

**CRITICAL REVIEW OF CITY BRANDING:
CASE STUDY OF HACI MEMİŐ DISTRICT
(ALAÇATI, TURKEY)**

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ABSTRACT

CRITICAL REVIEW OF CITY BRANDING: CASE STUDY OF HACI MEMİŞ DISTRICT (ALAÇATI, TURKEY)

This thesis examines the city branding process with a critical view in the case of Hacı Memiş District in Alaçatı, İzmir. In this context, the study is aimed to criticize city branding approach as an internationally research domain characterized by a multi-disciplinary research. Actually, it investigates and analyzes the controversial issues of city branding.

The case study of thesis, Alaçatı that has been defined as a recent phenomenon of city branding in Turkey from 2000s, is a historical settlement in İzmir Peninsula. Within the scope of the study, the surveys and in-depth interviews with groups of business owners, locals, visitors and pioneers in Alaçatı provided the study data to reveal the dynamics and direction of the transformation. The study also focuses on the context and background of the settlement, chronological processing of historical developments, social, demographic and economic structure, land uses, plans in different scales, projects and planning decisions, to show implications of city branding on the place and target groups, especially, the locals. The aim of this study is to assess the branding story of Alaçatı in detail for disclosing a spatial, social, economic and quality of life implications on the locals.

Research findings indicates that, the branding process of Alaçatı has brought about a radical transformation in Alaçatı. These impacts have caused varied tendencies, particularly, "gentrification" and in parallel with the gentrification in cities, "displacement" tookplace in Alaçatı.

ÖZET

ŞEHİR MARKALAŞMASINA ELEŞTİREL BAKIŞ: HACI MEMİŞ BÖLGESİ ALAN ÇALIŞMASI (ALAÇATI, TÜRKİYE)

Bu tez Hacı Memiş bölgesi, Alaçatı' da yaşanan markalaşma sürecini eleştirel bir bakış açısıyla incelemektedir. Bu bağlamda baktığımızda, bu çalışma şehir markalaşması kavramını multidisipliner yaklaşımlar ile uluslararası bir araştırma ölçeğinde eleştirmeyi amaçlamıştır. Asıl olarak, kentsel markalaşmanın tartışmalı konularını inceler ve analiz eder.

İzmir Yarımadası'nın tarihi yerleşim yerlerinden biri olan Alaçatı, 2000'lerden günümüze şehir markalaşmasında Türkiye'nin yeni fenomeni olmuştur. Çalışma kapsamında, Alaçatı'da bu sürece tanıklık eden yatırımcılar, yerel halk, kanaat önderleri ve turistlerle anket çalışmaları ve görüşmeler yapılmış, dönüşümün dinamiklerini ve yönünü ortaya koyan alan verileri bu yöntemle sağlanmıştır. Çalışma aynı zamanda, yerleşimin tarihi gelişme sürecine, sosyal, demografik ve ekonomik yapısına, alan kullanımlarına ve dönüm noktası yaratan projeler ve planlama sürecine odaklanarak, markalaşmanın mekanlar ve hedef grup üzerinde özellikle de yerel halkta yarattığı etkiler açığa çıkarılmıştır. Çalışmanın amacı, Alaçatı'nın markalaşma hikayesini yerelin üzerindeki mekansal, sosyal, ekonomik ve yaşam kalitesi etkileri açısından ele alıp, bu etkileri ortaya çıkarmaktır.

Çalışma bulguları gösteriyor ki; markalaşma süreci beraberinde Alaçatı'ya radikal bir dönüşüm getirmiştir. Bu etkilerin Alaçatı'da yarattığı çeşitli eğilimler sonucunda "soylulaştırma" kavramı ve soylulaştırmanın paralelinde gelişen "yerinden edilme" sürecini doğurmuştur.

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CHAPTER 1

INTRODUCTION

1.1. Problem Definition

The neoliberal ideology has dominated around the world in past few decades, and the world started to become commoditized. One of the most obvious instances where the the commodification process is observed is urban space. The viewpoint of capitalism as a commodity to the place has increasingly enhanced in the neoliberal process. Consequently, cities, regions, countries are competing with one another on global scale.

Recently, global cities have rapid increased with the term of neoliberalism. City branding that is the rising value of neoliberalism in urban space, is planned as a strategic instrument of the development. Urban space where is transformed into a commodity, has become branded and sold. City branding is considered as a strategic implement to promote and market a history of city, lifestyle, cultural assets and quality of life for prestige and/or power in the dynamic of capital accumulation in a competitive environment.

City branding is a multidisciplinary field that includes urban planners, marketers, geographers, architects and also tourism industry. Therefore, each disciplines led to its approach in the context of its paradigms. In recently, it was noticed that the viewpoint of city branding is not a holistic and has not definite main principles and theories. From this point of view, there has been several studies to examine the literature on city branding. The main of these studies are based on the concept of "place marketing" that includes urban areas, regions, cities and countries. First strong initiative to create concept of place marketing was seen by the beginning of the 1990s. (Ashworth and Voogd 1990; Berg et al. 1990; Kotler et al. 1999; Kavaratzis 2004). Hence, place marketing approach has come up in the 1990s. Place marketing, especially, marketing of cities has become a progressive sub-field in Planning, Geography and Territorial Management over the last few decades. (Ashworth and Voogd, 1990). The concept of city branding is not defined clearly yet (Kavaratzis, 2004, 2007; Lucarelli and Berg, 2011). Despite the fact that the cities are not products, Kavaratzis and Ashworth (2005) argues that city branding "has been practised

consciously or unconsciously for as long as cities have competed with each other" (Kavaratzis and Ashworth, 2005; Kavaratzis, 2004). Furthermore, cities and urban places need to be make a difference to become unique global place.

In this thesis, rapid transformation of Alaçatı via city branding is examined through a case study. With this motive, the case study area is selected from a sample of town that has defined as a recent phenomenon of the place branding in Turkey from 2000s and has pursued a local economy based on tourism. Selection of the study area consistent with the research subject of this case study was essentially guided by the reason that is transformation of unique characteristics of Alaçatı on the agenda in Turkey.

Hence, Alaçatı, located in the west part of İzmir, in Çeşme Peninsula, is one of the influential cases as the place where the branding process is observed. Alaçatı which was a nameless rural town in 1980s, has the identity of the population exchange town of the Aegean Region. The first decade of the 2000s, a radical transformation was started to be perceived parallel to the tourism strategies in Alaçatı. The promotion story of Alaçatı has launched by opening a few small hotels and restaurants. Historic built environment of the town and businesses in Alaçatı have turned into one of the major commercial commodities of the settlement in a very short time. The pioneers, particularly from İstanbul, who are key players of the branding process of the town, promoted Alaçatı as a destination with its historical identity and natural assets. Most of the local people of Alaçatı have obliged to give up their neighbourhood, businesses and houses in this process. All these effects transform Alaçatı to a place that serves the interests and expectations of elites. This study focuses on the observing and critical evaluation of the impacts on city branding process in Alaçatı, İzmir.

1.2. Research Questions

This thesis focuses on critique of city marketing and branding process in Alaçatı, İzmir. In the literature, critical reviews of place marketing focus on four lines of argument. The four main lines are (Kavaratzis, 2018):

1. Place marketing ignores the complexity of place and culture,
2. Place marketing serves the interests of elites and is socially regressive,
3. Place marketing misinterprets place competition,

4. Place marketing produces "sameness".

According to Kavaratzis et al (2015), the most common critical issue of place marketing and branding is that the city brand is used by urban elites for legitimating individual strategic decision making in parallel with neo-liberal urban policies. Numerous conferences have organized and several conceptual papers with case studies have presented to argue recent topics of place marketing and branding. One of the other main critical issues is impacts on local communities, landscapes, and cityscapes.

Based on this point of view, this study is implemented for Hacı Memiş District in Alaçatı, which is defined as a recent phenomenon of the branding from 2010s and is faced with the transformation reflecting gentrification and homogenization of the place identity. All these effects transform Alaçatı to a place that serves the interests and expectations of elites. In this context, one main question and four sub-questions that clarifies the problem aid to explain the aim of the thesis.

The following questions have guided my study;

What are the implications of the city branding process of Alaçatı for locals?

- (a) Spatial Implications
- (b) Social Implications
- (c) Economic Implications
- (d) Implications on local quality of life

In line with the guiding research questions, the models of city branding strategies in the literature which have similar characteristics to the form of Alaçatı's branding process is examined and how the branding process of Alaçatı is placed in them is evaluated.

1.3. Methodology

The methodology adopted by this research is essentially interpretative and critical, one that blends the development of theoretical insights, that guides empirical analysis, with case studies, that can enrich existing theories of city branding. Within this wider array of debates, it is important to understand the models of city branding strategies in the literature to criticize the process of city branding.

The city branding is a multidisciplinary research domain. From this point of view, I investigated city planning, marketing, tourism, and urban geography literature.

This study applies mixed method approach that involves collecting, analysing and integrating quantitative and qualitative research to collect data. The elements examined in detail are shown below:

1. Literature Review on City Branding and Critical Approach to City Branding: theoretical discussions and exemplary cases
2. Case Study: Hacı Memiş District in Alaçatı
3. Historical Development
4. Planning Process
5. Land Use Analysis
6. Surveys with business owners, locals, visitors and in-depth interviews with city leaders

While first hand data is produced as a result of land use analysis, in-depth interviews with city leaders, and questionnaires with business owners, visitors and locals in Alaçatı; secondary sources are also used to understand changes in social structure and in real estate values. These data and sources include demographic data, immigration rates through TUIK, and such.

The research was based on the archival sources, secondary sources, interviews with the various groups and surveys target groups that affected by the branding activities. I also used books, research published in edited books, conference proceedings, articles, thesis, newspapers and magazines, statistical documents (TUIK data), internet and electronic sources about Alaçatı.

This study's empirical data comes from a comprehensive field study in Alaçatı and the branding process of Alaçatı. The first stage of my study, that aimed to figure out the context and background of the field started in May 2017 in Hacı Memiş District. Ethnographic observations, preliminary analysis to perceive the traditional physical environment were the second stage of my case study. The third stage, I conducted surveys with 32 business owners in Hacı Memiş District (6 female and 26 male respondents- the owner of the businesses in Hacı Memiş District), 52 visitors in Alaçatı Neighborhood (25 female and 27 male respondents- the travellers or visitors in Alaçatı) to perceive the traditional physical environment. Moreover, I conducted interviews and surveys with 10 locals (6 female and 4 male interviewees- the locals living in Alaçatı) and an in-depth interview with the mayor of Çeşme Municipality.

This thesis considers the process of the city branding as the implications on locals, elements and key actors leading to marketing and branding of the city. In the light of my inference based on the result of my surveys and in-depth interviews with key actors as diverse in Alaçatı, this thesis examines spatial, social, economic implications and implications on local quality of life and criticize the branding process of the town.

1.4. Organization of the Thesis

This part illustrates the main structure of the thesis and it consists of five chapters.

Chapter 1 serves as the introduction which clarifies the problem and the aim of the thesis. The research questions are presented and detailed to specify the focus point of the study. Finally, the frame of the thesis is clarified.

Chapter 2 is organized in three parts. First part identifies the objectives of city branding and the literature on city branding will be described. It deals with the characteristics of city branding process and the definitions of the city marketing and branding. Furthermore, city branding strategies and the actors of branding process are detailed. Thirdly, it focuses on a critical review of city branding based on various methodologies and techniques. In last part, city branding case studies around the world are investigated and four influential branding study at different scales are selected and explained. Case studies of major cities that include New York city and Barcelona and also case studies of small towns that has similar characteristics with the branding process of Alaçatı are analyzed and observed.

Chapter 3 discusses the city branding process in Turkey. First, city branding strategies that used in Turkey are analyzed and significant case studies from Turkey examined in detail. Furthermore, case studies in small town scale from Turkey that share similar characteristics with Alaçatı analyzed pointedly. Also, the most significant part of this chapter is city branding strategies in İzmir that clarifies the process of marketing and branding model of İzmir and shows that where Alaçatı is placed in the city branding strategies of İzmir.

Chapter 4 is based on nine parts. Firstly, the general context and location, a brief history and demographic structure are described. Planning decisions and projects that are significant part of the process of branding are examined and assessed. The breaking point

for Alaçatı, discovery of windsurfing in the 1990s is detailed progressively. Moreover, the case study that provided a basis for the thesis identified with the analysis and the collected data. Consequently, discussion part clarifies the survey results that detailed view of participants' responses and the promotion story of Alaçatı in detail.

Chapter 5 is a conclusion part of the thesis. It represents briefly summarize of the research and finalizes. It returns to the initial research questions and interprets the findings of each chapter. The findings are aimed that reflected by incorporating perspective. The conclusion summarizes spatial implications, social implications, economic implications and implications on local quality of life as a result of the branding process.

CHAPTER 2

CITY BRANDING

2.1. City Branding and its Objectives

The concept of brand and branding has been argued recently as a major topic of research in the literature. American Marketing Association (AMA) defines (1960) brand as "A name, term, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors" (Kotler et al. 2002). In recent years, branding has become one of the tools in place, region, destination, country and city marketing strategies.

The neoliberal ideology, global capitalism and the new notion, "glocalization" have dominated the world in recent years. Glocalization, which represents the "globalization" of ideology with adapted local conditions, supports ideology of global capitalism through the production of localization policies.

Neoliberalism pursues the dominant economic ideology of these times and the world has started to become commoditized. Evidently, the place where the process of commodification is obviously perceived is "urban space". The viewpoint of capitalism as a commodity to the city raised with phenomenon of neoliberalism by stages and has reached noticeable levels with robust cases.

According to Lefebvre (1973), the survival of capitalism depends on ability to produce and occupy new spaces in the 20th century. He supports that the capitalism is not just about the production of things in space. Significantly, "Capitalism survives through the production of space" Lefebvre (1973, 21) continuously argues. He claimed that the space where demolished by capitalism was entitled "explosion of spaces" phenomenon (Lefebvre, 1973).

Furthermore, David Harvey (2008) points out the transition from the first cycle of industrial production to the second cycle as a solution for the crisis of overaccumulation. According to Harvey (2008), this cycle is the production of urban built environment. Thus, the urban space which is the production area of a particular commodity, is commodified. City branding that is the rising value of neoliberalism in urban space, is

planned as a strategic instrument of development. Urban space where is transformed into a commodity, has become branded and sold.

City branding is a multidisciplinary field that includes urban planners, marketers, geographers, architects and also tourism industry. Therefore, each disciplines led to its approach in the context of its paradigms. In recently, it was noticed that the viewpoint of city branding is not a holistic and has not definite main principles and theories. From this point of view, there has been several studies to examine the literature on city branding. The main of these studies are based on the concept of "place marketing" that includes urban areas, regions, cities and countries.

Countries, regions and cities have progressively all competed with one another at multiple levels, that consist of the national, regional and international level. First strong initiative to create concept of place marketing was seen by the beginning of the 1990s (Ashworth and Voogd 1990; Berg et al. 1990; Kotler et al. 1999; Kavaratzis 2004). Hence, place marketing approach has come up in the 1990s. Place marketing, especially, marketing of cities has become a progressive sub-field in Planning, Geography and Territorial Management over the last few decades (Ashworth and Voogd, 1990).

The concept of city branding is not defined clearly yet (Kavaratzis, 2004, 2007; Lucarelli and Berg, 2011). As claimed by Simoes and Dibb (2001), city branding has similar perspectives as product branding and marketing. On the other hand, Ashworth and Kavaratzis (2009) argue that, city branding draws its inspiration from corporate branding (Ashworth and Kavaratzis, 2009; Dinnie, 2010). Not only city branding, but also the corporate branding is based on multidisciplinary framework (Ashworth and Voogd, 1990; Kavaratzis, 2004). Also, both of them have complex characteristics and serve a variety of target group with different (Kotler et al., 1999; Ashworth, 2001; Kavaratzis, 2004).

Kavaratzis (2004) argues that:

"City branding is understood as the means both for achieving competitive advantage in order to increase inward investment and tourism, and also for achieving community development, reinforcing local identity and identification of the citizens with their city and activating all social forces to avoid social exclusion and unrest."

(Kavaratzis, 2004, 70)

According to Kavaratzis and Ashworth (2005), the branding is assigned particular value to perceived product and provide the genesis of customer identity. Despite the fact that the cities are not products, Kavaratzis and Ashworth (2005) argues that city branding

"has been practised consciously or unconsciously for as long as cities have competed with each other" (Kavaratzis and Ashworth, 2005; Kavaratzis, 2004). Furthermore, cities and urban places need to be make a difference to become unique global place. According to Kavaratzis, concept of brand identity depends on three main aspects: "recognised as existing", "perceived in the minds of place customers as possessing qualities superior to those of competitors", "consumed in a manner commensurate with the objectives of the place" (Kavaratzis and Ashworth, 2005).

Branding is one of the types of communication which has a bidirectional relationship between consumer and brand. The centre of the concept of the brand is viewed as a brand image by the consumers and the brand image contains "perceptions of quality and values" and "brand associations and feelings". Kavaratzis and Ashworth (2005) defines that brand identity, brand positioning and brand image connected with each other in Figure 2.1. (Kavaratzis and Ashworth, 2005).



Figure 2.1. Relation between brand notions
(Source: Adapted from Kavaratzis and Ashworth, 2005)

Significant notions used in city marketing are mentioned in literature for instance, urban regeneration, flagship projects, gentrification and mega events. Paddison (1993) claimed that urban regeneration is significant factor to rebuild an image of city and city marketing. Ashworth (2009) also focuses on that place branding consist of three major local planning instruments: "personality association", "signature building and design" and "event hallmarking". City or place branding aim to have unique values and characteristics and to be distinctive place (Ashworth, 2009). Smidt-Jensen (2006) support that the

identity of city consists of a mix of socio-cultural values and spatial configuration of city. Hence, the city need to create uniqueness with various values in the city branding process (Smidt-Jensen, 2006). City marketing and branding are strategies that have a deal between govenments and commercial decisions with a competitive image (Peel and Lloyd, 2008).

2.2. The Scope of City Branding

2.2.1. City Branding Strategies

City branding strategies has taken shape with the evolution from city marketing to city branding (Kavaratzis and Ashworth, 2005). As claimed by Kavaratzis and Ashworth (2005), three categories of place branding are: the first, "geographical nomenclature", the second, "product-place co-branding" and the third, "branding as place management".

Generally, city marketing strategies are widespread practice around the world and the governments policies of cities aims to create and develop city brand. Furthermore, city marketing is based on the construction, communication and management of the city's image (Kavaratzis, 2004). According to Kavaratzis (2004)., understanding to the city occurs with perceptions and images. The city's image which is the aim of city marketing, is actually the starting point for developing the city's brand (Kavaratzis, 2004). Graham (2002) argues that the centre point of city branding is relationship between the "external" and the "internal" city that are based on interaction. (Graham, 2002; Kavaratzis, 2004).

Cities all around the world choose the different ways in order to implement to city branding. Most of cities select only city logo and slogan development in the branding process. Ashworth and Kavaratzis argue that city branding strategy possess complex steps beyond logo and slogan promotion (Ashworth and Kavaratzis, 2009). Therefore, the city branding strategy based on only logo and slogans are referred to partly implemented strategies. Despite this strategy commonly used as a main branding strategy, there are also more comprehensive strategies applied in the world.

As mentioned previous part, city branding shows similarity with corporate branding, in this respect, both city and corporate branding carry out complicated

processes. (Ashworth and Kavaratzis, 2009; Dinnie, 2010). Other significant similarity between the city and corporate branding is a proper logo design to create strong perception. Figure 2.2. shows renowned examples of city logo design.



Figure 2.2. Logo design examples
(Source: Organized by the Author)

Over the last few decades, new trends emerged over the process of developing the city branding strategy. The "creative city", the "personality branding" (Gaudi model of Barcelona), "flagship construction" (Centre Georges Pompidou Project that is cultural center in Paris) and "events branding" (Edinburgh festival city) concepts was showed as city branding strategies (Florida, 2003; Kavaratzis and Ashworth, 2004).

City branding strategies aims to promote socio-economic development of the city and to create good living conditions for residents. Florida, 2003 claimed that 'human capital' which uses opinions and innovation as driving force, defines creative, generative and talented people. (Florida, 2003). According to Florida (2003), "creative class" which is a type of human capital, supports economic growth by selecting "creative centres". Consequently, the concept of "creative city" that arised with creative class, created centre

for innovations, skills and design. The concept of "creative city" has become widespread over the world in collaboration with urban redevelopment projects in recent times.

Another major study is about investigating strategies of city branding is identity based cities. In this context, cultural, historical, economic and natural values of cities give different form to identity of cities. Martinez (2011) categorized cities which have an international reputation for assorted qualities (Martinez, 2011).

1. Events based on cultural entity:

Music: Salzburg: W.A. Mozart Music Festival (Austria), Berlin: Philharmonic Orchestra (Germany)

Theatre: Avignon: summer festival (France), Alla Scala: Milan (Italy)

Cinema: Film industry or festivals Hollywood: Los Angeles (USA), Cannes: cinema and advertising (France)

Major Museums: Paris: Louvre, Centre Pompidou (France), New York: Metropolitan, Museum of Modern Art (MOMA) (USA), Bilbao: Museums Guggenheim (Spain)

University based cities: Oxford, Cambridge: England (UK), Princeton, Berkeley (USA)

Unique celebrations/parties: Carnival: Rio de Janeiro (Brazil), Venice (Italy), Munich: Oktoberfest, celebrations beer festival (Germany)

2. Economic centres based:

Global financial centres: New York (USA); London (UK); Tokyo (Japan)

3. Industrial cities: Manchester, Liverpool (England, UK), Glasgow (Scotland, UK), Detroit, Pittsburg (USA)

4. Research centres based: Boston: universities: Harvard, MIT (USA), Stuttgart/Munich: high end automobiles Mercedes, Porsche, BMW, Audi (Germany)

5. Forefront cities, trend-setting cities: Barcelona: urbanism, architecture, urban promotion (Spain), Berlin: urban renovation, German reunification, cities, trend-setting culture (Germany), San Francisco: forefront social movements, waterfront bay, cosmopolitanism (USA)

6. Natural beauty based:

Sea waterfronts: Miami (USA), Palma de Mallorca, San Sebastián (Spain); Cape Town (S. Africa)

Mountains: Chamonix: Mont Blanc (France), Sky Aspen (USA)

Coast and mountains: Rio de Janeiro: beaches of Copacabana, Ipanema; Mount Corcovado (Brazil)

7. Touristic cities:

Popular for sun and beaches: Rimini (Italy), Acapulco, Cancún (Mexico)

Elitist coast tourism: Cannes, Nice (France); Monaco (Monaco)

Health tourism: Baden-Baden (Germany); Evian (France)

Urban tourism: New York: architecture of skyscrapers, cosmopolitanism, cultural offer, cinema evocation (USA); Paris: urban beauty, monuments, fashion industry (France); Rome: historical Roman civilization (Italy); London: multi-cultural, monuments, monarchy (UK)

8. Metropolis/megacities: Big cities of powerful countries: New York, Los Angeles (USA), Paris (France), London (UK), Tokyo (Japan), Moscow (Russia), Beijing (China)

9. Cities-states: Monaco: principality, tax haven, elitist tourism; Vatican: Catholic religion; Singapore: financial centre and communication's hub

10. Cities that host international institutions: Brussels: European Union, NATO (Belgium); New York: United Nations (USA); Geneva: United Nations, Paris: UNESCO (France)

11. Cities hosting big companies: Eindhoven: Philips (Netherlands); Leverkusen: Bayer (Germany); Wolfsburg: Volkswagen (Germany); Seattle: Boeing aeronautical, Microsoft software (USA)

12. Cities reputed with sporting events:

Annually organized: Car racing: Montecarlo Formula 1 (France); Indianapolis: 500 miles (USA); Tennis: Wimbledon (UK)

One-off events with long-term returns:

Summer and Winter Olympic Games: Sydney (Australia); Barcelona (Catalonia, Spain); Vancouver (Canada)

World Cup: Germany 2006; South Africa 2010

Global Sports clubs: Real Madrid, FC Barcelona (Spain); cities Munich (Germany); Los Angeles Lakers, Boston Celtics, Chicago Bulls (USA)

13. Cities with a religious importance: Rome: Catholicism, Vatican (Italy); Mecca: Islam (Saudi Arabia); Jerusalem: Judaism, Christianity, Islamism (Israel, Palestine)

14. Unique cities: Venice: Unique urbanism, canals (Italy); New York: Unique architecture, skyscrapers (USA)

These studies show that, other considerable strategy within city branding is the creation of the city's identity, which has seen as a tool strategically in order to make a worthwhile contribution by culture, economy and politics (Kavaratzis, 2004). A city is attributed with a series of qualities and values from the whole process of urban development (Anholt, 2007; Kavaratzis & Ashworth, 2005).

2.2.2. The Actors at City Branding

The actors at city branding process can be variable due to being applied several city branding strategies. In general, participants in city branding process take on various roles:

1. Central government
2. Local government
3. Investors
4. Non-governmental organisations
5. Pioners
6. Leaders
7. Local people
8. Residents
9. Visitors

2.3. Critical Review of City Branding

Place branding has moved becoming one of the controversial issues in urban studies. The critical viewpoints of place marketing and city branding have been boosted in multi disciplines for instance human geography and sociology and urban disciplines. Thus, the possible negative aspects of city branding have remained on the agenda

(Lucarelli and Berg, 2011). Several studies in geography, sociology, public affairs, media and communication, design and culture argue that place marketing which was shown as a pragmatic, objective and apolitical activity, lead to "gentrification" and even the "homogenization of place identities" (Kavaratzis et al, 2018).

A first period of critique against place marketing started with the geography literature arguments. (Harvey, 1989a; Philo and Kearns, 1993; Griffiths, 1998, Kavaratzis et al, 2018). Place marketing approaches were seen as innately "bad" and "disruptive". Also they argued that place marketing could be served only self-interests of urban elites. Philo and Kearns (1993) support that place marketing is an ideology which command culturally "insensitive" and "disruptive" standarts. Holcomb (1994) announces that a city's 'soul' can be demolished by marketing. Griffiths (1998) identifies critical reviews of place marketing and classifies in 3 main titles of argument. These are: "ideological effects", "socially regressive consequences" and "highly speculative nature" (Griffiths, 1998).

Kavaratzis (2018) points out, critical reviews of place marketing focus on four lines of argument. The four main lines are:

1. Place marketing ignores the complexity of place and culture,
2. Place marketing serves the interests of elites and is socially regressive,
3. Place marketing misinterprets place competition,
4. Place marketing produces 'sameness'.

According to Kavaratzis et al (2015), the most common critical issue of place marketing and branding is that the city brand is used by urban elites for legitimating individual strategic decision making in parallel with neo-liberal urban policies.

A second period of critical voices against place marketing and branding has seen in the early 2000s. Rising interest of branding causes "conceptual and observational transition from marketing to branding" with a multidisciplinary approach (Jensen, 2007; Gotham, 2007; Greenberg, 2008; Lucarelli, 2012; Kavaratzis et al, 2018). Urban design public management, communication, heritage management studies newly focus on and discuss place branding processes. Julier (2005) supports a new perspective toward "design cities". Gibson (2005) points out class power and "semiotic violence". To sum up briefly, increasing critical voices that reasoning empirical problems were shown step by step and so these critical voices start to affect marketing literature to come into question (Kavaratzis et al, 2018). In this context, several critical viewpoints surface as a new notion. Moreover, "language-focused" methodological approach, "storytelling" approach

are arguments of place branding literature and so, ethnographic observation is one of the significant factor of critical place marketing (Kavaratzis et al, 2018).

Numerous conferences have organized to argue recent topics of place/city marketing and branding. Conceptual papers and empirical research with case studies have presented. Some of the indicative topics are:

- a. Place marketing impacts on local communities, landscapes, and cityscapes.
- b. Place marketing and its role in gentrification
- c. Critical conceptualisation of place branding
- d. Critical reflections on tourism destination marketing
- e. Methodologies for critical place marketing research

My case study examines the city branding process with a critical view in the case of Alaçatı. The controversy over the branding of Alaçatı has investigated. This studies emerged several findings and recommendations. Alaçatı as a settlement where the locals have faced the place marketing exertion to gentrification and displacement and fostering an increase in real estate values.

2.4. City Branding Case Studies Around the World

This chapter that will investigate branding processes in major cities all over the world presents the significant cases of city branding.

As mentioned in the previous chapters, regions, countries, especially cities currently compete on a global scale for creating a global brand and the brands are ranked and categorized by various companies, for instance Anholt's city brand index, Saffron consultants' ranking, The Globalization and World Cities Research Network (GaWC) ranking, the Resonance Place Equity Index-World's best city brands.

The Anholt-GfK City Brand Index (CBI) last research which conducted in 2017, measures the image of 50 cities based on six key dimensions: (Anholt, S. 2006)

1. Presence: International status of the city
2. Place: Transportation and physical outdoors
3. Prerequisites: Basic needs and public amenities

4. People: The diversity of culture, safety
5. Pulse: Attractive events and activities
6. Potential: Various opportunities for people.

2017 rank	City	2015 rank	Score change 2017 vs. 2015
1	Paris	1	+0.51
2	London	2	+0.52
3	Sydney	4	+0.97
4	New York	3	+0.67
5	Los Angeles	5	+0.91
6	Rome	6	+0.65
7	Melbourne	9	+1.64
8	Amsterdam	8	+1.36
9	San Francisco	n/a	n/a
10	Berlin	7	+0.75

CBISM scores range from 1-100. Score changes: small: +/-0.26-0.50; medium: +/-0.51-1.00; large: > +/-1.00

Figure 2.3. The Anholt-GfK Roper 2017 City Brands Index (CBI) Overall Brand Ranking (Source: <https://www.gfk.com/>)

In the Figure 2.3. shows that Paris, London and Sydney are in the top three of city brand index in recent years.

Furthermore, one of the most prominent studies is "Global City Brand Barometer" which was launched by Saffron Brand Consultants in partnership with The Guardian. The analysis of Saffron Brand Consultants consists of two varied qualities of a city brand: (Hildreth, 2008)

1. "City asset strength": Cultural factors consist of sightseeing and historical attractions, cuisine and restaurants, friendly and helpful locals, good shopping. Amenity factors are based on low cost, good weather, ease of getting around on foot or by public transport.
2. "City brand strength": This estimate consists of these elements: pictorially recognised, strength of attractive qualities, conversational value of city and media recognition of city.

As a result of these studies, Paris, London, New York and Los Angeles are voted top four cities. According to ranking studies which of the following is one of the most common, Paris is perceived for romance, Milan for style, Washington for power,

Barcelona for culture, New York is energy, Tokyo for modernity and so on. These characteristics are obviously associated with the image of cities.

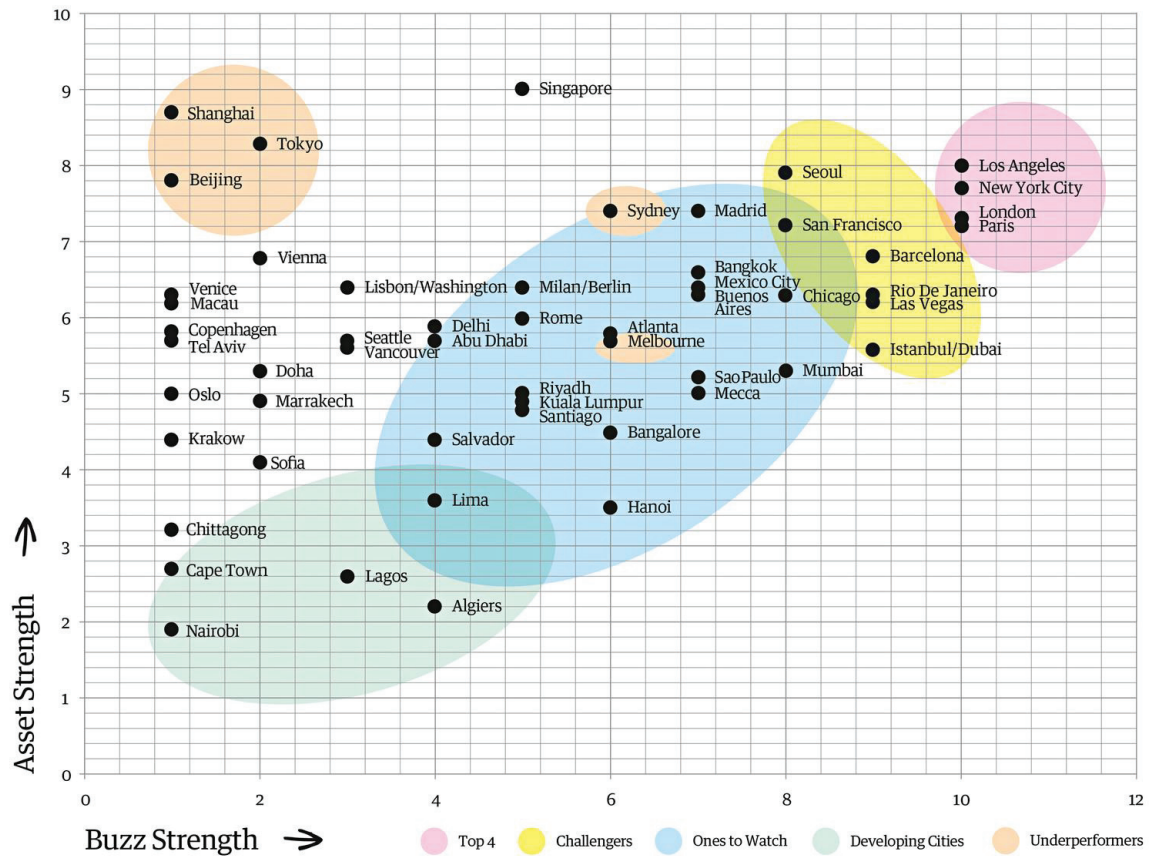


Figure 2.4. Guardian Cities Global Brand Survey
 (Source: <https://www.theguardian.com/cities/datablog/2014/may/06/world-cities-most-powerful-brands-get-the-data>)

2.4.1. Case Studies of Major Cities

Generally, metropolitan cities have become brand by using city marketing strategies around the world and well-preserved historical sites and buildings, cultural and natural assets, administrative tools constitute the base of cities brand images. A city usually has certain identifiable images or core values perceived by its people.

2.4.1.1. The Case of New York City

The City of New York which called various slogans in its history as a global city for instance: "The Big Apple", "City that Never Sleeps", "World Financial Capital", "The City So Nice, They Named It Twice", and even "The City of Light", has built its identity not only with tourist attraction but also, residents, businesses, investors and politicians from around the world (Bendel, 2010).

In the early and mid-1970s were a period known for civil unrest, blackouts, strikes, fiscal insolvency, neighborhood abandonment, graffiti-covered subways and soaring crime in the case of New York City. Thus, the origins of branding of New York base on the fiscal crisis and a deep cultural and urban malaise of the 1970s. (Greenberg, 2008).



Figure 2.5. A view of "I Love New York" logo and rural New York countryside (Source: <https://esd.ny.gov/esd-media-center/esd-blog/2018-summer-i-love-new-york>)

After the high attendance at the New York World's Fair in 1965, decrease in the number of visitors to New York was started (Bendel, 2010). In the early 1970s, the "Big Apple" campaign which aimed to highlight the assets of New York City for residents, businesses and visitors, were launched by the Association for a Better New York (ABNY). The various movies: urban dramas, crime thrillers, horror films which made between 1967 and 1976 in New York City, had a detrimental effect on the city's image.

Effective events that happen triggered pressure for the city to improve its image and in 1977, the New York State Department of Commerce started the "I Love New York" campaign. "Big Apple" campaign created the background for "I Love New York" campaign which is the more effective enterprise. In this period, tourism marketing campaign continued to attract travellers with finding the right agency to create the compelling messages that would move travelers to choose New York and improve the image of New York as a location for business, meetings and conventions.

As the concept of the campaign, "I Love New York" logo which designed by graphic artist Milton Glaser, became a universally embraced, a distinctive symbol of the city. (Greenberg, 2008). The logo was trademarked and was applied all tourism-related entities in the state. In subsequent years, several collateral items for instance t-shirts, shopping bags, coffee cups, calendars, caps, stickers, decals, pins, and bumper stickers were produced.



Figure 2.6. A view from the New York City
(Source: <https://www.theguardian.com/cities/gallery/2014/may/06/from-milan-to-mecca-the-worlds-most-powerful-city-brands-revealed>)

2.4.1.2. The Case of Barcelona

Barcelona which is called a cultural hub on a worldwide scale, is Spain's second largest metropolis, the capital city of the region of Catalonia and especially the city of Gaudi.

According to (Belloso, 2010), The Case of Barcelona hosts a number key success factors as ideal for the thriving branding of a city. These key dimensions are:

1. A radical transformation of the city
2. Visionary municipality with a good leadership
3. Participation of citizen
4. 1992 Olympic Games
5. The unique cultural identity of the city
6. Creative and innovative viewpoints about the city



Figure 2.7. A view from Barcelona
(Source: <https://www.theguardian.com/cities/gallery/2014/may/06/from-milan-to-mecca-the-worlds-most-powerful-city-brands-revealed>)

At the beginning of the 1980s, the first Strategic Metropolitan Plan of Barcelona which contains new developments areas: airport, port, entry and exit roads to and from the city, opening the city to the sea, the recovery of neighborhoods, re-urbanization, creation of more universities, modernization of the public health and education systems, plans to create new businesses, new cultural facilities (Belloso, 2010).

In 1992, the Summer Olympic Games which hosted in Barcelona, is a milestones of the city. The branding process accelerate with the achievement of the organization of Barcelona Olympic Games and led to the process of the global redesign of Barcelona which was accompanied by effective municipal campaigns. The general aims of redesign of Barcelona were improving the quality of life of its citizens and popularizing the city in terms of global awareness.

The global redesign of Barcelona continued with new plans in 1994, 1999 and 2003 and Barcelona has transformed into as one of the major metropolitan areas in the European city network. In 2000, urban renewal projects which called "The 22@Barcelona Project", were approved. Belloso claims that the project has served as a model of innovative urban design and planning for cities around the world.

Moreover, Barcelona city has one of the best known sports clubs on worldwide scale, "Barcelona F.C." The successes of team on football has brightened up the city brand in recent years. Also, Woody Allen's film, "Vicky Cristina Barcelona" which is a 2008 romantic comedy-drama film, contributed the branding process of Barcelona. The last factor is high street fashion brands from Spain that is a well-known around the world, for instance; "Zara, Mango, Massimo Dutti, or Bershka".

According to Martinez (2011), Barcelona performed stunning development within the cases of the World and a successful city branding process. Actually, this succeeded were thanks to artistic characteristics such as Gaudi and town-planning tradition, but also, the 1992 Olympics Games and urban transformations were a big impact on branding (Martinez, 2011).

Barcelona possess a unique identity as a Mediterranean city with its history, culture, language, cuisine, location, landscape, and climate. The general perspective in the success of the branding of Barcelona is completely based on these aspects: the strategic metropolitan plans as a model of organization, management of the city, Barcelona Olympic Games and also a distinct Gaudi architecture.

2.4.2. Case Studies of Small Towns

As city branding literature is still progressing, there has been no clear distinction for cases within different contexts yet. This part examines the small town cases with unique characteristics that are similar to Alaçatı. Examining the process of the small town branding, the lack of information about the process of marketing in small town scale in the literature is noticed with my research.

Over the past few years place branding, particularly, small towns branding through historical and cultural heritage of the place has become trendy and increasingly significant. Specially, historic "old town" of cities are of great importance and prestigious asset. Accordingly, conservation and permanence of historic centers have gained significance and the governments have started to make a point of conserving and trying to show their unique characteristics as historical and cultural. The cases show that how a small place is created as a brand through targeting its local cultural heritage and become a tourist attraction.

As a striking case concerning small town, Portofino in Italy (about 500 inhabitants), is a small fishing village with brightly multicolored buildings up the hill. The Italian town of Portofino, along the Ligurian Riviera near Genova, has become quite popular all over the world. The small fishing town hides authentic Italian kitchen style restaurants, designer boutiques and luxury boutique hotels within its winding cobbled streets. Portofino is also one of the top foodie spot and yatching destinations for the jet-set crowd (Figure 2.8.).

A big part of that popularity comes from the history of town which was founded by the Roman Empire with the name of Portus Delphini. The story of the town started with that and Portofino became a part of several territories in history of the town. In 1960s, the small town was gained popularity on a global scale with Italian singer's song of "I found my love in Portofino". To this respect, Portofino has started to mentioned as a city of love in these years and has become the film industry's favorite.

Also, Portofino is part of the Portofino Regional Natural Park and the Marine Reserve. The Park was established in 1935 that boasts of floristic concentration in the Mediterranean area, and of a wide range of flora and fauna, for instance, birds, invertebrates and the typical Mediterranean scrub. The Marine Reserve, the marine protected area of Portofino was established by the decree of the Ministry of 1999. The

objectives of marine protected areas is the protection of the environment and of marine resources is to promote and enhance local economic activities, provided they are compatible with the nature and significance of the landscape.

In recent decades, Portofino has been a favorite destination for celebrities, higher-income people and actors, designers seeking a quiet side of luxury.



Figure 2.8. A view from Portofino, Italian Riviera.
(Source: <https://www.tripadvisor.com.tr/>)

Another related case, Tulum which has very rapidly gone from a sleepy fishing town to a popular holiday destination, is located in Yucatán Peninsula, Mexico. The town has become the new vacation spot with its white sand beaches, nature, Mayan ruins and cenotes, boutique hotels and upscale nightlife. The small town hosts kite surfing activities and yoga retreats with its wildlife, and the largest underground river system. The Mexican beach town of Tulum is promoted as "an eco-chic paradise" in global scale. However, the speedy construction of new buildings: hotels, beach clubs and restaurants has started to destroy the natural environment and conservation areas (Figure 2.9.).

The town was first opened for renovation in the 1970s. The Mexican government converted mostly untouched area on the Riviera Maya, the Yucatán Peninsula point into a vacation destination. In 1997, Tulum Declaration that an agreement to promote the conservation of the reef system through its sustainable use, the establishment of links of joint work between authorities and promoted the development of cooperation programs and projects, setting a historical precedent in conservation matters, was signed by the Mexican government and local government of Tulum. Additionally, Tulum has a certification which is awarded to small villages in Mexico by the Mexico's Secretariat of Tourism that is named as "A Pueblo Mágico", Magical Towns Programme.

Since the 1980s, Tulum has experienced uncontrolled urban development and chaotic growth. Mexican government statistics show that about four-five million tourists visited the region per year. As the area became popular, however, the value of land rapidly increased and the town has become the kind of unattainable area particularly favoured by many celebrities.

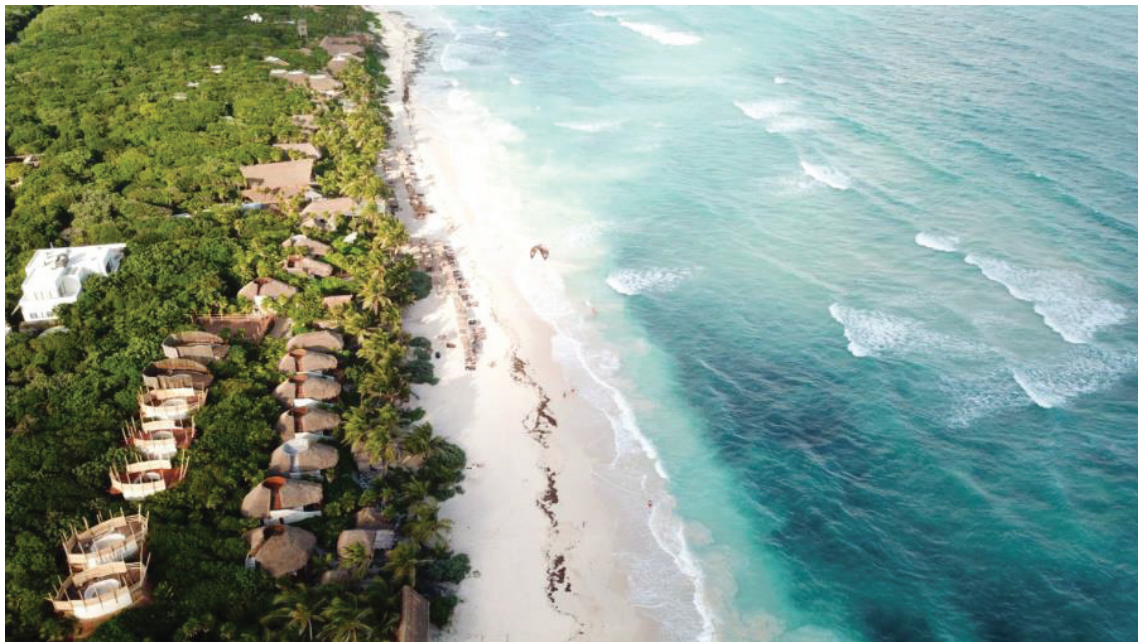


Figure 2.9. A view from Tulum, Mexico.
(Source: <https://www.tripadvisor.com.tr/>)

CHAPTER 3

CITY BRANDING IN TURKEY

3.1. City Branding Case Studies from Turkey

Branding of cities has been practiced since the 20th century. In Turkey, "The Tourism Strategy for Turkey 2023 Action Plan" was prepared with a planning perspective including long-term strategies for the tourism sector, and priority actions for the public and private sectors in the short and medium term in 2007. According to the strategy, İstanbul, Ankara, İzmir ve Antalya were announced "Branded Cities to Develop in Urban Tourism". Additionally, Amasya, Bursa, Edirne, Konya, Kütahya, Manisa, Nevşehir, Trabzon, Sivas, Mardin, Şanlıurfa, Gaziantep, Hatay and Kars were declared "Branded Cities to Develop in Cultural Tourism". The action plan promotes tourism oriented city marketing and branding strategies as a priority focus in the promotion of the cities of Turkey. Turkey has the potential to create the dynamics that is enable development by focusing on creative economy and these strategy contributes to the branding of cities within the framework of tourism (Dereli, 2017).

City branding studies in Turkey are actually not comprehensive studies which just based on tourism industry in terms of city branding strategies. It is seen as a major advertising campaign which is in the form of using of visual aids such as photographs and creating of themes, logos and slogans for cities.

Moreover, the most metropolitan city in Turkey, İstanbul was examined according to city branding strategies. Istanbul was declared as a European Capital of Culture in 2007. The Istanbul 2010 European Capital of Culture Agency, the Metropolitan Municipality of Istanbul, the Istanbul Development Agency, the Tourism Directorate of Istanbul and the Ministry of Tourism and Culture were the actors of the city branding process between the years 2007 and 2019 (Uysal, 2013). Uysal (2013) claims that the branding process of İstanbul consists of three phases. The phases are "Self-Orientalism", "the City of Religions" and "the Multi-Faceted City".



Figure 3.1. A view from Istiklal Street in Istanbul.
(Source: <http://www.istanbulkulturturizm.gov.tr/TR-217395/istanbul-fotograf-galerisi.html>)

On the other hand, the most effective small town cases in Turkey that share similar characteristics with Alaçatı analyzed pointedly. One of the significant cases of place branding in Turkey is Cumalıkızık, Bursa, 700 years old Ottoman village. Cumalıkızık is a settlement where is Unesco certified as heritage site, represent the creation of an urban and rural system establishing the first capital city of the Ottoman Empire and the Sultan's seat in the early 14th century. The historical stone houses vividly displaying the historic features of the Ottoman civic architecture, narrow streets with paved stones. Cumalıkızık is not only branded with its historical features and cultural values, but also its natural assets. Bursa, Cumalıkızık is called "the Birth of the Ottoman Empire" that known as branding character of village. With all these assets, Cumalıkızık is included in UNESCO World Heritage List with Sultan Religious Complexes of Bursa and Hanlar Region.

Another related case of branding in small town is Cunda (Alibey) island in Ayvalık, Balıkesir that is the largest of the Ayvalık islands, located between Greece and Turkey with about 5000 population. In the 19th century, Similar to Alaçatı, Cunda had been inhabited by a large Greek population before Turkey and Greece signed "population

exchange agreement" treaty in 1923. In recent years, popular tourism destination is fame with its Greek stone houses with colorful shutters, narrow cobblestoned streets, authentic boutique hotels, landmark churches and also food culture: olive oil and local Papalina fish. It is one of the most renowned tourism centers among Edremit Bay and North Aegean in Turkey with a majority of visitors from İstanbul and celebrities, like Alaçatı. Slogan of "Rakı, balık, Ayvalık" was created as a potent branding image. In 2017, a research called as "A study on the determination of the destination personality of Cunda Island with regard to branding" that consists of surveys with local and foreign visitors was achieved about branding process of Cunda. As a result of the research, the destination personality of Cunda Island has been determined in five dimensions: competence, sincerity, exclusivity, dynamism and modernity (Atay and Dülğaroğlu, 2017). According to Atay and Dülğaroğlu (2017), the participants consider that "Cunda Island as an elite destination".

3.2. City Branding Strategies in İzmir

The city of İzmir which is located on the west coast Anatolian peninsula at the coast of the Aegean Sea, is the third largest city of Turkey with population of 4.3 million. (ABPRS-Address based Population Results, 2018- <http://www.turkstat.gov.tr>).

Primarily, first branding steps of İzmir were started with the support of prominent mayor of İzmir, Ahmet Piriştina in the 1990s. In this period, İzmir International Fair which has been organized every year since 1936 in Kültürpark, was a key factor in branding strategy of İzmir. Turkey's oldest fair area Kültürpark has played an important role in foundation of identity of İzmir. Mayor of that period, Ahmet Piriştina claimed that "İzmir will be a brand with a city of fair and congress identity" (Figure 3.2.).

Moreover, in 2005, 23rd Summer Universiade which took place in İzmir, make an effective contribution to develop the branding process of İzmir. A logo, kingfisher bird that was called "Efe" designed as a mascot for 2005 Universiade İzmir (Figure 3.3.).



Figure 3.2. A View from İzmir Kültürpark, Lozan Gate with Piriştina's Quotes.
(Source: The Author's Archive, September 2019)



Figure 3.3. A logo of the 2005 Summer Universiade İzmir
(Source: <http://www.izto.org.tr/tr/>)

Brand identity crisis of İzmir has officially started with its first EXPO 2015 Candidate in 2005 and İzmir barely arose on global scale over the last decades, in comparison to Istanbul (O. Mengi et al., 2017).

In 2008, "the promotion of İzmir" was identified as the principal priority by the pioneers of İzmir in conference of decision. İzmir Development Agency (IZKA) which was established in 2006, was officially appointed to responsible for the promotion of İzmir. Within the same period, Izmir Chamber of Commerce (IZTO) was designed a city logo and slogan to create an international identity of Izmir in 2008. The logo and slogan were selected by the participation of the residents of İzmir.



Figure 3.4. Ten logo design trials and the selected one on the right.
(Source: <http://www.izto.org.tr/tr/>)

Another development which was organized a types of design-based activities such as design workshops, creative activities by İzmir Metropolitan Municipality, was first arranged in 2009 (Mengi et al., 2017). Creative city strategy which mentioned in the city branding literature, implemented with opinions of professionals and academicians from creative industry by İzmir Metropolitan Municipality. Creative class group which consists of artists, designers, architects, urban planners, filmmakers, writers, authors and also intellectuals has started to take part of the vision, consisted of innovation, design and creativity for Izmir (Mengi et al., 2017).

Around the "design and innovation city" vision of İzmir Metropolitan Municipality, "İzmir-Peninsula Sustainable Progress Strategy" which was prepared with the contributions of İzmir Development Agency (IZKA), İzmir Institute of Technology, Ege University and 9 Eylül University, aimed for local development of the peninsula (İzmir-Peninsula Sustainable Progress Strategy, 2014).

Additionally, "İzmir Design Strategy Report" points out "İzmir History Project" that is contained historical preservation to revitalise the city. İzmir Metropolitan

Municipality assigned the projects containing varied historical time periods' heritages in different scales. "İzmir History Project" consists of Kemeraltı-Hisarönü Mosque Project, Kadifekale Project, Konak Square Project, Altınyol Project, Agora Project, Altınpark Project, Ancient Theatre and Stadium Project.



Figure 3.5. A Map of Cultural Places to Visit in İzmir
(Source: İZKA, <http://www.izka.org.tr/>)

The first strategic plan study about the branding of the city was launched in 2011 by the İzmir Development Agency. In this context, conducting a survey to sense on perception and recognition which is based on respondents in 17 cities of Turkey besides İzmir and 10 cities in Europe, USA and the Middle East (Figure 3.6.) Consequently, "The İzmir City Marketing Strategic Plan 2010–2017" arranged with the principle of participation in six months. In this direction, the city marketing vision of İzmir was declared as "becoming the most rewarding Mediterranean City" in the 2010-2013 İzmir Regional Plan and the general message was "İzmir makes you enjoy memorable experiences with its hidden gems." Furthermore, İzmir Development Agency actualized first visual identity of city in Turkey duo to create a common communication language.

RESEARCH OBJECTIVE	TARGET GROUP	METHODOLOGY	PEOPLE
To get the opinions of Izmir residents about Izmir	Izmir residents	TNS 'CATI' phone survey	300
To comprehend the perception of Izmir in other cities of Turkey	Those living in 17 cities in Turkey	Omnibus face to face quantitative research	2008
To understand the popularity and perception of Izmir among the business world, the opinion leaders, tourists	Businessmen in Istanbul, Ankara, Izmir, opinion leaders and tourists who have been to Turkey	TNS face to face quantitative popularity and perception research	400
To measure the popularity and perception of Izmir among the foreigners living abroad	Those living in the 10 cities in Europe, USA and Middle east	One to one video interviews	291
To get ideas recommendations about Izmir	Active Internet users	Online surveys	105
To understand strong and weaknesses of Izmir, to determine the opportunities Group Meetings	Institutions and opinion leaders in Izmir and its districts	Face to face meetings in depth	217
To understand the investment environment in Turkey	Foreigner investors in Turkey	YASED Barometer online research	200
To understand the investment environment in Izmir	Businessmen who made investment in Izmir	TurkStat face to face quantitative research	166
TOTAL			3687

Figure 3.6. The Survey Analyses from the İzmir City Marketing Strategic Plan (Source: İzmir Development Agency)

In the light of these results, Izmir Development Agency was prepared “Core Brand Essence” that expresses a model of the brand as a result of the combination of the positive and negative perceptions of İzmir with the opinions of tourists, residents and investors (Figure 3.8.).

Furthermore, target group insights were evaluated to creating the brand promise for İzmir. On the report of the İzmir City Marketing Strategic Plan, the part of advantages of Izmir for target group are:

I. For tourist: cuisine, walking trails, congresses, luxury products, blue flag beaches, surf in alaçatı, religion tourism, health, shopping, culture, history, eco-tourism.

II. For investors: five prioritized sectors, sensitive device engineering, west coast of the silk road, free zone, organized industrial zone, business partnerships.

III. For residents: authenticity, real stories, modernity, secure, laid-back life style, living standard, walking trails, thermal springs, cuisine, organic vegetables, fresh production, festivals, music, art.

To sum up briefly, İzmir's brand strategy aimed for building awareness of İzmir with the theme of Mediterranean city and creative city concept, lead by İzmir Metropolitan Municipality, was prepared with the support and cooperation of İzmir Development Agency (IZKA), İzmir Chamber of Commerce (IZTO), universities and non governmental organizations.



Figure 3.7. The Views from the City of İzmir
(Source: İzmir Development Agency)

In addition to these attempts to reveal brand identity, İzmir's geographical location, sea, natural treasure in addition to historical and cultural resources enable various types of tourism activities. İzmir Development Agency is categorized these activities:

1. Cultural Tourism

2. Marine Tourism

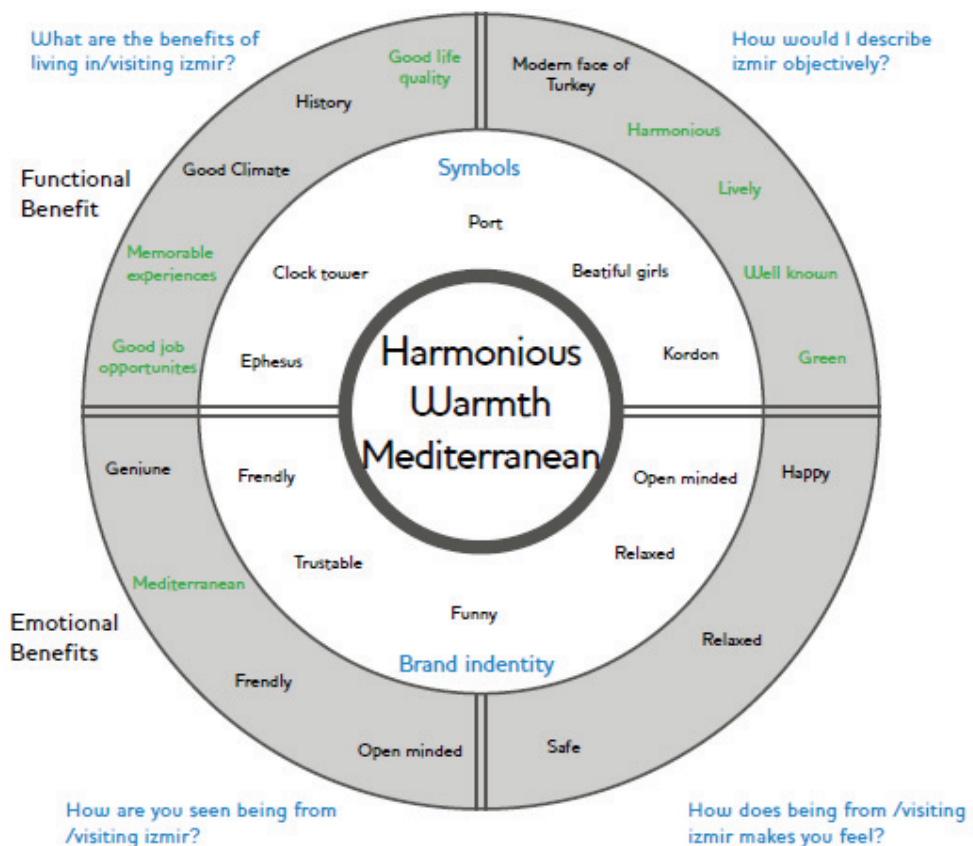
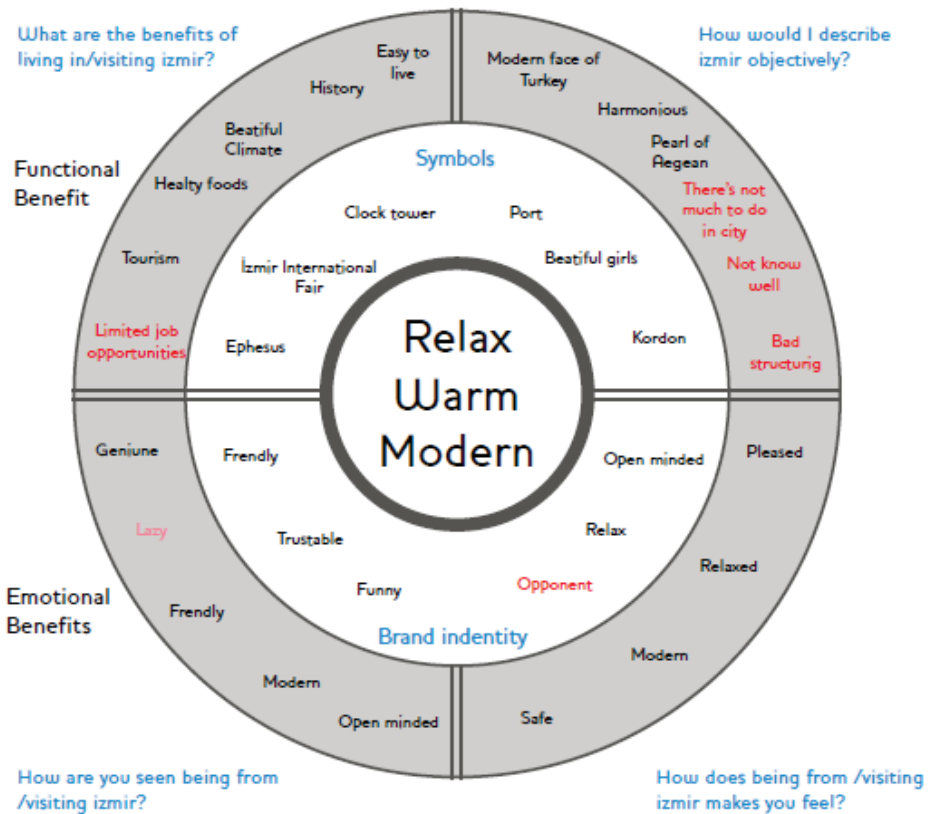


Figure 3.8. The Current and Future "Core Brand Essence" of İzmir
(Source: İzmir Development Agency)

3. Mountain Tourism
4. Winter Tourism
5. Camp and Caravan Tourism
6. Religious Tourism
7. Congress Tourism
8. Ornithology
9. Windsurfing
10. Tableland Tourism
11. Thermal Tourism

Consequently, when these developments integrate the findings of my study, my case study, Alaçatı is an effective part of not only branding strategies but also tourism strategies of İzmir. Figure 3.9. shows that "Windsurfing" refers Alaçatı in İzmir Tourism Strategies. As mentioned above, İzmir City Marketing Strategic Plan points out that "Surf in Alaçatı" is a part of advantages of Izmir for tourist. İzmir 2013 Tourism Report shows that "becoming a global brand in surfing tourism" on the agenda. In this context, Alaçatı is a renowned cultural and sport tourism destination in Turkey.



Figure 3.9. The Tourism Activities of İzmir
(Source: İzmir Development Agency)

CHAPTER 4

CASE STUDY OF HACI MEMİŐ DISTRICT, ALAÇATI

4.1. The General Context and Location of the Case

ÇeŐme Peninsula, 86 kilometres away from the metropolitan centre of İzmir, is the westernmost point of the İzmir Peninsula (Urla, Karaburun, ÇeŐme Peninsula). The towns of ÇeŐme Peninsula, Alaçatı and Ilica, is a foremost tourism destination of İzmir where people from Izmir use to be the weekend destination. The population of ÇeŐme is estimated at about 43.000 (ABPRS-Address based Population Results, 2018- <http://www.turkstat.gov.tr>). ÇeŐme was declared as a tourism center in 1982 and the Ministry of Culture and Tourism was arranged 1/25000 scaled plan mentioned "ÇeŐme-Alaçatı-Paşalimanı Culture and Tourism Conservation and Development Regional Master Plan" in 2005. In view of these developments, the ÇeŐme Peninsula's economy is supplied by tourism; sea tourism (Ilica and Altinkum beaches), windsurfing tourism (Alaçatı), archeological tourism (İldırı), thermal tourism (Ilica and Őifne), marine tourism (Port of ÇeŐme and Alaçatı) and cultural tourism. ÇeŐme Peninsula has numerous natural, archaeological and urban sites that were announced by İzmir Conservation Council of Cultural & Natural Properties.

Alaçatı, which is the part of the district of ÇeŐme, is located in the right at the center of corridor, narrow site of the ÇeŐme peninsula, between Port Alaçatı and Port Ilica. The centre of settlement, where is 7 km from ÇeŐme and 79 km from center of İzmir, has population about 10.060 in 2018 (ABPRS-Address based Population Results, 2018- <http://www.turkstat.gov.tr>). İzmir-ÇeŐme highway, airway and sea transport provide easy access to Alaçatı.



Figure 4.1. İzmir Peninsula (Urla-Karaburun-Çeşme Peninsula)
(Source: Organized by the Author, Google Maps, 2018)



Figure 4.2. Location of Alaçati and Hacı Memiş District in Çeşme Peninsula
(Source: Organized by the Author, Yandex, 2019)

Alaçatı which is one of the popular tourist destination, claims to fame with its the authentic combination of Greek and Turkish architecture, rustic village style, historical houses that are built from stone, the narrow-cobblestone streets, shallow waveless water, nature, windmills, boutique hotels and surf centres. One of the significant parts of Alaçatı, Hacı Memiş District that located on the center of Alaçatı has claimed "new discovery zone" of Alaçatı Neighbourhood since the 2010s. Therefore, this study is focused on Hacı Memiş District that endeavors to protect the traditional characteristics of conservation areas of Alaçatı.



Figure 4.3. A View from a historical pattern of Hacı Memiş District
(Source: The Author's Archive, December 2018)

4.2. A Brief History of Alaçatı

Agrilia- the ancient name of Alaçatı is a town that is in the district of Çeşme in the province of İzmir. İzmir, historically known as Smyrna that is a historical city in the west coast of the Republic of Turkey is seven of the twelve Ionian cities located in the Western Anatolia Region within the borders of today's İzmir Peninsula were: Erythrai (İldırı-Çeşme), Phokaia (Foça), Teos (Sığacık-Seferihisar), Lebedos (Gümüldür-Seferihisar), Ephesus (Selçuk), Klazomenai (İskele-Urla), Kolophon (Değirmendere-Menderes) (Dalgakıran, 2008).



Figure 4.4. Ionian Routes and the Location of Alaçatı
(Source: Organized by the Author, İzmir-Peninsula Sustainable Progress Strategy, 2014)

In the ancient ages, Alaçatı was called "Agrilia". Settlement was located in the center of a region called "Ionia" in the Anatolian history which extends from south of İzmir to the Menderes River (Gezgin, 2007). Alaçatı was situated close to four Ionian cities "Erythrai, Klazomenai, Teos and Chios". The closest Ionian city to Alaçatı was

named "Erythrai" which is a village of Çeşme known as "İldırı" currently. Furthermore, the history of Alaçatı was also affected Hellenistic, Roman, Byzantine and Ottoman period (Atilla and Oztüre, 2006; İzmir-Peninsula Sustainable Progress Strategy, 2014).

In the 14th century, Erythrai and Çeşme region was dominated by the Turks that was referred to Aydınoğulları Seigniory. The town was attached the Ottoman Empire by Yıldırım Beyazıt in Aydınoğulları Seigniory period (Baykara, 1980; Özgönül, 2010). In the 15th century, during the Ottoman Empire, the name of "Alacaat" came across in the Ottoman Empire sources. For instance, the rule of the Çeşme Region was mentioned "Çeşme Kanunnamesi" in 1530 was arranged by Ottoman sultan, Mehmet Çelebi (Özgönül, 1996). According to a folk legend, the town has taken its name "Alacaat" from a piebald horse that had settled in the village (Gezgin, 2007).

In the 1830s, one of the region's prominent people contributed to create a positive impact to the story of the Alaçatı, that was named Hacı Memiş Aga. His name is still living as one of the Alaçatı's districts today that is renowned part of Alaçatı. Hacı Memiş Aga invited unemployed Greek workers of Chios to the town to work in the drainage of marshland that covered the south part. As a result of that, they opened a channel to the port to drain the marshland and Turkish neighbourhood was settled down extends from southern of Alaçatı to the port of Alaçatı around the Hacı Memiş Mosque in today's Hacı Memiş District (Gezgin, 2007).

Alaçatı has first faced migration when the Greek population in Chios were settled to the town after devastating earthquakes in the Aeagen Sea at the end of the 18th century. The earthquakes continued in the Aeagen Sea from the beginning 1880s to 1887 that caused destruction in Urla, Alaçatı, Çeşme and Chios Island (Beyru, 1995; Gezgin, 2007). The stone houses that have been renovated currently constructed between 1850 and 1890 by Greeks.

In the 19th century "Alatzata" village, Greeks called it, has become a significant production and trading town which was famous for its vineyards and grapes in the world (Atilla and Oztüre, 2006). The port which is the south of the settlement, is a prominent port to export wine especially to Chios and France in the period of the 19th century (Şahin, 1998; Saygın et al., 2004).

In the early 19th century, the Greeks started to become the majority in Çeşme, the population reached about 12.000. Alaçatı turned into isolated Turkish and Greek settlements. The migrants fleeing Balkans in the Balkan War of 1912 settled in Alaçatı, the Greeks left the area. Turkey and Greece signed the "population exchange agreement"

treaty in 1923 and about 2 million people were moved from their homes (Gezgin, 2007). According to the treaty, Moslems living in Greece, except Orthodox Greeks in Istanbul and Moslems of the Western Thrace, all the settled Muslims, were shipped to Turkey and Orthodox Greeks living in Turkey were sent to Greece. The settlement's future, life and culture were made significant changes by the population exchange agreement.

According to Dalgakiran and Bal (2007),

"In fact, it was not only the exchange of population but also the exchange of cultures and life practices eventually leading to a new economic restructuring and spatial pattern in Alaçatı " (Dalgakiran and Bal, 2007, 406).



Figure 4.5. A View from the Village and the Historical Windmills
(Source: The Archive of the Alaçatı Tourism Association, 2019).

Particularly during the period from the end of the 1910s to 1980s, vineculture started to replace by tobacco, olive and melon production and also animal breeding, become the new sources of income. In the late 1970s, Alaçatı which is compliance for surfing activities with its constraint wind and climate, first started noticing. In the 1980s, in consequence of the government's policies to promote tourism, the agricultural sector in Alaçatı especially, the tobacco production lost their value and the TEKEL was closed

in the 2000s (Saygın et al., 2004). In 1982, Alaçatı was declared as a tourism center. The coastal area from the port of Alaçatı to Çeşme and the port area declared as tourism area and the second housing area. The village has started to face to the challenge of change for the second time in its history after the population exchange agreement.

4.3. Demographic Structure of Alaçatı

Alaçatı that was one of the towns of Aegean region, most affected by the population movements in Anatolian history. In recent history of Alaçatı, the first immigration as performed by the Turks in the 11th century. In 14th century, Alaçatı started to turned into the Turkish settlement by stages (Gezgin, 2007). In the rule of the Çeşme Region was called "Çeşme Kanunnamesi", Alaçatı had 127 dwellings in 15th century (Özgönül, 1996). In 16th and 17th century, the population was tragically decreased by the impact of plague epidemics and effective earthquakes (Özgönül, 2010). In the second half of the 16th century, more than 45 villages including Alaçatı were attached Çeşme. In this period, Ildırı, Alaçatı, Birgicek were the biggest villages that had over 100 dwellings (Erdoğan, 1997). Particularly during the period from the second half of the 18th century to the early 19th century, the Greek population became the majority in Alaçatı. Table 4.1. shows the population of Alaçatı between 1821 and 1914 (Gezgin, 2007).

After the population exchange agreement, Turkish immigrants from the Balkan countries settled Alaçatı. That period was one of the periods of the population declines for Alaçatı. Especially, between the years of 1923-1970, the population size of Alaçatı was unstable. After the 1970s, the period of the population increase started as a result of the development of tourism industry (Uçak, 2012).

Starting of highway connection works from İzmir to Çeşme in 1989 was accelerated the development of Alaçatı. İzmir-Çeşme Highway comprehensively completed development of construction in 1997 (Dalgakıran and Bal, 2007). Another sector that developed in Alaçatı in the 1980s was the construction industry with the second housing. As a result of the developments, immigration from several regions of Turkey to Alaçatı increased with construction labor (Saygın et al., 2004).

Table 4.1. The Population of Alaçatı between 1821 and 1914
(Source: 'Aydın Vilayeti Salhameleri', Gezgin, 2007)

Year	House	Non-Muslim	Female	Male	Muslim	Female	Male	TOTAL
1821								6000
1880	2600	4055			78			4133
1881								13800
1885								12800
1888								10000
1889								14000
1890								11428
1892								9690
1893		13845	8440	5405	127	67	60	13972
1894		12551	6398	6010	143	69	74	12694
1895		11606	5681	5925	341	172	169	11947
1896		11682	5726	5956	345	173	172	12027
1898		12035	6013	6022	346	173	174	12382
1899		12388	6225	6163	354	176	178	12742
1901		12388	6225	6163	354	176	178	12742
1902		12388	6225	6163	354	176	178	12742
1903								12742
1904					50			15500
1905								12742
1907					50			15000
1911								10516
1914								15000

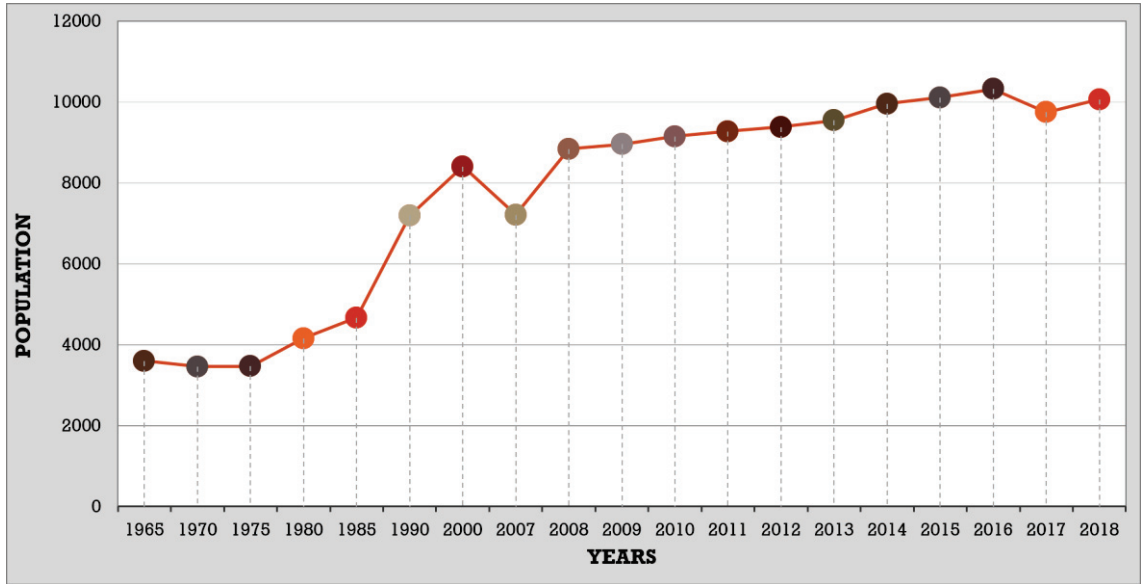


Figure 4.6. The Population of Alaçatı between 1965 and 2018
(Source: TUIK, 2018)

Tourism movements has influenced the population change of Alaçatı from 1970s to present. As mentioned in the previous part, the total population of Alaçatı has reached about 10.060 according to the data of the Address based Population Results (TUIK, 2018). However, in summer it is about 100.000 according to Municipality of Çeşme.

4.4. Planning Decisions of Alaçatı

Branding process especially is based on municipality's policies, development plans and completed-continuing projects. For this reason, Çeşme-Alaçatı-Paşalimanı Culture and Tourism Conservation and Development Regional Master Plan (2005), Conservation Plan of Alaçatı (2007), The Port Alaçatı Project (2010), Alaçatı Airport Project (2018) that are one of the significant decisions for the branding, given shaped the development of tourism industry in Alaçatı.

4.4.1. Conservation Plan of Alaçatı

The master plan studies of Alaçatı was started in the 1950s. In 1977, The Ministry of Culture started the registration of the historical buildings that was the first conservation studies of the town center of Alaçatı (the Conservation Plan of Alaçatı, 2007). Furthermore, İzmir Conservation Council of Cultural & Natural Properties Number 1 declared the town center of Alaçatı as an "Urban Conservation Area" in 1998. In May 2004, the boundary of a registered estates was shown as determined with the 680 listed building (Dalgakıran and Bal, 2007). According to İzmir Conservation Council of Cultural & Natural Properties Number 1, the size of the natural and archaeological sites of Çeşme was 11.997,28 hectares. There were 5 urban, 50 natural and 29 archaeological sites. The total of heritage sites is 84 in Çeşme Peninsula (Günerhan, 2012; İzmir-Peninsula Sustainable Progress Strategy, 2014) (Table 4.2.).

Table 4.2. Heritage Sites of Çeşme
(Source: İzmir Taşınmaz Kültür Varlıkları Envanteri, 2012)

Status of Sites		
Archaeological Heritage Sites	1st Degree	12
	2th Degree	1
	3rd Degree	7
	1st and 2th Degree	1
	1st and 3rd Degree	3
	1st, 2th and 3rd Degree	2
	Unknown	3
Natural Heritage Sites	1st Degree	6
	2th Degree	21
	3rd Degree	18
	1st and 2th Degree	1
	1st and 3rd Degree	1
	1st, 2th and 3rd Degree	2
	Unknown	1
Urban Heritage Sites		5
TOTAL		84

"The Conservation Plan of Alaçatı" was created in 2007. The Conservation Plan of Alaçatı aims to ensure the sustainable developments for future in the urban conservation area. The plan also which attempts to preserve the traditional, disallows the significant changes in the existing land uses (Özgönül, 2010). However, the functions of historical buildings in the conservation area of the settlement are allowed to convert to various of commercial units, hotels, restaurants and entertainment facilities.

According to İzmir Conservation Council of Cultural & Natural Properties Number 1 (38th Region), registration of 1st, 2th and 3rd degree natural sites of Çeşme was cancelled by delegated legislation in April 2018. "The Natural Sites", "the Areas of Sustainable Development and Controlled Use" will be zoned for low density housing according to the decision (The Ministry of Environment and Urban Planning, 2018).

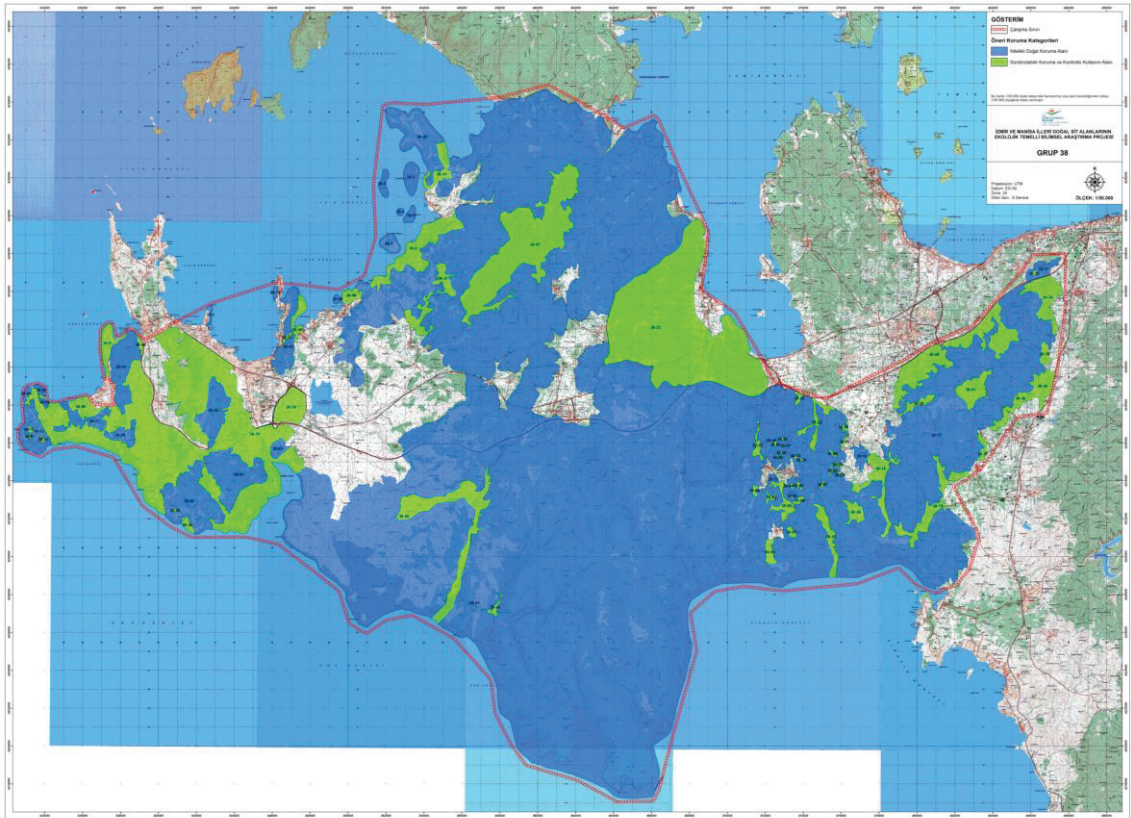


Figure 4.7. İzmir 38th Region Natural Site Registration
(Source: The Ministry of Environment and Urban Planning, 2018)

4.4.2. Çeşme-Alaçatı-Paşalimanı Culture and Tourism Conservation and Development Regional Master Plan

In 1982, the Ministry of Culture and Tourism announced Alaçatı as a tourism centre. Moreover, the Ministry of Culture and Tourism was arranged 1/25000 scaled plan mentioned "Çeşme-Alaçatı-Paşalimanı Culture and Tourism Conservation and Development Regional Master Plan" in 2005. According to the master plan, the tourism facilities in Çeşme planned based on thermal tourism, shopping centres, convention tourism, sports and education. The plan also aimed to sustain the tourism investment areas of Çeşme for 75 years. However, the decision the Council of State cancelled the plan in 2008 in consequence of the deficiency of planning decisions. Ultimately, the Ministry of Culture and Tourism announced that there are currently eleven tourism centers, including Alaçatı in the scope of Çeşme Peninsula. However, the Ministry of Culture and Tourism has not planned yet for these new tourism centers (Ministry of Culture and Tourism, 2008).

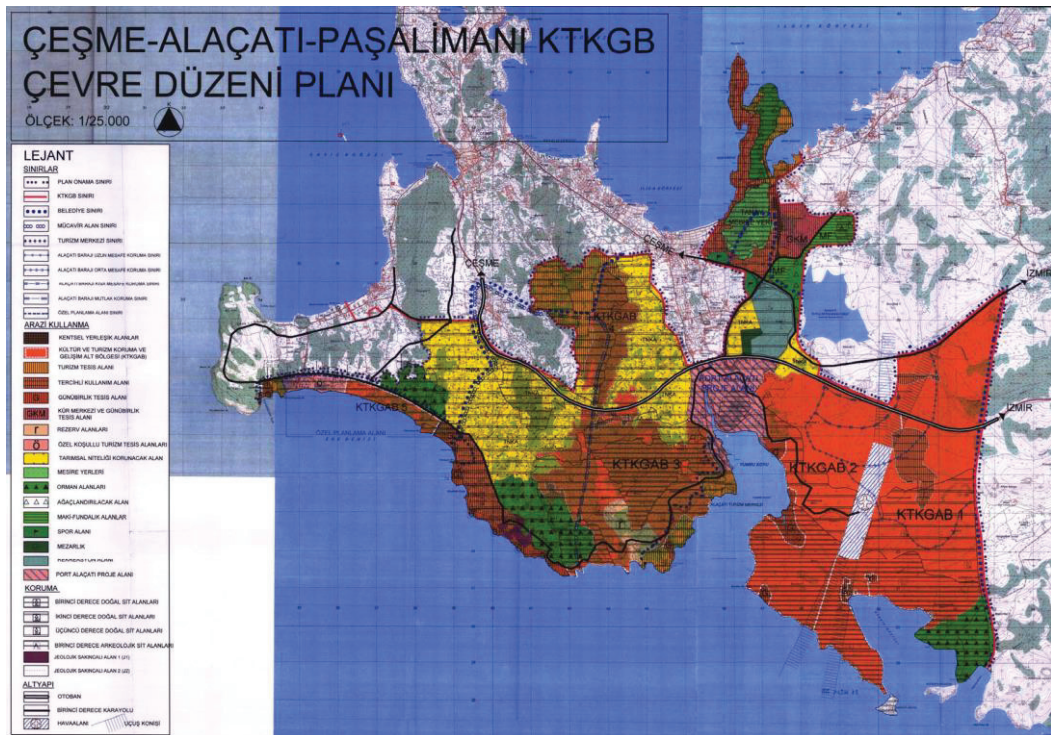


Figure 4.9. Çeşme-Alaçatı-Paşalimanı Culture and Tourism Conservation and Development Regional Plan
(Source: The Archive of the Ministry of Culture and Tourism, 2005)

4.4.3. Port Alaçatı Project

The Alaçatı Port Project which is located on the southern side of Alaçatı with the center towards the north, started in 1995. The project which was completed in 2010, was planned as a port city. The Project aims to relocate tourism development from the center of Alaçatı to the south of the peninsula. Furthermore, according to the story of the project, "The Port Grimaud Project" that was adapted into Alaçatı Port Project is in the Cote D'Azur region along the Mediterranean coast in southern France. The Port Project's relationship with water and the building form of the starting point and part of water makes it unique (Güzer, 2010). The Project that is a man-made site consists of marina, hotels, luxury houses and several entertainment facilities such as night clubs, bars, restaurants.



Figure 4.10. Port Alaçatı Project
(Source: <http://www.portalacati.com.tr/Gallery.asp>, 2019)

Port Alaçatı Project was discussed due to the possible negative impacts on the marine ecosystem and surfing activities in the planning process of the project (İzmir-Peninsula Sustainable Progress Strategy, 2014).



Figure 4.11. Port Alaçatı Master Plan
(Source: The Archive of of Municipality of Çeşme, 2010).

4.4.4. Değirmenaltı Square Urban Design Project

The site where the ancient windmills of Alaçatı, was declared as "Special Project Zone" in the Conservation Development Plan in the 2000s (Çalış and Kural, 2008). In this context, municipality of Alaçatı was started the urban design project in Uğur Mumcu Avenue that named as "Değirmenaltı Square Project" which is the entrance square of the old town centre of Alaçatı.

The urban design project divides into two construction phases and consists of design of pedestrian street, plaza and rentable shops, covered car parking, historic windmills adaptive re-use design, landscaping design of existing municipal park and facade design of existing amphitheater (Çalış and Kural, 2008). The first phase of the Değirmenaltı Square Project completed in 2008. As a result of the completion of the project, the rental value of businesses increased and high-priced stores/shops took the place of the local shops (Gürkan, 2008; Tezcan, 2010; Uçak, 2012). The second phase of

project completed with landscape design of the square in 2015 and Değirmenaltı Square began to be used as a public recreation area.



Figure 4.12. A Plan of the Değirmenaltı Square Project
(Source: "Alaçatı Windmills Square a New Gate to a Turkish Town", 2008)

4.4.5. Çeşme Alaçatı Ekrem Pakdemirli Airport Project

In April 2018, Republic of Turkey, Ministry of Transport and Infrastructure that made a tender for Çeşme Alaçatı Airport Project has planned as a boutique airport in order

to supply the general aviation services in Çeşme. The project is based on Build Operate Transfer System (BOT) and the construction period has started in July 2018. Çeşme Alaçatı Airport Project has organized to be completed in 2 years (The Archive of Ministry of Transport and Infrastructure, 2019).



Figure 4.13. A View from the Alaçatı Airport Project
(Source: The Archive of the Ministry of Transport and Infrastructure, 2018).

4.5. Windsurf in Alaçatı

Alaçatı's real claim to fame is its constant wind above the average in Turkey (about 330 days a year) and Yumru Bay is one of the most special three windsurfing destinations in the world. At the beginning of 1990s, windsurfing developed as an individual attempt in Alaçatı by windsurf enthusiasts from foreigner who discovered Çark Beach in Yumru Bay (Gezgin, 2007). Each year, from April to end of October, Alaçatı is flooded with the windsurf enthusiasts coming from all over the world. Alaçatı has been compared to the leading surf paradises such as Canary Islands and Care Verde. In addition, Alaçatı is the second surf training spot on a worldwide scale especially for beginners (Avcı and Barışık, 2015).



Figure 4.14. Location of the Yumru Bay
(Source: The Archive of the Çeşme Municipality)

In 1991, the first windsurfing school opened by Tunç Cecan from İstanbul in Yumru Bay (Uçak, 2012). There were three surf schools in 1990s, currently about ten renowned schools has taken part. Numerous national and international surfing events are organized in Alaçatı in the early 2000s. In the first instance, Jim Beam Windsurf World Championships was performed in Alaçatı in 2006 by the Turkish Sailing Federation. Furthermore, Alaçatı hosted the PWA Windsurf World Cup in the years of 2007, 2008, 2010, 2011, 2012, 2013, 2014 and 2015 apart from surf competitions in Turkey. The constant wind and shallow water has provided the suitable environment for various windsurf organizations for surfers of all levels from beginners to professionals windsurf enthusiasts. In 2007, Alaçatı also started to host International Funboard Class Association (IFCA) Junior, Youth & Masters Slalom World Championships. (Turkish Sailing Federation, <http://www.tyf.org.tr>) For three years, Alaçatı Koruncuk Surf Fest has been arranged for Turkish Foundation for Children, Koruncukköy in Urla.



Figure 4.15. A view from Windsurfing in Alaçatı
(Source: <https://www.cesme.bel.tr/galeri/alacati>, 2019)

4.6. The Story of Rebirth of Alaçatı and Immigration to Alaçatı from İstanbul

In the early 1990s, first arrivals to Alaçatı were windsurf enthusiasts due to its continuous wind. These times, the calm period of the town was over by stages at the end of the 1990s. Additionally, Alaçatı started to attract Turkey's elites, intellectuals and artists to the Çeşme peninsula those years.

Ultimately, in 1996, the first enterprise was founded by Leyla Figen who renovated an old tobacco and grape storage building to turn it to a café is settled into Alaçatı from İstanbul with his husband, Şükrü Figen (Gürkan, 2008). "Agrilia" that has given its name to the first cafe of Alaçatı is a local olive tree variety in Alaçatı (Gezgin, 2007). In those years, Agrilia hosted several organizations and many celebrities and high income business people from İstanbul visited to the restaurant which became popular.

In 2001, two restaurants and a hotel opened and these investments were increased the development of tourism industry in the old town of Alaçatı. The first boutique hotel

in Alaçatı, "Taş Hotel" opened its doors in 2001. Zeynep Öziş who bought a house over the grounds of a 19th century Greek house is an investor from İstanbul. She renovated the old house into a boutique hotel (Figure 4.16.).



Figure 4.16. The First Renovated Boutique Hotel of Alaçatı (Taş Hotel)
(Source: <https://www.tripadvisor.com.tr/>)

"The Conservation Association of Alaçatı" was established to protect the cultural and architectural heritage of the village in 2001 by the locals and the pioneers from İstanbul. The Conservation Association of Alaçatı determined the general decisions for the purpose of supporting public policies of Alaçatı. The common aims of the association were (Gürkan, 2008):

- a. Conserving old houses, most of them aged 100 years.
- b. Conserving authenticity of the town architecture.
- c. Building up and developing protective tourism.
- d. Protecting social structure.

Moreover, the association started to become inactive. As a following of this, "The Tourism Association of Alaçatı" was opened in place of the Conservation Association of Alaçatı in 2006 (Gürkan, 2008).

Another major development was "Antique Bazaar of Alaçatı" which firstly organized by Zeynep Öziş who is the one of the pioneers of Alaçatı. Antique bazaar was opened at the courtyard of the Çeşme Pazaryeri Mosque in 2001 that was one of the

significant factors of development of Hacı Memiş District (Gürkan, 2008; Uçak, 2012; İnce, 2013). Antique collectors and antiquaries from İzmir and İstanbul started to participate in antique bazaar. The antique bazaar operated every weekend until the local municipality closed it in 2009. After that, antique shops were opened in Hacı Memiş District by the participants of antique bazaar.

Alaçatı was affected by major immigration movements throughout history. Also, immigration from İstanbul is the one of the major breaking points of Alaçatı. According to the locals of Alaçatı, people from İstanbul have become a significant impact on the discovery of Alaçatı. As seen in Table 4.3., Çeşme Peninsula has the largest number of migrants from İstanbul. From 1995 to present, high income group especially, from İstanbul were attracted to Alaçatı by the renovated historical houses. Function of the renovated stone houses started to convert to boutique hotels, cafes, restaurants and entertainment facilities (Saygın et al., 2004).

Table 4.3. The Table of Immigration to Çeşme from Cities between 2012 and 2018
(Source: TUIK, 2018)

Year	Ankara	İstanbul	Manisa	Aydın	TOTAL
2012	67	165	108	88	2306
2013	82	237	138	57	1357
2014	626	902	225	73	2773
2015	122	363	139	69	1692
2016	93	350	124	65	1554
2017	105	437	145	69	1726
2018	89	226	119	64	2040

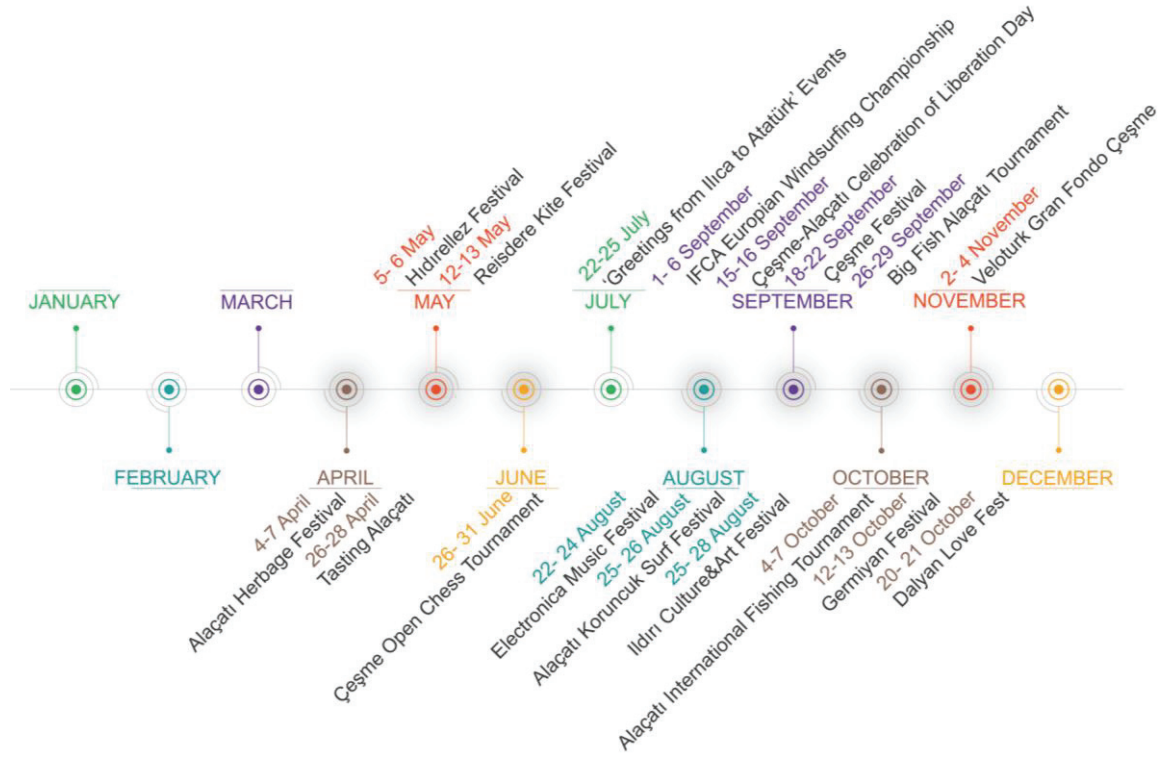


Figure 4.17. The Festivals and Organizations in Alaçatı
(Source: Drawn by the Author)

Local Government plays a major role in branding process. The local government policies to promote tourism are a significant factor of development of Alaçatı. In this context, the Municipality of Çeşme arrange various organizations such as festivals, concerts, windsurf competitions, fishing tournaments, workshops (Figure 4.17.). The best known organization is "Alaçatı Herbage Festival" which was first established in 2010.

The festival is famous for its extensive variety of local herbs from the Aegean region, which are organized annually in April. The main aim of the festival is to revive and preserve cultural values for future generations. The festival consists of festival stands to taste herb-based dishes, various cooking classes and the cooking competitions.



Figure 4.18. Alaçatı Herbage Festival
(Source: <https://www.visitizmir.org>)

4.7. The Milestones of Alaçatı

In 1923, Population exchange agreement was signed between Greece and Turkey.

In 1982, Alaçatı was declared as a tourism center by the Ministry of Culture and Tourism.

In 1989, İzmir-Çeşme highway connecting started to construct.

In 1990, The first international youth and theatre festival was organized in Alaçatı by Alaçatı Municipality.

In 1991, The first windsurfing school opened by Tunç Cekan from İstanbul in Çark Beach, Yumru Bay.

In 1995, The Port Alaçatı project announced as an Alaçatı investment incorporation by Alaçatı Tourism A.Ş in partnership with Alaçatı Municipality.

In 1996, The first cafe, Agrilia was opened by Leyla Figen from İstanbul.

In 1997, Izmir-Çeşme highway project was completed.

In 1998, The town center of Alaçatı declared as an Urban Conservation Area.

In 2001, The first boutique hotel: Taş Hotel was opened by Zeynep Öziş from İstanbul.

In 2001, Antique bazaar was first organized at the courtyard of the Çeşme Pazaryeri Mosque by Zeynep Öziş.

In 2002, Alaçatı Conservation Association was established by the locals and the pioners.

In 2002, Kite surf World Cup first organized in Turkey.

In 2004, Köşe Kahve was opened by Tomris Maravent from İstanbul.

In 2005, Çeşme-Alaçatı-Paşalimanı Culture and Tourism Conservation and Development Master Plan was created.

In 2007, PWA Windsurf World Cup in Turkey is hosted by Alaçatı.

In 2007, The conservation Plan of Alaçatı was created by the Municipality.

In 2008, Değirmenaltı Square Urban Design Project was generated.

In 2009, Antique bazaar was closed by the Municipality.

In 2010, The Port Alaçatı Project was completed.

In 2010, Art galleries, the shops of collectors and artists, antique shops, local boutiques, design studios opened in Hacı Memiş District.

In 2010, ‘Alaçatı Herbage Festival’ was first organized by Alaçatı Municipality.

In 2014, Entertainment facilities such as cafes, bars, restaurants opened in Hacı Memiş District (Kapari Bahçe, Alarga, so on).

In 2018, Çeşme Alaçatı Ekrem Pakdemirli Airport Project started in July 2018.

4.8. Research

This part clarifies the methods for data collection that I have applied during my case study in Alaçatı. Primarily, the context and background of the settlement and its environment, relationships with İzmir Peninsula (Çeşme-Karaburun-Urla Peninsula) was observed and analysed. Historical development, geological structure, topography, climate, population rates, immigration rates, social, demographic and economic structure, land uses, transportation, plans in different scales and planning decisions examined in detail. The second phase of study, physical and social analyzes of the historical settlement and its surroundings and quality of the collected data are described and discussed.

The research was based on the archival sources, secondary sources, interviews with the various groups and the surveys such as locals, visitors, leaders, business owners, investors involved and affected by the branding activities. I used books, research

published in edited books, conference proceedings, articles, thesis, newspapers and magazines, statistical documents (TUIK data), land use analysis and changes in land use between 2017 and 2018, internet and electronic sources about Alaçatı.

My case study that aims to figure out the context and background of the field, started in May 2017 in Hacı Memiş District. Ethnographic observations were the first stage of my study of Hacı Memiş District. Furthermore, I established preliminary analysis and took the photos of several parts of the study field and its environments to perceive the traditional physical environment. Also, I arranged the survey questions for the second stage of my case study. The third stage, land use analysis and changes in land use between 2017 and 2018, real estate values, planning history, demographic structure and also migration rate were examined and scanned.

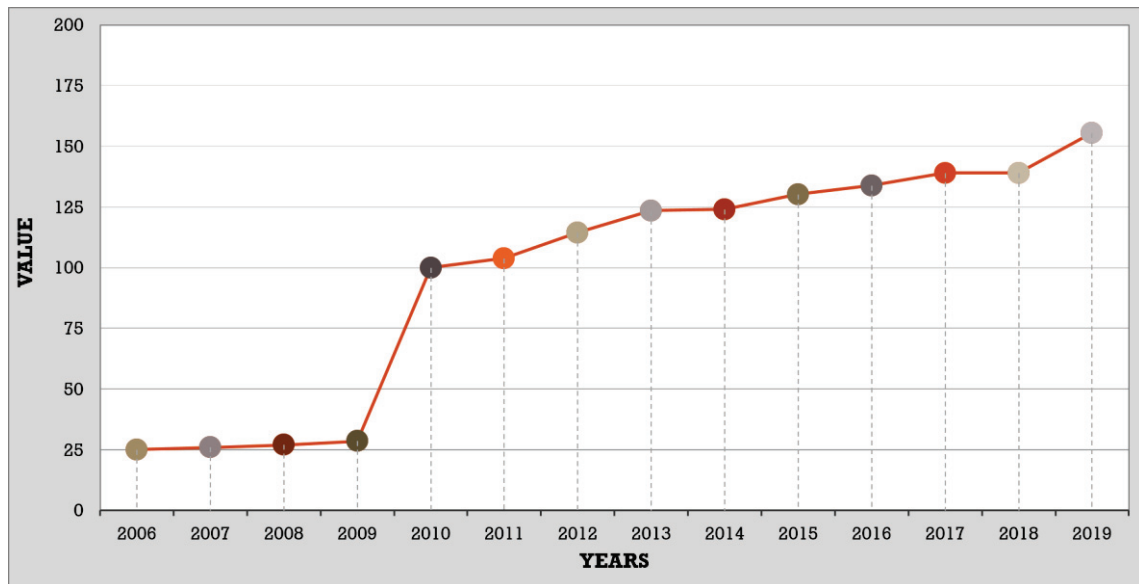


Figure 4.19. Real Estate Value Changes of 12012 Street, Hacı Memiş District
(Source: Drawn by the Author)

The first step in the land use analysis process in my case study, I prepared land use map to identify land uses of 12012 Street, Hacı Memiş District in 2017. In 2018, I revised my analysis to observe prominent changes in land use between 2017 and 2018 (Figure 4.20., Figure 4.21). In addition to this, listed buildings were identified based on the Conservation Plan of Alaçatı and 36 buildings are listed building in 12012 Street, Hacı Memiş District (Figure 4.21). Moreover, I analysed the changes of real estate value in Hacı Memiş District by data from The Çeşme Municipality. Based on the result of the

real estate values, the most striking increase is seen in 2010 that is the same time frame as the starting time of transformation in Hacı Memiş District (Figure 4.19).

In September 2017, I conducted surveys with 32 business owners in Hacı Memiş District (6 female and 26 male respondents- the owner of businesses in Hacı Memiş District), 52 visitors in Alaçatı Neighborhood (25 female and 27 male respondents- the travellers or visitors in Alaçatı).

Survey questions focused on these points at issues for spesific groups:

For the business owners:

- a. Personal information of the business managers (Age, Gender)
- b. Location of stores/shops, Types of businesses, ownership status, length of ownership, hometown of owner, number of full-time employees, a place of residence of employees, location of supply of products, customers how to become aware of the store/shop, original use of the building, listed building info.
- c. Defining Alaçatı with first words that come to mind, opinions about contributing the historical heritage&culture with works
- d. Reason for opening businesses
- e. Opinions about the future of Alaçatı, threats on the future of Alaçatı
- f. Opinion on branding Alaçatı, the most significant characteristic of Alaçatı that brand with.

For the visitors:

- a. Personal information of the visitors (Age, Gender, Hometown)
- b. Mode of transportation, frequency of visit Alaçatı, reason for preferring Alaçatı, types of suggestions for Alaçatı
- c. An average day that how spend time in Alaçatı
- d. Defining Alaçatı with first words that come to mind
- e. Opinions about Alaçatı
- f. Types of stores that preferred
- g. The top location of Alaçatı that preferred by visitors (Centre of Alaçatı or Hacı Memiş District)
- h. Opinions about the future of Alaçatı, threats on the future of Alaçatı
- i. Opinion on branding Alaçatı, the most significant characteristic of Alaçatı that brand with.

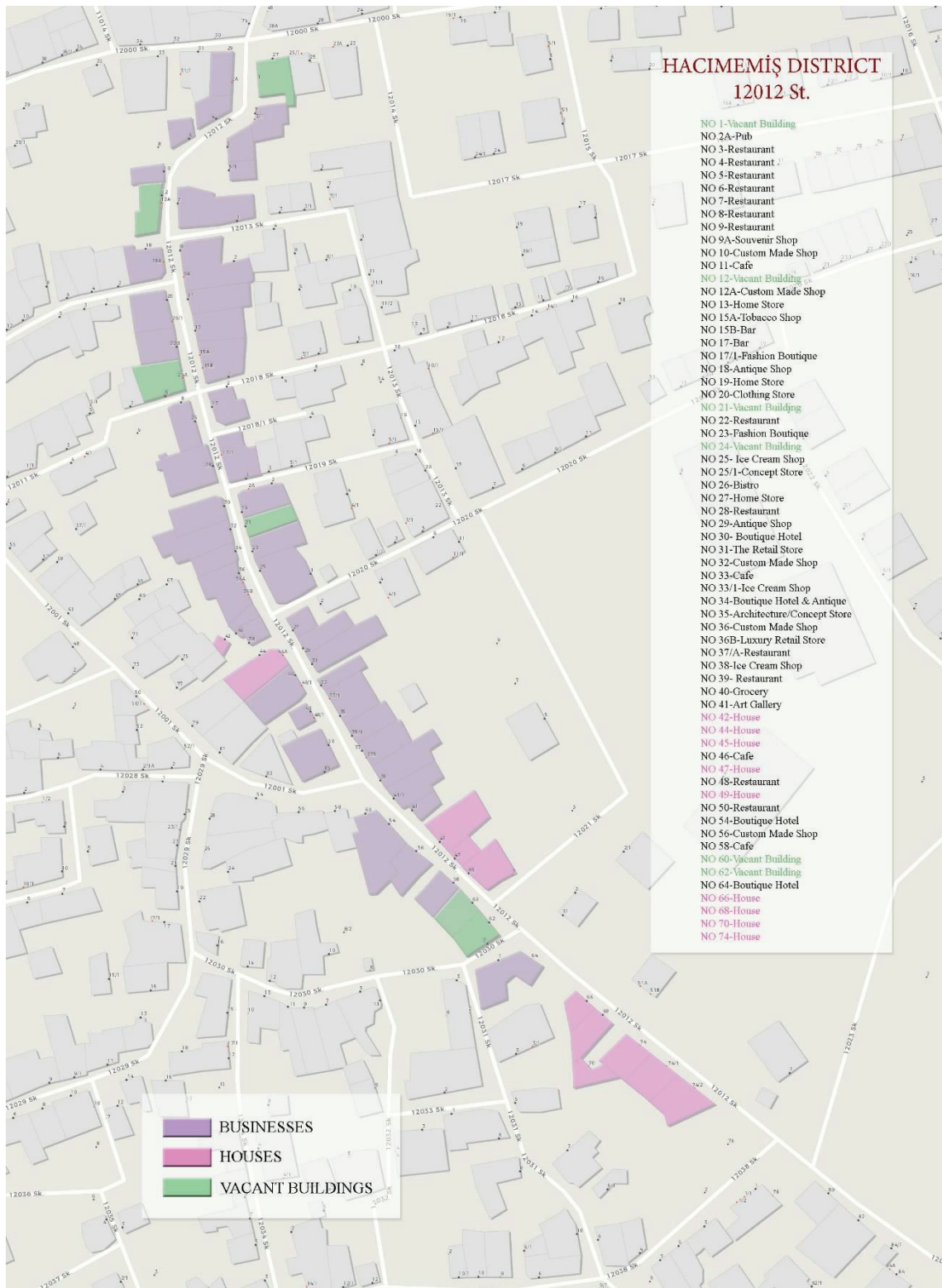


Figure 4.20. Land Use Map of 12012 Street, Hacı Memiş District in 2017
(Source: Drawn by the Author)

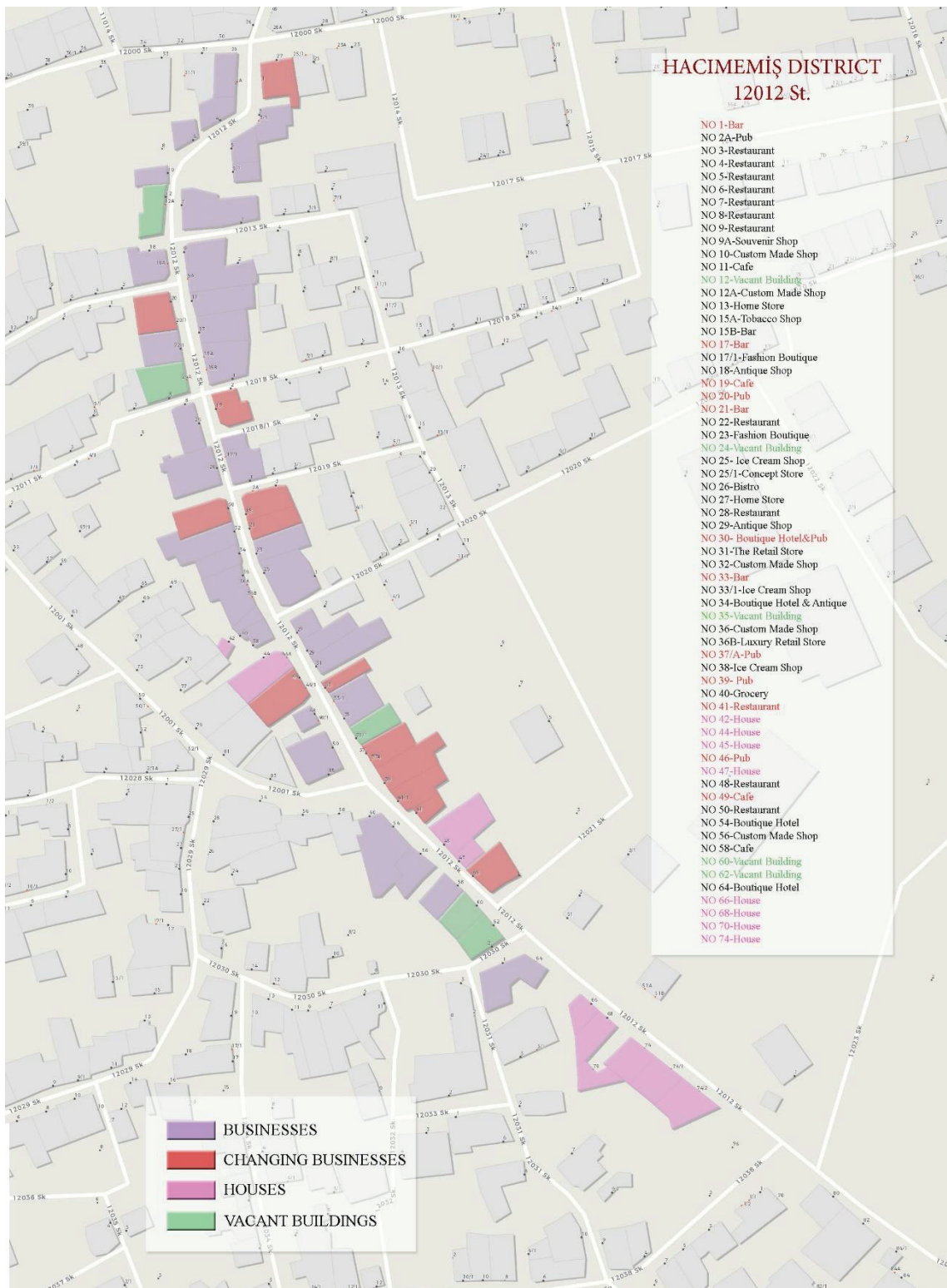


Figure 4.21. Land Use Map of 12012 Street, Hacî Memiş District in 2018
(Source: Drawn by the Author)

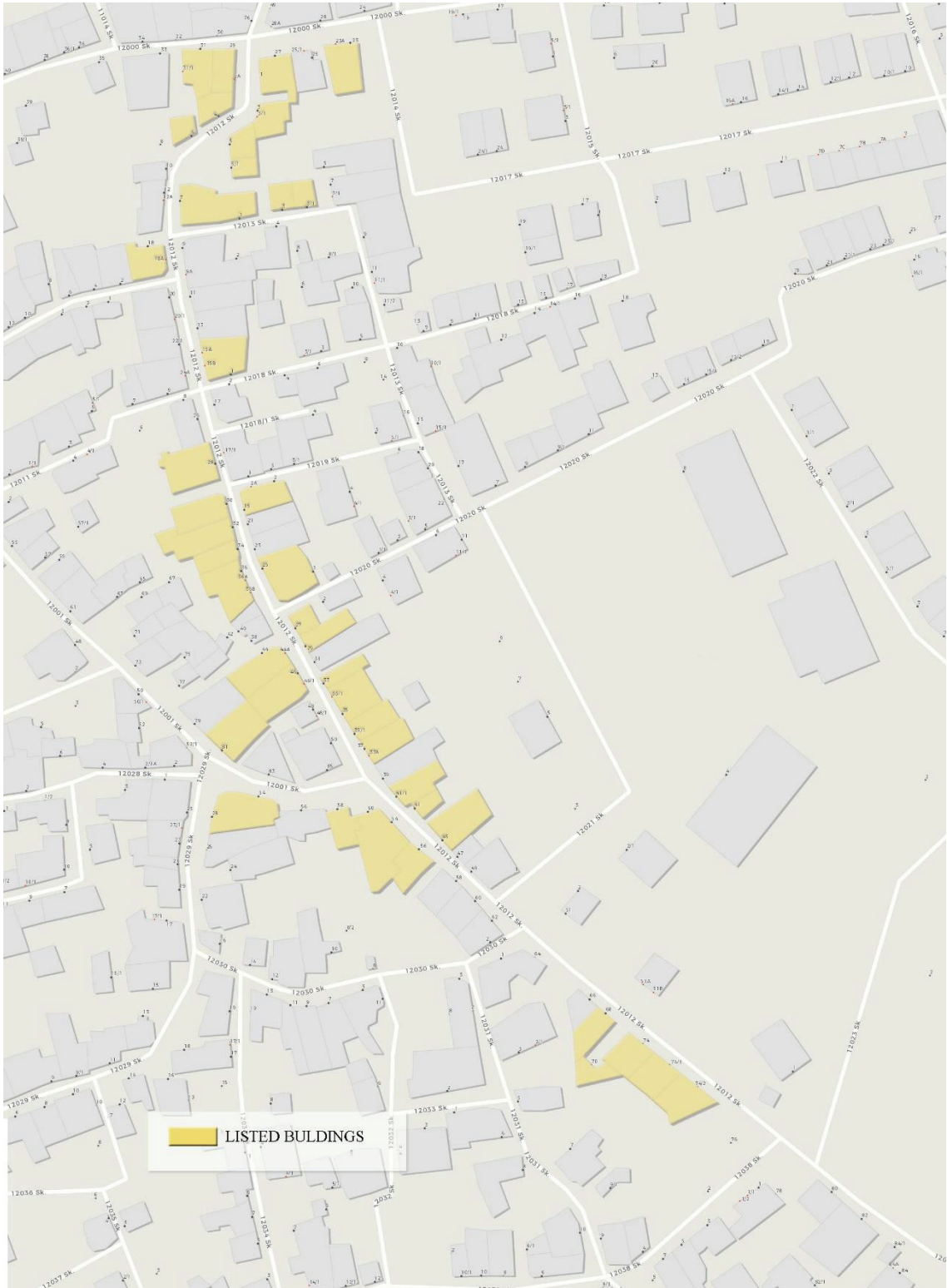


Figure 4.22. Listed Building Map of 12012 Street, Hacı Memiş District
(Source: Drawn by the Author)

In September 2018, I handled the major changes from 2017 to 2018 of the case study. I conducted surveys with 10 locals (6 female and 4 male interviewees- the locals living in Alaçatı) and an in-depth interview with the mayor of Çeşme Municipality.

For the locals:

- a. Personal information of the locals (Age, Gender, Job)
- b. Length of live in Alaçatı
- c. Opinions about the change of Alaçatı before/after 2010 (about socio-economical structure, types of investments, land uses, real estate values, ownership status)
- d. Reason for preferring Alaçatı
- e. Positive/negative impacts of immigrants
- f. Defining Alaçatı with first words that come to mind
- g. Opinions about the future of Alaçatı, threats on the future of Alaçatı
- h. Opinion on branding Alaçatı, the most significant characteristic of Alaçatı that brand with.

For the mayor of Çeşme Municipality:

- a. Opinions about the change of Alaçatı before/after 2010
- b. His role of the development process
- c. Defining Alaçatı with first words that come to mind
- d. Opinions about the future of Alaçatı, threats on the future of Alaçatı
- e. Opinion on branding Alaçatı, the most significant characteristic of Alaçatı that brand with.

Besides these studies, I also conducted informal interviews with local people and the business managers such as antique dealers, restaurateurs, designers, art dealers in Hacı Memiş District. I investigated the target group's opinion about the recent changes in Alaçatı and impacts on the concept of branding. According to conversation with authorized personnel of Municipality of Çeşme-Department of Technical Works, I obtained information about the general branding ideas and future projects of Alaçatı.

4.9. Discussion

4.9.1. The Survey Results

Surveys were conducted with 32 business owners, 52 visitors and 10 locals. Additionally, in-depth interviews with mayor, pioneers, business owners, Alaçatı Tourism Association manager, the muhtar of Alaçatı. Different questions were prepared for each group.

I started my research to reveal the reasons and results of the transformation of Alaçatı by surveying the businesses on 12012 Street, Hacı Memiş District that is claimed ‘new discovery zone’ of the settlement.

In 12012 Street, Hacı Memiş District, there were 49 businesses in 2017. In September 2017, I conducted surveys with 32 business managers to collect data on personal information of the business managers, location of businesses, business types, ownership status, length of ownership, hometown of business owners, original use of the building, listed building info etc.

In regard to demographic information, 25 percent of business managers were over 50s age group and 75 percent of business managers were aged between 25 and 50. On average across, 19 percent of business managers were female, 81 percent of business managers were male (Table 4.4.).

Table 4.4. Demographic Information on the Business Owners in 12012 Street.

Demographic Information		
Total People Number		32
Age	<25	-
	25-50	24
	50>	8
Gender	Female	6
	Male	26

According to data I collected in the field, concerning business type, 44 percent of the businesses are retail and boutique stores of different kinds (design, art, fashion, antique, food), 31 percent are restaurants, 16 percent are cafés and pubs, 6 percent are boutique hotels/guesthouses and only 3 percent are categorized as art gallery.

In regard to business ownership status, 81 percent of businesses were renter, and 19 percent were property owner. Concerning length of ownership of businesses, 26 businesses were 1-5 years, 5 businesses were 5-10 years and 1 business was over 10 years. In regard to hometown of business owners, 15 business owners were from İstanbul, 11 of them were from İzmir and 2 of them were corporate brand, and 4 of them from other cities (Manisa, Hatay, Kıbrıs, Bursa).

When looking at number of full-time employees, 17 businesses have 1-5 person, 10 businesses have 5-10 person and 5 businesses have over 15 employees. In regard to place of residence of employees, 8 businesses were in Hacı Memiş, 12 of them were in Alaçatı and 12 of them were out of Alaçatı. Concerning location of supply of products, 20 businesses provide products out of Alaçatı, 6 businesses provide in Alaçatı, 4 businesses provide abroad.

In regard to customers how to become aware of business, 20 people said social media, 5 people said recommendation, 5 people said while visiting Alaçatı, 4 people said customers from İstanbul, 3 people said travel guide, 7 people said others.

When looking at original use of the building, 13 buildings original uses' are housing, 4 buildings are "kıraathane", 3 buildings are storage, 2 buildings are hotel, 2 buildings are barn, 5 buildings original uses' are unknown and also 3 buildings are other uses.

Concerning planning to change the business/sector, none of businesses consider to change the businesses/sectors and in regard to planning to change location of business, also none of them consider change.

When examining to define Alaçatı with first words that come to mind, the survey results show that various categories selected. 45 respondents mention built environment, for instance; stone houses, narrow streets, cobblestone pavements, historical gates, windmills. 30 respondents mention natural assets, for instance; natural setting, sea, green area and 10 respondents mention art, architecture and design, and 2 of them mention brand (Figure 4.23.).

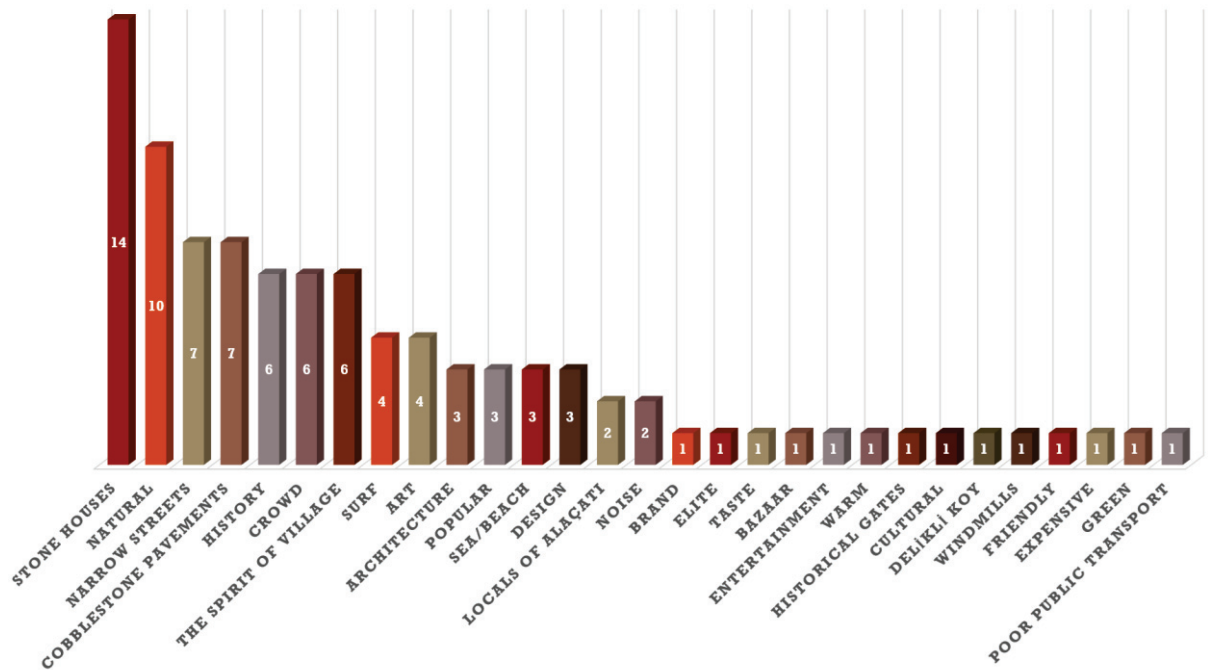


Figure 4.23. The Results of Business Survey " Defining Alaçatı with first words that come to mind"

In regard to opinions on contributing the historical heritage and culture with works, 72 percent of respondents say yes, 32 percent say no. Concerning reason for opening businesses, 12 business managers assert due to "historical architecture/pattern", 7 of them are "arts and cultural events", 2 of them are "cafés, pubs and restaurants" and 11 of them are others.

When looking at opinions on the future of Alaçatı, 59 percent of business managers make a "negative" review about the future of Alaçatı. 35 percent make a "positive" review and only 6 percent are undecided. In addition to this, in regard to threats on the future of Alaçatı, 8 people support that "noise pollution" is the significant factor to threaten the future. Second one is "decrease in quality" and third one is "urbanization" (Figure 4.24.).

Concerning opinion on branding Alaçatı, the results show that 87 percent of respondents mention that "Alaçatı is a brand" and 13 percent claim the opposite. Eventually, regarding the most significant characteristic of Alaçatı that brand with, 12 business managers assert due to "historical architecture/pattern", 6 of them are "surf", 5

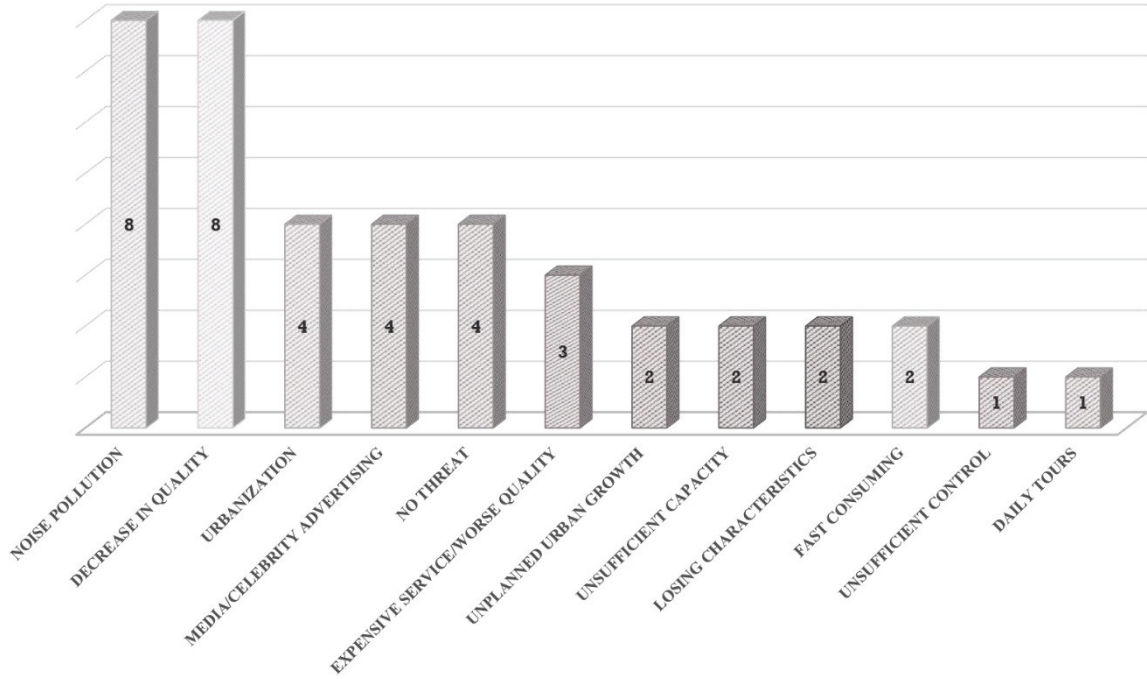


Figure 4.24. The Results of Business Survey "The threats on the future of Alaçatı"

of them are "famous beaches", 2 of them are "arts and cultural events", 2 of them are "cafés, pubs and restaurants" and 1 of them is "media/magazines".

I conducted surveys with 52 visitors to gather data on personal information of the visitors, mode of transportation, frequency of visit to Alaçatı, reason for preferring Alaçatı, and suggestions for Alaçatı etc.

According to data I collected in the field, regarding to personal information, 12 percent of visitors are the over 50s age group, 17 percent of visitors are under 25 and 71 percent of visitors are aged 25-50. 48 percent of visitors are female, 52 percent of visitors are male (Table 4.5.). Concerning hometown of the visitors, 21 visitors are from İzmir (40 percent), 16 of them are from İstanbul (31 percent), 3 of them are from Manisa, 2 of them are from European countries (Germany, Italy), 2 of them are from Ankara and 8 visitors are from other cities in Turkey (Aydın, Antalya, Balıkesir, Eskişehir, Düzce, Afyon, Muğla, Gaziantep).

In regard to mode of transportation, 71 percent of the visitors prefer private cars to visit Alaçatı, 15 percent use air transport, 12 percent prefer bus or shuttle service and 2 percent use sea transport. When examining frequency of visit to Alaçatı, 31 percent of

Table 4.5. Demographic Information on the Visitors in 12012 Street.

Demographic Information		
Total People Number		52
Age	<25	9
	25-50	35
	50>	8
Gender	Female	25
	Male	27

the visitors visit Alaçatı "several times a year", 25 percent are "the first time in Alaçatı", 21 percent are "many times a year", 13 percent are "once a year" and 10 percent are "once a few years". In addition to this, when asking that "do you plan to visit Alaçatı again? ", 85 percent of the visitors say "yes" and 15 percent do not prefer again.

Concerning reason for preferring Alaçatı, 21 visitors assert due to "historical architecture/pattern", 20 of them are "surf", 18 of them are "famous beaches", 12 of them are "cafés, pubs and restaurants", 12 of them are "arts and cultural events", 2 of them are "hospitality of locals" and 5 of them are other factors. When asking that "who recommended Alaçatı", 32 visitors say social media, 21 visitors say relatives'/friends' recommendation, 12 visitors say travel guide, 2 visitors say media/TV and 7 visitors say others.

In regard to an average day that ways of spending time in Alaçatı, beaches are the first option, the second one is centre of Alaçatı and the third is Hacı Memiş District (Figure 4.25.).

When examining to define Alaçatı with first words that come to mind, 42 visitors mention built environment, for instance; stone houses, narrow streets, stone pavements, boutique hotels, and windmills. 16 visitors mention natural assets, for instance; natural, beaches, and wind, 8 visitors mention art, architecture, and 2 visitors mention brand (Figure 4.26.).

When asking that "Would you recommend Alaçatı? ", 81 percent say yes, 19 percent say no. Regarding types of stores that preferred, 69 percent of visitors would rather boutique/ local stores and 31 percent prefer the retail stores.

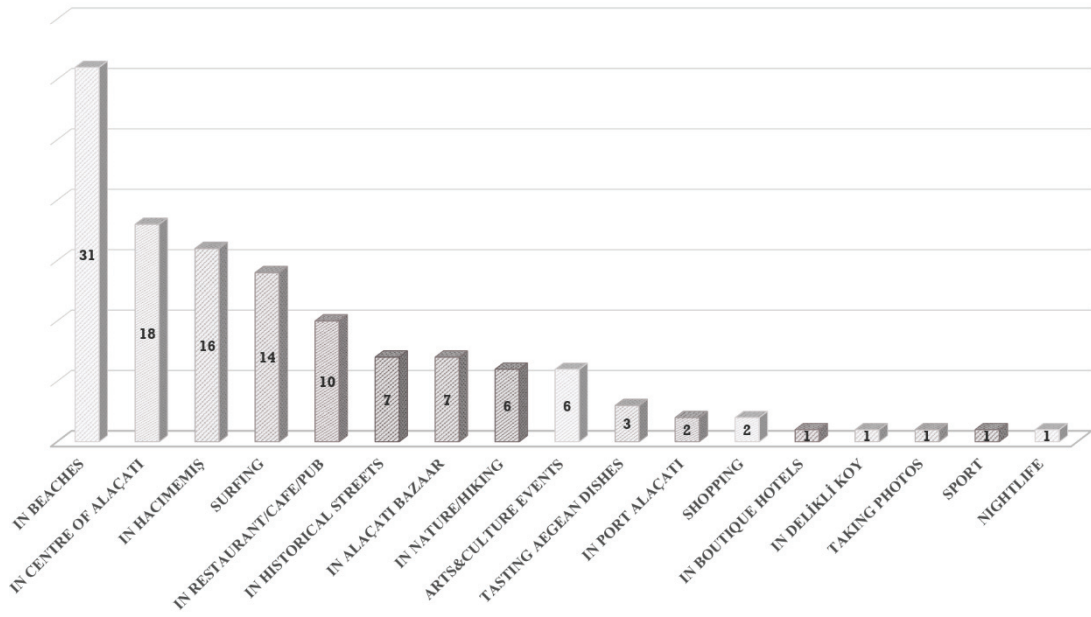


Figure 4.25. The Results of Visitors Survey "An average day that how spend time in Alaçatı"

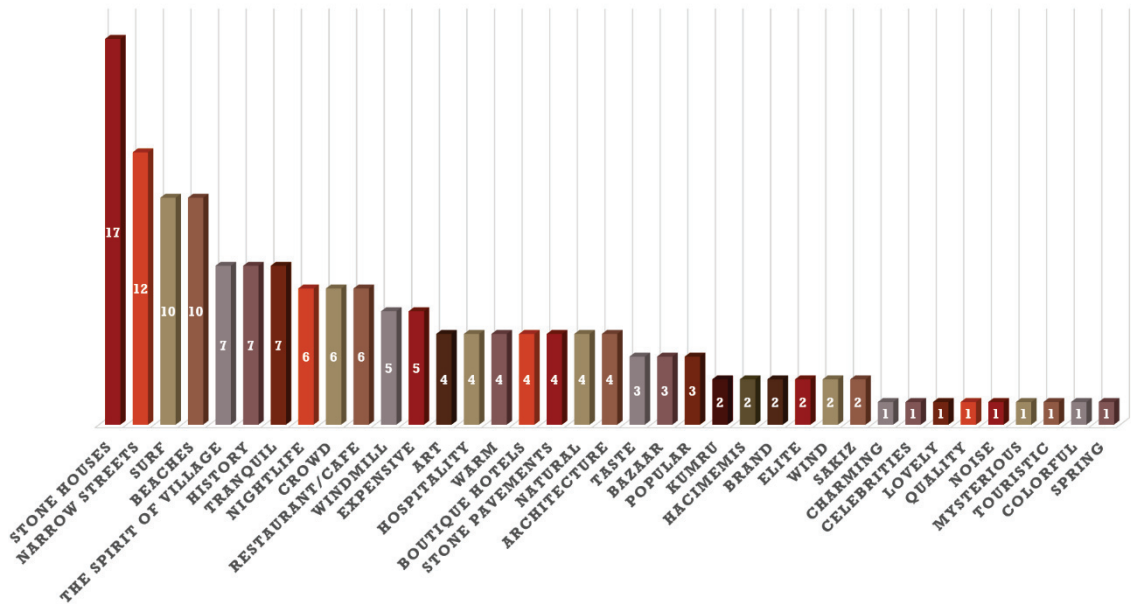


Figure 4.26. The Results of Visitors Survey "Defining Alaçatı with first words that come to mind"

In regard to the top location of Alaçatı that preferred by visitors, 63 percent of the visitors say Hacı Memiş, 29 percent say Kemalpaşa Street and 8 percent are undecided. Concerning reason for preferring Hacı Memiş, 11 visitors say "cafés, pubs and restaurants", 9 visitors say "arts and cultural events", 7 visitors say "historical architecture/pattern", 3 visitors say "elite/good quality places" and also 2 visitors say "antiquaries" with one is others.

When looking at opinions about the future of Alaçatı, 50 percent of visitors make a "negative" review about the future of Alaçatı. 44 percent make a "positive" review and only 6 percent are undecided. Additionally, regarding threats on the future of Alaçatı, "insufficient capacity" is told firstly by 18 visitors, second is "losing characteristics", third is "noise pollution" and 5 visitors say that "no threat" (Figure 4.27.).

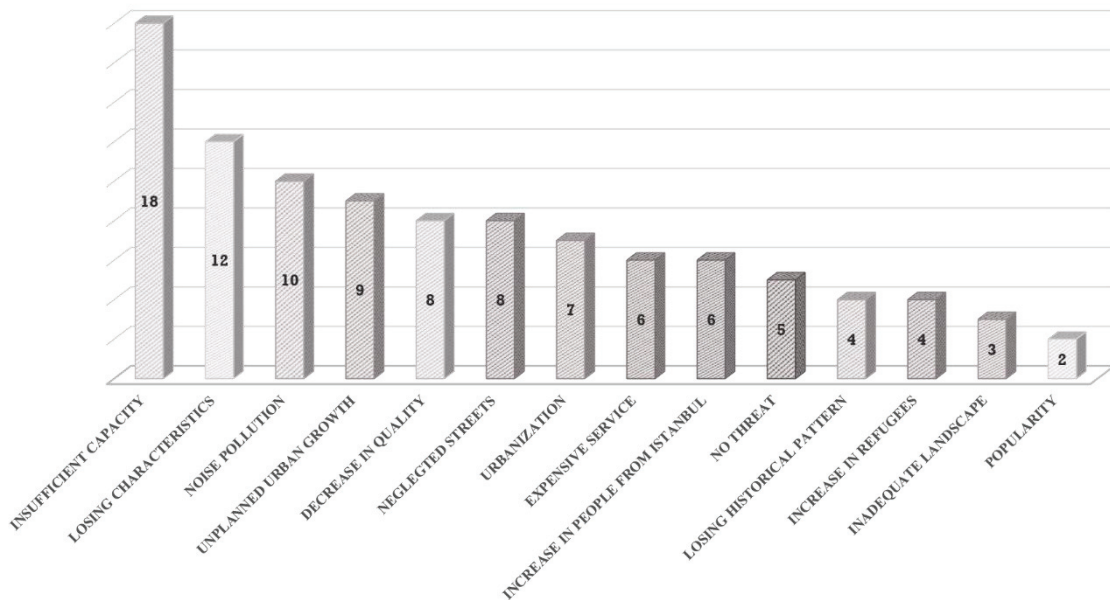


Figure 4.27. The Results of Visitors Survey "The threats on the future of Alaçatı"

Concerning opinion on branding Alaçatı, the results show that 83 percent of respondents mention that "Alaçatı is a brand" and 15 percent claim the opposite with 2 percent are undecided. Ultimately, regarding the most significant characteristic of Alaçatı that brand with, 14 visitors assert due to "historical architecture/pattern", 12 visitors say "surf", 7 visitors say "famous beaches", 5 visitors say "cafés, pubs and restaurants", 3 of them are "arts and cultural events", and 2 of them is others.

I conducted surveys with 10 locals to gather data on personal information of the locals, length of live in Alaçatı, opinions on the change of Alaçatı before/after 2010 (about socio-economical structure, types of investments, land uses, real estate values, ownership status), reason for preferring Alaçatı, positive/negative impacts of immigrates etc.

In regard to personal information, 60 percent of the locals are the over 50s age group, 30 percent of the locals are aged and 25-50, 10 percent of the locals are under 25. 60 percent of the locals are female, 40 percent of the locals are male (Table 4.6.). Concerning length of live in Alaçatı, 30 percent of the locals are "5 to 15 years", 70 percent are "over 15 years".

Table 4.6. Demographic Information on the Locals in 12012 Street.

Demographic Information		
Total People Number		10
Age	<25	1
	25-50	3
	50>	6
Gender	Female	6
	Male	4

When looking at types of occupation, "business" is the first (50 percent), second is retired (30 percent), one local is about tourism and other one is employee. Regarding opinions about the change of Alaçatı before/after 2010, 9 people make a mention of "increase in house prices", 7 people make a mention of "increase in investments", 5 people mention about "increase in job opportunities", 5 people mention "decrease in residential uses in Hacı Memiş District".

Concerning reason for preferring Alaçatı, 4 locals say "historical architecture/pattern", 3 of them say "surf", 2 locals say "cafés, pubs and restaurants" and one of the locals say "famous beaches". In regard to positive/negative impacts of immigrates, 6 locals point out "positive" and 4 locals say "negative".

When examining to define Alaçatı with first words that come to mind, 13 times are mentioned built environment, for instance; stone houses, narrow streets, boutique hotels, windmills. 6 locals mention natural assets, for instance; natural, constant wind and 1 locals mention brand (Figure 4.28.).

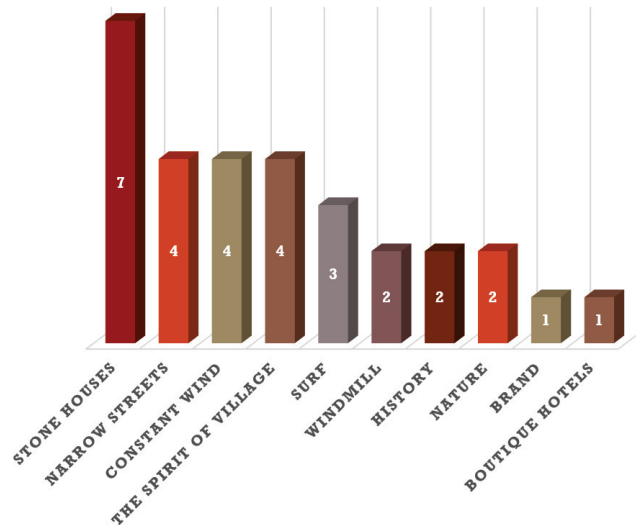


Figure 4.28. The Results of the Surveys with Locals "Defining Alaçatı with first words that come to mind"

In regard to main problems of Alaçatı, the most important problem as 9 locals point out that is "noise and environmental pollution", another important problem is "decrease in residential use in Hacı Memiş" in parallel with "increase in entertainment facilities in Hacı Memiş" (6 locals). Also, thirdly considerable factor is "decrease in public beaches". Concerning opinions about the future of Alaçatı, 40 percent of the locals make a "negative" review about the future of Alaçatı. 40 percent make a "positive" review and only 20 percent are undecided. Regarding threats on the future of Alaçatı, first threat is "noise pollution in centre". Second one is "decrease in residential use/almost ending". Third threat is "decrease in quality" in parallel with "changes in visitor profile" and last one is "urbanization".

Concerning opinion on branding Alaçatı, all of the respondents in locals support that "Alaçatı is a brand" concerning opinion on branding Alaçatı. When looking at the most significant characteristic of Alaçatı that brand with, 50 percent of the locals argue that Alaçatı is brand with its historical architecture/pattern, 30 percent say that it is brand with surf spots, 10 percent say that it is brand with good quality of cafés, pubs and restaurants and lastly, 10 percent say that it is brand with famous beaches.

Table 4.7. Comparison between whole respondents

DEMOGRAPHIC INFORMATION					
		Business Owners	Visitors	Locals	TOTAL
Total People Number		32	52	10	94
Age	<25	-	9	1	10
	25-50	24	35	3	62
	50>	8	8	6	22
Gender	Female	6	25	6	37
	Male	26	27	4	57
SURVEY QUESTIONS					
		Business Owners	Visitors	Locals	
Total People Number		32	52	10	
Defining Alaçatı with first words that come to mind	Stone Houses	14	17	7	
	Narrow Streets	7	12	4	
	The Spirit of Village	6	7	4	
	Surf	4	10	3	
	History	6	7	2	
Opinions about the future of Alaçatı	Positive	11	23	4	
	Negative	19	26	4	
	Undecided	2	3	2	
Threats on the future of Alaçatı	Noise Pollution	8	10	8	
	Decrease in quality/Changes in Visitor Profile	8	8	6	
	Urbanization	4	7	3	
Opinion on branding Alaçatı	Brand	28	43	10	
	Not brand	4	8	-	
	Undecided	-	1	-	
The most significant characteristic of Alaçatı that brand with.	Historical Architecture	12	14	5	
	Surf	6	12	3	
	Famous Beaches	5	7	1	

To conclude, when compare all respondents of the survey about Alaçatı, the results show that the majority of three groups' participants support that "Alaçatı is brand" and Alaçatı is branded with its built environment particularly, "historical architecture" firstly. The second of the most significant characteristic of Alaçatı that branded with is "surf". Moreover, most of the participants use words about built environment, such as stone houses, narrow streets to define Alaçatı. Concerning opinions about the future of Alaçatı, both views are available and positive/negative views are close to each other, however negative views are dominant about the future of Alaçatı unsurprisingly. In regard to threats on the future of Alaçatı, "noise pollution" and "decrease in quality/changes in visitor profile" are the major problems of Alaçatı (Table 4.7.).

4.9.2 Promotion of Alaçatı

As mentioned in previous parts, from 1990s to present, Alaçatı has experienced a radical transformation. Essentially, in the event that Alaçatı was declared as a tourism center in 1982, development of tourism began to be seen by stages. However, the real discovery story started with windsurfing activities which developed as an individual attempt in Alaçatı by windsurf enthusiasts from foreigner who discovered Yumru Bay in 1990s. The branding process was triggered by becoming one of the foremost windsurfing spots of the world. The increasing popularity in Turkey depends on well-reputed celebrities who opened windsurfing schools in Alaçatı. In parallel to these attempts, international recognition of Alaçatı has increased from day to day. By the early 2000s, the story has shifted and Alaçatı has claimed to fame not only with windsurfing activities but also with its the authentic combination of Greek and Turkish architecture, rustic village style, historical houses that are built from stone. Alaçatı started to attract Turkey's elites, intellectuals and artists to the Çeşme Peninsula those years.

In this context, based on my surveys and in-depth interviews results, local government policies, the secondary sources, articles, thesis, newspapers and magazines, the marketing and branding process of Alaçatı has unique characteristics in comparison with the models of city branding strategies in the literature and so, the actors of this process play a significant role in Alaçatı case.

The main actors of the branding process are "the pioneers or key players" which consist of especially people from İstanbul. Further to my previous comments, the first enterprise was founded by Leyla Figen who opened the first café in Alaçatı, "Agrilia" in 1996. The second major enterprise was attempted by Zeynep Öziş who is the founder of the first boutique hotel, "Taş Hotel" in Alaçatı. In 2001, she renovated an historic house to turn it into a boutique hotel. As a result of these developments, particularly many celebrities and high income business people from İstanbul have preferred to visit and even settle into Alaçatı.



Figure 4.29. Alaçatı brand samples
(Source: Organized by the Author)

In the light of the fact that, not only Alaçatı has become a "brand" but also its fashion style, its home style, its stone houses, "Alaçatı muhallebisi", "Alaçatı kurabiyesi", "Alaçatı gazozu", "Alaçatı kolanyası", its windmills, food culture and even Alaçatı's wild herbs have been transformed into an individual "brand". Some multinational corporations and many corporate companies in Turkey use Alaçatı on design products as a brand (Figure 4.29.). In the same way, home décor magazines mention Alaçatı with its style, local stone, architecture, authentic houses and hotels each season several times (Figure 4.30.).

By 2000s, in national, local and international newspapers and magazines frequently mentioned Alaçatı. In 2010, Alaçatı was ranked 8th among 31 vacation spots on the "31 Places to Go in 2010" list by The New York Times. The Independent referred that "Sun, Sand and Style: Welcome to Turkey Jet-Set Destination" and remarked that

"Alaçatı has become a magnet for celebrities, politicians and pop stars" on August 13, 2011. Also, Cosmopolitan UK mentioned Alaçatı that "Holiday inspiration: Alacati, a super-stylish summertime spot" on August 18, 2014.



Figure 4.30. Alaçatı was the cover of the 'Condé Nast Traveller' magazine with 'Discover the tiny beach village with the growing reputation' in headlines in May 2013.

The local government which is a major role player of marketing and branding process of Alaçatı, has a vision as building a "global brand" and the vision has expressed many times through the media. One of the local magazines of İzmir, Diva mentioned that "Alaçatı is brand and this brand will be registered" in interview with the mayor of Alaçatı Municipality in headlines in September 2004. On the other hand, the mayor has claimed that "Conserving the traditional pattern in Alaçatı" in each interview.

Based on an in-depth interview with the ex-mayor of Çeşme and Alaçatı Municipality who was dominating the whole process of marketing and branding of Alaçatı from 2004 to 2019 and as mentioned above, the mayor has used "conserving" into sentences, in reality the traditional pattern as well as the locals could not exactly been protected from this transformation. The locals have sold or rented their houses to mainly high income groups from İstanbul.

Moreover, the planning decisions of Alaçatı have a big influence on the process of marketing and branding directly. In 1977, The Ministry of Culture started the registration of the historical buildings that was the first conservation studies of the town center of Alaçatı. The initiative of the process started with declaration of Alaçatı as a tourism center in 1982 and the region tended from agriculture to tourism as a main sector

of the town. Thus, the major step that started the forceful transformation of Alaçatı was with the beginning of tourism in town. The second important step was the Conservation Plan of Alaçatı that aims to ensure the sustainable developments for future in the urban conservation area, tries to preserve the traditional, disallows the significant changes in the existing land uses. However, the existing situation of the conservation areas are in danger of the radical transformation. Essentially, the greater part of the planning decisions has a positive side in terms of detailed plan for each conditions of construction to preserve of the build heritage. In spite of the limitations on construction conditions of the new buildings according to the conservation plan, the new constructions in Alaçatı that are built in the form of the imitation of the traditional stone houses have increased. As main negative side of planning decisions, the plan has not put sufficient limitations concerned with the types of land use; particularly, boutique hotels and entertainment facilities as nested within each other. Furthermore, the local government has not to tried to find a way out the main problems of the town. Instead of that, it has pursued supportive policies of decrease in residential use and change of land use types. Consequently, whole plans, major projects and planning decisions of Alaçatı that are discussed previous parts of the study brought to the branding in parallel with the radical transformation of Alaçatı in last two decades.



Figure 4.31. The logo of the Alaçatı Municipality in 2000s.
(Source: Alaçatı Municipality)

One of the effective actors of the branding process are non-governmental organisations. Particularly, Alaçatı Tourism Association actively has taken part in the branding process which consists of tourism initiatives of Alaçatı and collaborated with the local government to improve the effectiveness of tourism. In 2007, Alaçatı Tourism

Association hosted a panel that was named "the tourism model of Alaçatı and the future". A head of Alaçatı Tourism Association who is the founder of Taş Hotel, Zeynep Öziş supported that "Alaçatı is unique from others. The essence of Alaçatı was conservation in parallel to tourism developments" and specifically pointed out that "Alaçatı is a brand" in her conservation.

The promotion of Alaçatı was mainly led by Çeşme Municipality, was performed with the support and cooperation of Alaçatı Tourism Association and the pioneers. However, critical voices have come up with the recent brand phenomenon. One of the critical reviews was expressed by Salim Kadıbeşegil who is a member of Alaçatı Tourism Association. Salim Kadıbeşegil has argued that in his writings, "Alaçatı is commodified to conform to marketing and branding demand, not locals demand" and has pointed out "...gradually being far away from the values that makes it unique..." Other criticism was uncovered by Yılmaz Özdil and he argued that "disruption of Alaçatı as a brand" and supported 'Alaçatı has been exposed to transformation into against its soul' on July, 2017.

When examining Alaçatı in İzmir scale, Alaçatı rises to the occasion before the city branding strategies of İzmir. Besides the fact that, my case study, Hacı Memiş District was subsequently discovered. As previously mentioned, the closure of "Antique Bazaar of Alaçatı" was a major instance for discovery of Hacı Memiş District. As a result of that, antique shops, art galleries, vintage design shops were opened in Hacı Memiş District by the participants of antique bazaar. Hacı Memiş District was turned into creative street of Alaçatı in early 2010s. Some artificers, artists, designers, collectors, intellectuals from İstanbul and İzmir settled into Hacı Memiş District in this period. In the light of these considerations, Hacı Memiş District began to attract visitors more than the centre of Alaçatı (Kemalpaşa Street) with its calm concept.

Ultimately, based on the findings of the study, The first stage of transformation in Alaçatı has started in Kemalpaşa Street that formed the centre of Alaçatı. These tendencies has started to shift to the district that called was creative zone, Hacı Memiş over the 2010s. Until this process, Hacı Memiş was still where the local people resided and some creative group existed. Real estate values started to increase with these developments, in parallel with this transformation, and displacement emerged in Hacı Memiş, Alaçatı.

The creative people who composed the story of Hacı Memiş District, was disturbed by the process of transformation. As the reason behind this, an increasing number of restaurant, cafe and entertainment facilities and also decreasing the quality of

lifestyle were created chaos in the settlement. Historical pattern which attracted creative group in the 2000s has not been conserved sufficiently.

The capital of neoliberal ideology in the case of Alaçatı presents the transformation area with artists, art galleries, cute cafes, local restaurants and local crafts. Thus, the area that converted to attraction point with these attempts proceeds with luxury hotels, branded boutiques and luxury retail stores and as a result of that, residential use is almost over in the centre of Alaçatı. The pioneers that support the process of branding including creative people, all the residents of the old town center will be appeared the way of exile from the town in the soon.

CHAPTER 5

CONCLUSION

This thesis has examined the city branding processes in Hacı Memiş District, Alaçatı, İzmir. It is one of the first studies examining the branding process of the town. Additionally, one of this paper's major contributions to the literature is particularly, to examine Hacı Memiş District in Alaçatı that claimed "new discovery zone" of the settlement. Generally, most of studies about Alaçatı has contained surveys about Kemalpaşa Street.

The case study of thesis, Alaçatı that has defined as a recent phenomenon of city branding in Turkey from 2000s, is a historical settlement in İzmir peninsula. Within the scope of the study, I conducted a research that aims to understand and explain the story of branding in Alaçatı. I attempted to bring up the dynamics of the process by interviewing and surveying the business owners, the locals, the pioneers and visitors in Hacı Memiş District that form the heart of the settlement. Furthermore, I conducted surveys with 32 business owners in Hacı Memiş District (6 female and 26 male respondents- the owner of the businesses in Hacı Memiş District), 52 visitors in Alaçatı Neighborhood (25 female and 27 male respondents- the travellers or visitors in Alaçatı) to understand the reasons and outcomes of the transformation. Moreover, I conducted interviews and surveys with 10 locals (6 female and 4 male interviewees- the locals living in Alaçatı) and an in-depth interview with the mayor of Çeşme Municipality.

By revisiting Alaçatı case study, this paper criticizes the process of the city branding and the role of the actors who were dominated the process of marketing and branding of Alaçatı. The paper focuses on critical voices of city branding, rather than the success story of city branding in cities. The major question guiding the analysis is " What are the implications of the city branding process of Alaçatı for locals? Spatial Implications? Social Implications? Economic Implications? Implications on local quality of life? " Moreover, this paper considers whether the branding process influences the essence and the soul of the cities as a result. From this point of view, based on my surveys and in-depth interviews results, local government policies and the secondary sources, the form of Alaçatı's branding process has unique characteristics in comparison with the

models of city branding strategies in the literature. City branding strategies of İzmir stay behind the irrepressible transformation of Alaçatı.

Furthermore, the planning history of Alaçatı, and planning decisions have affected the process of marketing and branding directly. Transition of land use with plans in different scales has caused to change the functions of historical buildings in the conservation area of Alaçatı and allowed to convert to various commercial units, hotels, restaurants and entertainment facilities. As mentioned above, conservation area of the settlement has not preserved from negative transformation and residential use in centre of Alaçatı is almost over.

Alaçatı was discovered in the early 2000s and commodified as a negative consequence of promotion of the town. How these influence the life of local people? Historic built environment of the town and businesses in Alaçatı have turned into one of the major commercial commodities of the settlement. Each season, investors and business owners hand down rapidly the rented businesses that are not made good money in one season. Moreover, as a result of the commodified places, decrease in quality of businesses and the impermanence of investments surfaced in Alaçatı. However, the traditional architecture of Alaçatı was disrupted by new imitation stone buildings. Homogenization of place identity, gentrification and the loss of the soul of Alaçatı have triggered. Alaçatı has converted to "Disney World" or "Theme Park" step by step. Imitation housing and changing land use as a function of the uses with planning decisions generate decrease in residential use in centre of Alaçatı. The old buildings' value rised with using as a boutique hotel, a restaurant or a pub. Accordingly, local people of Alaçatı rented or sold their houses for increased income. Increase in entertainment facilities: bars, pubs and taverns in centre that play different types of musics have caused the noise pollution seriously. Not only the noise pollution but also thought of "houses are worthless as a residential use" come to an end the local life of the town. Most of the local people are obliged to give up their neighbourhood, local businesses and houses in this process. The local government supports the displacement and/or replacement of the lower income locals rather than forbids the irregular growth of the settlement. The local people who face to the displacement in Alaçatı in the first period, were relocated "the Petekler Housing Project" that is the first social housing project in Alaçatı, composed 192 dwelling units near Çamlık Road in 1990s. In recent, the Petekler has still accommodated a major part of the local people who sold or rent their historical houses in the centre of the settlement. In addition to this, new second housing areas are pointed as a target by the local government

for locals. All these effects transform Alaçatı to a place that serves the interests and expectations of elites.

The following part that explain the results of the branding process in detail, is consist of implications as spatial, economic, social and quality of life on the locals of Alaçatı.

Spatial Implications

The consequences of the branding process of Alaçatı which contain transformation, immigration, gentrification and displacement, cause urban / spatial problems with changing hands. According the land use analyses, each year, a major part of the businesses alter either the function of land use or the types and management of the businesses. Conservation area and listed buildings in center of the town renovate for each varied businesses continuously. The real estate values rise strikingly every season. In addition to all, increase in urbanization and imitation buildings that are built from stone of Alaçatı are damaged the unique identity of Alaçatı. The traditional architecture of Alaçatı that reflects the socio-economic and socio-cultural structure of the historical periods was disrupted by new imitation stone buildings. Additionally, inaccurate restoration implementations have negative effects on the preservation of historical structure.

Based on the fact that spatial structuring is the product of a process created by the unique characteristics and local users of the site, on decision concerned about traditional pattern adopt a spatial structuring model involving local people. Otherwise, some of the local residents leave the settlement by selling or renting their properties at high prices like the case of Alaçatı. Alaçatı is a small town which has gain values and become brand with design, art, nature, food and architecture has been increasingly losing its spatial privilege and unique characteristics.

Economic Implications

Before the marketing and branding of the Alaçatı, it was a small town that mainly earn its living with agriculture and animal husbandry. After the transformation of the town, the main problem that has emerged, is the decreasing agricultural production such as lavender, grapes, artichoke, mastic, melon.

With the process of marketing of the town, the movement from people who high income group especially, from İstanbul to small historical old town centres with low income local people emerges "gentrification". The pioneers who are major gentrifiers of Alaçatı, promoted Alaçatı as a destination with its historical identity and natural assets. The old traditional houses were rising value as a real estate and were renovated for transforming boutique hotels and entertainment facilities. In the light of these developments, the local businesses of the town gradually decreased and the local people from Alaçatı started to sell and/or rent their historical houses to earn high income. Actually, while business opportunities and types of businesses were increasing, the local people leaved the centre of town where were their living space for years. Rising real estate values, exaggerated prices of services in restaurants and immigration from high income group trigger a shift at the local economy of Alaçatı for expectations. Living costs for the locals rise each season and rising daily life prices are supplied difficultly by the locals.

On the other hand, the positive side of the process of branding for economy is increase in employment opportunities in Alaçatı. According to my survey result with the business owners, most of the employees are from out of Alaçatı, even out of İzmir.

Social Implications

Analysing social implications, primarily socio-cultural effects of the process of marketing and branding on local people of Alaçatı investigate. Moreover, one of the major social impact which is the result of this process, is definitely pointed out "gentrification". Gentrification not only affects the physical environment but also the social environment. The rise of the social profile, the exclusion of low income groups in parallel with the displacement and/or replacement are main expressions of the process. The promoter of gentrification in Alaçatı; pioneers supported by local government during the process are bring social segregation to the fore. Economic and social barriers that are an obstacle for low income group to experience the place occur in Alaçatı.

Windsurfing activities, festivals of Alaçatı, culture and art events promote a "social interaction" and a "cultural interaction" of different groups: locals, residents, tourists and investors. For instance; Alaçatı Herbage Festival is holded by participation of the local people, pioneers and the municipality.

Implications on Local Quality of Life

Alaçatı confronts a tourism explosion as a brand which possess inadequate urban infrastructure capacity. A number of visitors increasingly rises every season and the capacity of the boutique hotels are not sufficient for these intensity. Extreme crowds walking through narrow stone streets of Alaçatı and the rising sounds of different type of musics reduce the quality of the place during peak season. Noise pollution is one of the step-down points of the quality of life index.

Traditional pattern of the town that was designated as a "Conservation Area", reflects the socio-economic and socio-cultural structure of the historical periods and shows a textural integrity, besides the Ottoman architecture and Turkish and Greek architecture of the Republican period. On the other hand, this traditional pattern and listed buildings are lost with the characteristic quality of the Alaçatı, despite the conservation decision.

The result of increase in urbanization and transformation of Alaçatı, almost none of urban green spaces, backyards and verandas of houses remain in the town centre of Alaçatı. At the same time, newly opened high-priced boutique shops, luxury brand stores, expensive restaurants and cafes address and serve the interests of visitors, not the local people of Alaçatı.

To conclude, this paper is an attempt to analyze city branding process of Alaçatı using a critical perspective. Alaçatı has experienced a radical transformation since last 20 years. The settlement where the process of commodification is obviously observed was transformed into a reputed destination from a small town. The first stage of transformation in Alaçatı has started in Kemalpaşa Street that formed the centre of Alaçatı. These developments has started to shift to the district that called was creative zone, Hacı Memiş over the 2010s. This radical transformation have caused varied tendencies, particularly, gentrification, and in parallel with the gentrification in cities, displacement tookplace in Alaçatı. The process of branding, which aims to renew and rebuild the image of the city, has influenced gradually on the unique soul of Alaçatı in a negative way.

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APPENDICES

APPENDIX A

In-depth Interview

1. Muhittin Dalgıç – The mayor of Çeşme Municipality

Cansu Erdoğan: Muhittin Bey Alaçatı'daki değişim hakkında ne düşünüyorsunuz?

Muhittin Dalgıç: Alaçatı dönüşümü 2004'ten sonra başladı. Bizim orda yaptığımız en temel iş, bunu hep öneriyorum, bölgenin önce bir koruma imar planlarını yaptık yani beynimizdeki Alaçatı'yı nasıl dizayn edeceğimizi imar planlarına aktardık. İmar planlarına aktarırken genel anlamda bölgenin zaten turizmden başka bir yapısı yok yani büyük oranda turizm sektörüyle uğraşılıyor. Buna göre planladık burasını ve bütün çevre planlarıyla birlikte bir revizyon yaptık. İlk önce yaptığımız o iş 2005 yılında bunlar bitti zaten. 2005 yılından sonra, yani aslında baktığımız zaman Türk turizminde yeni bir anlayış korumacı bir mantıkla ve lokal yani butiğe çevirmek anlamında. Dünyada da bunun örnekleri var. Bütün imar planlarına bunu yükledik. Bunun temelinde de şunu uyguladık: yerel malzeme, yerel mimari ve şık bir yer çıktı. Daha yapılacak şeyler var tabi şunu söylüyüm Alaçatı'nın mali olarak şu an tabi o kapatıldı. O alanda şuan makyaj lazım. Daha büyümesine kesinlikle imar planları zaten izin vermez, başka bir imar planı da açmadık yani.

Cansu Erdoğan: 2007'de bir imar değişikliği yapıldı araştırmalarım göre, değil mi?

Muhittin Dalgıç: Yani o tadilatlarla ilgili.

Cansu Erdoğan: Port Alaçatı'nın yapılmaya başladığı dönem var.

Muhittin Dalgıç: 2005'te Port başladı ama onların planları 1990lı yıllara dayanır.

Asıl 2000dir, 1/25.000 planının yapıldığı. Tabii alan turizm alanı, baktığımız zaman güney tarafında 1977 yıllarından başlayan turizm var orda yani, şuanki otellerin olduğu bölge. Ardından marina olan, 2000li yıllarda planlanan ve yeni bir kent anlayışıyla, o da aynı şekildedir. Türkiye’de ilk kararı denizle buluşturma projesidir o. Ama esas içeride o koruma mantığıyla biz Çeşme’de de aynısını yaptık, 2014te ilk göreve geldiğimizde ilk yaptığımız şey koruma planları yani en azından mimariyi koruyabilmek yani kata kesinlikle karşıyız. Bugünlerde hala yukardaki yöneticilerimiz başladılar, yatay büyümeyi söylemeye, dikeyden fayda gelmedi. Bunları biz hepsini 2000li yıllarda yaptık yani. Bugün geldiği konum da Alaçatı’nın, insanların nefes alabildiği, gökyüzünü görebildiği bir alan, yani o daracık sokaklarda mimarinin hoşluğu, yerel malzeme, yerel mimari, o çekiciliği yarattı.

Cansu Erdoğan: Turizmde ne noktada görüyorsunuz şuanda?

Muhittin Dalgıç: Şimdi Çeşme’nin bütününe baktığımız zaman turizmde, turizmin 2-3 yıldır çok sıkıntılı geçtiği dönem içerisinde bile bu bölge çok rahattı. Yerel destinasyonun da ağırlıkta olduğu için şimdide başladık yani turizmde kriz yaşanırken bölgede turistik yatırımlar hızlandı aslına bakarsanız. Son 2 yıl içerisinde 7-8 tane otel açıldı, bunlar iyidir yani bölge için. Şimdi ciddi olarak dış tanıtımla ilgili uğraşıyoruz 3-4 senedir, inşallah bu önümüzdeki yıldan itibaren yabancı turist sayısında da ciddi artış var, bütün verilerde onu gösteriyor zaten.

Cansu Erdoğan: Aklınıza gelen ilk üç kelimeyle Alaçatı’yı tanımlarsanız nasıl tanımlardınız?

Muhittin Dalgıç: Korunan mimari, özgür yaşam, bağımsızlık. Çeşme’nin bütününde bir özgürlük var yani iddaamız da odur bakın şimdi maalesef toplumumuzdaki bilhassa kadın tarafında eziyet edilen, öldürülen, darp edilen, şiddetin çok yükseldiği bir dönem içerisinde siz Çeşme sınırları içerisinde, çok özgür bir şekilde bütün bireyler ama erkeği, kadını hepsi rahat yaşayabilecek birlikte. Bu ne demektir özgürlük demektir. Bu bağımsızlık demektir.

Cansu Erdoğan: Alaçatı'da yaşam olarak yani 2010 öncesi/sonrası desek?

Muhittin Dalgıç: Arz talep dengesi bu. Bir alanın popülaritesi artmaya başladıktan sonra talep hızlanır. Bu ekonominin kuralıdır zaten. Ufak bir arz çıkarırsınız ortaya ardından talebe göre de bunu dengelersiniz. Tabi bu talep çok yükseldi, popülaritesi yükseldiği süreç içerisinde, hem mekan açmak, hem konaklama yeri açmak, bunun dışında insanların görme, bir az önce ifade ettim, yaşayabilmek, birçok kentte sokakta bu şekilde rahat yaşayamadığımız, trafiğinin olmadığı, insanların daha rahat oturabildiği, beklentisini de bulduğu, eğlence istiyorsanız bulabilirsiniz, yemek istiyorsanız dünyanın en iyi mutfaklarını görebiliyorsunuz, bütün bunlar çekiciliğini arttırdı tabi.

Cansu Erdoğan: Yani yereller bu durumdan nasıl etkilendi?

Muhittin Dalgıç: Genelde hep böyle bir ifade kullanılır. Bizde herkesin fikri vardır ama bilgisi yoktur, maalesef bizim ülkemizde bu çok yaygın. Yerel için ne diyorlar, 'Halk yerini sattı, işte başka yere gitti' Yok öyle bir şey. Dünyanın hiçbir yerinde 100 yıl bir toprağa ya da bir binayı kendi elinizde tutamazsınız. Şu oldu, yerel yaşayan yapının ekonomik girdisi çok hızlandı, kiraları yükseldi, sattığı evden bir evden çıktıysa üç beş ev alabildi, bu önemlidir yani. Kentlerde yol, kanalın dışında ordaki yerel idarenin hem sosyal barış anlamında, hem de ekonomik anlamda bir katkı sağlıyorsa o başarılıdır zaten. Bugün de Alaçatı mahallesinde herhangi biri mülkiyetini sattı, hiçbir şeyi kalmadı anlamı yok. Ne yapıyorsun birini satıyorsun, çocuklarına birer ev alıyorsun. O ekonomik girdi bir varlık da yarattı. Bu bir başarıdır. Onun için de, ille bir yerde yaşamak değil, iş yerine çevriliyor. Bu doğaldır yani koruma bölgesi içinde hem konaklama, hem yeme içme sektörü hem eğlence sektörü size gelir getiriyor. Siz orda yaşayamazsınız çünkü restoran yaptığın yerde yaşamak mümkün mü? Değil. Mutlaka bir şey yapacaksınız.

Cansu Erdoğan: Bazı yerlerde yaşam devam ediyor, Hacı Memiş'in bazı bölgelerinde.

Muhittin Dalgıç: Ben de Hacı Memiş'te yaşıyorum.

Cansu Erdoğan: Alaçatı'nın gelişiminde örnek aldığınız bir şehir var mıydı peki?

Muhittin Dalgıç: Yok, hayal gücü çok fazla. Samimi olarak söylüyorum, ben her gün yeni bir hayalle uyanıyorum. Her gün yeni bir hayalle uyanırsan, onu yaratırsın. Önemli olan yaşadığın bölgeye katkı sağlamaktır. Bir yeri örnek almak çünkü her tarafın coğrafik yapısı değişiktir. Mutlaka, geziyorum tabi Avrupa'nın birçok yerini geziyorum, gelişmiş ülkelerdeki bazı şeylere bakıyoruz tabi. Bir mimari var, bu gökten gelmiyor, yapılmış zamanında.

Cansu Erdoğan: Alaçatı'nın geleceğini nasıl görüyorsunuz? Size göre en önemli tehdit unsuru nedir?

Muhittin Dalgıç: Alaçatı'nın veya Çeşme'nin planlamayla koyduğumuz kurallar var, hiç bir şey olmaz. Bu plan canlıdır zaten nasıl insanoğlu varlık ağaç hayvan nasıl canlıysa plan da canlıdır. Günün ihtiyaçlarına göre revizeler edilmesi lazım. Kaçırılan her zaman birşeyler olabilir. Bir şeyi hayal edersiniz, tersine de giden işler olabilir. Çnemli olan orda neşteri vurabilmek, onu kesmektir. Biz bütün 20 senedir belediyenin içindeyken yaptığımız tek bir iş vardır. Yapısal veya geri dönüşümü olmayan, yanlış ve eksik yapmayalım dedik. Şimdi tente uzamıştır kestirirsin, tabela kötüdür, kaldırırısın. Bunlar çok çabuk olabilir. Yanlış bir bina, yanlış bir plan yaparsanız bundan geri dönemezsiniz. Onun içinde hiçbir şey olmaz. Çok rutin, aynı şekilde daha da iyiye gider yani.

Cansu Erdoğan: Peki son olarak Türkiye turizminde bir marka yarattığınızı düşünüyor musunuz? Alaçatı olarak?

Muhittin Dalgıç: Vala takdir vatandaşın, biz bir şey sunduk. Teşekkürü kullanan yapacak.

APPENDICES

APPENDIX B

Surveys

1. Visitors



İZMİR
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MİMARLIK FAKÜLTESİ, KENTSEL TASARIM YÜKSEK LİSANS PROGRAMI

YÜKSEK LİSANS TEZİ ANKET ÇALIŞMASI, EYLÜL 2017

CANSU ERDOĞAN

Tarih:			
Anket No:			

Yer: Alaçatı merkez - Hacımemiş Mahallesi

TURİST ANKETİ

1. Kişisel Bilgiler

Cinsiyet: Bay Bayan

Yaş: <25 25-50 50>

2. Nereden geliyorsunuz?

1

İzmir

2

İstanbul

3

Diğer

3. Ulaşım şekli

1

Kendi aracı

3

Otobüs/ Shuttle servis

2

Havayolu

4

Denizyolu

4. Gelme sıklığı

1

İlk geliş

4

Yılda birkaç kez (1-3 kez)

2

Birkaç yılda bir kez

5

Yılda birçok kez (3ten fazla ise)

3

Yılda bir kez

5. Bir daha gelmeyi düşünüyor musunuz?

1

Evet

2

Hayır

6. Tercih etme nedeni

1

Tarihi doku/mimari

4

Ünlü plajlar/beach clublar

2

Kafe/Bar/Restoranlar

5

Kültür&Sanat Aktiviteleri/Festivaller

- 3 Sörf okulları 6 Diğer
(belirtiniz)
7. Kimin tavsiyesiyle?
- 1 Sosyal Medya 3 Yakın tavsiyesi
(Facebook/instagram/swarm...)
- 2 Tatil Rehberleri 4 Diğer;
(Tripadvisor/foursquare...)
8. Alaçatı'da nasıl zaman geçiriyorsunuz?
9. Akla gelen ilk üç kelime ile Alaçatı tanımla
10. Alaçatı hakkında fikirleriniz nelerdir? Alaçatı'yı tavsiye eder misiniz?
- 1 Evet 2 Hayır Hayır ise neden?
.....
11. Alaçatı'da ne tür mağazalardan alışveriş yapmayı tercih edersiniz?
- 1 Yerel butikler/magazalar 2 Ünlü markalar/zincir magazalar
12. Hacımemiş veya Kemalpaşa Caddesi (Alaçatı merkez)ndemi zaman geçirmeği tercih edersiniz?
- 1 Hacımemiş Caddesi 2 Kemalpaşa Caddesi
13. Hacımemiş'i tercih etme nedeni
- 1 Tarihi doku/mimari 3 Kültür&Sanat
Aktiviteleri/Festivaller
- 2 Kafe/Bar/Restoranlar 4 Diğer
(belirtiniz)
14. Alaçatı'nın geleceğini nasıl görüyorsunuz?
Size göre Alaçatı'nın geleceğini en çok tehdit eden unsur nedir?
15. Size göre Alaçatı, Türkiye turizmde markalaşmış bir tatil merkezi mi?
- 1 Hayır 2 Evet
16. Evet ise; En çok hangi yönüyle?
- 1 Tarihi doku/mimari 4 Ünlü plajlar/beach
clublar
- 2 Kafe/Bar/Restoranlar 5 Kültür&Sanat
Aktiviteleri/Festivaller
- 3 Sörf okulları 6 Diğer
(belirtiniz)

2. Businesses



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YÜKSEK LİSANS TEZİ ANKET ÇALIŞMASI, EYLÜL 2017 CANSU ERDOĞAN

Tarih:			
Anket No:			

Yer: Alaçatı merkez - Hacımemiş Mahallesi

İŞLETME ANKETİ

- Kişisel Bilgiler**
Cinsiyet: Bay Bayan Yaş: <25 25-50 50>
- İşletmenin yeri** Mahalle/Sokak/Kapı No
Arazi kullanımı Zemin kat,
..... Birinci kat,
..... İkinci kat
- İşletmenin Türü**

<input type="checkbox"/> 1	Restoran	<input type="checkbox"/> 4	Mağaza/ Dükkan
<input type="checkbox"/> 2	Kafe/Bar	<input type="checkbox"/> 5	Sanat Atölyesi
<input type="checkbox"/> 3	Butik Otel/Pansiyon	<input type="checkbox"/> 6	Diğer (belirtiniz)
- Mülkiyet Durumu** 1 Mülk Sahibi 2 Kiracı
- Kiracı ise;** Aylık Kira:TL/Yıl:
Mülk Sahibi ise; Alış Fiyatı:TL /Yıl:
- İşletme Süresi (Çalışma)** 1 1-5 yıl 2 5-10 yıl 3 10 yıl ve üzeri
- İşletme Sahibi Nereli?** Hacımemiş'te işletme açma nedeni?
- Çalışan Kişi Sayısı** 1 1-5 kişi 2 5-15 kişi 3 15 kişi ve üzeri
- Çalışanların İkamet yeri** 1 Hacımemiş 2 Alaçatı içi 3 Alaçatı Dışı
- Ürünlerin temin yeri** 1 Alaçatı içi 2 Alaçatı Dışı 2 Yurtdışı:
- Müşterilerin işletmeden haberdar olma şekli**

<input type="checkbox"/> 1	Sosyal Medya (Facebook/instagram/swarm...)	<input type="checkbox"/> 3	Yakın tavsiyesi
<input type="checkbox"/> 2	Tatil Rehberleri (Trip advisor/four square...)	<input type="checkbox"/> 4	Diğer;(belirtiniz)
- Yapının özgün kullanımı neydi? Yapıda değişiklik ekleme/açık mekandan kapalı mekana dahil etme vb yapıldı mı?

- 1 Konut 3 Kiraathane 5 Diğer;
- 2 Ahır/Ağıl 4 Depo
13. Yapı tescil durumu 1 Evet 2 Hayır 3 Bilinmiyor
14. Sektör/iş değiştirmeyi düşünüyor musunuz?
- 1 Hayır 2 Evet (Neden?
15. İşletmenin yerini/konumunu değiştirmeyi düşünüyor musunuz?
- 1 Hayır 2 Evet (Neden?
16. Akla gelen ilk üç kelime ile Alaçatı tanımla , ,
17. Kişisel olarak yaptığımız işin Alaçatı'nın tarihi/yöresel dokusuna ve kültürüne bir katma değer eklediğini düşünüyor musunuz?
- 1 Hayır 2 Evet (Ne tür?
18. İşletmenin aylık ort kazancı TL
19. Hacimemişte işletme açmayı tercih etme nedeni
- 1 Tarihi doku/mimari 3 Kültür&Sanat Aktiviteleri/Festivaller
- 2 Kafe/Bar/Restoranlar 4 Diğer (belirtiniz)
20. Alaçatı'nın geleceğini nasıl görüyorsunuz?
Size göre Alaçatı'nın geleceğini en çok tehdit eden unsur nedir?
21. Size göre Alaçatı, Türkiye turizminde markalaşmış bir tatil merkezi mi?
- 1 Hayır 2 Evet
22. Evet ise; En çok hangi yönüyle?
- 1 Tarihi doku/mimari 4 Ünlü plajlar/beach clublar
- 2 Kafe/Bar/Restoranlar 5 Kültür&Sanat Aktiviteleri/Festivaller
- 3 Sörf okulları 6 Diğer (belirtiniz)

3. Locals



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YÜKSEK LİSANS TEZİ ANKET ÇALIŞMASI, EYLÜL 2018

CANSU ERDOĞAN

Tarih:			
Anket No:			

Yer: Alaçatı merkez - Hacımemiş Mahallesi

ALAÇATILI / YEREL ANKETİ

1. Kişisel Bilgiler

Cinsiyet: Bay Bayan

Yaş: <25 25-50 50>

2. Kaç yıldır Alaçatı'da yaşıyorsunuz?

1

1-5 yıl

2

5-15 yıl

3

15 yıl ve üzeri

3. Hangi işle uğraşıyorsunuz?

1

Ticaret

3

Zanaat

5

Çalışmıyor

2

Turizm

4

Ücretli çalışan

6

Emekli

4. Aylık ortalama geliriniz

..... TL

5. Alaçatı'daki değişim hakkında ne düşünüyorsunuz? 2010 öncesi/sonrası ne tür değişimler gözlüyorsunuz?

· *Sosyo-ekonomik yapı*

· *Yatırım türleri*

· *Alım-satım-kira fiyatları*

· *Mülkiyet durumu*

· *Kullanımlar*

.....

.....

.....

.....

.....

6. Alaçatı'nın tercih edilme nedeni

1

Tarihi doku/mimari

4

Ünlü plajlar/beach clublar

2

Kafe/Bar/Restoranlar

5

Kültür&Sanat Aktiviteleri/Festivaller

3

Sörf okulları

6

Diğer (belirtiniz)

7. Dışarıdan göç eden insanlar Alaçatılılara (yerele) nasıl etki ediyorlar?

1

Olumlu

2

Olumsuz

Ne tür?

.....

8. Akla gelen ilk üç kelime ile Alaçatı tanımla

..... , ,

9. Alaçatı'da 2010 öncesi/sonrası yaşam nasıl değişti?
Alaçatı'daki genel problemler nelerdir?
10. Alaçatı'nın geleceğini nasıl görüyorsunuz?
Size göre Alaçatı'nın geleceğini en çok tehdit eden unsur nedir?
11. Size göre Alaçatı, Türkiye turizminde markalaşmış bir tatil merkezi mi?

Hayır Evet

12. Evet ise; En çok hangi yönüyle?

<input type="text" value="1"/>	Tarihi doku/mimari	<input type="text" value="4"/>	Ünlü plajlar/beach clublar
<input type="text" value="2"/>	Kafe/Bar/Restoranlar	<input type="text" value="5"/>	Kültür&Sanat Aktiviteleri/Festivaller
<input type="text" value="3"/>	Sörf okulları	<input type="text" value="6"/>	Diğer (belirtiniz)