Planlama 2021;31(2):232–260 | doi: 10.14744/planlama.2020.64325

ARTICLE / ARAŞTIRMA

Analyzing the Impacts of Slow City Branding on Urban Space: The Case of Sığacık

Sakin Şehir Markalaşmasının Kentsel Mekâna Etkilerinin İncelenmesi: Sığacık Örneği

Aysun Aygün, Dalya Hazar Kalonya, Görkem Gülhan

Department of City and Regional Planning, Pamukkale University Faculty of Architecture and Design, Denizli, Turkey

ABSTRACT

The Slow City movement, emerged in Italy in 1999, to increase the recognition of cities and ensure local sustainable development. The Slow City title is used as a tool for increasing the recognition of cities, development of tourism and boosting competitiveness. However, increasing recognition and the number of tourists can lead to changes in urban space and land use that contradict the slow philosophy. These cities are faced with threats such as migration, construction on agricultural and natural areas, sprawl beyond the original urban pattern, increased number of tourists, lack of transportation and infrastructure and increasing vehicle traffic, culminating in departure from the Slow City criteria. Therefore, Slow Cities need a road map in order to combat these pressures and have to create a retrospective improvement paradigm to address the negative urban activities that have been implemented. This study investigates the impacts of increased recognition on urban space in Sığacık neighborhood of Seferihisar, which is the first Slow City of Turkey. Changes in urban land use following the acquisition of the Slow City title are analyzed in association with the local values and increasing migration and tourism pressure is discussed within the scope of slow philosophy and criteria. In the study, a scoring system was applied with slow city criteria. The study proposes planning approaches that aim to improve the Slow City affiliation processes by revealing the conflicts and threats that arise in urban space following increased international recognition of cities that are branded as a Slow City.

Keywords: Planning; Seferihisar; Sığacık; Slow City; urban conservation.

ÖZ

Sakin Şehir hareketi, kentlerin tanınırlığını artırmak ve yerel sürdürülebilir kalkınmayı sağlamak amacıyla 1999 yılında İtalya'da ortaya çıkmıştır. Sakin Şehir unvanı günümüzde kentlerin tanınırlığının artması, turizmin gelişmesi, rekabet gücünün desteklenmesi için bir araç olarak kullanılmaktadır. Ancak artan tanınırlık ve turist sayısı, kentsel mekân ve arazi kullanımında sakinlik felsefesiyle çelişen değişimlere de sebebiyet verebilmektedir. Bu kentler göç, tarım alanları ve doğal alanlar üzerinde yapılaşma, özgün kent dokusundan uzak yapılaşmanın yaygınlaşması, turist sayısının artması, ulaşım ve altyapı eksikliği ve araç trafiğinin artması gibi tehditlerle de karşı karşıya kalmakta ve Sakin Şehir kriterlerinden uzaklaşmaktadır. Dolayısıyla Sakin Şehirler, baskılarla mücadelede edebilmek için yol haritasına ihtiyaç duymakta ve hayata geçmiş olumsuz kentsel faaliyetler için de geriye dönük bir iyileştirme paradigması yaratmak zorunda kalmaktadır. Bu çalışma, Türkiye'nin ilk Sakin Şehri olan Seferihisar'ın Sığacık mahallesinde, artan tanınırlığın kentsel mekân üzerindeki etkilerini incelemektedir. Sakin Şehir unvanından sonra kentsel arazi kullanımında meydana gelen değişiklikler yerel değerlerle ilişkilendirilerek, artan göç ve turizm baskısı sakinlik felsefesi ve kriterleri kapsamında tartışılmaktadır. Çalışmada Sakin Şehir kriterleri ölçüt sistemiyle bir puanlama yapılmıştır. Çalışma, Sakin Şehir markası ile kentlerin uluslararası düzeyde tanınırlığının artması sonucunda kentsel mekânda ortaya çıkan çelişkileri ve tehditleri ortaya koyarak Sakin Şehir üyeliği süreçlerinin iyileştirilmesini hedefleyen planlama yaklaşımları önermektedir.

Anahtar sözcükler: Planlama; Seferihisar; Sığacık; Sakin Şehir; kentsel koruma.

Received: 29.07.2019 Accepted: 02.12.2020
Available online date: 22.02.2021
Correspondence: Dalya Hazar Kalonya
e-mail: dalyahazar@gmail.com

TMMOB Şehir Plancıları Odası

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Introduction

Although tourism is seen as a means of development and as a means of conserving the balance between conservation and use of local values, the destructions it leads to are from time to time irreversible. In recent years, with the effect of globalization, cities have become homogenized spaces that have lost their local values and culture and have become identical places (Sağır, 2017). As an alternative to the fast and consumption oriented lifestyle that is dominant in the world, the Slow City trend, which is based on the conservation of local values and traditional lifestyle, is focused on sustainable development and aims to improve the quality of life. It began in 1999 in Italy and has become international in recent years and it has created an alternative model of urban development network (Cittaslow Turkey, 2019).

However, in slow cities, there are risks and downsides that may emerge in terms of spatial, socio-cultural and economic aspects. The risk of gentrification, particularly in local development models that support middle and upper class lifestyles (Nilsson et al., 2011); the projects remaining narrow due to lack of interest by the local people (Pink, 2008a); conflicts arising from the fact that the diverse demands of the inhabitants do not coincide with the Slow City philosophy; the outcomes of the Slow City model only being observable at the end of a long process (Mayer and Knox, 2010); the risk of projects being affected by elections and politics; and the risk of unplanned and uncontrolled tourism from local development activities in the city are some of these. In the cities that are declared as slow cities, local governments and residents often want to develop their local economies and open them to the international market. For this reason, firstly the tourism-oriented economic development potential is emphasized and frequently triggers the uncontrolled and unplanned development of cities declared as slow cities and rapid damage to non-renewable resources (Hatipoğlu, 2015; Özmen and Can, 2018).

Özmen and Can (2018) emphasize that there is a need for more academic studies emphasizing sustainability and quality of life, which make up the main purpose of the Slow City movement. The movement should be spread in order to increase the awareness of local governments and other stakeholders. In the case of Seferihisar slow city, the real estate market has been highly active, which can often result in segregation within the community, along with changes away from original values and the identity of the place and eventually gentrification (Nilsson et al., 2011; Gündüz, 2012).

The Slow City as a new and developing movement has emerged with the idea of providing practical principles for a more livable environment; and thus, does not have adequate theoretical concerns (Özmen, 2016). However, despite these issues, it has a potential to be developed and be positioned more prominently in the scientific and social sense in the future (Özmen and Can, 2018). The Slow City movement, which has the potential to protect, restore, improve and promote the original urban texture, should be evaluated in more detail on urban conservation terms (Cittaslow Turkey, 2019).

Many studies have been conducted on the spatial, social, administrative, theoretical and economic aspects of the Slow City movement. When the studies were examined, it was found that some of them were on disseminating the concepts of the Slow City and slowness, discussing the theoretical foundations and principles, and considering slow cities as opportunities for local economic development, rebellion against globalization and on sustainable environmental issues (Özmen, Birsen and Birsen, 2016; Deniz, 2017; Knox, 2005). The majority of the studies emphasize that this movement constitutes a positive alternative and provides significant gains to cities (Değirmenci and Sarıbıyık, 2015; Tunçer and Olgun, 2017; Radstrom, 2011; Mayer and Knox, 2006). Some studies define the brand value gained by the cities as a Slow City and increased tourism with a high level of recognition, while considering tourism as a tool for the local economic development (Ünal, 2016; Tunçer and Olgun, 2017; Yurtseven and Kaya, 2011). In addition, there are a limited number of studies that approach the Slow City movement from a critical perspective and point out that there are developments in sample cities that do not integrate with the Slow City philosophy and that some of the gains are seen as opportunities that potentially cause problems in the future (Çıtak, 2016; Akdoğan, 2017; Özmen and Can, 2018; Kostulska, Holowiecka and Kwiatkowski, 2011; Ak, 2017).

Turkey received the first Slow City title under the leadership of Seferihisar district in İzmir in 2009. Thus, the Sığacık neighborhood in Seferihisar is chosen as the case area in order to understand the effects of increasing recognition on urban space in relation to urban, environmental and cultural contexts, through field study and scoring system methods. Firstly, a literature review is made on the slow city movement; secondly, data analysis of the field study is revealed from a critical perspective; and finally, an evaluation is made through a triple-scale scoring system on Slow City policies and sub-criteria applied to the Sığacık neighborhood in Seferihisar Slow City.

Theoretical Background

The Slow City Movement

The *slow food* movement forms the basis of the Slow City movement. In 1986, a McDonald's fast food chain opened at one of Rome's emblematic squares, Piazza di Spagna and the Slow Food movement was launched by the immediate protests led by the Italian writer Carlo Petrini (Cittaslow Turkey, 2019), which have provided the spark that brought forth the

Slow Food Movement (Yurtseven et al., 2010). The Slow Nutrition Association was established shortly after the protests as a non-profit eco-gastronomy organization that preserves the local food and nutrition traditions against the fast food culture imposed by global capital, and aimed to raise the awareness of people about the foods they consume (Slow Food, 2019). Slow food, by drawing attention to the way food is produced and consumed, defined the concept of food quality through three basic principles: Good, clean and fair. Against the fast food diet, which is a symbol of globalization, the Slow Food movement has not been only limited to the food field, but has also spread the slow movement to other areas of life (Keskin, 2012).

The slow movement reveals an elaborate and pleasant way of life against today's fast lifestyle (Pink, 2008b). The purpose of this movement is not to slow down modern life, but to consciously enjoy every work done in daily life (Honore, 2008). The slowness mentioned here is creating an alternative approach to improve the quality of life by turning the opportunities created by technology in favor of people (Tunçer and Olgun, 2017). The movement is seen as a rebellion against the negative effects of speed on daily life. Honore (2004) mentions that each individual controls his or her own life rhythm by decreasing the tempo they live in while defining slowness and making the world more attractive and livable (Sağır, 2017).

The Slow City movement started in 1999 under the leadership of the mayors of Chianti, Bra, Orviryo and Positano in Italy and was supported by Slow Food president *Carlo Petrini* (Sağır, 2017; Tunçer and Olgun, 2017; Değirmenci and Sarıbıyık, 2015; Radstrom, 2011). Former mayor of Chianti, *Paolo Saturnini*, has taken this idea to a national level with the vision of improving the quality of life, increasing the values of cities and creating a different development model. At the outset of its establishment, the creation of slower and cleaner physical environments and the conservation of local aesthetic values, crafts and delicacies were put forward as the main principles. In a very short time, the Slow City movement developed an international organization, and its principles and guidelines were recorded in the International *Slow City Regulation* (Sırım, 2012).

The Slow City and Slow Food trends encourage sustainable living and enjoying life. The Slow Food movement focuses on food, locality and hospitality, while the Slow City movement, which is rooted in Slow Food, aims to preserve and strengthen the city's livability and improve its quality of life (Knox, 2005). Pink (2008a) defines Slow Cities with an emphasis on conservation, sustainable development, improved urban life and natural and environmentally friendly techniques in production. Mayer and Knox (2006), on the other hand, describe the concept of the Slow City through locality by describing settlements where the importance of local history is understood, and local resources are used for sustainable development.

The Slow City movement determines 7 policy topics and 72 criteria to become a *Slow City*; (P1) *Energy and Environmental Policies* have 12 criteria that focus on air and water quality, sustainable water supply and consumption, waste management and recycling, energy efficiency, using renewable energy sources, reducing noise and visual pollution, and conserving biodiversity. (P2) *Infrastructure Policies* have 9 criteria that include encouraging the use of bikes as a transportation mode and enhancing the infrastructure, eco-transportation planning, expanding the usage of green, environmentally-friendly transportation modes for both daily and commercial needs, urban design for disabled people, increasing the accessibility of health services. (P3) *Quality of Life Policies* have 17 criteria that aim to protect unique values of the city and sustain a livable environment for citizens by planning resilient cities, improving social green areas, enhancing communication technologies and infrastructure for both citizens and tourists, monitoring pollutants and eliminating the pollution, sustainable planning and architecture, sustainable landscape design, supporting social infrastructure. (P4) *Agricultural, Touristic* and *Artisan Policies* have 10 criteria on supporting the conservation of local agricultural products, organic agriculture, traditional craft and local values, prohibiting usage of GMOs in agriculture, enhancing rural services, increasing hotel capacities, conserving cultural traditions. (P5) *Policies for Hospitality*, *Awareness* and *Training* have 10 criteria that aim to support services provided for the visitors and tourists coming to the city. For this purpose, the criteria focus on improving promotion services of the city, creating slow routes, increasing awareness of local citizens and artisans by education, participation of local stakeholders to the decision-making process, cooperation of local government with NGOs. (P6) *Social Cohesion Policies* have 11 criteria that focus on integration of minorities, different cultures, disabled citizens, women to the urban social life, decreasing poverty, providing employment for young generations and participation in governance. (P7) *Partnership Policies* have 11 criteria that aim to spread the Slow City thinking and support related activities (Cittaslow Turkey, 2019).

The Slow City criteria are compatible with the Sustainable Development Goals by their critical emphasis on clean energy, local development, eliminating poverty, gender equality, clean food, environmental and cultural conservation, improved services and infrastructure, sustainable and resilient urban development, health services, high quality of life, reduced inequalities and employment opportunities. In many academic studies the Slow City movement is considered as a new model for Local Sustainable Development and these researches have already revealed that the Slow City criteria have even broader framework on local development and conservation than Sustainable Development. These two concepts share similar principles, though they focus on different dimensions of nature-human relation (Mayer and Knox, 2006; Keskin, 2012).

Today, the modern lifestyle adopted by capitalist societies provides advantages and wealth to some societies, while consuming natural resources irreversibly (Özmen, Birsen and Birsen, 2016). Therefore, Honore (2008) states that this struggle against speed is the starting point of everything. Today, the most prominent approach that seeks to find solutions to and is interested in the impact of speed on social life and the living environment it creates is the Slow City movement. The aforementioned movement supports raising awareness about the city's self-values, highlighting the concepts of originality, justice and sustainability in urban development and improving the quality of life (Panait, 2013; Semmens and Freemen, 2012). While trying to prevent the cities from being exposed to the erosion of globalization in this alternative development path, they are encouraged to come forward with their local identities. In the face of globalization, which pushes life, consumption patterns and spaces to unify, slow cities strive to maintain their unique local values and place their economies on sustainable foundations (Deniz, 2017).

Becoming a member of the Slow City network creates gains such as the conservation of the local cultural and historical values, the conservation of natural areas, the valorization of the city by using technological facilities, the increase in the quality of services offered to visitors, the increase in tourism potential and the revival of the local economy (Deniz, 2017). In other words, the cities that have the Slow City branding differentiate themselves from other modern cities, develop within the framework of a sustainable economic model, provide solutions to infrastructure, pollution and traffic problems, mobilize the local dynamics of the city, offer visitors novel places, and try and operate alternatives. It is claimed that it revitalizes values, increases social integration, moves away from the culture of consumption and offers a lifestyle that is enjoyable.

Today, 257 cities from 30 countries are members of the Slow City network. Italy has the highest membership with 84 cities. Turkey ranks fourth among the network countries. There are 29 cities in Poland, 20 cities in Germany, and 17 cities in Turkey (Cittaslow, 2019). Table 1 shows the member countries and the number of member cities of the network.

One of the aims of the Slow City movement is to increase access of tourists to these cities (Radstrom, 2011). Even if tourism is not a direct principle, the city eventually becomes a tourist destination (Yurtseven and Kaya, 2011). However, the mass consumption habits of increasing numbers of tourists cause problems such as traffic, noise and pollution in Slow Cities and several consequences that do not coincide with the slowness philosophy.

Table 1. Slow city member countries and number of member cities (Cittaslow, 2019).

Germany (20)	South Africa (1)	Canada (4)
USA (2)	South Korea (14)	Colombia (1)
Australia (3)	Holland (11)	Cyprus (3)
Austria (3)	Ireland (1)	Hungary (1)
Belgium (7)	Spain (7)	Norway (4)
UK (5)	Sweden (1)	Poland (29)
China (11)	Switzerland (1)	Portugal (6)
Denmark (2)	Italy (84)	Taiwan (4)
Finland (1)	Iceland (1)	Turkey (17)
France (10)	Japan (2)	New Zealand (1)

Slow City Movement in Turkey

According to the *International United Cities* and *Local Governments Organization*, cities with a population of less than 50.000 that are managed in accordance with the slowness philosophy can become members of the Slow City network. The policies and criteria are defined under the 7 headings covering the plan projects, arrangements and programs determined to be defining a Slow City. In this context, 12 environmental policies criteria, 9 infrastructure policies criteria, 17 urban quality of life policies criteria, 10 agricultural, tourist, artisans and craftsmen policies criteria, 10 hospitality awareness and education policies criteria, 11 social cohesion policies criteria and 3 partnership policies criteria have been determined (Cittaslow Turkey, 2019).

The Slow City movement started in Italy and in a short time spread throughout the world. Turkey was awarded the first title of Slow City for İzmir in 2009 with the leadership of the Seferihisar district. In 2019, with the acceptance of Köyceğiz and Ahlat, the number of memberships has increased to 17 cities in Turkey. Along with the increasing number of members, the Seferihisar Slow City Coordination has been established and has been declared the capital of the slow cities in Turkey. The full list of slow cities in Turkey are: İzmir-Seferihisar (2009), Muğla-Akyaka (2011), Çanakkale-Gökçeada (2011), Sakarya-Taraklı (2011), Aydin-Yenipazar (2011), Ordu-Thursday (2012), Kırklareli-Vize (2012), Isparta-Yalvaç (2012), Şanlıurfa-Halfeti (2013), Artvin-Şavşat (2015), Erzurum-Uzundere (2016), Isparta-Eğridir (2017), Sinop-Gerze (2017), Bolu-Göynük (2017), Mudurnu (2018), Muğla-Köyceğiz (2019) and Bitlis-Ahlat (2019).

Purpose and Scope

The study examines the effects of the increasing recognition on urban space in the Sığacık neighborhood in relation to urban, environmental and cultural contexts. Sığacık neighborhood, which is a natural and archeological conservation area

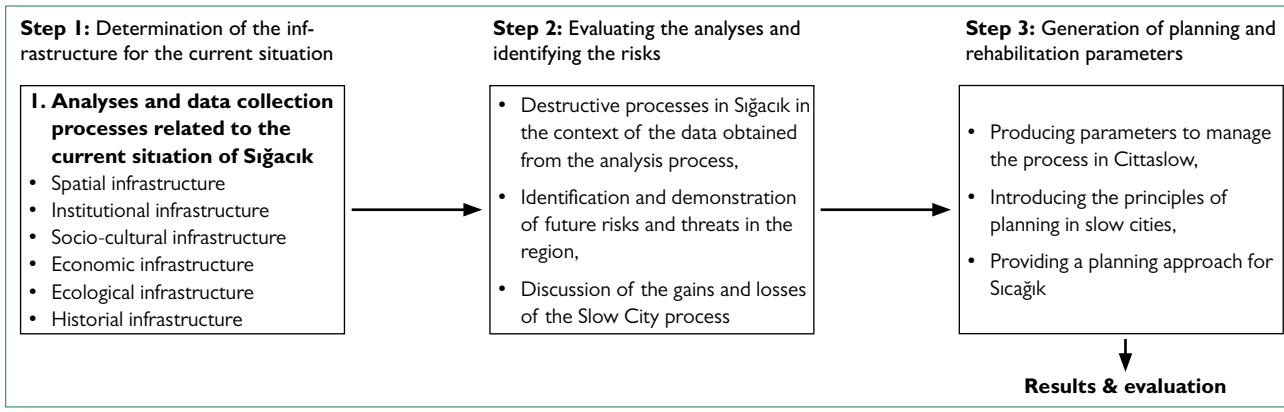


Figure 1. Methodological diagram.

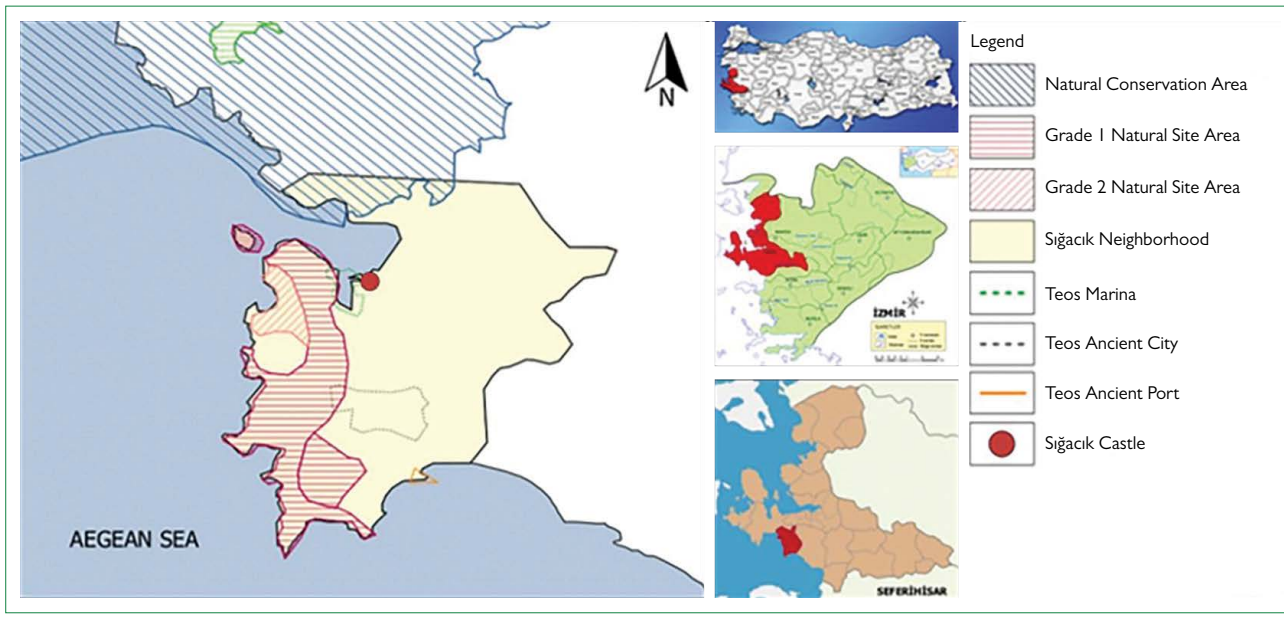


Figure 2. Location and surrounding.

is chosen as the case area; rather than the whole Seferihisar district due to the time and data constraints.

The changes in urban land use after the acquisition of Seferihisar's title of Slow City are analyzed in relation to local values through literature review, field research and personal observations. In this respect, the effects of the Slow City branding in the Sığacık neighborhood are examined and questioned to determine whether this title is an effective/correct tool in the context of urban conservation.

Methodology

The research methodology is an exploratory field study and it is qualitative. Following the literature review and the field study, a triple-scale scoring system was developed, which examines the development process that Sığacık neighborhood has experienced after the declaration of Seferihisar's title of Slow City and produces improvement and planning parameters. The flow chart of the model is given in Figure 1.

Study Area

According to the Classification System of Statistical Region Units (NUTS), Sığacık, which is located in Aegean Region TR31 Izmir Sub-Region Level 3 in the southwest of Izmir, is a neighborhood of the Seferihisar Slow City and is approximately 5 km away from the district center. Starting from the 7th century B.C., Sığacık has been an important port city that witnessed various zoning activities. In the vicinity, there are rich ancient cities such as Klazomenai, Lebedos, Myonnesos and Erythrai (Daş, 2007). Seferihisar is adjacent to Urla in the north and Menderes in the east and is delimited by the Aegean Sea in the west and south. The geographical location of the Sığacık neighborhood, surrounding settlements and historical values are shown in Figure 2.

Sığacık is located close to the Teos Archaeological Site. Inside and around the *Sığacık fortress (Kaleiçi),* there are residences, restaurants, shopping venues and the Teos Marina (established in 2006 and put into service in 2010) with a traditional residential texture and architectural identity. A single main road in the settlement area serves as both the intercity highway and the inner-city main artery. Due to it being the only road, it creates problems in terms of the traffic flow. The basis of Seferihisar economic activities is agriculture and with it citrus, olive, artichoke cultivation, ornamental plants, greenhouses, fishing and animal husbandry. On the other hand, since the city was included in the Slow City network, tourism-oriented economic developments have become one of the major economic activities. One of them is Teos Marina, which has become a major investment for employment and tourism development capacity (Kazma, 2017; Url-1).

Seferihisar's process of becoming a Slow City started in June 2009 and came to completion in November 2009. Seferihisar has achieved a level of 73% in terms of ensuring compliance, surpassing the 50% of conditions required to become a Slow City. The settlement inside the Sığacık fortress has preserved its old texture and showed a small improvement outside the city wall. The Sığacık fortress and its inner texture are within the *Urban Conservation Area* and *Third-Degree Archaeological Conservation Area*. The whole fortress structure and Sığacık Mosque, Hamam, Masjid and Şadırvan structure within the fortress are registered buildings (Atalan, 2013).

Slow city branding of Seferihisar has promoted several visionary projects that revives local economy such as local aromatic plants in landscape design, increasing renewable energy use, carbon footprint calculation, recycling, solar power plants, organic agricultural products, local food, female handicrafts and market areas. However, according to the field study, it is observed that local people claim that these projects are the storefronts of an accelerated concretion by mass tourism and urbanization and inevitable natural destruction (Pamukkale University, 2019).

It is obvious that negative situations and risks are also often encountered in slow urban settlements. If a Slow City adopts a local development model that supports the middle class and above, it may run the risk of gentrification. In Sığacık, as a result of the initiatives that support the post-productive lifestyle, the real estate market has rallied (Özmen and Can, 2018). The Seferihisar district population increased from 6.440 to 12.009 in the period between 1927–1980. The population then started to further increase after the 1980s. The population reached 21.406 in 1990; 34.761 in 2000 and then decreased slightly to 31.213 in 2012. The apparent tendency of the population to decrease after the 2000s seems to be related to the census based on residence (TURKSTAT, 2019). The transfer of authority over development permits to municipalities in 1985 played a major role in accelerating the construction of primary and especially secondary housing in the field of this research. Today, the housing estate of Seferihisar, which is one of the most popular summer resorts in Izmir, is rapidly continuing its housing development. Figure 3 shows the change in Seferihisar land use during the period 1990–2018. According to the figure, it is observed that there is a continuous increase in settlement especially in seashore areas and in return, a decrease in agricultural land as seen in Figure 3 and Figure 4 (Url-2).

Data Analysis & Evaluation

Turkish residents retain their original values they have, and to the forefront of the local people are the projects related to increasing the awareness of visitors. In order to contribute to the city economy, local handicrafts, local agricultural products and local tastes are discovered and developed in this context, and create brand value by developing recognition; they aim to revive the tourism sector with their unique architecture, culture and lifestyles. In addition, they attach importance to the inclusion of women in production, increasing local participation and improving the environment and quality of life. When planned and implemented, the projects examined in the Slow City title in each of the cities in Turkey are differentiated from each other with their own unique qualities and values. In this context, it is seen that the studies carried out vary on the basis of the criteria of the Slow City.

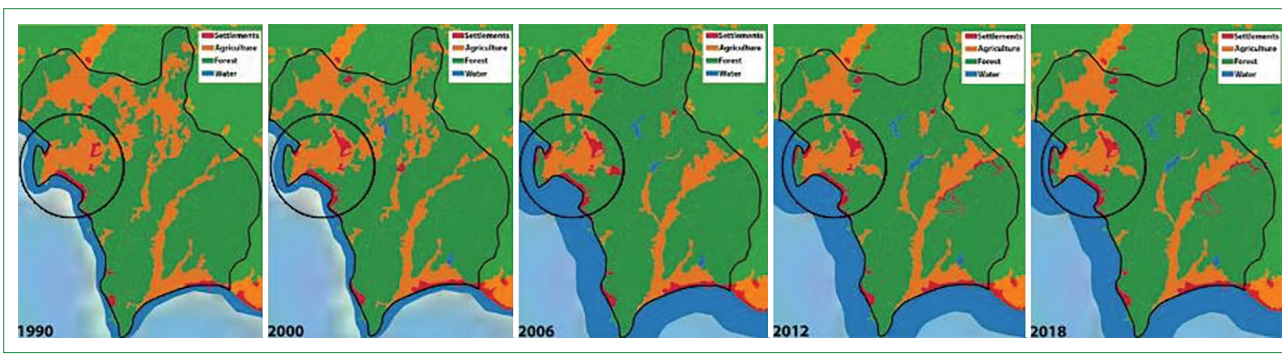
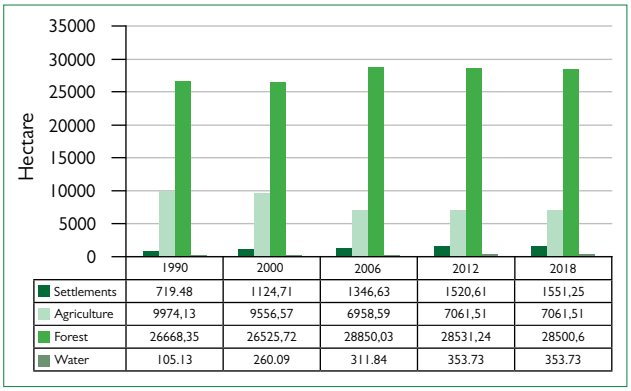


Figure 3. Land use maps of Seferihisar for the years 1990, 2000, 2006, 2012 and 2018 (Source: http://corinecbs.tarimorman.gov.tr).



	1990	2000	2006	2012	2018
Settlements	719.48	1124,71	1346,63	1520,61	1551,25
Agriculture	9974,13	9556,57	6958,59	7061,51	7061,51
Forest	26668,35	26525,72	28850,03	28531,24	28500,6
Water	105.13	260.09	311.84	353.73	353.73

Figure 4. Change in land use in Seferihisar between 1990 and 2014 (ha).

The studies in the Seferihisar district is of great importance in terms of setting an example for other slow cities. Local participation in Seferihisar was kept in the foreground during the Slow City membership process and awareness studies have been conducted on local people by sharing and promoting the projects both before and after the membership. Training on the use of renewable energy sources and energy efficiency have been organized and a Biogas Energy Facility, Geothermal Energy Facility and Solar Energy Bicycle Projects have been carried out. Solar energy lighting systems have been installed in open urban spaces. The district has become the bluest standard of İzmir province with eight blue flag beaches, lending importance to issues of clean environment and sea. The establishment of the *Can Yücel Seed Center* and the organization of *Seed Exchange Festivals* have been encouraged. Street and facade renovations have been carried out to give the city an urban and architectural identity (Aydoğan, 2015). Village markets where local products get sold were established, festivals promoting local products (e.g. the lavender festival in Turgut Village) have been organized, and intermediary products have been marketed (Ak, 2017). Women's Labor Houses have been established and women were allowed to participate in production. Women come to the fore especially in the fields of organic agriculture, pensions and the presentation of local dishes (Tunçer and Olgun, 2017). *A Children's Assembly* has been established in the municipality and the participation of the children reached the local government (Seferihisar Municipality, 2019a). Research projects have focused on local cuisine with traditional flavors (Cittaslow Turkey, 2019).

The Slow City membership has created awareness of local culture, heritage and values in cities and has been an incentive to explore, preserve and explore these values. On the other hand, with this title, cities have tried to create a brand value, increased their recognition and revitalized tourism. In this context, it can be said that in addition to improvements in the local economy and development, great gains have been achieved in terms of conservation. However, the recognition that the title of Slow City brought to the Seferihisar district led to many changes in the socio-spatial area. With increasing pressure from tourism and the increasing demand for housing, principles of conservation came into question. With the increase in its attractiveness, the district started to receive immigration, local people had to leave their living spaces due to increasing market value, and a different social stratum began to dominate. Problems such as traffic congestion and environment and noise pollution have arisen especially due to rising tourism demand in the summer.

In the study, the current situation of the Sığacık neighborhood of Seferihisar was examined through a field study under the headings of land use, transportation, urban pattern, structure index, number of building floors, solid-void ratio, building materials, structure value, migration status and tourism.

Planning and Land Use

The Sığacık neighborhood is surrounded by agricultural fields, orchards and maquis areas, which necessitates urban decisions to consider a balance between conservation and use. Commercial and touristic activities are focused on inner fortress and its surrounding and the settlements outside this area constitute residential areas. The inner fortress and the new settlement zone reveal different textures in terms of settlement character. The most striking aspect of land use is the presence of vacant and unused lands. This situation prevents the formation of a continuous urban fabric throughout the city, structurally and functionally creates disruptions in the city, and image and environmental pollution occurs in these dormant areas.

Another significant issue is the residential settlements scattered within the natural areas. It is clear that natural areas are facing pressure of settlement and are being lost in time through opening up to settlement (Fig. 5).

In Figure 6, 1/25.000 scale Master Plan is given. Main land uses in Sığacık are urban settlement area, urban development area, tourism service area, agricultural area, first degree natural and archeological conservation area, forestry, beach and marina.

However, due to the lack of coordination among upper scale and lower scale plans and continuing court processes on the subject, there is not a holistic 1/5000 scale plan of Sığacık yet. The 1/5000 scale Conservation Plan is still under preparation and projected to be completed in 2021 (Seferihisar Municipality, 2020). There are partial 1/1000 scale implementation plans, which can be distinguished as a threat to the holistic conservation and development of the area (Fig. 7).

Transportation

It is observed that the transportation system in the Sığacık neighborhood is predominantly constructed for vehicles and cars. The first-degree road passes through the region

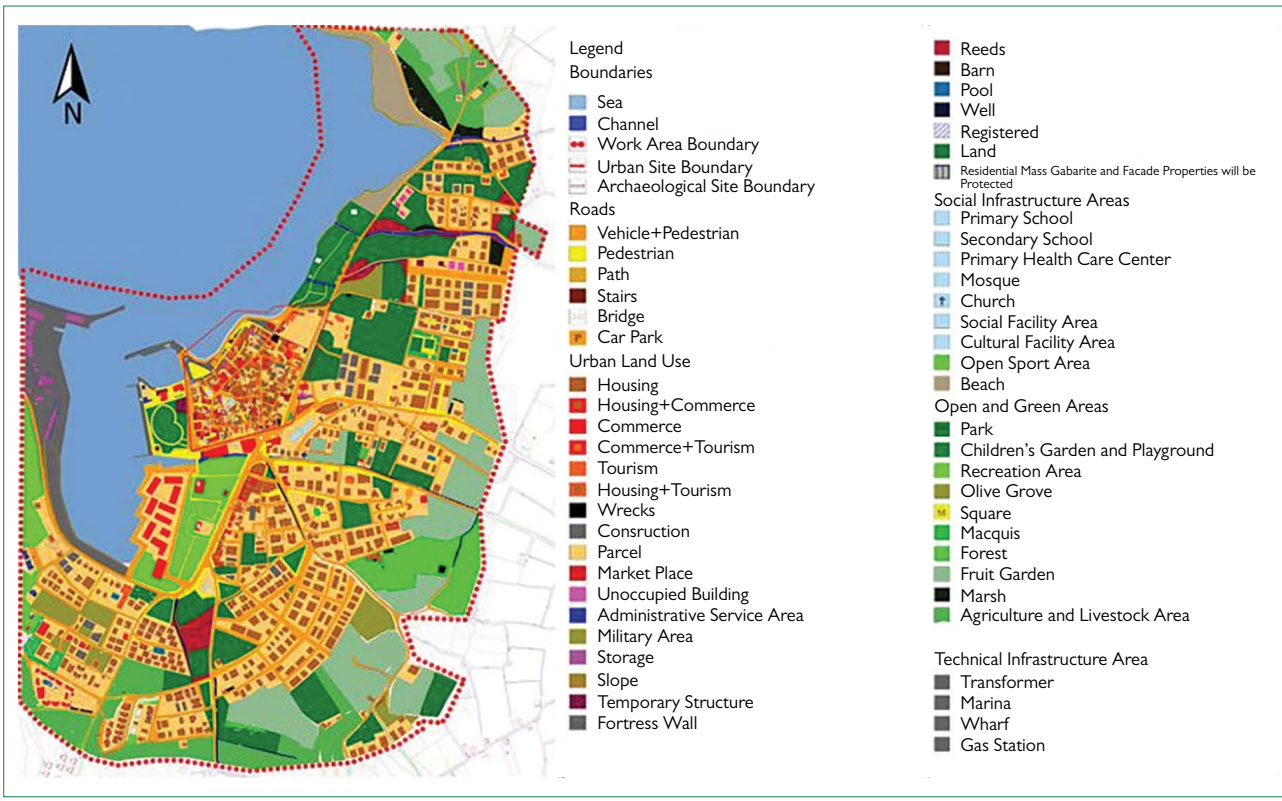


Figure 5. Land use analysis of Sığacık (Pamukkale University, 2019).

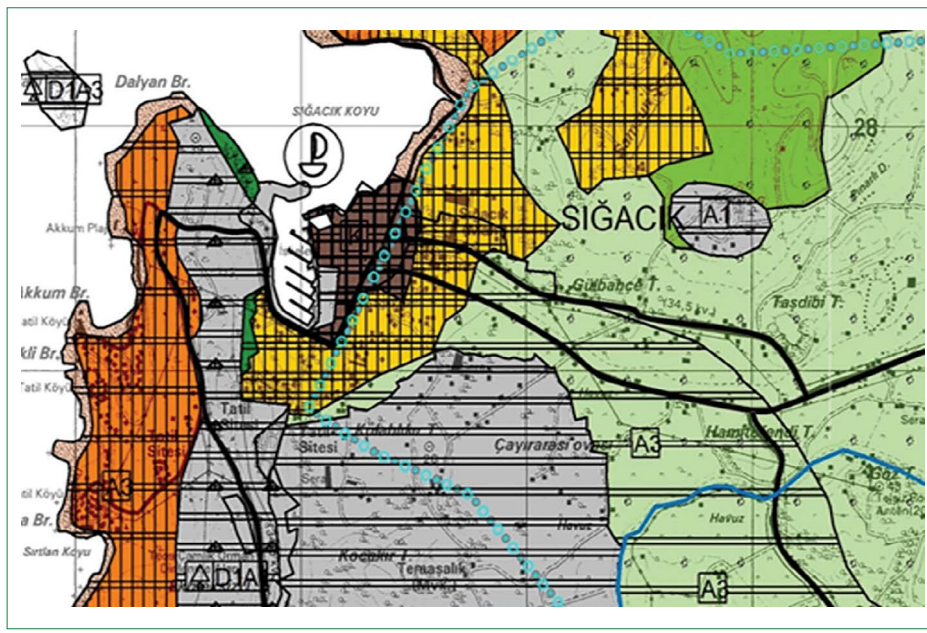


Figure 6. 1/25.000 master plan of Sığacık (İzmir metropolitan municipality, 2019).

defined as the tourism-commercial axis of the city. Second-degree roads in the settlement, on the other hand, exhibit a problematic picture in terms of their continuity, wideness and functionality. However, no continuity can be observed in the pedestrian paths and the lack of pavement is striking. Therefore, it is not possible to talk about sustainable, green transportation and pedestrian safety in the area. Sığacık is one of the Eurovelo transition regions of Turkey; however, there are no defined and continuous bike paths as of yet (Fig. 8).

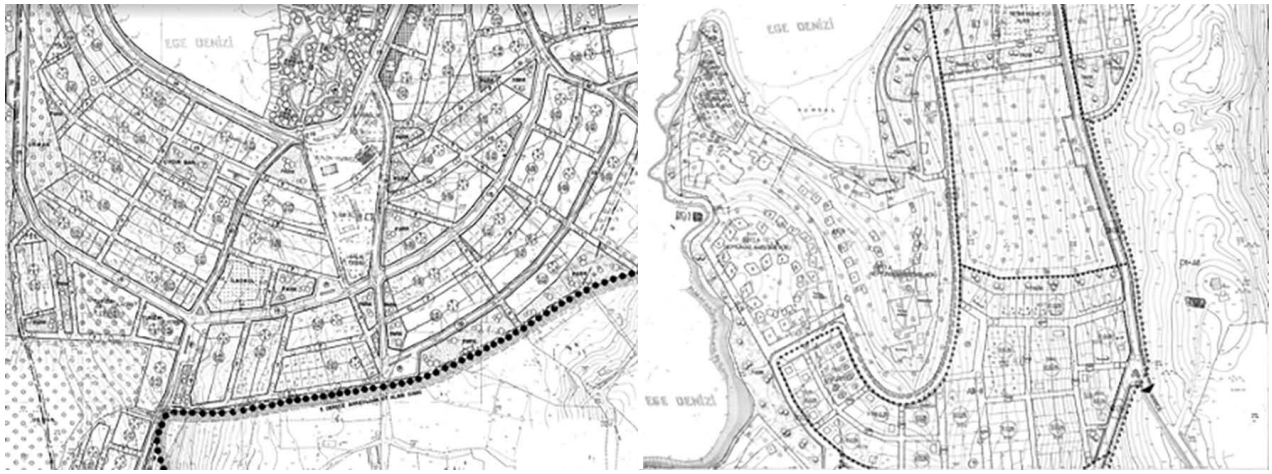


Figure 7. 1/1000 partial implementation plans of Sığacık (Seferihisar Municipality, 2020).

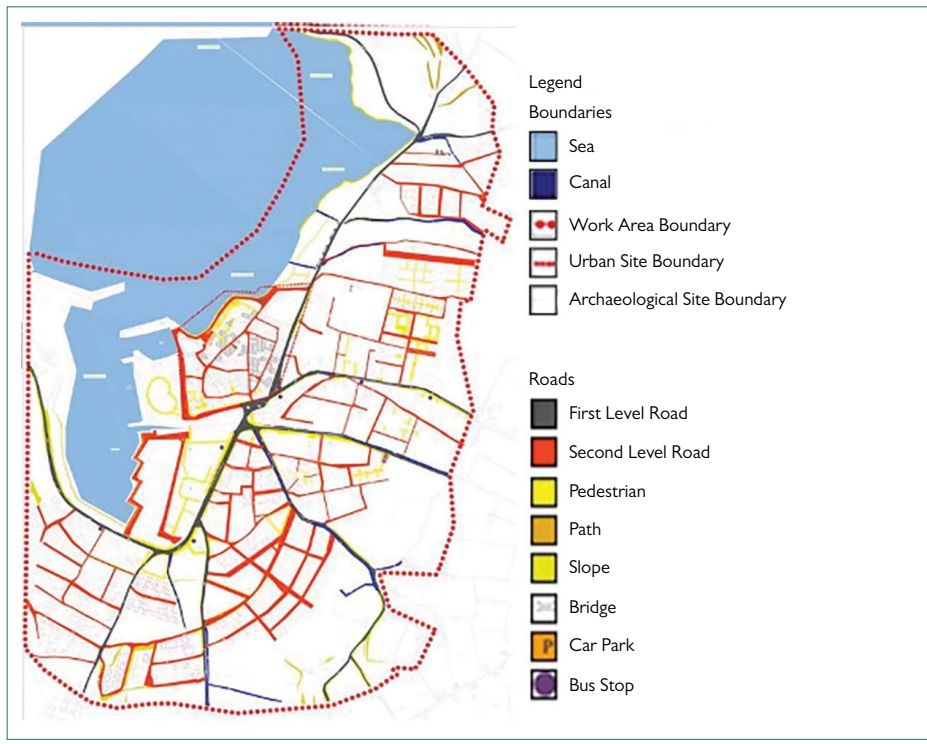


Figure 8. Transportation network analysis of Sığacık (Pamukkale University, 2019).

Urban Pattern

It is possible to come across completely different housing patterns inside and outside the fortress. The inner fortress contains adjacent structures, 1 or 2 floors, an entrance area facing the street and a small backyard or inner courtyard, while the remaining settlements outside are contradictory, separate, 2 or 3 floor settlements with a large base section. There are also examples of mass housing and closed site settlements. There is a mismatch in the inner fortress area and the new settlement areas reflecting the original architecture and structure of the city, and it is observed that it breaks from the traditional settlement style in the outer regions. The texture created in the new settlement areas are areas that do not reflect any spatial character created with the classical master plan approach (Fig. 9).

Structure Index

It is seen that the structures reflecting the original structure and architecture of the city are concentrated in the inner part of the fortress in the Sığacık neighborhood, and when the fortress is exited, structures that are contrary to the original ar-

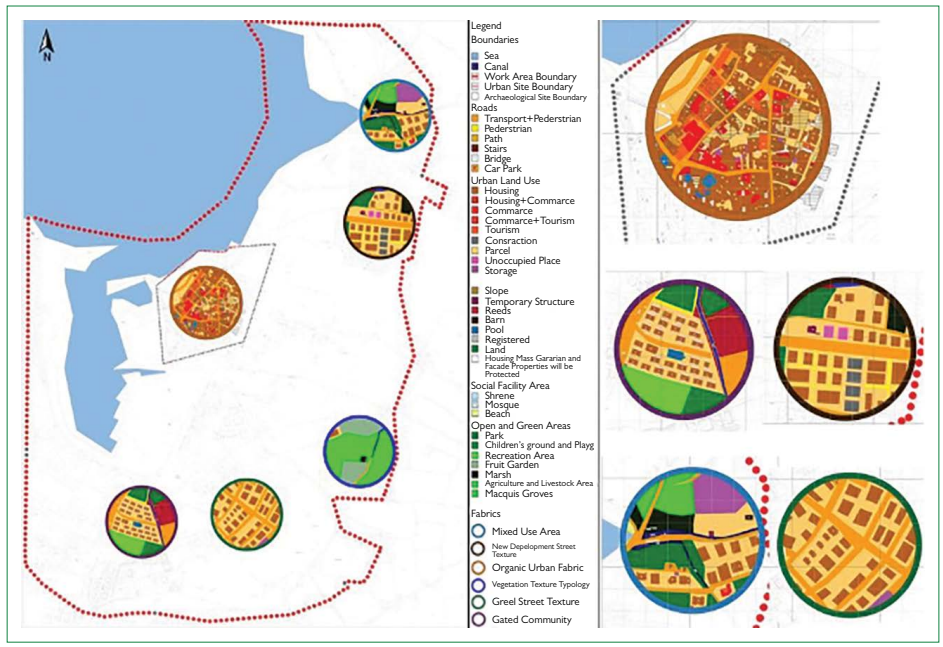


Figure 9. Urban pattern samples analysis of Sığacık (Pamukkale University, 2019).

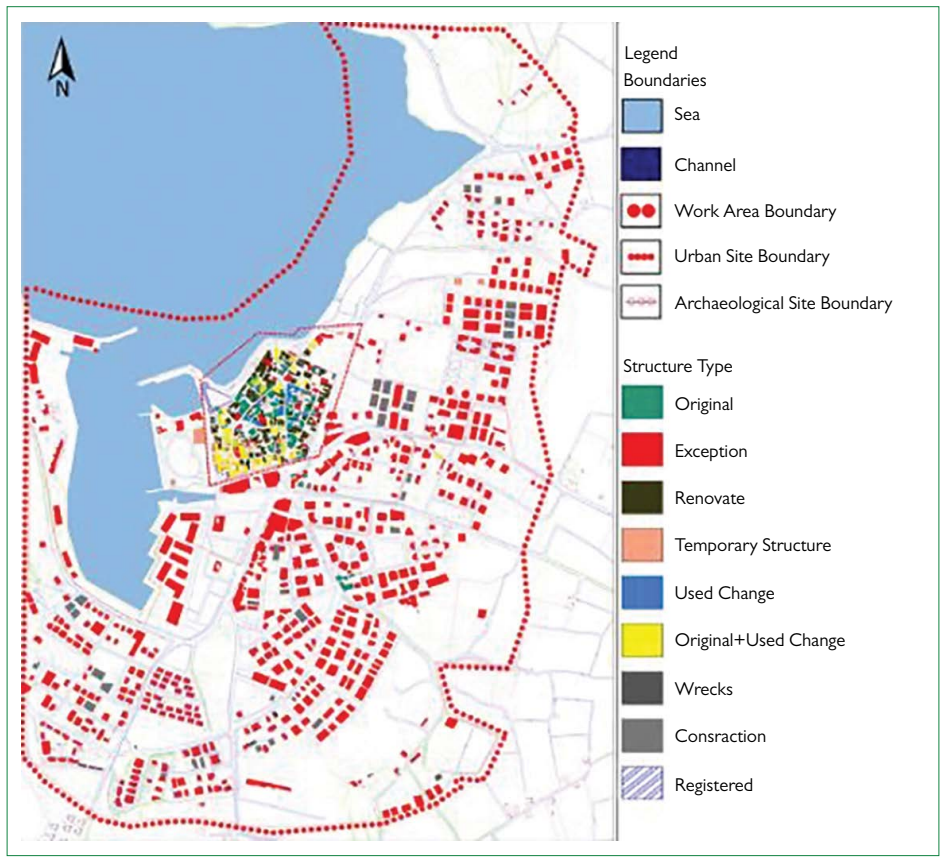


Figure 10. Structure index analysis of Sığacık (Pamukkale University, 2019).

chitecture become dominant. Some of the original structures have been preserved unchanged both in terms of architecture and function, and some have survived with their function and usage changed. The buildings constructed in the area outside the fortress, which is described as a new development area, differ from the original architecture and texture.

There are quite a lot of construction sites both inside and outside the fortress. As a result of the rapid and intense construction pressure, urban development has occurred in a way that does not consider the original architectural values. In addition to this, it is observed that the contradictory structure has also spread to the inner part of the fortress with the new buildings constructed in this area (Fig. 10).

Number of Building Floors

In the Sığacık neighborhood, the construction is limited to 1 and 2 floors in the inner-fortress and the surrounding area, where the original architecture remains. However, there are 3 and 4 floor buildings among the construction that is progressing towards the walls. The number of floors is also increasing in newly developing inner-fortress areas where the settlement texture is completely different from the original. This situation increases the pressure of development on the natural areas and creates a situation that contradicts the logic of conservation (Fig. 11).

Solid-Void Ratio

There is dense construction in the inner-fortress area. The narrow streets, small parcels and the dominant occupancy rate created by the adjacent settlement layout draw attention. On the other hand, there is the opposite situation in the area outside the fortress. The occupancy-space of the area is proportionally distributed (Fig. 12).

Building Materials

Although the majority of the settlement consists of reinforced concrete buildings, there are examples of masonry, mud-brick and timber structures. Stone structures are especially encountered in the inner-fortress area where the original architecture and texture dominate. Almost all of the area outside the castle, which is described as the new development area, consists of reinforced concrete structures.

The original architecture and urban texture could not survive outside the castle area, not only in the context of the settlement, but also in the context of the material used. The local materials and architectural features that give the city its identity remain in a very limited area within the fortress. Prominently, the reinforced concrete structures also emerged in the inner-fortress area where the original urban texture and architecture prevails. There has not been any sensitivity about the use of local materials in these buildings, which have been rebuilt on the vacant plots or by demolishing the existing poor structures (Fig. 13).

Current and Market Values

Özkan et al. (2019) identified a total of 56 housing and residence projects between 2016–2018 in Izmir. When the average market values of the projects were examined, it was observed that the lowest value is 165.000 TL, the highest value is 8.500,000 TL and the average value is approximately

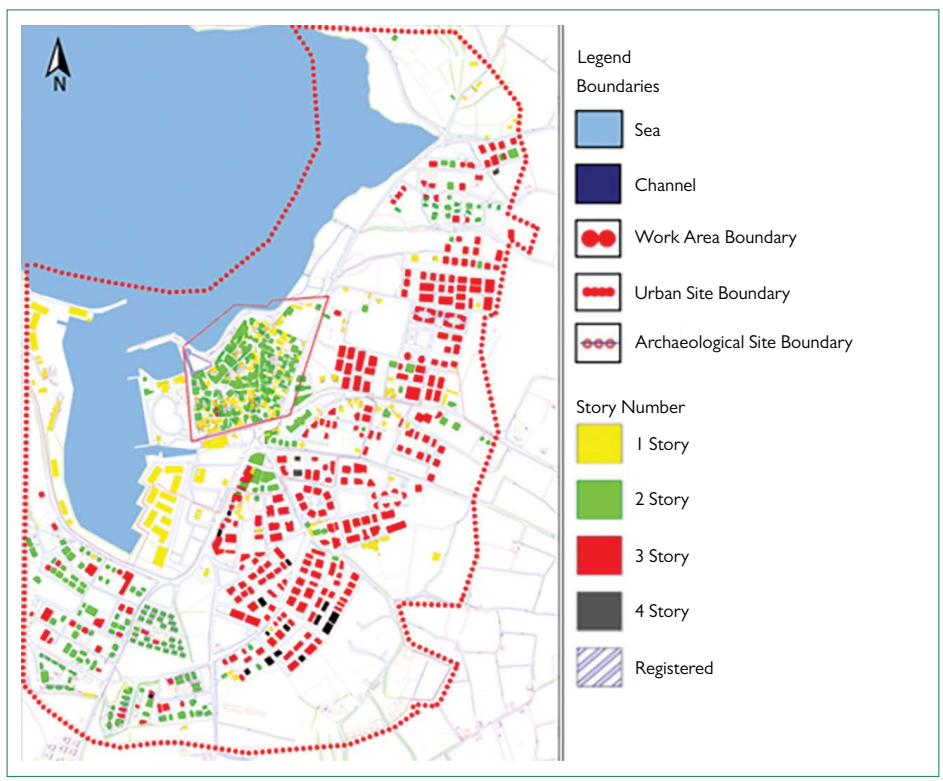


Figure 11. Number of building floors analysis of Sığacık (Pamukkale University, 2019).

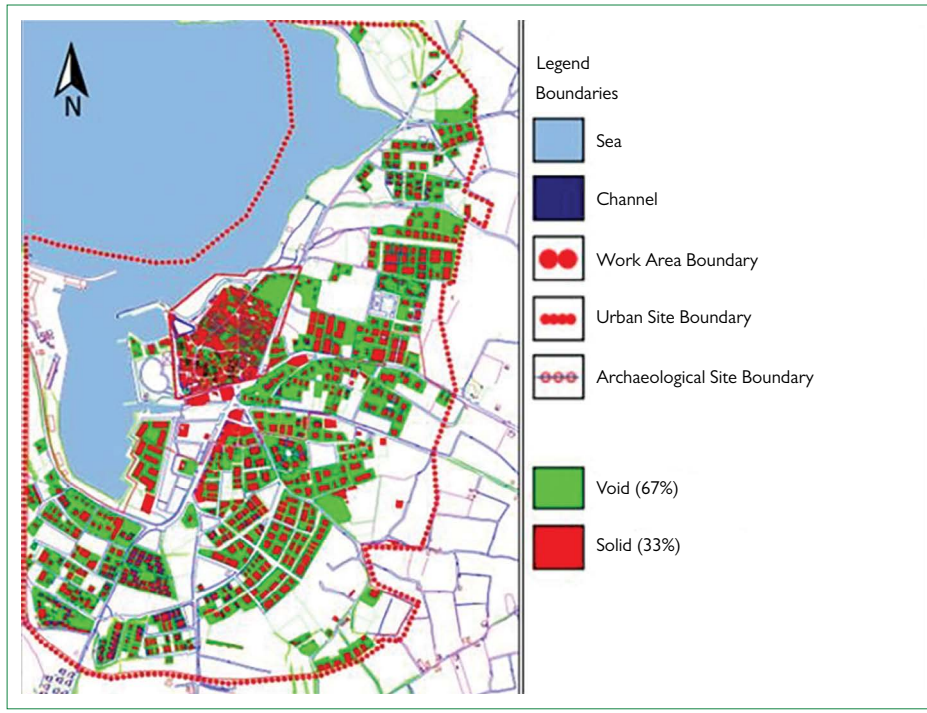


Figure 12. Solid-void ratio analysis of Sığacık (Pamukkale University, 2019).

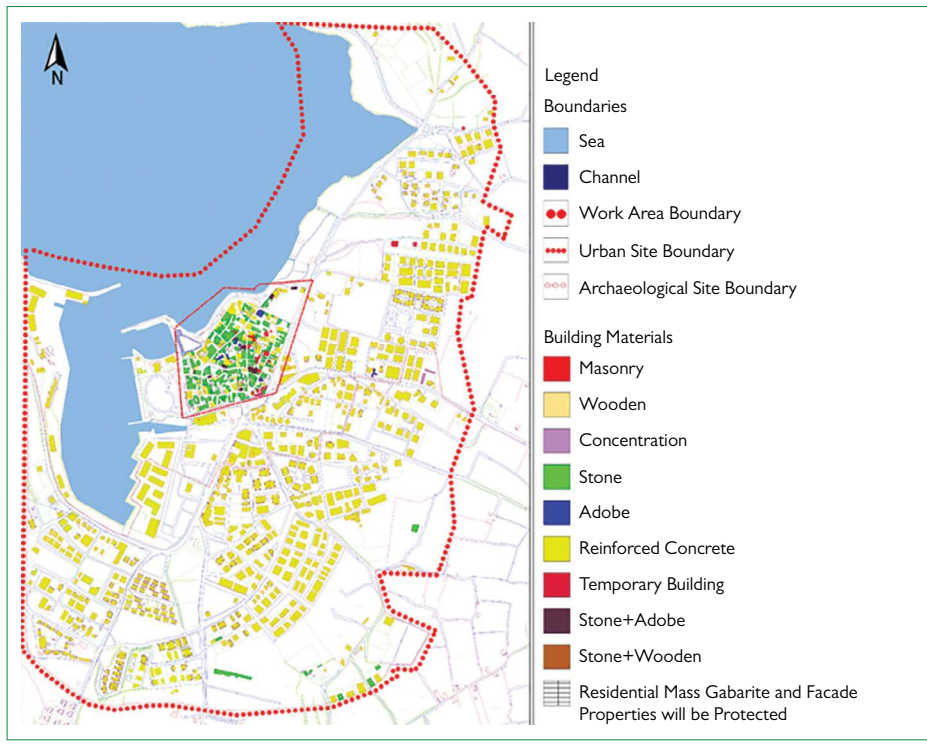


Figure 13. Building materials analysis of Sığacık (Pamukkale University, 2019).

1.120,000 TL. It has been determined that the construction projects in Izmir are mostly concentrated in Bayraklı and Bornova; yet the average highest price is in Bayraklı, Ceşme and Urla. Considering the types of the construction projects, it was determined that there are mainly residence projects in Bayraklı and Bornova districts and housing projects in Çeşme, Urla, Çiğli, Menemen, Güzelbahçe, *Seferihisar*, Narlıdere and Karabağlar districts (Özkan et al., 2019).

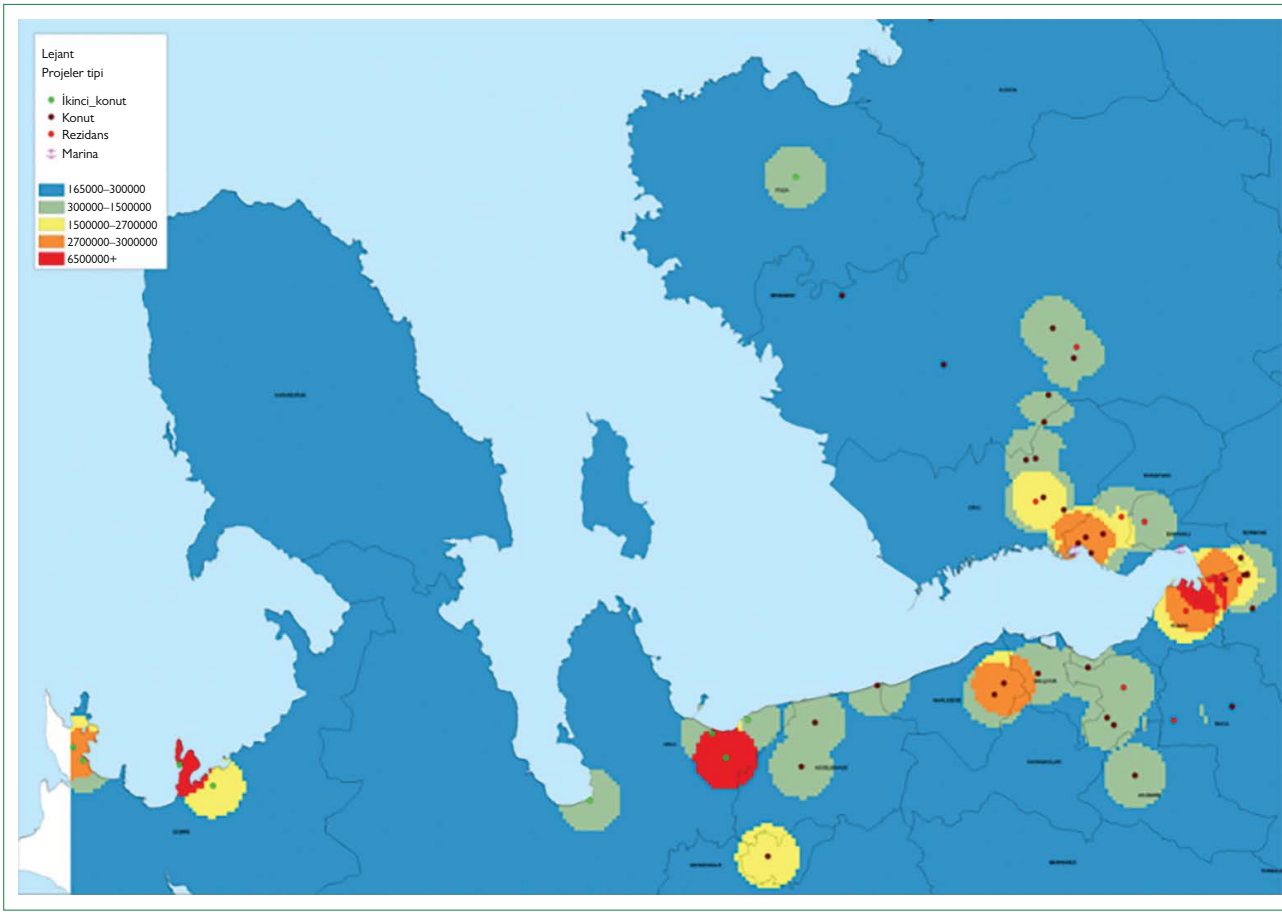


Figure 14. Difference in current and market values in İzmir (Özkan et al., 2019).

Özkan et al. (2019) analyzed the spatial distribution of the construction projects in relation to the changes in the current market value of the municipality based on real estate tax over the years. The difference between the sales values of the construction projects carried out in İzmir between 2016–2018 and the municipal market prices of the neighborhoods were spatialized with GIS-based point density analysis (Fig. 14). Accordingly, the places where the difference between the neighborhood/district municipal market prices and construction market prices was the highest were Bayraklı and Konak in the central districts; and Urla and Çeşme in the peripheral districts. These districts were followed by Karşıyaka, Narlıdere, Güzelbahçe and Bornova districts (Özkan et al., 2019). When we look at Seferihisar, it can be said that the housing projects are predominant and the difference between the market and the current value is average. Thus, there is a *rapid urban development* instead of a slow one in the district, which inevitably conflicts with the slow philosophy.

Considering the current situation of the Sığacık neighborhood, market values are five times higher compared to current values. Areas inside and around the fortress have the highest current value and market value. The Sığacık neighborhood has become a center of attraction with its increasing recognition and rising tourism potential, which has been reflected in an increase in market values. As the neighborhood started to receive migration, building values started to climb even higher on the supply-demand axis.

This has brought the risk of gentrification as increasing market value can create pressure on the local people to move away and replace their residency with new settlers from the middle-upper stratum. This situation also poses the danger of extinction of the local culture and local values. As a development model that focuses on local values, the sustainability of the Slow City is only possible with the continuing presence of local people in the city. Critical increases in market value and constant external supply may pose a serious risk to the conservation of local values (Fig. 15).

Migration Status

Although it is observed that indigenous people are concentrated in the Sığacık fortress area and its immediate surroundings, it is seen that the whole city has a very mixed structure with many people coming from other cities. In particular, it

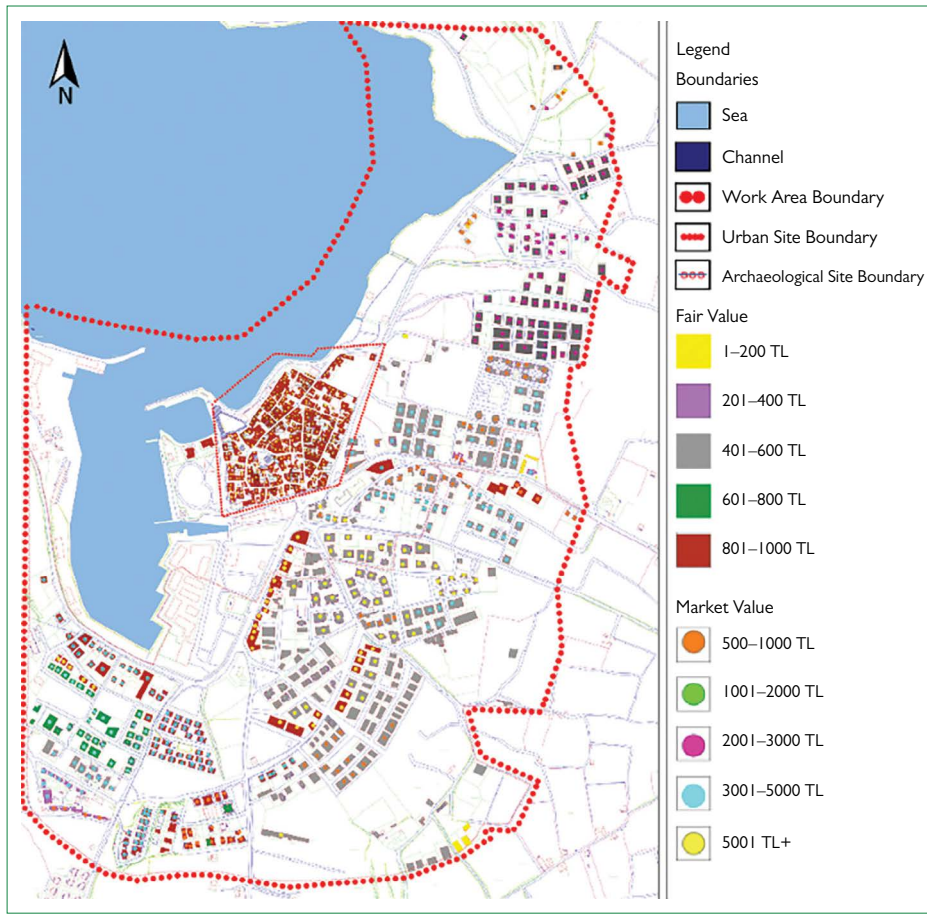


Figure 15. Current and market values analysis of Sığacık (Pamukkale University, 2019).

can be said that immigration to the region created by newly developing housing areas is intense. The primacy of the Marmara region as a source of immigration and especially the dominance of those coming from Istanbul is evident in the Sığacık neighborhood. Most of these settlements are secondary or summer houses. The local people have managed to preserve their old settlements and have survived in the city. However, the city is continuing to be subjected to intense migration pressure. As a result of this, there is a risk of loss of agricultural land to the pressure of intensive development.

Social integration and sustainability of the local lifestyle is another issue that needs to be considered when analyzing immigration intensity. The mega-city living habits of the new-settlers from the metropolitan cities like Istanbul and the local lifestyle offered by the Slow City are diametrically opposed. As the number of the new settlers who are unfamiliar with the local lifestyle, culture and traditions increases in the city, there is a risk of suppression of and loss of authenticity of the local culture. The fact that these settlements are the second houses is a problem in that people who come from without for a season may be involved in pursuits and activities that contradict the Slow City lifestyle and values (Fig. 16).

Tourism

There are many cultural and natural tourism potentials in Seferihisar. Some of these potentials have been supported by investments and brought to tourism. It serves local and foreign tourists with many hotels and businesses. Number of Certified Accommodation Facilities from the Ministry of Culture and Tourism is given in Table 2.

It is desired to ensure the branding of the district by bringing the local production and service diversity of Seferihisar to international standards. *Ecological Branding Project in Tourism* was implemented by İzmir Development Agency in cooperation with Seferihisar District Governorship, Seferihisar Tourism Infrastructure Service Union and Seferihisar Municipality in order to determine the resources, use the resources correctly and encourage regional development (Seferihisar Municipality, 2019b). Several international awards were received with the steps taken in this direction.

Following Slow City membership, pensions and boutique hotel businesses have been encouraged in the Sığacık neighborhood and with increasing tourism, boarding has become an impor-

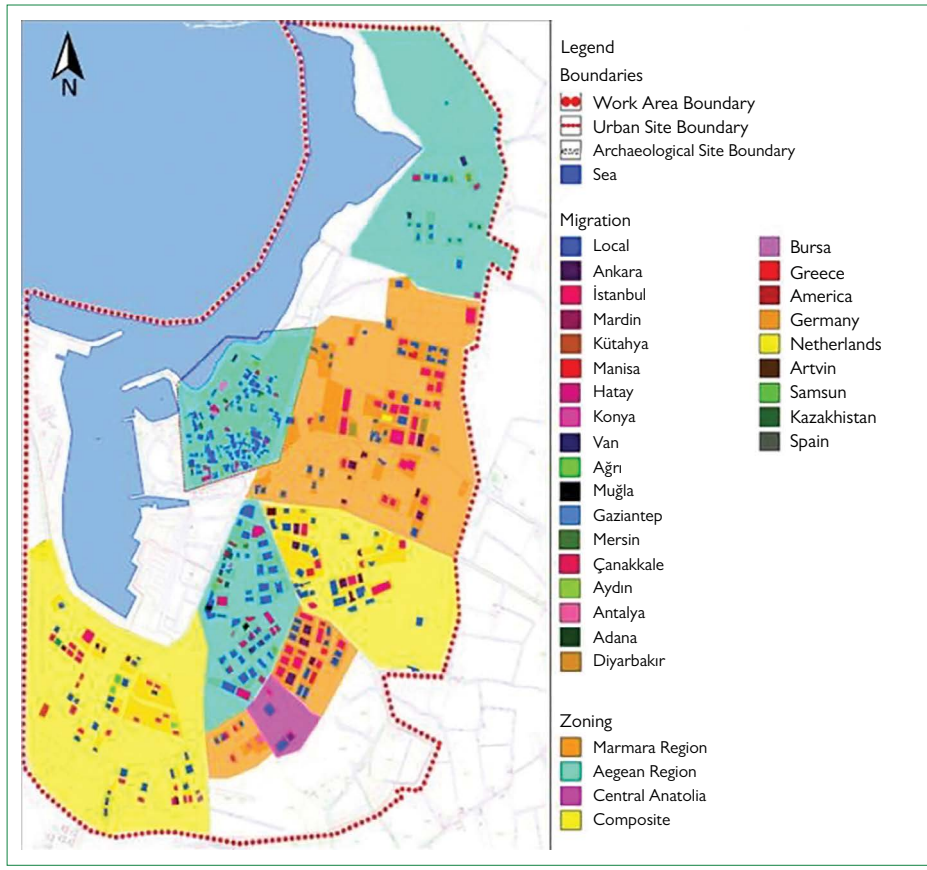


Figure 16. Hometowns of inhabitants analysis of Sığacık (Pamukkale University, 2019).

tant local economic resource. There are currently 54 pensions, 6 hotels, 1 holiday village and 1 bungalow type accommodation facility in the city, 27 of which are inside the fortress. The original architectural structures inside the fortress are converted into boutique pensions by the local people (Fig. 17).

Seferihisar has become a center of tourist attraction with its Slow City brand. It accommodates 31.582 tourists with an occupancy rate of 80% per year. Apart from tourism with accommodation, daily tourism is also an important source of income for Seferihisar. The local market, which has been established in the Sığacık fortress since December 2009, has become an important symbol of Sığacık and Seferihisar and has created an attractive element for the city. The local market established on Sundays welcomes many visitors from İzmir and surrounding provinces. While the average number of daily visitors reaches 15.000 and 5.000 vehicles enter the Sığacık neighborhood on an average day. The number of tourists coming to Seferihisar, the number of overnight stays, average duration of stay and occupancy rates are shown in Table 3 in comparison with İzmir.

The high number of visitors support local development and are an important source of economic income not only for the producers who bring their goods to the market, but also for the other tradesmen in Sığacık.

Table 2. Number of accommodation facilities certified by the Ministry of Culture and Tourism (İzmir Provincial Directorate of Culture and Tourism, 2019)

	Operating certified facilities			Investment certified facilities			Total		
Accomm. Facilities (2019)	**Num. of Facilities**	**Num. of rooms**	**Num. of beds**	**Num. of Facilities**	**Num. of rooms**	**Num. of beds**	**Num. of Facilities**	**Num. of rooms**	**Num. of beds**
Seferihisar	7	833	1758	2	170	340	9	1003	2098



Figure 17. Boutique pensions in Sığacık (Personal archive, 2019).

Table 3. Number of tourists and nights of stay (2014)

	Number of tourists	Nights of stay	Average stay (Day)	Fullness (%)
Seferihisar	31.528	172.973	5.5	79.70
İzmir	1.668,356	4.221,591	2.5	49

Seferihisar's potential tourism types can be listed as nature and sports tourism, cultural tourism, hunting tourism, village tourism, farm tourism, agricultural tourism, and sea tourism. There are also cultural and agricultural activities promoting tourism in Seferihisar district, which can be listed as Mandarin festival, peach festival, lavender festival, Teos Guitar festival, Olive Oil Auction (Topaçoğlu and Uygur, 2020).

Damages and Risk Analysis

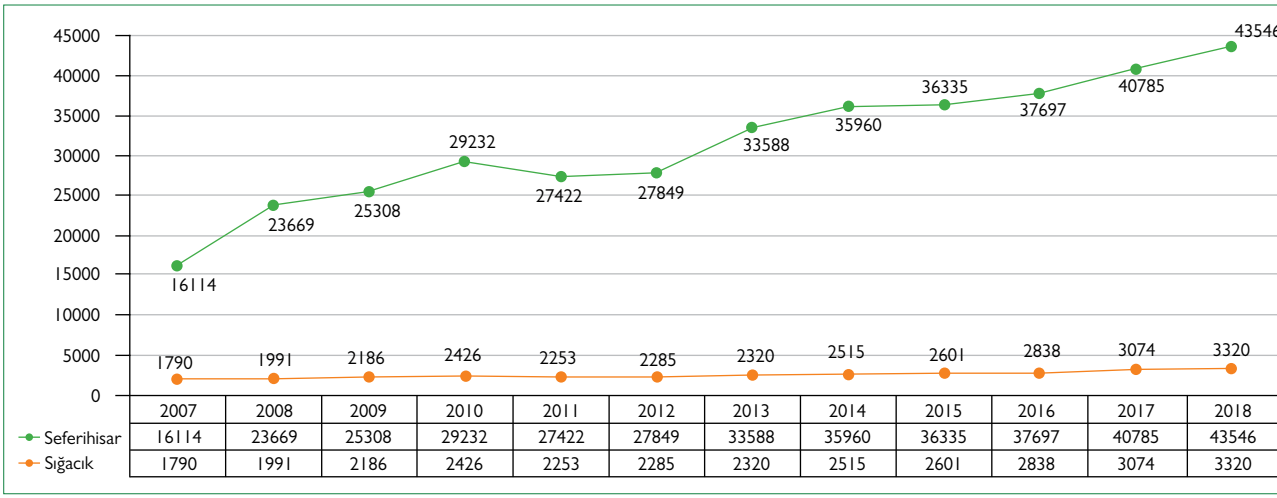
Analyzing the current situation reveals an urban development that is contrary to Slow City criteria. On the one hand, the Sığacık neighborhood, which is part of the slow movement that aims to increase living standards by conserving the local identity, texture and natural life and by ensuring local development, has demonstrated an urban development that contradicts the principles of the movement as a result of the increasing pressure of tourism and construction. In order to analyze the current damages and risks in Sığacık, several indicators such as (1) population growth; (2) urban sprawl and destruction of the natural areas; (3) visual, environmental and noise pollution; (4) infrastructure and transportation problems; (5) lack of identity; and (6) mass tourism tendency are evaluated.

Population Growth (Pre-requirement)

The first criterion for a city to apply for membership in the Slow City is that its population should be less than 50.000. It focuses on small-scale cities that are more manageable and controllable in the context of the defined criteria. It is foreseen that if the population goes above this limit, it will cause problems in the conservation of the Slow City character. Unfortunately, the population of the Seferihisar district has reached 43.546 and the trend of population increase is continuing. The population change in the Seferihisar district and Sığacık neighborhood from 2007 to 2018 is shown in Figure 18. Despite the rapid population growth in Seferihisar, the population increase of the Sığacık district was relatively slower. However, it should not be forgotten that Sığacık has a dense second housing stock as a coastal settlement and there is a significant difference between the settled population and the summer population. After taking the Slow City title in 2009, the Seferihisar district population did not change until 2012, and after increasing its recognition and brand value, it entered an ever-increasing trend.

Urban Sprawl and Destruction of the Natural Areas

According to statistical data, tourism and secondary housing supply caused uncontrolled development and destruction of natural areas in the Sığacık neighborhood in the last 10



	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Seferihisar	16114	23669	25308	29232	27422	27849	33588	35960	36335	37697	40785	43546
Sığacık	1790	1991	2186	2426	2253	2285	2320	2515	2601	2838	3074	3320

Figure 18. Population change in Seferihisar and Sığacık, 2007–2018 (TURKSTAT, 2019).



Figure 19. Observation of urban sprawl in Sığacık (Google Earth, 2020).

years along with a slow but steadily increasing population. Figure 19 shows the changes in land use in 2011, 2015 and 2018. The 1/25000 scale Master Plan of Sığacık reveals the urban development area on the agricultural lands. The 1/5000 scale Conservation Plan is still under preparation (Seferihisar Municipality, 2020). There are natural and archeological conservation sites on Sığacık, which is also surrounded by qualified agricultural lands. There is also Mediterranean monk seal habitat area at Sığacık gulf (Pamukkale University, 2019). Yet, agricultural areas, orchards and maquis shrublands have to be protected against irreversible and rapid urbanization. The absence of any measures taken against the intense urban pressure puts the existing natural areas at risk.

Visual, Environmental and Noise Pollution

Due to the low environmental sensibility of local tourists in the Sığacık neighborhood, especially in Sığacık bay, Büyük and Küçük Akkum beaches and its surroundings, environmental pollution problems concentrated in the Ekmeksiz bay and its surrounding area. As shown in Figure 20, environmental pollution is a major problem for the city. The most important reason behind environmental pollution is the increasing consumption-oriented mass and daily tourism that developed in response to the recognition and brand value of the city. Tourism in crowded masses also creates traffic density, crowdedness and noise pollution in addition to environmental pollution in the city.

In the fortress, which is a conservation area, some buildings have been ruined due to neglect and have become an element of visual pollution due to being put to uses outside of their function. The city walls, which are the most important elements of the urban image, are occupied by several residential buildings, damaged by misuse and interventions and left unattended. In this regard, the Seferihisar Municipality formed an initiative and received a grant from the EU for the restoration of the Sığacık fortress walls within the scope of the SHELTER project and initiated the restoration process at the beginning of 2019 (Url-3). It is observed that almost all coastal areas in the Sığacık district are occupied by commercial uses, summer houses and cooperatives. This development, which causes vi-



Figure 20. Environmental pollution, 2019 (Url-2).



Figure 21. Visual pollution, 2019 (Personal archive of authors).

sual pollution on the seashore, continues to spread rapidly towards the walls of the city (Fig. 21).

Infrastructure and Transportation Problems

There is a pedestrian-based transportation line in the fortress, which is a conservation area, but a road-based transportation system is observable outside of the settlement area. Particularly, weekend tourists enter the city with their private vehicles and create a traffic jam in the city center in the summer. Moreover, due to the lack of parking areas and regulations, transportation becomes a big problem for the city. An average of 5.000 vehicles entering the city headed for the local market causes a density that exceeds the traffic capacity of Sığacık. Attempts have been made by the municipality to eliminate the need for parking and to ease the central traffic, paid parking areas have been identified and controlled; however, parking capacity needs to be increased and urban vehicle access needs to be restricted. Green transportation and bicycle roads, which constitute one of the criteria of the Slow City, are not given sufficient weight in the transportation system arrangements. The actions and regulations on this issue are lacking and people are directed towards motor vehicles in order to meet their transportation needs. As seen in Figure 22, pedestrian roads are not continuous in the city, and the condition of pavements and unsecured roads are a deterrent to pedestrian access.

As seen in Figure 23, it is seen that the infrastructure system is inadequate despite the rapid construction in the Sığacık neighborhood, many street and road arrangements are not made with suitable materials and puddles and even floods occur in heavy rains. This situation shows that the infrastructure and superstructure are not coordinated and there is uncontrolled and rapid construction.

Lack of Identity

The original architecture of the Sığacık neighborhood consists of 1–2 floor stone, masonry, adobe or wooden struc-



Figure 22. Streets without pavement, 2019 (Personal archive of authors).



Figure 23. Infrastructure problems, 2019 (Personal archive of authors).



Figure 24. Conserved unique architecture and urban pattern, 2019 (Personal archive of authors).

tures. The narrow and adjoining street pattern gives the city a unique identity. This form of construction, which is only seen in the inner fortress region, could not survive in the newly developing outer region, and the urban development was shaped so as to include regimes of order and architectural features completely different from the original fabric. Considering the whole city, more than 90% of the buildings consist of reinforced concrete buildings and the number of floors increases towards the city wall. Most of these buildings are second summer houses or cooperatives. Increasingly imposing, these structures distract the city from its original spatial identity. The presence of reinforced concrete structures in the castle and the preference for quicker and less costly concrete in new constructions instead of local materials constitute a factor threatening the existing architectural texture. When the original architectural example seen in Figure 24 and the contradictory urban fabric examples seen in Figure 25 are compared, it is



Figure 25. Newly developed urban pattern, 2019 (Personal archive of authors).



Figure 26. Urban gaps, 2019 (Personal archive of authors).

clear that the local texture is not taken into consideration in any aspects of the new construction.

While rapid and irregular urbanization revealed an example of unidentified settlement, it caused the formation of urban gaps, in other words unused, idle lands in the city. These vacant spaces could not be employed efficiently, they prevented the establishment of a holistic approach both spatially and functionally in the city and in their neglected state became elements that increased visual pollution. These are the areas that should be valorized and integrated to the city as indicated by the Slow City criteria (Fig. 26).

Mass Tourism Tendency

As mentioned in the literature, mass tourism is a form of consumption-based tourism that coincides with the concept of globalization. This form of tourism brings with it demands that do not coincide with the philosophy of the Slow City. In the face of increasing popularity brought by the title of Slow City, mass tourism can pose problems that will overshadow local gains. While on the one hand the development of the tourism sector which makes undeniable contributions to the local economy is seen as a positive development tool, the increasing tourism supply has to be correctly managed.

Sığacık seems to have surrendered to the demand for consumption-oriented services of mass tourism with the increasing number of tourists and the economic gains it brings, with the emergence of luxury hotels and holiday villages. Another example of this was observed in the local market where only local products and agricultural products grown by the local producer are expected to be sold; however, fruit and vegetables are transferred elsewhere and sold for profit. In the city, fast food and fast drink serving, mostly to tourists take precedence rather than the sale of local products. This shows that the Slow City philosophy is not sufficiently adopted by the public, and this title is seen as a factor that increases the attractiveness of the destination and a way of maximizing profits through the increasing tourism.

Table 4. SWOT analysis of Sığacık (Pamukkale University, 2019)

SWOT	Strengths	Weaknesses	Opportunities	Threats
Spatial	• Coastal city	• Lack of car parking areas • Unprotected conservation areas • Lack of infrastructure	• Proximity to city center and airport • Marine transportation	• Conurbation
Socio-Cultural	• Festivals and activities • Health center • Surf center • Sığacık fortress	• Slow archeological excavations • Lack of social and cultural infrastructure	• Teos ancient city	• Loss of handicrafts • Elderly labor power • Lack of advertisement of Teos • Gentrification
Economical	• Tourism and hotel management • Local markets and producers • Organic products • Marine products	• Lack of financial resource of local government • Imbalance between income and cost	• Ecotourism • House pensions • Underwater sports • Mandarin and olive production • Cooperatives and corporations • Teos Marina • Wine grape production • Health tourism (geothermal) • Greenhousing	• Increasing housing prices due to immigration of non-locals • Cheap income resources • Lack of working areas
Ecological	• Blue flag beaches • Organic agriculture	• Sea pollution • Lack of pollution management	• Sea • Renewable energy • Geothermal resources • Wind energy	• 1st degree earthquake region • Agricultural land loss • Drought and water deficit
Political	• Slow city branding	• Lack of support from central government	• N/A	• Indifference to geothermal resources • Administration and politics relation
Demographic	• N/A	• Immigration of non-locals	• Emigration of local younger population	• Population increase to the limit of 50.000

SWOT: Strengths, Weaknesses, Opportunities, Threats.

Evaluation

The analyses and observations in the field study are conducted in order to understand the impacts of slow city branding on urban space in Sığacık. For this purpose, field observations are adapted to the slow city scoring model to reveal the criteria that require the prior interest. The SWOT analysis of Sığacık is summarized in Table 4. Accordingly, there are 12 strengths, 11 weaknesses, 17 opportunities and 14 threats in the Sığacık neighborhood. The main weaknesses and threats that reflect on the urban area are conurbation, lack of car parking areas, lack of infrastructure, unprotected conservation areas, increasing housing prices due to immigration of non-locals, lack of working areas and gentrification.

The negative externalities and actions taken in the Sığacık neighborhood according to the 7 slow city policies are summarized in Table 5. First negative externality of the slow city branding is the risk of *overpopulation* due to the advertising of Seferihisar district as a tourism center and coastal settle-

Table 5. Problems and actions/projects in Sığacık according to slow city policies

	Slow City policies	Problems observed	Actions/projects
Pre-requirement	Population	• Risk of passing the limit of 50,000 population	Current population; 43.000
P1	Energy and environmental policies	• Noise and visual pollution • Urban sprawl	• Biogas energy facility project • Geothermal energy facility • Solar energy bicycle project • Sustainable energy action plan (2017) • Having the highest number of blue flag beaches in İzmir
P2	Infrastructure policies	• Lack of bicycle and green transportation systems • Motor vehicle-dependent transportation system, car parking and infrastructure problem	• Establishing bike garages, local citizens can rent for free
P3	Quality of life policies	• Dominance of contradictory development (number of floors, building material, urban pattern) • Inefficient use of marginal spaces • Lack of resilience planning efforts	• Street and facade renovations • Landscape project with local plants and
P4	Agricultural, touristic and artisan policies	• Failure to differently address areas previously used as agricultural areas in master plan decisions • Urbanization pressure on the agricultural areas	• Establishing Can Yücel seed center to protect local agriculture products • Seed exchange festivals • Establishing village markets for local products • Vegetable fields for schools project • Promoting organic agriculture
P5	Policies for hospitality, awareness and training	• Inadequate awareness of local people • Tendency of mass tourism • Lack of slow routes	• Local participation to the membership process • The projects are shared by local people and promoted • Trainings on energy efficiency for local citizens
P6	Social cohesion	• Tendency towards gentrification	• Establishing women labor Houses, increasing women employment • Establishing children assembly
P7	Partnership	• N/A	• Being the capital Slow City in Turkey, promoting and supporting other cities for Slow City

ment. The population limit to 50.000 is a prerequisite for Slow City membership whereas, the rapid population increase in Seferihisar creates a risk of losing the brand. Second negative externality is the *urban sprawl* parallel to the overpopulation of the district as a slow city and relevant *noise* and *visual pollution*. Third negative externality is the *lack of infrastructure systems*, which is vital for slow transportation. Fourth negative externality is *incompatible structuring*, which is irrelevant to the urban fabric of Sığacık conservation area. Fifth negative externality is *urbanization pressure* on the agricultural areas both by planning decisions (which is continuing due to the lawsuits) and illegal housing parallel to the urban sprawl. Sixth negative externality is the *tendency of mass tourism* parallel to yacht tourism due to the lack of awareness of the local people; as the slow philosophy is not internalized by the locals yet. Final negative externality is the tendency of gentrification by migration from other cities due to the advertising of Seferihisar district as a tourism center and coastal settlement. Although, slow city branding cannot be held as the only responsible phenomenon for all the weaknesses and threats; it is obvious that it could not eliminate them through slowness policies.

In order to better understand and complete the shortcomings of the implementations in the Sığacık neighborhood, a *slow city criterion scoring system* is adapted from the model of Özdemir and Kaptan Ayhan (2020), which is applied to Gökçeada (Table 6, 7).

The scoring system of Sığacık is conducted within a framework of *7 policies* and *72 sub-criteria*. A triple-scale scoring system (poor-neutral-good) is applied in order to determine the extent of 7 policies of the slow city movement (Table 8).

Accordingly, it is determined that five of the 7 policies need to be improved in order to eliminate the current shortcomings and meet the requirements of the slow city. Among the slow city policies, it is determined that P2 is poor; P1, P3, P5 and P6 are neutral; and P4 and P7 are of good scale in the Sığacık neighborhood.

There are positive contributions of Slow City branding of Seferihisar on Sığacık neighborhood in terms of sustainable development. Within the Slow City policies and criteria, the alternative energy usage has been increased in the neighborhood; the number of blue flag beaches has been increased; environmental and sea pollution has been eliminated relatively to the past; infrastructure services has been improved by establishing water treatment facilities; bike rental has been introduced to the citizens as an alternative transportation mode; street and facade renovations has been applied to Sığacık which created a well-organized and attractive built environment; the landscape has been improved and contributed to the urban pattern; local markets and bazaars have been encouraged and established which contribute to local economy by promoting local products and increasing women employment; the protection of local values, local agricultural products and cultural heritages has been encouraged; tourism demand and relationally number of tourism facilities has been increased in the neighborhood; slow philosophy has been introduced to the citizens.

Table 6. Scoring system of slow city sub-criteria (Adapted from Özdemir and Kaptan Ayhan, 2020)

Sub-criteria valuation		Score
A.	No solution or development for the subject	1
B.	Studies on the subject are limited	2
C.	Studies on the subject are at medium level	3
D.	Studies on the subject are at a high level	4
E.	There is no problem regarding the subject/studies have been completed	5

Table 7. Scoring system of slow city policies (Adapted from Özdemir and Kaptan Ayhan, 2020)

	Slow City policies	Lowest score	Highest score	Scale of value	
P1	Energy and environmental policies	12	60	12–28	Poor
				29–45	Neutral
				46–60	Good
P2	Infrastructure policies	9	45	9–21	Poor
				22–34	Neutral
				35–45	Good
P3	Quality of life policies	17	85	17–39	Poor
				40–62	Neutral
				63–85	Good
P4	Agricultural, touristic and artisan policies	10	50	10–23	Poor
				24–37	Neutral
				38–50	Good
P5	Hospitality, awareness and training policies	10	50	10–23	Poor
				24–37	Neutral
				38–50	Good
P6	Social cohesion policies	11	55	11–25	Poor
				26–40	Neutral
				41–55	Good
P7	Partnership policies	3	15	3–8	Poor
				9–12	Neutral
				13–15	Good

Table 8. Scoring of Sığacık neighborhood according to the scoring system

	Slow city policies	Actions	Sub-criteria	Score	Scale of value	Requirements
P1	+	• Alternative energy • Sea cleanness • Blue flag beaches • Establishing water treatment facilities	1.1 Air quality (5) 1.2 Water quality (5) 1.3 Water consumption (2) 1.4 Solid waste management (3) 1.5 Industrial and domestic composting (2) 1.6 Water treatment facility (5) 1.7 Energy saving (4) 1.8 Renewable energy sources (4) 1.9 Visual pollution & traffic (1) 1.10 Light pollution (3) 1.11 Energy consumption (2) 1.12 Biodiversity (2)	38	Neutral	
	-	• Urban Sprawl • Pollution				
P2	+	• Bike rental opportunities	2.1 Efficient bike routes (2) 2.2 Bike vs automobile routes (1) 2.3 Bus stops & bike parking integration (2) 2.4 Eco-transportation planning (2) 2.5 Design for disabled (2) 2.6 Family and pregnant women initiatives (2) 2.7 Access to health services (3) 2.8 Sustainable distribution (1) 2.9 Commuting ratio (1)	16	Poor	• Bike routes • Slow routes • Eliminating car traffic from city center • Enhanced infrastructure
	-	• Insufficient alternative transportation infrastructure • Automobile dependency				
P3	+	• Renovation projects • Landscape projects •Local markets and bazaars • Protection of local values	3.1 Resilience planning (2) 3.2 Value increase (4) 3.3 Efficient plants (4) 3.4 Urban livability (3) 3.5 Recover marginal land (2) 3.6 Communication technologies for tourist and citizens (4) 3.7 Sustainable architecture (2) 3.8 Internet network (5) 3.9 Pollutant control (2) 3.10 Home-office working (2) 3.11 Personal sustainable urban development (2) 3.12 Social infrastructure (4) 3.13 Public sustainable urban development (2)	52	Neutral	

Table 8 (cont.). Scoring of Sığacık neighborhood according to the scoring system

	Slow city policies	Actions	Sub-criteria	Score	Scale of value	Requirements
			3.14 Urban green areas with efficient plants (4) 3.15 Commercialize local products (4) 3.16 Natural/Local markets (4) 3.17 Impermeable surface in green areas (2)			
	-	• Insufficient plans • Newly developed urban areas • Marginal spaces • Second houses overpopulation				
P4	+	• Protecting local agricultural products • Promoting local agriculture • Encouraging organic agriculture • Local Festivals • Pensions in city center	4.1 Agroecology (4) 4.2 Conservation of hand-made products (4) 4.3 Local craft (4) 4.4 Rural services and accessibility (3) 4.5 Using local agricultural product in public refectory (4) 4.6 Organic local product usage (4) 4.7 Cultural activities (5) 4.8 Hotel capacities (4) 4.9 No GDO (4) 4.10 Former agricultural land (2)	38	Good	• Controlling urban development • More support for local production
	-	• Urbanization pressure				
P5	+	• Participation • Trainings • Promotions	5.1 Reception (2) 5.2 Awareness (3) 5.3 Slow routes (2) 5.4 Participation (4) 5.5 Trainings (3) 5.6 Health trainings (3) 5.7 Trainings (4) 5.8 NGO-government cooperation (4) 5.9 Campaigns (4) 5.10 Using logo (5)	38	Neutral	• Increasing local awareness on slow lifestyle • Enhancing partici pation instruments • Consciousness of slow tourism
	-	• Lack of awareness • Mass tourism				
P6	+	• Women employment • Participation • Gentrification • Overpopulation	6.1 Integration of minorities (2) 6.2 Living together with different ethnic groups (3) 6.3 Integrating disabled people (2) 6.4 Childcare service (3) 6.5 Young employment (2) 6.6 Poverty (3)	29	Neutral	• Employment po licies for minoriti es and young • Controlling immig ration • Controlling land prices

Table 8 (cont.). Scoring of Sığacık neighborhood according to the scoring system

	Slow city policies	Actions	Sub-criteria	Score	Scale of value	Requirements
			6.7 NGO's (4) 6.8 Integration of different cultures (2) 6.9 Participation to policy (3) 6.10 Social housing (2) 6.11 Youth center (3)			• Preventing local emigration
	-	• Gentrification • Overpopulation				
P7	+	• Capital City	7.1 Support for slow city activities and campaigns (5) 7.2 Support of Slow Food (4) 7.3 Corporations (4)	13	Good	• More campaigns and projects with partners • Increasing aware ness
	-	• N/A				

Despite these improvements, Sığacık has been confronted with negativities due to increased attractiveness, tourism demand, insufficient awareness and ineffective infrastructure. The population increase causing urban sprawl threatens the natural areas and agricultural land; the high demand and unconscious tourists cause environmental pollution; the alternative transportation infrastructure is not sufficient to eliminate car traffic and air pollution; urban development plans are not in compatible with conservation concerns which allows new urban development, marginal spaces and tendency to second home ownership; the urbanization pressure has been increasing with the increasing recognition of the district and high demand; the awareness of slow philosophy is low for both citizens and tourists; Sığacık has become a mass tourism destination which is contradicting with Slow City perspective; the land prices has been increasing due to increased demand and the neighborhood has been facing with gentrification risk which cause local people to leave their lands. These negative externalities put all the gains by Slow City membership in danger.

However, the negative externalities can be eliminated and the gains of Slow City can be outshined by embracing a new planning approach led by Slow City policies. Firstly, (P2) *infrastructure policies* need urgent attention by the new slow routes, bike routes and enhanced infrastructure systems in order to eliminate the car traffic. Secondly, (P1) *energy and environmental policies* need to be improved by internalized slow lifestyle through conscious production and consumption habits, controlled urban development and Sığacık conservation plan (which is still under preparation). Thirdly, (P3) *quality of life policies* need to be improved by controlled population increase and efficient use of land. Fourthly, (P5) *hospitality, awareness* and *training policies* need to be improved by the education of the locals to internalize the slow lifestyle and slow tourism and enhance the participation instruments in the decision-making processes. Finally, (P6) *social cohesion policies* need to be improved by employment opportunities for young and minorities, controlled migration and controlled land prices. The other two slow city policy areas, (P4) *agricultural, touristic* and *artisan policies* and (P7) partnership policies are determined as of good scale according to the scoring system.

Conclusion

Seferihisar district, and particularly Sığacık neighborhood, has faced several conflicts since the Slow City membership. Although, slow city branding cannot be held as the only responsible phenomenon for all the conflicts; it is obvious that it could not eliminate them within its criteria. Seferihisar is still the slow city capital of Turkey. However, there is a clear threat that Seferihisar could lose its slow city membership, unless it corrects the policy deficiencies in the near future. As the most popular neighborhood of Seferihisar district through its natural and historical beauties, Sığacık is an important conservation area. Still, there is not a completed Conservation Plan of Sığacık yet, which makes it more vulnerable to the urbanization pressure. Moreover, it can be said that the conflicts that affect the Sığacık neighborhood can be generalized to the whole Seferihisar district.

The scoring system revealed that five of the 7 slow city policy areas need to be improved in the Sığacık neighborhood. The main deficiencies in the slow city policies are determined as; (P1) urban sprawl and pollution, (P2) insufficient alternative transportation infrastructure and automobile dependency, (P3) insufficient plans, newly developed urban areas, marginal spaces, second houses overpopulation, (P4) urbanization pressure, (P5) lack of awareness and mass tourism, (P6) gentrification and overpopulation. Hereby, there are two aspects that need urgent attention in order to eliminate the negative consequences: (1) management and improvement of the current situation, and (2) resolution of the socio-spatial issues. Unless these policies are improved, Sığacık may face more troubles rather than the benefits of Slow City membership.

Thus, firstly, as an outcome of the evaluations above, it should be emphasized that the basic principles of the slow city should not be separated from its roadmap previously described. In cities declared as a slow city, developments should be guided strictly in line with the slow city principles; and thus, missing aspects in Sığacık neighborhood should be improved. In order to do this, education and awareness of the local people should be increased. According to the field studies and personal observations, among the problems identified in Sığacık neighborhood, the most urgent ones are determined as the improvement of infrastructure, development of green transportation systems, creation of safe bicycle paths to be considered as a part of the Eurovelo route, integration of traffic in the city and development of parking capacity, use of local products to create awareness for visitors, improvement of gastro-tourism and extension of the local market to the permanent sales units, and prevention of the urban sprawl threat on the natural and agricultural areas.

Secondly, in order to achieve this, a participatory strategic planning approach, integrated master plans, conservation plans, strict regulations (e.g. urban design directories) and monitoring and feedback by the local organizations (e.g. municipality, cooperations) are necessary. There is a need for urban design directories to make signboard arrangements, facade arrangements, and road and pavement arrangements in the areas remaining inside and outside the Sığacık fortress walls. Also, vacant lands that are not in use should be re-evaluated in a way to ensure the functional and spatial integrity of the settlement. Moreover, there is a need for re-constitution of the common good among the local governors, local residents, summer house vacationists and the tourists in order to eliminate the possible social polarization and gentrification. Finally, more studies in the planning perspective need to be conducted to differentiate and compare the deficiencies and potentials among the slow cities in Turkey.

Acknowledgements

Authors thank to the students of 2018–2019 Semester Studio-2 at Pamukkale University Department of Urban and Regional Planning, and Durdane Demiray and Gülistan Eke and İbrahim Hakan Karabacak, who contributed to this study.

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