior were stated by the entrepreneurs in the interviews. The numerical analysis of this theme can be seen in Table 6.5.

Table 6.4: Human and spatial resources analysis.

Case ID	Human Resources		Spatial Resources
	Region	Out Region	
1	1	2	2
2	1	2	1
3	2	2	3
4	2	3	2
5	2	3	1
6	1	3	0
7	1	2	2
8	3	3	1
9	2	2	3
10	1	1	1
11	1	3	1
12	3	2	1
13	1	2	0
14	0	3	1
15	1	3	2
16	3	2	1
17	0	3	0
18	2	3	0
19	3	2	3
20	1	3	2
21	1	1	1
22	2	1	2
23	2	0	1
24	3	1	2
25	3	1	1
26	2	3	2
27	1	3	0
28	2	3	0
29	1	3	2
30	3	1	2
31	3	2	2
32	2	2	1
33	0	3	0
34	1	2	0

\* CASE IDs are in the same order as in section 5.1.2. The numbers in the table are the coefficient corresponding to the number of repetitions of the theme in the interviews.

### 6.3. The Classification of Spatial Context

As a result of the spatial context data analysis of the themes created by the frequency of the codes in the interviews, all the businesses interviewed were classified according to their local/non-local values. As a result of this evaluation, they were divided into 3 groups as **traditionalists** (high spatial context), **independents** (lowest spatial context), **moderates** (spatial context average group).



While the spatial context of those who grow crops on their own land, those who work with the local people, and those who consider the traditional space while establishing the enterprise, are high, the spatial context of the enterprises that use raw materials from outside the region where the enterprise is located, that the majority of the employees in the enterprise come from the city center and that make unconscious choices in the space or ignore the regional architectural data are low.

Case ID, activity areas and spatial context ordering details of the enterprises can be seen in Table 6.5.

Table 6.5: Group details of spatial context.

Case ID	Core Activity	Groups
24	Pluriactive: Production/Hospitality/Restaurant	
30	Farm	
19	Pluriactive: Farm/Restaurant/Museum	
8	Pluriactive: Farm/Winery/Hospitality	
12	Pluriactive: Farm/Restaurant/Riding	
22	Pluriactive: Farm/Hospitality	
26	Pluriactive: Production/Hospitality/Organization	
3	Pluriactive: Winery/Restaurant/Design Office	
16	Restaurant, Wine	
25	Husbandry	Local-Attached
29	Botanic	
31	Production	
5	Pluriactive: Farm/Winery/Riding	
9	Winery	
15	Restaurant	
20	Pluriactive: Farm/Hospitality/Restaurant/Riding	
1	Winery	
7	Winery	
23	Pluriactive: Production, Cafe	
32	Production	
4	Winery	
10	Winery	
11	Restaurant	
6	Winery	Moderates
21	Pluriactive: Cafe, Plant	
27	Motorsports	
2	Winery	
13	Restaurant	
14	Restaurant	
18	Pluriactive: Art, Design, Cafe	
28	Pluriactive: Restaurant/Organization/Wine	Out-Region-Attached
34	Production/Showroom	
17	Museum, Art, Cafe	
33	Hospitality	

\* CASE IDs are in the same order as in section 5.1.2.

## 6.4. Enterprises Design Analysis

The analysis results of the architectural parameters of the rural space, which the newcomers have transformed with their enterprises, are given in this section. Evaluation criteria are given in Table 5.4 (p. 66). These evaluation criteria start with the site plan of the enterprises and the chronological map that deals with its immediate surroundings. In this map, the road map (red color) and the present borders of the land (black color) are processed in 4 different time periods (1975, 1995, 2002 and 2018). The scale of aerial photographs is 1/20,000 and 1/40,000. Since the land sizes of the enterprises were different, the scales were also changed. The second part includes the site plan analysis. As the site plan scale, 1/10,000 and 1/20,000 scales were used. In this plan, the boundaries of the land, adjacent lands and their functions, building mass and other functions are processed. The graph showing the production, consumption, private and recreation sizes in the land is also located in the upper left corner.

The foundation year of the enterprise, its function or functions, the size of the land and other functions and the inferences made from the answers given in the semi-structured interviews about site plan, building form and building materials are included in the table next to the site plan. Below this table, firstly, the location of the enterprise in the Urla district (orange color represents the enterprises location), and next to it, the photographs that give information about the land and mass taken from the enterprise.

At the bottom of the paper, there is a drawing of the main facade of the building in scale. Material differences are expressed by scans. In addition, this section includes a schematic section of the building. It is aimed to present the different functions of the space (production, consumption, experience) together in the building section. Finally, the mass perspective of the building is given. It is desired to give an idea about the building form by creating a 3D drawing. Detailed information on legends of aerial photographs and site plan drawings and other graphics can be seen in Figure 5.1 (p. 69). The pictures in which detailed design analysis of each business is made can be followed in Figure 7.3 and Figure 7.37. The numbers of the businesses can be seen from the Case ID (p. 98) specified in the interview rankings and the design papers are listed according to the spatial context analysis. Evaluations were made on the basis of the results of the 3 groups that emerged in the previous analysis.

### 6.4.1. Local-Attached

The spatial and architectural preferences of this group, which has the highest spatial context, are also suitable for the region and seem more conscious than other groups. Spatial influences from the center and countryside of Urla, use of materials, layout plan arrangements show that this group is a conscious design and arrangement of space.

The layout plans show a variety of designs according to the size of the enterprises. There are various environmental and plan designs that feed off the main function of the enterprise. These similes are large enough to show themselves even when viewed from a high scale (Case ID: 8 and 3). The service entrances of the enterprises are also considered in these designs and are available throughout (except Case ID 22, 16, 31).

All of this group earn their main income from agricultural products and livestock. Spatial effects related to this are also felt in businesses. The regulations that allow the production areas to be seen and experienced around the main buildings of all enterprises draw attention. Recreational areas also have an important place in this group. Recreational arrangements are broad and specially designed with a focus on attracting customers. In these areas, there are many different landscaping arrangements such as water elements, sculptures, large green areas (Case ID: 19, 8, 26, 3, 5 and 9)

Enclosure actions of the local-attached group were also found to be lower than the other groups. All enterprises have fences that show their boundaries, but these fences are not large enough or material to block the view outside the enterprises. Thus, the potential of inviting the enterprises of this group is higher.

Stone, wood, tile and brick materials are concentrated in the enterprises whose material preferences are designed in accordance with the local architecture (Case ID: 15, 16, 1 and 30). The architectural and design language of this group is generally designed with traditional architecture in mind. There are also businesses that use prefabricated construction and steel materials (Case ID: 8, 19)

Multiactivity, which is one of the biggest features of the changing countryside, is seen in many of these group enterprises. The reflections of this on the space have also been shaped in various ways. Wineries, together with their tasting menus, impose additional functions such as a restaurant, a tasting center or a cafe, albeit on a small scale.

In addition, the areas where production is made in wineries become an exhibition, and visitors can visit these places.

Accommodation areas were also places that this group frequently added to their businesses (No 24, 8, 26, 3 enterprises). Generally, small guesthouses with 3-4 rooms are located in these establishments. The interior design of these rooms is also specially designed. Although their spatial content is high, some designs that are not reflected in the space are also included in this group (CASE ID: 12).



Figure 6.2. 19<sup>th</sup> Case.  
(Source: Personal Archive (2021), <https://selinakazazoglu.com/kostem-olive-oil-museum>)

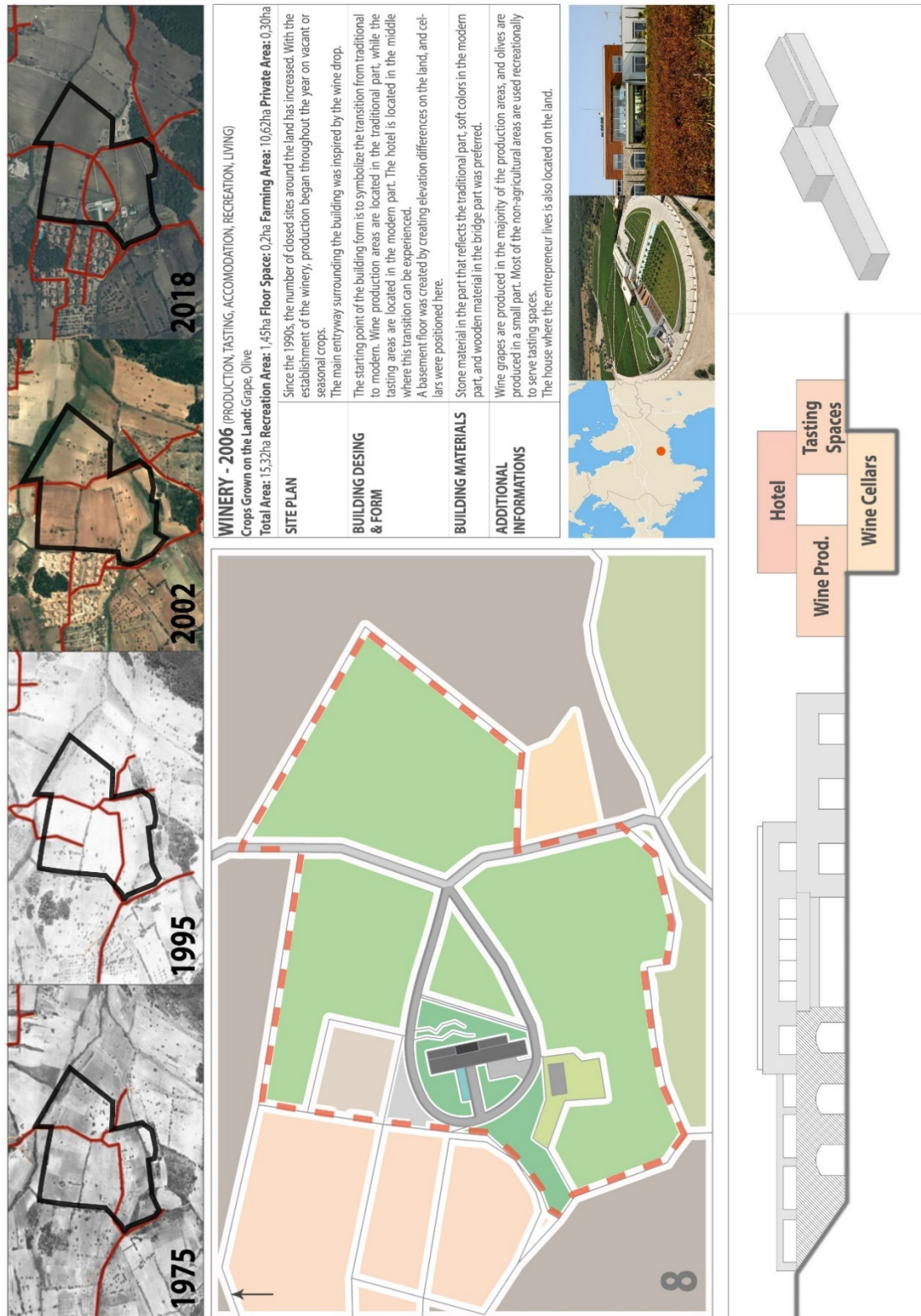


Figure 6.3: 8<sup>th</sup> Case.  
(Source: Personal Archive (2021), <https://urlawines.com>)





Figure 6.4. 3<sup>rd</sup> Case.  
 (Source: Personal Archive (2021), <https://www.arkitera.com/proje/ikidenizarasi-sarapcilik/>)



Figure 6.5. 30<sup>th</sup> Case  
 (Source: Personal Archive (2021), <https://www.ayeryastore.com>)





Figure 6.6. 24<sup>th</sup> Case  
 (Source: Personal Archive (2021), <https://www.sevgiana.com/>)

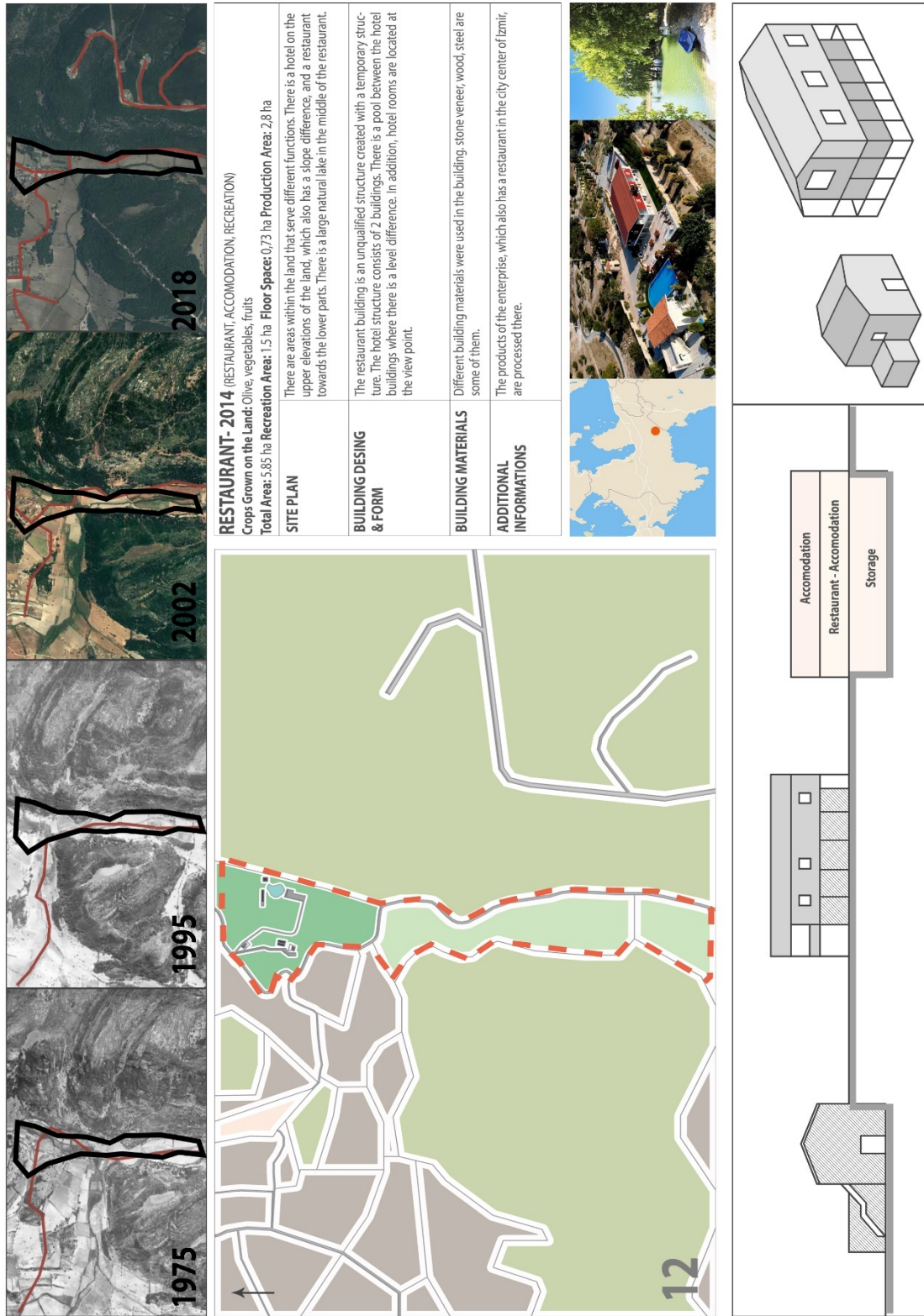


Figure 6.7. 12<sup>nd</sup> Case  
 (Source: Personal Archive (2021), <https://www.etstur.com/Naturala-Gol-Evi-Urula>)



Figure 6.8. 22<sup>nd</sup> Case  
 (Source: Personal Archive (2021), <https://www.rastababa.com/>)





Figure 6.9. 26<sup>th</sup> Case  
(Source: Personal Archive (2021), <https://www.kemalbeyrange.com/>)



Figure 6.10. 16<sup>th</sup> Case (Source: Personal Archive (2021), [https://www.tripadvisor.com/Restaurant\\_Review-g2543601-d17501782-Reviews-Wine\\_House\\_Urla-Urla\\_Izmir\\_Province\\_Turkish\\_Aegean\\_Coast.html](https://www.tripadvisor.com/Restaurant_Review-g2543601-d17501782-Reviews-Wine_House_Urla-Urla_Izmir_Province_Turkish_Aegean_Coast.html))

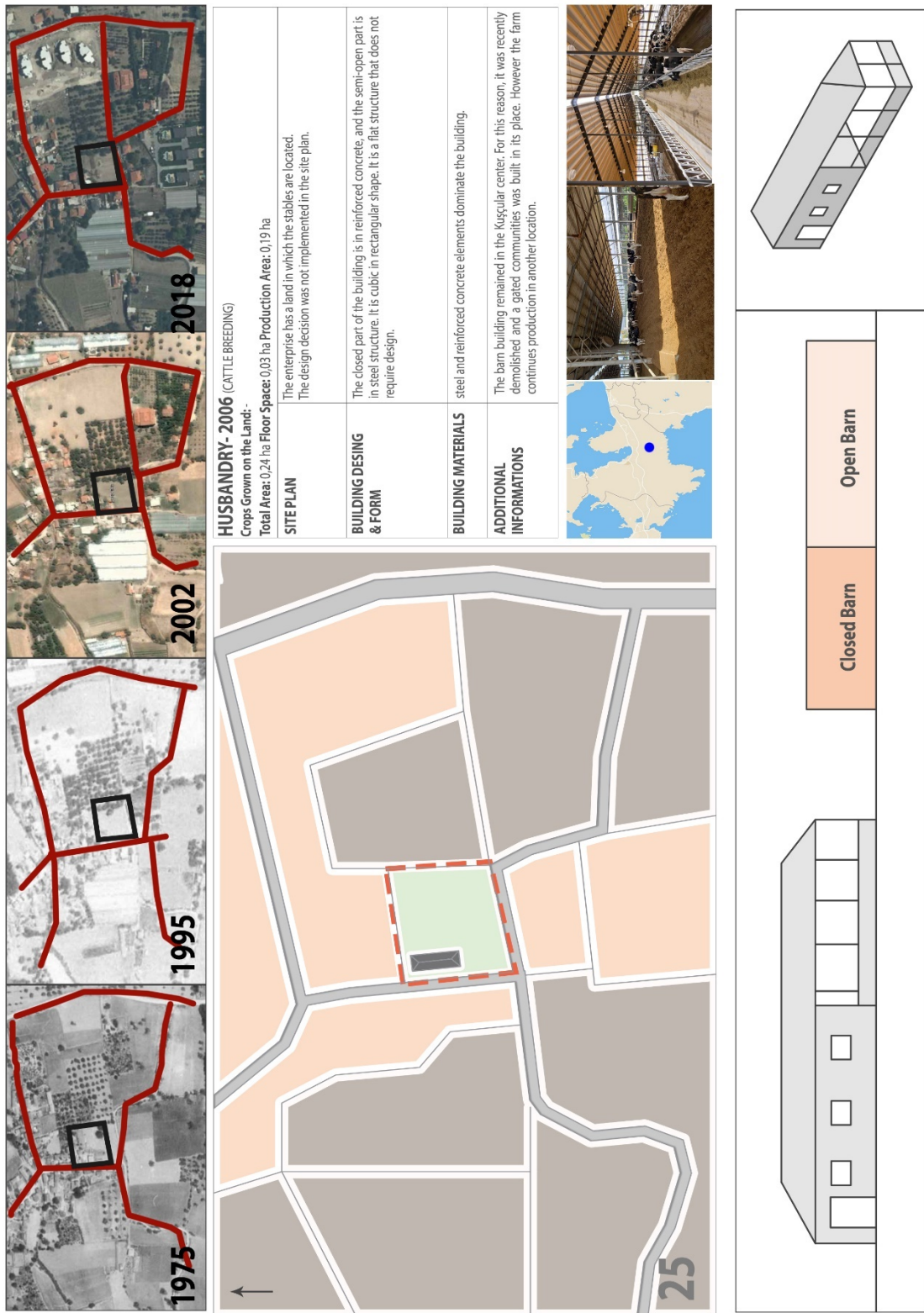


Figure 6.11. 25<sup>th</sup> Case  
 (Source: Personal Archive (2021), <https://www.facebook.com/Emaysutcifligiurla/>)





Figure 6.12. 31<sup>st</sup> Case

(Source: Personal Archive (2021), <https://www.facebook.com/people/Turla-Organik-Zeytin-ve-Zeytinya%C4%9F%C4%B1-%C4%B0%C5%9Fletmesi/100066436450539/>)



Figure 6.13. 5<sup>th</sup> Case  
 (Source: Personal Archive (2021), <https://www.clubvivanova.com/mozaik-winery>)





Figure 6.14. 9<sup>th</sup> Case  
(Source: Personal Archive (2021), <http://portalmimarlik.com/>)



Figure 6.15: 20<sup>th</sup> Case  
 (Source: Personal Archive (2021), <https://www.tatil.com/>)

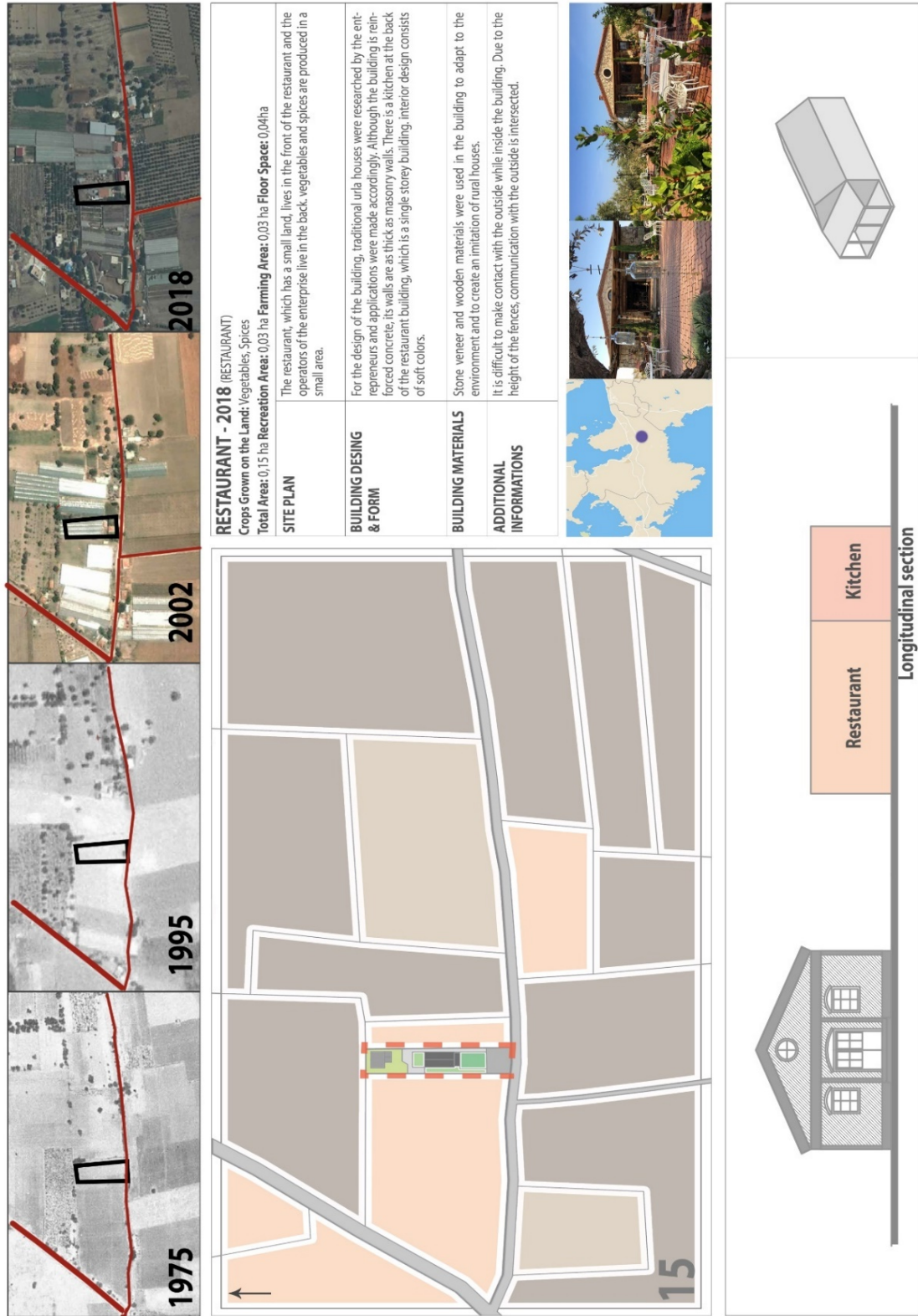


Figure 6.16. 15<sup>th</sup> Case

(Source: Personal Archive (2021), <https://www.facebook.com/urlavinolocale/photos/> )



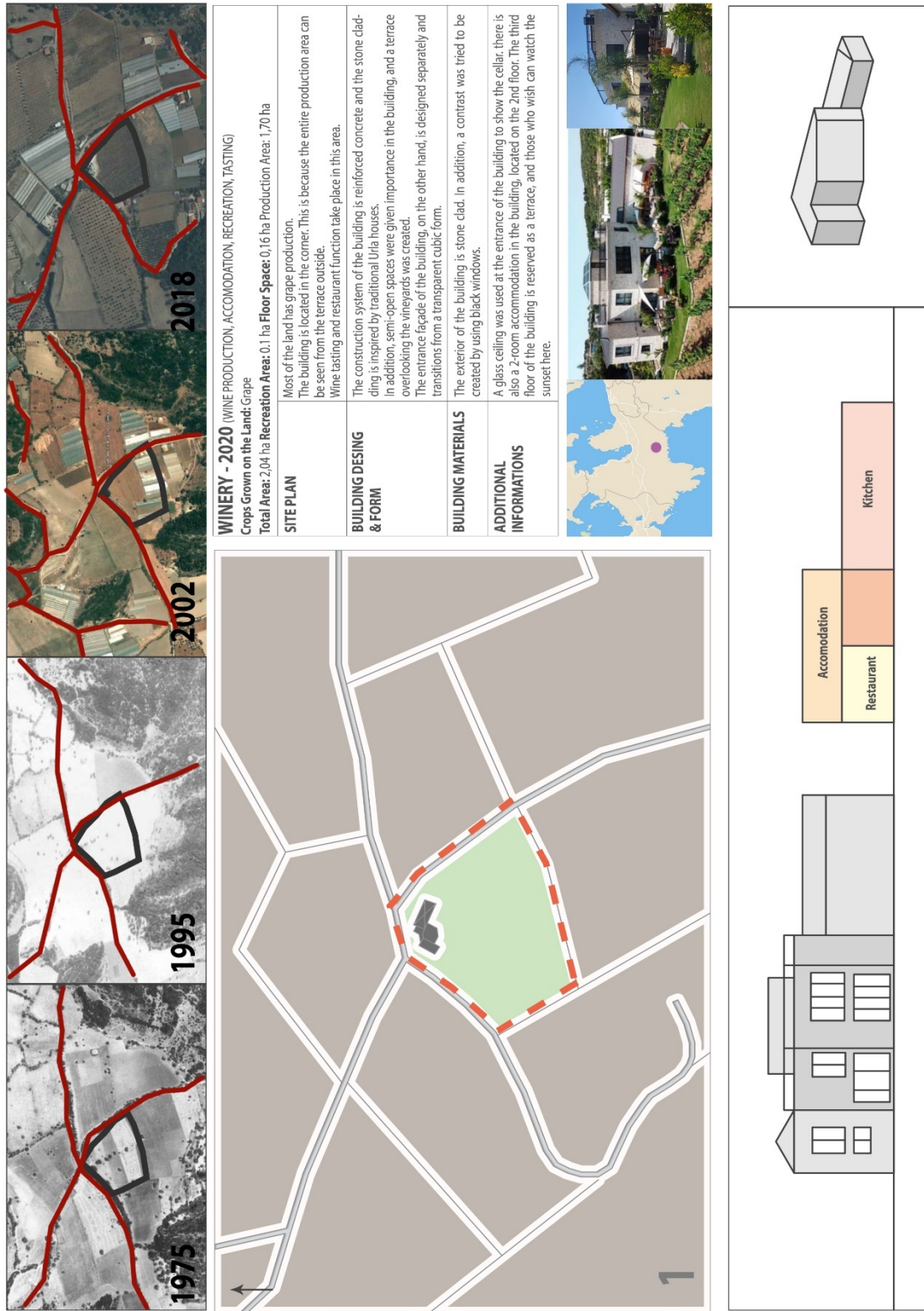


Figure 6.17. 1<sup>st</sup> Case  
 (Source: Personal Archive (2021), [www.instagram.com/cakirwinery](http://www.instagram.com/cakirwinery))

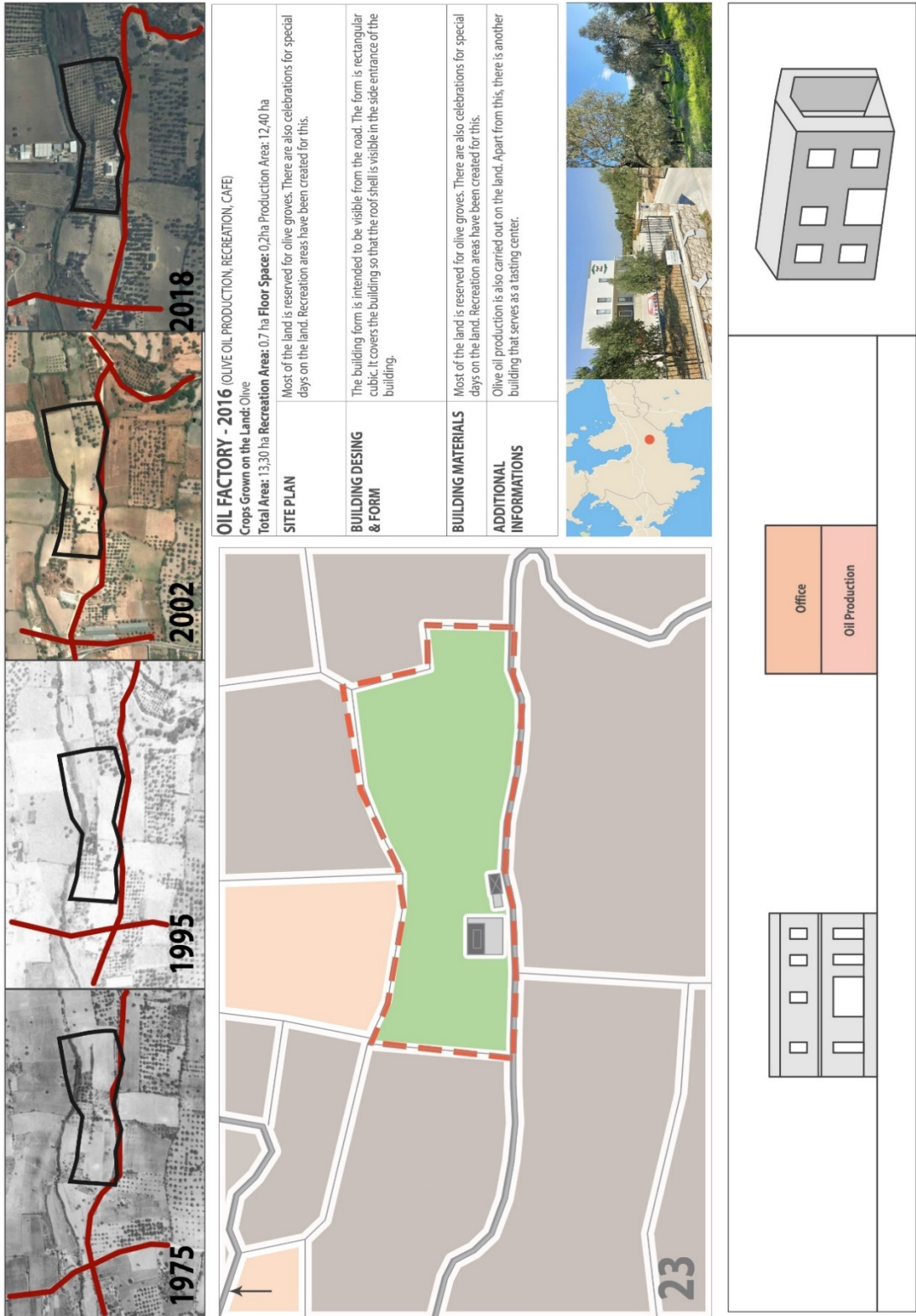


Figure 6.18. 23<sup>rd</sup> Case  
 (Source: Personal Archive (2021), www.googlemaps.com)



Figure 6.19. 7<sup>th</sup> Case (Source: Personal Archive (2021), [https://www.tripadvisor.com/Attraction\\_Review-g298006-d3602225-Reviews-Urlice\\_Vineyards-Izmir\\_Izmir\\_Province\\_Turkish\\_Aegean\\_Coast.html](https://www.tripadvisor.com/Attraction_Review-g298006-d3602225-Reviews-Urlice_Vineyards-Izmir_Izmir_Province_Turkish_Aegean_Coast.html))



## 6.4.2. Moderates

Although their spatial and architectural details are conscious, they are closer to the modern architectural style (CASE ID: 32, 27, 2, 13). The use of building materials for this is also changing. In this group, the use of glass and steel materials on the facade is seen together with traditional uses (CASE ID: 6, 21, 32, 2). The use of glass needs to be evaluated separately here. Transparency has an important place in some of the buildings in this group and the inner workings of the building can be monitored from the land of the enterprise (CASE ID: 6, 21, 2).

The fact that the spatial context is lower in this group compared to the local attachment shows itself as leaving more space for consumption in the layout plan. What is meant by consumption places is the places that are completely outside of rural production. Eating-drinking areas, spaces reserved for various activities are meant.

The design decisions of the site plans are also designed according to the requirements of the business and functions of this group. Since the spatial commitment of the enterprises is relatively high, the preferred business lines are also included in this group, serving not only to the region but also to the province and even the country (CASE ID: 32, 27). For this reason, some of the enterprises are large-scale. Large volumes are reserved for functions such as logistics, production and packaging of these initiatives.

It was observed that the fences were more palpable in this group. Different types of closures are included in this group. While almost all of the lands are open (CASE ID: 21), there are also businesses that are almost completely invisible from the outside (CASE ID: 27).

Considering the width of the settlement area and the building forms, it was seen that this group spread more on the land than the previous group. As a result of this, closed volumes take up space perceptibly in such initiatives. In addition, the large differences between the square meters of this group make it difficult to generalize in this regard.



Figure 6.20. 2<sup>nd</sup> Case  
 (Source: Personal Archive (2021), <https://www.huswines.com/home>)





Figure 6.21. 11<sup>th</sup> Case  
 (Source: Personal Archive (2021), <https://duhuliye.art/>)



Figure 6.22. 10<sup>th</sup> Case  
 (Source: Personal Archive (2021), <http://www.limantepe.com/>)

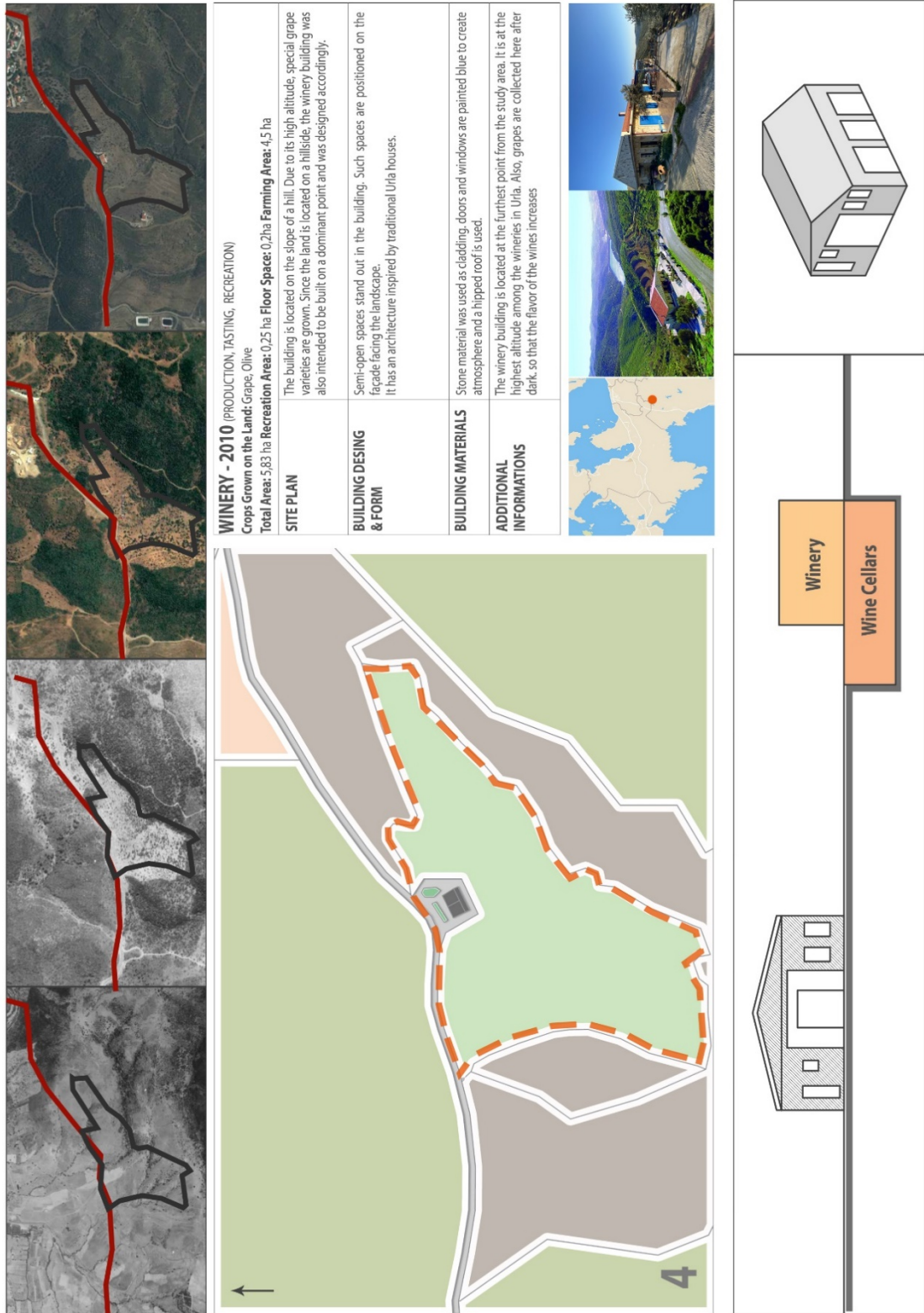


Figure 6.23. 4<sup>th</sup> Case  
 (Source: Personal Archive (2021), [https://www.tripadvisor.com/Attraction\\_Review-g2543601-d12495482-Reviews-MMG](https://www.tripadvisor.com/Attraction_Review-g2543601-d12495482-Reviews-MMG))





Figure 6.24. 13<sup>th</sup> Case  
 (Source: Personal Archive (2021), <https://www.instagram.com/odurla/>)



Figure 6.25. 6<sup>th</sup> Case  
(Source: Personal Archive (2021), <https://www.arkitera.com/proje/perdix-sarap-evi/>)

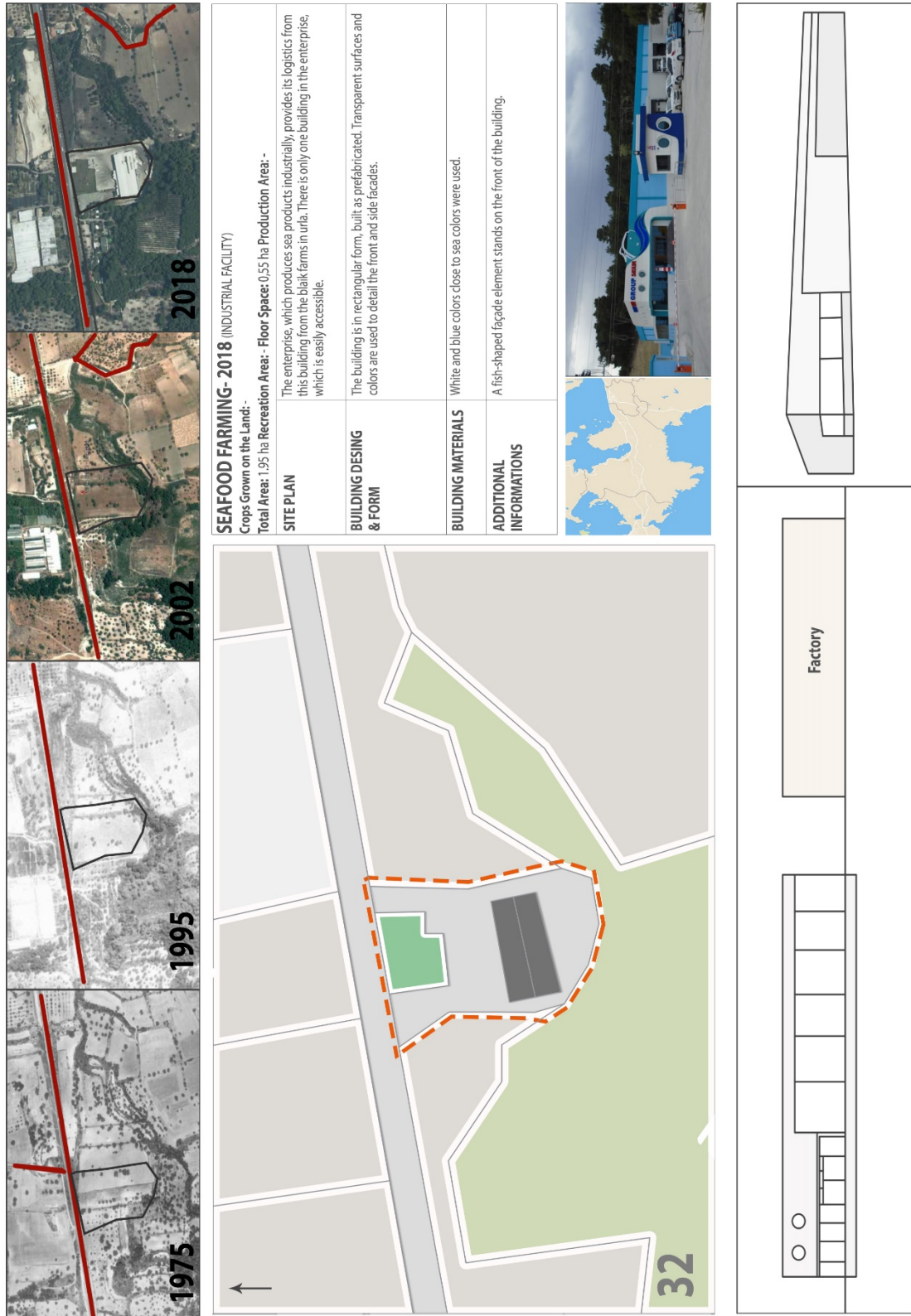


Figure 6.26. 32<sup>nd</sup> Case  
(Source: Personal Archive (2021), <https://www.sagun.com/>)



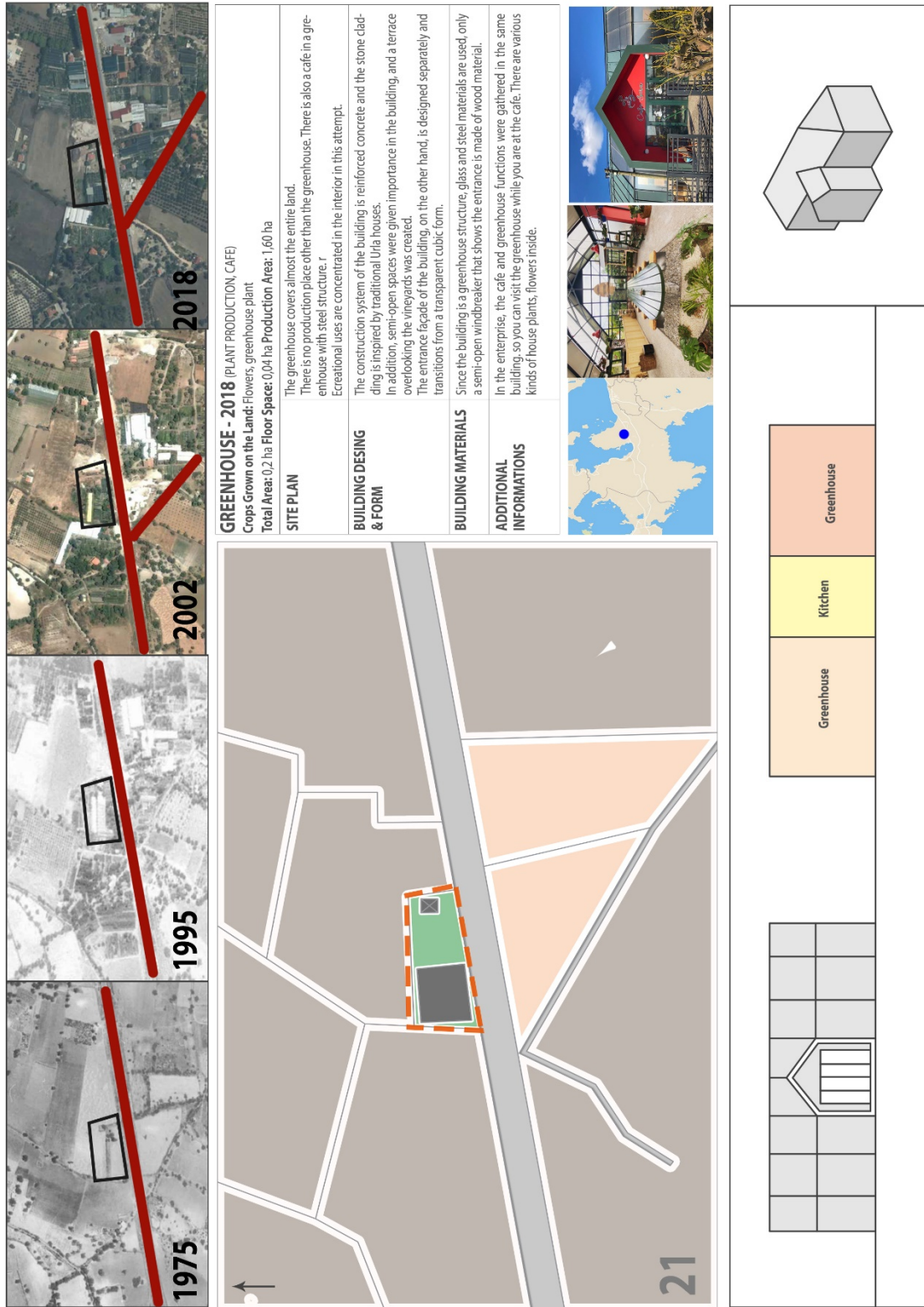


Figure 6.27. 21<sup>st</sup> Case  
 (Source: Personal Archive (2021), <https://www.cafeseraurla.com/>)



Figure 6.28. 27<sup>th</sup> Case  
 (Source: Personal Archive (2021), <https://www.izmirburaya.com/izmir/firsat/1006-titus-feronia>)



### 6.4.3. Non-Local Attached

In this group with the lowest spatial context, the spatial preferences for this group were also the group in which the adaptation to the region and the environment was felt the least. The main function of all of the enterprises in this group is non-agricultural and they mostly use the products they need from outside the district. In addition, the multifunctionality of the space is minimal in this group. Almost all businesses have remained in only one function, only one enterprise showing multifunctionality (CASE ID: 28).

The most striking examples of differentiation from the traditional rural space are in this group. Two establishments whose main function is accommodation (CASE ID: 34, 33) and two enterprises where works in the field of design are exhibited are in this group (CASE ID: 17, 18). Because of such functions, rural inspirations are minimal in non-local-attached.

Moving away from the traditional rural space does not mean that the design is irregular, unconscious or random. On the contrary, the design and architectural details of this group are generally at a high level. The architectural language is constructed as a whole in all business buildings and is generally close to modern. Modern architecture makes itself felt especially in facades and form choices (CASE ID: 18, 28). building masses are generally in cubic form. Rural architectural inspirations are felt in the roof and covering material in only one example (CASE ID: 14).

The enclosure movement reaches the highest level in this group. There are some attempts at fences that completely block the view from the outside (CASE ID: 14, 28). In addition, the single functionality of the enterprises has increased the activities related to consumption and the volumes of the consumption spaces for this have also increased. In addition, it becomes difficult to experience the environment and rural space with such enclosures.

The spatial arrangements of this group, in which urban demands and practices come to the fore, are also closer to the urban. The reason for choosing the rural area with a lower density in general is that these places have a high potential in terms of tourism. The spatial organization of these initiatives is similar to the urban space.

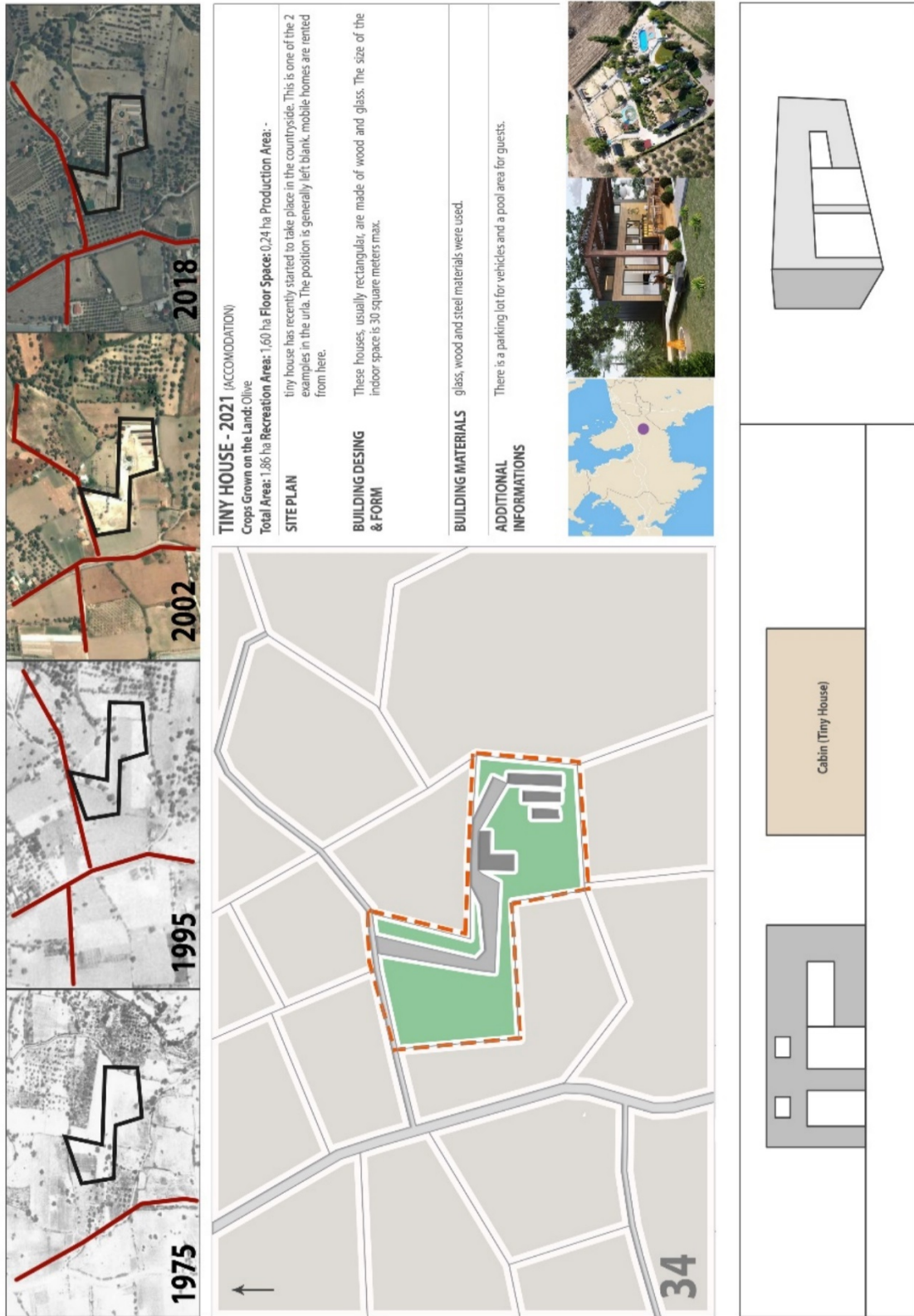


Figure 6.29. 34<sup>th</sup> Case  
(Source: Personal Archive (2021), <https://tosbagtinyhouse.com/>)



Figure 6.30. 18<sup>th</sup> Case  
 (Source: Personal Archive (2021), <https://www.atolyekirmizi.com/>)





Figure 6.31. 14<sup>th</sup> Case  
 (Source: Personal Archive (2021), <https://www.teruarurla.com/>)

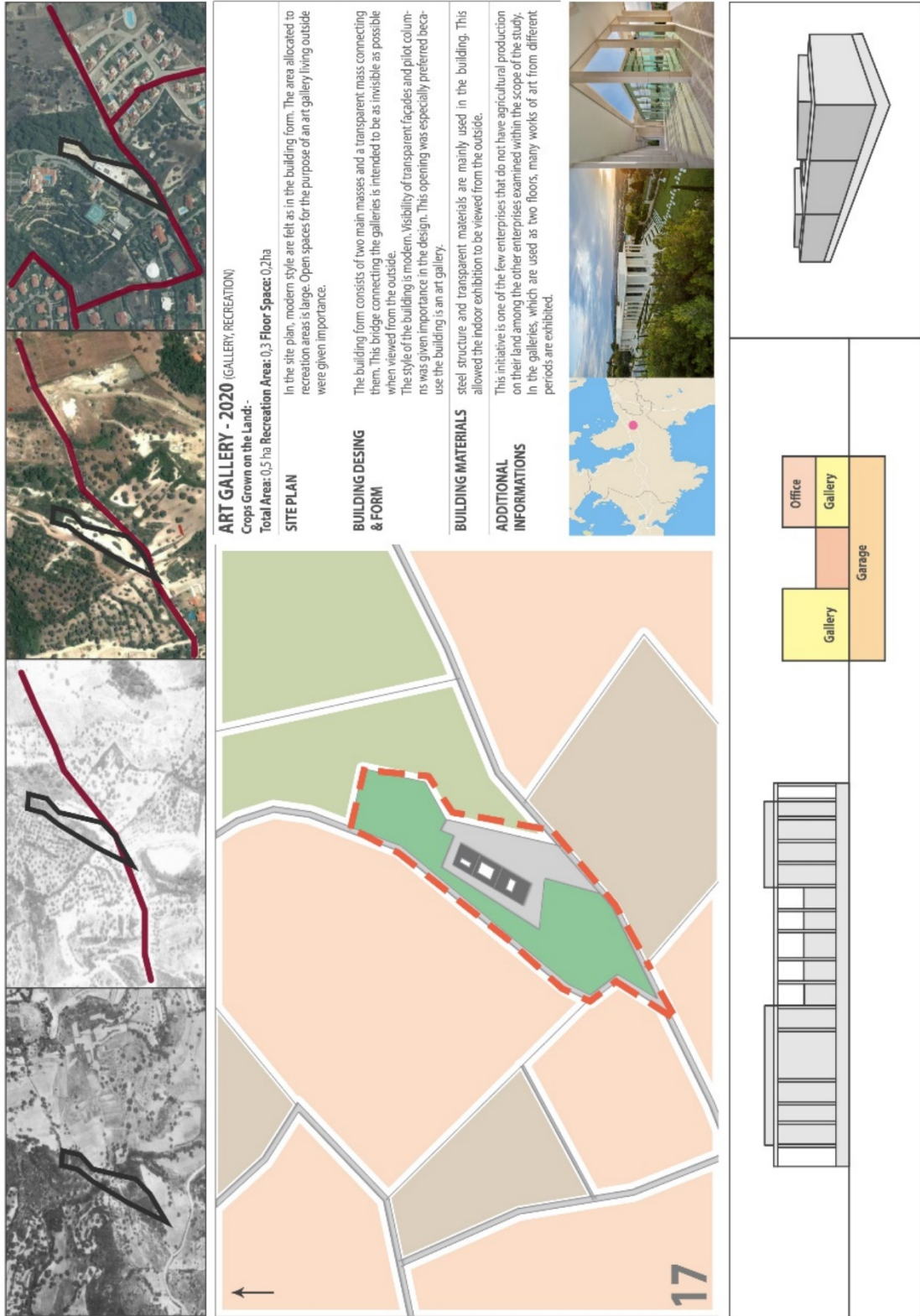


Figure 6.32. 17<sup>th</sup> Case  
(Source: Personal Archive (2021), <https://galeri3.arkitera.com/index.php/ARKIV-06/lucien-arkas-sanat-galerisi?page=1>)



Figure 6.33. 33<sup>rd</sup> Case  
 (Source: Personal Archive (2021), www.urlachi.com)



#### **6.4.4. Design Matrix**

The businesses of entrepreneurs grouped according to their spatial contexts were examined in detail in the previous section. As a result of this review, a series of architectural designs and spatial parameters were created and subdivided.

The site plan design elements, which are the first step of the analysis, make the newcomers feel that the spatial effects begin at the upper scale. It has been observed that the abundance of recreation areas, the prevalence of consumption spaces, and the production spaces have been aestheticized in the building land. For these reasons, under the main title of location character, it is divided into 3 sub-parameters that show the size of the land, the differentiation of site plan decisions from the traditional rural area, and the degree of enclosure movement in the space.

One of the most striking issues in the spatial arrangements of the examined groups is the change of production, consumption and recreation areas in the land. While the production areas of the groups with high spatial context are higher, these rates decrease in other groups (the difference in the area sizes of the enterprises is one of the reasons that create this change). The variation of spatial dimensions of production, consumption and recreation is therefore important and examined under the title of spatial distribution in the matrix.

Architectural language, choice of form and material, adaptation parameters to climate and physical characteristics of the land show quite differences in the attempts of newcomers, as explained in the previous section. In order for these differences to take place in a systematic order, the similarities and differences between the groups were focused. As a result, a table querying the five design and architectural parameters was created under the title of design parameters.

Table layout, evaluated parameters and analysis results can be seen in Table 6.6.

Table 6.6. Enterprises' distribution of functions.

		Distribution of Functions (%)			
		CASE ID	Production	Recreation	Other
LOCAL-ATTACHED		24	87,59	5,11	7,30
		30	93,23	5,26	1,50
		19	61,36	22,73	15,91
		8	69,32	9,46	21,21
		12	47,86	25,64	26,50
		22	81,30	0,00	18,70
		26	86,39	2,38	11,23
		3	93,19	2,15	4,66
		16	53,85	38,46	7,69
		25	79,17	0,00	20,83
		29	85,71	10,71	3,57
		31	93,75	0,00	6,25
		5	75,00	5,56	19,44
		9	78,74	11,49	9,77
		15	20,00	20,00	60,00
		20	70,00	10,00	20,00
		1	83,33	4,90	11,76
		7	92,78	0,00	7,22
		23	93,23	5,26	1,50
		AVERAGE	76,10	9,43	14,48
MODERATES		32	0,00	0,00	100,00
		4	77,19	4,29	18,52
		10	63,33	16,67	20,00
		11	62,50	20,83	16,67
		6	0,00	45,45	54,55
		21	80,00	0,00	20,00
		27	13,81	82,87	3,31
		2	82,95	14,98	2,07
		13	81,30	0,00	18,70
		AVERAGE	51,23	20,57	28,20
NON-LOCAL ATTACHED		14	18,18	45,45	36,36
		18	0,00	60,00	40,00
		28	0,00	62,50	37,50
		34	0,00	86,02	13,98
		17	0,00	60,00	40,00
		33	0,00	86,02	13,98
		AVERAGE	3,03	66,67	30,30



The 3 groups, which were separated according to their spatial contexts, were first evaluated according to their rural production, recreation and other functions in their lands. This evaluation was found from the ratio of the total size of the land to the size of production, recreation and other functions. When the results are examined, Local-Attached group has the highest production function in its land. Agricultural productions in the lands of this group still continue and they use their own products in their businesses. Recreational uses are minimal.

The Moderates group, on the other hand, allocates about half of its lands to production, and allocates a part of the other half to recreational functions. Compared to the previous group, the size of agricultural production has decreased and the area of recreation has grown. Since an entrepreneur engaged in industrial production (CASE ID: 32) in this group cannot have a value related to agricultural production, it has been excluded from the average. In the Non-Local Attached group, the results were lower than the other groups, as expected, in the group with fewer agricultural producers. The striking result here is the increasing demand for recreation. As the spatial context decreases, recreation etc. functions are increasing, indoor and semi-open spaces are growing.

In the second part examined, site plan, closure, orientation and building form parameters were evaluated under the titles of location character and design properties. The evaluation on this subject was reached as a result of the answers given by the entrepreneur to the questions asked about the architecture of the enterprise and the design decisions applied during the interviews. The “✓” sign indicates the design decision applied in that subject. For example; If the entrepreneur made a sentence such as positioning the building in the landscape, he gets a “✓” sign from the orientation title.

Closure evaluation is based on 3 criteria:

- If the enterprise is not closed at all or is surrounded by a material such as wire to show the boundaries of the enterprise, no sign is placed.
- The perimeter of the enterprise is surrounded by walls, etc. If it is closed with a relatively high barrier, but the land of the enterprise is visible, it receives a single “✓” sign.
- If the surrounding of the enterprise is completely closed and it completely covers any part of the enterprise such as land, building, the “✓✓” sign is put.

Table 6.7. Location character and design properties analysis results.

	CASE ID	Location Character		Design Properties	
		Site Plan	Closure	Orientation	Building Form
LOCAL-ATTACHED	24				
	30		✓		
	19	✓	✓		✓
	8	✓	✓	✓	✓
	12		✓		
	22		✓		
	26	✓	✓✓	✓	✓
	3	✓		✓	✓
	16		✓✓		
	25				
	29	✓	✓✓	✓	✓
	31	✓			
	5	✓	✓		
	9	✓		✓	✓
	15	✓	✓✓		✓
	20	✓	✓		✓
	1	✓	✓	✓	✓
	7	✓	✓	✓	✓
23					
MODERATES	32	✓			
	4	✓		✓	
	10	✓		✓	✓
	11	✓	✓	✓	✓
	6	✓			✓
	21				
	27				
	2	✓		✓	✓
13		✓	✓	✓	
NON-LOCAL ATTACHED	14	✓	✓✓	✓	✓
	18	✓			✓
	28	✓	✓✓		
	34				
	17	✓	✓	✓	✓
	33				

It has been revealed that the 4 design parameters examined are taken into account by the new enterprises. When the results are examined, the application rate of the architectural design parameters within the scope of the study in the open, closed and semi-

closed spaces of the enterprise is 60% and above. The ratio of only the orientation design parameter in the enterprises is 41% and the lowest rate belongs to this parameter.

The site plan decisions have been the most applied parameter among the newcomers. Functional situation decisions made in line with urban needs and to attract attention have been implemented in many businesses. The design decisions regarding enclosure created a certain separation between the groups. Especially the moderates group has been the group that uses this parameter the least.

#### **Location Character:**

According to the analysis results, 80% of the interviewed entrepreneurs apply the location character design parameters in their enterprises. In the site plan, parameters such as service entrances, parking lot, inland roads, settlement of the mass were specially designed in many enterprises and space was allocated for these functions. Again, it was observed that the local-attached group, which has the highest spatial context among the 3 entrepreneurial groups examined, considers the site plan settlement decisions more than the other groups (72%).

It was observed that the closure was the highest in the local-attached group. It has been observed that fences that are high enough not to be perceived from the outside in particular are seen more in the local attached group. Similar results were found in the Non-Local-Attached group. The lowest rate in this parameter belongs to the moderates group (22%). The density of the production areas of the local attached group may have brought up the need to protect the borders.

#### **Design Properties:**

In this section where the building orientation and form are examined, the orientation parameter has been the least applied parameter in the design by the newcomers. Although moderates and non-local attached groups had similar results, the rate of applying this parameter was 65% for the local-attached group.

The application of building mass design decisions in enterprises revealed similar results in all groups. Although there are many form designs in which mass selections are coincidental, there are also enterprises that are specially designed and take into account architectural design criteria.

In addition, it was observed that the local-attached group performed architectural design criteria suitable for the region and this situation was at least in the non-local attached group.

There are 2 more parameters that are not included in the table above but examined within the scope of the study. These are material selection and architectural style. The material selection has been a parameter considered by most of the entrepreneurs. In the local-attached group, stone and wood material selections were preferred in terms of suitability for the region, while it was observed that steel, glass and reinforced concrete systems were used more intensively in other groups.

In architectural style, it has been observed that modern traces are more intense in the non-local attached group and traditional traces are more intense in the local-attached group. The transformation of the Urla's rural architecture within the scope of the spatial interventions of the new entrepreneurs changes within the framework of these parameters.

In the traditional rural architectural texture of the Urla countryside, buildings built in the masonry system are encountered. Thanks to their thick walls, these structures are protected from the cold in winter and the heat in summer. Apart from these, there are many unqualified structures built in reinforced concrete or masonry. It is seen that stone and wooden materials are used abundantly in local architecture. It is difficult to see the qualified ones of these structures, which are mostly single or two-storey, in the Urla rural areas today.

It has been seen in the analyzes that modern construction techniques and spatial arrangements are present in the segregated structuring of the newcomers. Architectural production has diversified with the use of reinforced concrete, steel and glass materials and structures that emulate the traditional. It is possible to come across many of the details mentioned in the buildings of all the enterprises examined.

The change in spatial organization is another architectural parameter that distinguishes it from the traditional rural space. The multifunctionalization of the space has brought different functions to the traditional production space. Open, semi-open and closed spaces such as dining areas, accommodation and recreation are added to the production. Interior design for these spatial arrangements has also gained importance. The use of colour, texture and pattern, which evokes a traditional rural space, makes itself felt in interior architectural arrangements such as paint and furniture. Apart from this, interior arrangements that are completely different from the traditional, with the intensity of modern style are also seen in the design decisions of the newcomers.

## CHAPTER 7

### CONCLUSION

In this study, in which the spatial and architectural effect parameters of the entrepreneurial activities that started in the rural settlements receiving immigration due to the pressure of today's tourism and urbanization were investigated, evaluations were made on the district of Urla. First of all, the change as a result of the migration from the rural to the urban, the transforming dynamics of the developed countries and Turkey were examined and the reasons were tried to be understood. However, due to the fact that Turkey has experienced this process later and still has an important place in the migration from the rural to the urban areas, the subject has not been sufficiently investigated in the literature until now.

The subject of rural entrepreneurship has recently been investigated in different sub-branches based on contexts. The spatial context of entrepreneurship has not been discussed much in the last period when social and organizational contexts have been studied intensively. The place of architectural design and smaller-scale spatial design in rural entrepreneurship has not been examined. Architectural space detail needs to be added to the spatial context issue, which has been taking place at large scales until now.

The traditional rural space, on the other hand, is undergoing a great change with migration. Economically, sociologically, culturally, organizationally, physically rural, in short, it changes with each part of it. However, although it is not emphasized enough, perhaps the space is the one that experiences this transformation the most. Rural space, identified with agricultural production and animal husbandry, is now transforming with many businesses, enterprises and residences. With such effects, rural space is both consumed and developed again with its production. In addition to production, new dynamics of change such as consumption and experience are now added to the rural space.

In today's globalizing world dynamics, the transformation of the countryside and the place is, of course, inevitable. Globalization changes both the urban space and the rural space in various aspects. The cases discussed in the relevant literature have presented the effects of this transformation in various ways. In developed countries, the concept of transformation of rural space refers to the transition of space to

multifunctionality, and the transition of production to post-production. These effects do not mean a complete break with the traditional countryside, but rather a diversification of the rural space. Of course, there are also results that show that the real definition of rural space is left behind and becomes a part of the city or is completely consumed.

The transformation of the rural space, which is constantly in demand due to the effect of tourism, is an expected result, especially in the District of Urla. However, in similar examples examined in the Turkish literature, this situation was mostly explained through rural gentrification and it was stated that the results were negative for the villagers accordingly. The rural settlements examined are shown as places with high tourism potential or to be explored. It is stated that the transformation experienced after this discovery creates a rent order, sells the peasants' land and is displaced in a way like in the cities.

When we examine the example of Urla, the general situation is different, although the transformation has some similar features with the relevant regional literature. Today, rural production in Urla is changing with the enterprises examined in the study, and the majority of those who do this are from the group called newcomers.

In the study, rural entrepreneurs that people started in order to get rid of the pressure of big cities and to have a quieter life were examined. In the interviews conducted with 34 people selected from the Urla district of Izmir through semi-structured interviews, various questions were asked to these people, including their own lives, their past and current lives, their migration stories, their businesses and their relations with the environment. In the answers given, it is aimed to find the spatial contexts of the entrepreneurs.

It was observed that most of the interviewees had high education levels, were respectful to nature and the countryside, and were more conscious of design practices. Spatial contexts are divided into 3 subgroups as a result of the analysis: local-attached, moderates and non-local attached. As a result of the analyzes performed in NVivo software, 18 enterprises were included in the local-attached group with the highest spatial commitment, 10 enterprises were included in the moderate moderates group, and 6 enterprises were included in the non-local-attached group, where spatial commitment was much lower.

When all groups are examined, it is seen in the results that especially newcomers to production resources pay attention to this. Although they do not need this due to the business function, almost all of them continue to make agricultural production in their

own lands. Besides, it was concluded from the results that the enterprises with high spatial context produced most of their agricultural products in their own enterprises and that they received from the district or its immediate surroundings. In addition, the majority of the employees in the enterprises come from Urla or the surrounding districts. The situation here is somewhat concerning. The fact that the workers are from the immediate environment indicates that the villager is detached from his own land. Although this is a plus in terms of spatial context, its results need to be examined in detail.

In addition, an important part of the study is the organizational dimension of the transformation in Urla. Through the vineyard route, businesses and enterprises are abstractly part of an organization. In the interviews, there are many newcomers who emphasized that this route is important for their businesses. In fact, the vineyard route seems to be a formation based only on name and direction signs placed in various parts of Urla. Despite this, it attracts a lot of visitors due to its high awareness and today's social media. First of all, this route needs to be developed in terms of physical and infrastructure. The roads leading to many enterprises are neglected and of poor quality. In addition, visitors from outside the city should especially search and find this route. Because detailed information about this route cannot be obtained at the first stage in online research routes.

When we come to the architectural space examinations, the last stage of the study, it is striking that the newcomers are more inclined to adapt to the region in terms of design, and they make conscious designs and practices. In the enterprises that have been examined from the site plan to the details of the façade, the first result that stands out is that multifunctionality on the same land is the main determinant of the transformed rural space. The number of enterprises with a single function is very few, other enterprises add additional functions besides their main functions. Thus, sources of income are also diversified. Especially gastronomy and accommodation units are the most common additional functions.

Architecture and design suitable for the region were frequently mentioned in the interviews, but it is difficult to say that all applications are compatible as the entrepreneur thinks. First of all, the striking places are aestheticized. Because they want newcomers to draw attention by symbolizing their enterprises. Architectural design is actually a reflection of the prestige of a corporate identity or a business. For this reason, the prominence of architectural design principles and aesthetic perception is an important part



of the transforming rural space. Today, most of the design products that come to mind in the rural areas of Urla are the buildings of enterprises.

In addition, it is striking that the site plan applications and material selections are the design decisions that are considered the most by the newcomers. One of the striking results of the study is that the enclosure movements are more common when the spatial context is reduced. It is seen that the size of the buildings also differ from the traditional rural space. The volume of open and semi-open spaces has also increased, and the functions of bridging the production area and the consumption area have been loaded.

For further research, the transformation of rural settlements with different characteristics should be done more comprehensively in terms of spatial practices. In this study, evaluations were made on a single district due to the pandemic, time constraint and scope of the study. The province of Izmir also has diversity in this regard. The transformations of rural settlements in districts such as Foça, Çeşme and Seferihisar are striking.

The newcomers talked about their individual interests and struggles while establishing their businesses here. Here, it is seen that municipalities and central administrations have more work to do. In addition, as in the capitalist order, the desired application is carried out in the rural area. Although it is positive for the newcomers to be sensitive to the village and the environment, the importance of regulations and inspections is clearly seen.

This study, in which architectural and spatial details are explained, offers a different perspective on rural entrepreneurship. It tries to complete a missing piece in the literature in order to show concrete examples of the transformation of space. The research has touched on showing that architectural space also has an important place in entrepreneurship.

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## APPENDIX A

Bu çalışma İYTE Mimarlık Bölümü Doktora Programında yapılmakta olan “URLA ÖRNEĞİ ÜZERİNDEN GİRİŞİMCİLİĞİN KIRSAL MİMARİ VE MEKANSAL ETKİ PARAMETRELERİNİ BELİRLEMEYE YÖNELİK BİR YÖNTEM” isimli çalışma kapsamında yapılmaktadır. Elde edilecek sonuçlar neticesinde kırsal girişimciliğin ve mimari ve mekansal parametreleri anlaşılmaya çalışılacaktır.

### Biyografi

1. İsim-Soy isim-Yaş, Eğitim Durumu

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2. Meslek (Önceden ne ile meşguldünüz, şimdiki durum)

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3. Kaç yıldır buradasınız?

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4. Nerede yaşıyorsunuz? (İzmir, mülkte, köyde, başka bir yer)

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### Mülk-Arazi

1. Araziyi ne zaman satın aldınız? Büyüklüğü?

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2. Arazinin satın almadan önceki durumu?

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3. Arazide ne yetiştiriyorsunuz? Ne zamandan beri, üretim yapılan alanın büyüklüğü, kendi kullanımınız için mi?

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4. Yıkım/inşaat oldu mu?

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5. Mekânın/binanın bulunduğu arazi ile olan ilişkisini nasıl yorumlarsınız?

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6. Kırsallıktan/kırsal mekândan ne anlıyorsunuz, burada bunu uyguladınız mı?  
(Form, malzeme, renk, doku)

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7. İşletmenizin durumu nasıl, gelecekte durumunu nasıl görüyorsunuz?

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### **Göç**

1. Buraya göç etme/işletme açma serüveni nasıl başladı, sebepleri nelerdi?

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2. Neden burayı tercih ettiniz/sizi buraya çeken neydi?

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3. Burayı bir yerden mi duydunuz? Duyduysanız nereden?

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4. Bu süreçte hayal kırıklıkları yaşadınız mı?

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### Çevre

1. Yöre halkı ile ilişkiler nasıl? Benzerlikleri ve farklılıkları en çok hangi konularda görüyorsunuz?

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2. Çevreye/yerleşime etkinizi nasıl görüyorsunuz?

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3. Kent merkezi ile ilişkileriniz ne düzeyde? (İş, sosyal çevre, alışveriş, okul)

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## VITA

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**Ph. D.** İzmir Institute of Technology. The Graduate School of Engineering and Science. Department of Architecture (2016-2022)

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### PUBLICATIONS

Gerçek, M., & Gücu, I. (2019). The impacts of window to wall ratio and window orientation on building energy consumption and CO2 emissions under climate change. *International Journal of Global Warming*, 18(3-4), 269-286.

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