

**The Slow City Movement as an Alternative Approach
to Sustainable Development: Assessments in
Seferihisar, Turkey**

Roozbeh Salami

Submitted to the
Institute of Graduate Studies and Research
in partial fulfillment of the requirements for the Degree of

Master of Science
in
Urban Design

Eastern Mediterranean University
June 2015
Gazimağusa, North Cyprus

Approval of the Institute of Graduate Studies and Research

Prof. Dr. Serhan iftiođlu
Acting Director

I certify that this thesis satisfies the requirements as a thesis for the degree of Master of Science in Urban Design.

Prof. Dr. zgür Dinçyrek
Chair, Department of Architecture

We certify that we have read this thesis and that in our opinion it is fully adequate in scope and quality as a thesis for the degree of Master of Science in Urban Design.

Prof. Dr. Derya Oktay
Supervisor

Examining Committee

1. Prof. Dr. Naciye Doratlı

2. Prof. Dr. Derya Oktay

3. Assoc. Prof. Dr. Resmiye A. Alpar

ABSTRACT

Over the last decades, human life has been coming across a fast pace. New technologies are rushing us to think and perform without a superlative consideration, mostly in a case of nutrition which was called “Slow food”. The concept of slow food describes the early idea of food control in society and implements the notion of local food systems and was conceived against fast life and globalization to keep the local identity and economy. Nowadays, the influence of this concept trust the title of “slow” can be seen in the new human movements and exclusively in the activities related to quality of urban environments. Slow city is as a considerable alternative approach to a sustainable life, as it safe guards economy, energy, environment and social dimensions of life. It is believed that proposed urban changes of local urban settings end with the managing strategies that inspire high quality slow lifecycles in nations around the world.

This thesis aims to understand the Slow City movement as an alternative approach through a sustainable development by review and analyze some of slow cities in Europe and understand their advantages and problems. Understanding quality of life and health as main paragons in people life will be surveyed. Seferihisar will be looked over as the first slow city in Turkey which presented by literature review, charts and interviews.

ÖZ

Geçen yıllar içerisinde, insan hayatı hızlanmaya başladı. Yeni teknolojiler saldırısı, bizi mükemmel olmayan düşünce ve hareketlere sürükleniyor ki genelde beslenme üzerine ve “Ağır Gıda “olarak tanımlanıyor. Ağır Gıda konsepti, toplum’da eski Gıda Kontrol fikrini açıklamakta olup ve yerli yemek sistemi kavramını uyguluyor ve hızlı yaşam ve globalleşmeye karşı, lokal kimliği ve ekonomiyi korumak için tasarlanmış. Bugün bu konseptin tesiri “Yavaş “başlığına dayanmakta olup ve yeni insan hareketin’de görülebilir, bilhassa kentsel alanların kalitesine bağlı faaliyetler’de açıkça görülür. Yavaş Kent, sürdürülebilir yaşam’a, yaklaşımın çok önemli alternatifidir. Hayat’ın ekonomisi, enerjisi, çevresi ve sosyal boyutlarına karşı bir can simidi olarak bilinir. Önerilen şehir ayarlama değişimleri, dünya etrafındaki milletler’in kaliteli yavaş hayat çevrimlerine ilham veren yönetim stratejileriyle son bulur.

Bu tez bazı avrupa Yavaş Kentlerin analizi, avantaj ve problemlerinin anlamsıyla, Yavaş Kentleşmeyi, sürdürülebilir kalkınma üzerin’den alternatif yaklaşım olarak anlamayı hedeflemektedir. Yaşam ve sağlık kalitesini anlamak, insan hayatında erdem örneği olarak anketlenecektir. Seferihisar, Türkiye’nin ilk Yavaş Kent olarak ele alınacak ki literature taraması, grafikler ve görüşmelerle sunulacak.

DEDICATION

My greatest debt goes to my mother, Flora Ghaffari, for her tolerance, help and spiritual supports and for not letting me alone throughout my life.

ACKNOWLEDGMENT

I am really grateful to my supervisor, Prof. Dr. Derya Oktay, whose guidance and support from the very beginning to the end helped me to develop an understanding of the whole subject. I attribute the level of my Master's degree to her effort and encouragement, without her, this thesis would not have been written or accomplished.

Finally, I offer my regards to my jury members; Prof. Dr. Naciye Doratlı and Assoc. Prof. Dr. Resmiye A. Alpar whose appreciation and supporting encouraged me through the whole process of my thesis.

TABLE OF CONTENTS

ABSTRACT.....	iii
ÖZ	iv
DEDICATION	v
ACKNOWLEDGMENT.....	vi
LIST OF TABLES	ix
LIST OF FIGURES	x
LIST OF MAPS	xiii
1 INTRODUCTION	1
1.1 Problem Definition.....	2
1.2 Aim	3
1.3 Methodology	3
2 LITERATURE REVIEW (SLOW MOVEMENT AND SLOW FOOD AS THE BASIS OF SLOW CITIES)	4
2.1 Sustainable Development as the background concept for Slow Cities.....	4
2.2 Slow Movement.....	6
2.3 Slow Food Movement.....	8
3 UNDERSTANDING THE CONCEPT OF SLOW CITIES (CITTA SLOW).....	14
3.1 Slow City as an alternative approach to Sustainable Cities.....	14
3.2 History of Slow City Movement.....	15
3.3 Principles of Slow City	19
3.3.1 Environmental Policies	19
3.3.2 Infrastructure policies	20

3.3.3 Technologies and facilities for Urban Quality	21
3.3.4 Safeguarding autochthonous production.....	22
3.3.5 Hospitality.....	24
3.3.6 Awareness	24
3.3.7 Support to Slow Food activities and projects.....	25
4 REVIEW OF SLOW CITY EXAMPLES	27
4.1 Positano, Italy	27
4.2 Mendrisio, Switzerland.....	32
4.3 Waldkirch, Germany.....	36
4.4 Results.....	40
5 CASE STUDY: SEFERIHISAR, TURKEY	45
5.1 General Information about Seferihisar.....	45
5.1.1 History of the town	45
5.1.2 Built Environment.....	47
5.1.3 Natural Environment.....	50
5.1.4 Social Environment (People and traditions)	52
5.1.5 Economy and Tourism	55
5.1.6 Education	56
5.2 Assessments of the Slow City aspects in Seferihisar.....	58
5.3 Seferihisar before and after joining Slow Cities: Interviews with residents and the representative of the Municipality	64
6 CONCLUSION.....	72
REFERENCES	74
APPENDIX.....	77

LIST OF TABLES

Table 1: Main characteristics of the slow city – Imbroscio, 2003	43
Table 2: How much information do local people have about slow city movement?.....	65
Table 3: How much Awareness local people had about slow city and its principles from Municipality?.....	65
Table 4: What was the effect of slow city in local people’s life (quality of life)?.....	66
Table 5: What changes occurred in Seferihisar?.....	66
Table 6: What changes occurred in economy?.....	67
Table 7: What happened to tourism in Seferihisar after joining slow city?.....	67
Table 8: How much changes occurred in local people’s food program after joining as a slow city?.....	68

LIST OF FIGURES

Figure 1: Slow life, Leomoon.....	7
Figure 2: Carlo Petrini, founder of the slow food movement.....	9
Figure 3: Slow food.....	10
Figure 4: Slow food, Carlo Petrini.....	13
Figure 5: Greve in Chianti, 2008.....	15
Figure 6: Piazza Matteotti, Greve in Chianti, 2008.....	16
Figure 7: Rathaus in Hersbruck, 2011.....	17
Figure 8: Yaxi, Slow City in Gaochun, Nanjing, P.R. China.....	18
Figure 9: Aylsham, England 2003.....	20
Figure 10: Aylsham, England 2012.....	21
Figure 11: Berwick upon Tweed, England 2007.....	22
Figure 12: Lekeitio, Portugal 2009.....	23
Figure 13: Lekeitio, Portugal 2011.....	24
Figure 14: Massa Marittima, Toscane, Italy 2012.....	25
Figure 15: Monte Castello di Vibio, Italy 2008.....	26
Figure 16: Positano, Italy.....	27
Figure 17: Positano, Italy.....	28
Figure 18: Positano, Italy, 2012.....	29
Figure 19: Positano beach, Italy.....	30
Figure 20: Positano beach, Italy.....	31
Figure 21: Mendrisio, Switzerland.....	32
Figure 22: Mendrisio, Switzerland, 2010.....	34

Figure 23: Mendrisio, Switzerland.....	35
Figure 24: Mendrisio, Switzerland, 2004.....	36
Figure 25: Mendrisio, Switzerland, UCI World Championships, 2009.....	36
Figure 26: Waldkirch, Germany, 2003.....	37
Figure 27: Waldkirch, Germany, 2003.....	38
Figure 28: Waldkirch, Germany, 2010.....	39
Figure 29: Waldkirch, Germany, 2007.....	40
Figure 30: Sığacık, Seferihisar, 2013.....	45
Figure 31: Sığacık, Seferihisar, 2013.....	47
Figure 32: Sığacık, Seferihisar, 2013.....	48
Figure 33: Sığacık, Seferihisar, 2013.....	49
Figure 34: Sığacık, Seferihisar, 2013.....	50
Figure 35: Sığacık, Seferihisar, 2013.....	51
Figure 36: Sığacık, Seferihisar, 2013.....	52
Figure 37: Sığacık, Seferihisar, 2013.....	53
Figure 38: Sığacık, Seferihisar, 2013.....	54
Figure 39: Sığacık, Seferihisar, 2013.....	54
Figure 40: Sığacık Road, Seferihisar, 2013.....	55
Figure 41: Friday Bazar, Seferihisar, 2013.....	55
Figure 42: Friday Bazar, Seferihisar, 2013.....	56
Figure 43: Ataturk Street (Main road), Seferihisar, 2013.....	57
Figure 44: Ataturk Street (Main road), Seferihisar, 2013.....	58
Figure 45: Ataturk Street (Main road), Seferihisar, 2013.....	59
Figure 46: Sığacık, Seferihisar, 2013.....	59
Figure 47: Sığacık, Seferihisar, 2013.....	61

Figure 48: Sığacık, Seferihisar, 2013	61
Figure 49: Seferihisar City Center, 2013.....	62
Figure 50: Sığacık road to Seferihisar, 2013.....	63
Figure 51: Seferihisar Municipality, Seferihisar, 2013.....	64
Figure 52: Sığacık, Seferihisar, 2013	68
Figure 53: Seferihisar City Center, 2013.....	69
Figure 54: Sığacık, Seferihisar, 2013.....	70
Figure 55: Seferihisar Certification of Cittaslow, 2009.....	71

LIST OF MAPS

Map 1: Slow cities on the map, 2012, Slow City International Network.....	44
Map 2: Seferihisar – Map.Google.com/Seferihisar.....	46

Chapter 1

INTRODUCTION

The clock rules people's life, and everyone tries to use the time at peak, their routine life becomes faster by using time and quantity prior to quality. Everyday living is getting faster and faster, time limitations force people to use fast foods, fast transportations, fast cities and fast life without considering how will be in the future and what will happen next! Their life becomes a systematic daily process and they forget about their traditions, origin and also quality of life. Living faster needs energy and users are getting more and more every second. Most of the people don't care about what's going on and some care, but millions of people think they are in a right way but they aren't, many amount of energies are wasting per second that no one has an idea about. Waste of energy is not just waste it; it's also about not using the natural energies that we have in our lives. Limit sources should be an important warning for people and thinking about the next generations must be a part of our culture and minds. Energy usage should be in a logical way and the universe has to slow down their needs and consumption in their ordinary life. In the other side the quality of living should be improved and citizens would have an opportunity of a good living and enjoying their town in a friendly lifestyle, green environment, natural local foods and fresh air.

Slow city Manifest frame that, they are looking for cities where people are still curious of their past, towns rich of theatres, squares, restaurant and cafes and spiritual places,

towns with pure landscapes and local craftsman still respects their tradition, health and tastes.

“Festina lente” means slowly hasty, Latins used to say. In mean of use the knowledge of the past and use for the present and future. The thing says that you should move through but carefully.

Today cities are in hazard to join globalization and losing their identity and traditional lifestyle and extinction danger to many of their local culture, foods, crafts etc. slow movement is an opportunity to move forward with saving our past, living today and keep for the future.

Slow movement was an inspiration for global movement started from Italy and soon become known as subculture to nations, in 1986 the Italian slow food association started to protect Right to Taste which will be reviewed on chapter 2. In the following of slow food soon after, slow city organization started in 1999 with the aim of improving the quality of life. Chapter 3 will be a review on slow city history and explanation about three examples in Europe. Chapter 4 contains assessments on Seferihisar the first slow city in Turkey, in case of environment, social, economy, tourism and education. Final chapter is a conclusion on alternative approach to sustainable development.

1.1 Problem Definition

Small towns are in threat of destruction, as the population is increasing and towns need more capacity for their citizens, towns are going towards the globalization and homogenization, same block apartments are replacing the local fabric, the city centers

changing to the business centers and finally cities losing their identity. Cities face the same all over the world with no belongings to their climate or identity. Towns become faster; technology, cars and economy destroy them all. Ecosystems destroyed with the inappropriate developments and unsustainable towns build over the lands, and cities look strange.

1.2 Aim

The aim of this study is to understand the Slow City movement as an alternative approach through a sustainable development; the study is a review on slow cities and analyzes some of the Slow Cities by identifying their advantages, problems and prospects for the future. It aims to find out how the slow city movement improves the quality of life, health and if it is a sustainable development for future in small towns or not, and how it tries to resist the globalization of towns and respect the locals. In case of sustainability It also aims to protect the local culture, environment, identity and crafts.

1.3 Methodology

The research comprises a literature review, a review of the slow city examples in Italy and other European countries and on-site assessments and interviews in Seferihisar, Turkey's first slow city.

Chapter 2

LITERATURE REVIEW (SLOW MOVEMENT AND SLOW FOOD AS THE BASIS OF SLOW CITIES)

2.1 Sustainable Development as the background concept for Slow Cities

The environment we are living in is changing over times, cities are changing by accommodating new developments. As Oktay (2001) highlights, “The city seems to act as a stage for ever-changing performances, led by economic, social and cultural forces, where the different actors involved in the process of change have an increasingly important role to play in the improvement or the decay of their habitats”.

World population and live in urban areas is increasing and urbanization give rise to economic and social growth which results in higher energy usage. Today energy use should be kept in low level; it’s a way of thinking of growing cities to plan and built corresponding with climate and energy use.

In case of economic development and agendas Slow Food and Slow City movements would be analyzed in viewpoints related to alternatives for urban sustainable developments in line with political economy literature. Urban regime theory including political dimension improves the perspective and believes that “the connection middling governance by private and public, means of efficiency, exchange and

dispensation is a fundamental dichotomy between those who seek to protect the commercial interests” (Davies, 2004, p. 275).

In 1999, Murdoch and Miele, believed that commercial products offering is more popular than people productions and alternative approaches which are more sustainable and equitable are not put forward. Also other policy aspects like food production are affected by corporative trends. Some remarkable points regarding the nature of corporate-centered strategies can be recognized from the literature on food systems; for instance, both globalization and standardization affected the food industry system which is not provided with high quality and often contain unnatural ingredients and preservatives and usually the products can be produced out of season and out of place. (Mayer and Knox, 2006).

As an example the fast food industry have many negative urban consequences regarding public health concerns. On the other hand, food production and consumption affected by locality and specificity and its impact on alternative food systems. (Murdoch & Miele, 1999; Murdoch, Marsden, & Banks, 2000).

Because of the food system Impact due to the slow food movement and relation to planning and urban development, the inclusion of food systems is relevant. (Campbell, 2004; Vallianatos, Gottlieb, & Haase, 2004).

The goal of sustainable urban development is to protect a city’s environmental assets according to alternative urban development agendas and also fostering beneficial development given a fair economic which is called the “three E’s”. Social justice and

economic development is what this principled view follows according to synthesizes environmental sustainability. Generally it deals with the environment, the economy, and equity in society (Chart 1). As Campbell (1996) states, because of several conflicts affiliated with relationships between the aims and is difficult to create a balance between the three E's. For instance, enabling economic opportunities for a large group of humans can often be in opposition with environmental protection. (Mayer and Knox, 2006).

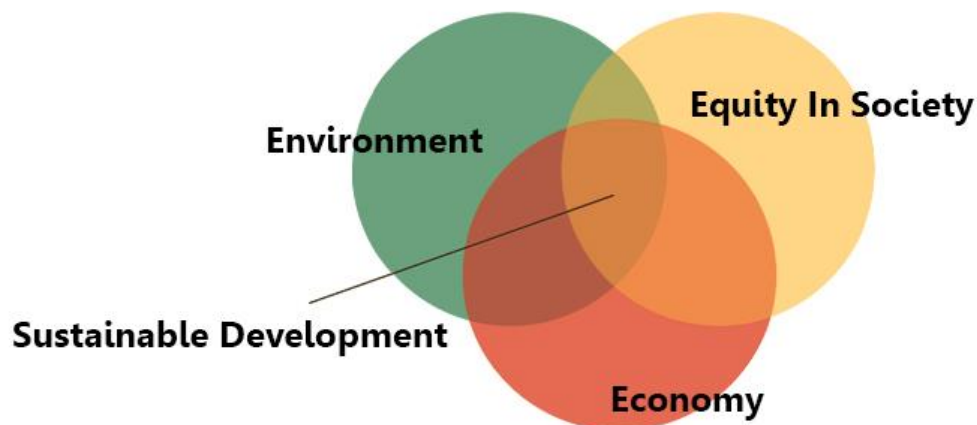


Chart 1: The three components of sustainable development

2.2 Slow Movement

The slow movement began from Italy in 1986 and over time it established into a subculture in other nations such as a slow city, slow food, slow living, slow art and etc. Today the Slow Movement is a global organization.



Figure 1: Slow life, Leomoon – Flickr.com

- Slow food as a culture to encourage the enjoyment of traditional food taste with more than 83000 members in 131 countries. (Washington Post, "What's Slow Food, Anyway?").
- Slow city as a movement to resist towns' globalization and improving quality of life.
- Slow Travel is a 19th century evolving movement inspired from the European travel writers like Theophile Gautier, whose ideas were versus the speed. (Hidden Europe Magazine, a Manifesto for Slow Travel – March 2009). Slow travel in general says that the potential pleasure of the journey is lost because travel delights to anticipate of arrival. Slow travel is a movement which aims to engage travellers more with the locals and communities all along their trip. (Slow Travel Europe, the Slow Way).

- Slow parenting is a plan for children to explore their world and childhood at their own pace and also their parents to plan less for them and let them experience their own life. (Honoré, Carl - Under Pressure: Rescuing Our Children from the Culture of Hyper-Parenting. Orion. 2008).

Slow art, media, gardening, money, science, fashion, church and so more are parts of the slow movement which is not organized and controlled by a single organization. It has grown and it's expanding slow culture to the global community.

“We have lost our sense of time. We believe that we can add meaning to life by making things go faster. We have an idea that life is short and that we must go faster to fit everything in. But life is long. The problem is that we don't know how to spend our time wisely”. (Carlo Petrini, September 2008).

2.3 Slow Food Movement

Regarding food safety and quality, increasing fast food branches is the main concern in last decades. Before the fast foods become attractive to the people of universe the food and cooking methods was a part of the traditions of each land, but in time it faded rapidly and fast foods branches conquered the cities. The movement began in 1986 when Carlo Petrini, Italian food writer made people aware of opening a branch of a MC Donald's restaurant in Rome next to the Piazza Di Spagna.

The idea was to protect “Right to Taste”, this is the goal which slow food organization submitted to preserve traditional food products in the danger of extinction, setting off traditional agriculture techniques, taste education and enhancing the awareness of the joy of eating foods.



Figure 2 : Carlo Petrini, founder of the slow food movement – guardian.co.uk

The Italian Slow Food association was started in 1986 in Barolo, in the Cuneo province, by Carlo Petrini, the man whose ideas become the source of worldwide movement, his ideas was against fast life in force people to use fast foods and traditional tastes which will be forgotten by people. Fast life change the way of living and threaten our environment and landscapes.

In 1989, the birth of international slow food movement was in Paris with 20 countries deputized, its outset have grown to more than 100, with 83,000 members organized in local chapters called convivia which known as condotte in Italy. The head office is

located in Cuneo, the small town of Bra, Italy. And the convivia promote the organization's main aim of "protecting the right to taste" through a variety of initiatives. There is a University of Gastronomic Sciences, built in 2004, and a publishing company and a Master of Food degree program. (Nick Swift, 2004).



Figure 3: Slow food movement - slowfoodcolumbus.org

The Slow food movement is in the aim of keeping the local community economy vital, as Paul Knox and Heike Mayer state that Slow Foods goal is to support locally owned businesses like restaurants and farms in the concept of 'territory'. Slow Food focuses on producing and growing some products like cheese, wine, vegetables and fruits by using traditional methods regarding that specific area.

By understanding the territory, Slow Food links different environmental aspects of an area to the history and culture of human beings who inhabit the territory and have operated it for traditional food production for other generations. (Paul Knox, Heike Mayer - Small town sustainability).

In 2001, Carlo Petrini, man who was the leader of opposition groups versus McDonalds, stated the concept of territory is about water, soil, vegetation, etc. and

overall human and natural parameters which gives a certain character to local scaled farming units and to grow, prepare and cook over there.

By the three E's program, two slow food plans are running in Italy. The first one known as Osterias and Trattorias talks about Slow Food's efforts promoting small, local family owned restaurants which serve traditional local cuisine with a friendly simple service, high quality food serve usually together with local wine and overall with affordable prices that can be "everyday places" (Petrini, 2001).

Importance of Osterias highlighted by the slow food movement to urban life in reply to McDonald's outreach in this country. McDonald's branches firstly seemed in countryside in Western European countries, inverse in Italy large cities were the first welcome this restaurant and small towns were quickly accepted this McDonald's where Osterias and Trattorias are alive. It looks over to relief these local restaurants instead of fast food places. Slow food published a guidebook to multiple establishments which named Osteria d'Italia giving information about local foods and tastes to consumers.

Ark of Taste is another program with the main idea of slow food talking about the social and economic aspects and its connection to environment. The main aim of this scheme is about fruits, vegetables, and traditional foods production in danger of extinction with cataloging and promoting them. Ark's catalog only contain a product with five requirements concerning the quality of the product. Ark products should belong to a specific territory. Also should be linked environmentally, socio-

economically, and historically to a specific locality, and have to be produced by small producers in limited quantities and this products ought to be at risk of extinction.

The Slow food movement is known in different categories and there are too many programs and projects in the world. Generally, the activities of the movement can be group in three titles:

1. Programs and projects that aim to shorten and localize the food chain;
2. Programs that promote quality local foods;
3. Activities that improve access to affordable, healthy, and nutritious food.

(The Berkshire= encyclopedia of sustainability: natural resources and sustainability).

As Pratt and Feagan state that the movement is not without its critics, and they mention three topics to concern. First, usually it is not clear how the movement defines terms about the geographic perimeter of food sourcing and consumption such as local, regional, or authentic. Sometimes local can refers to a large geographic region or whole state. Second, it focuses on prices, and says that organic foods produced by locals, are more expensive than foods which produced in industrial system. Because local food production done in small scale and farms, but industrial systems associated with the agro-industrial food system get the points such as global transport, which are not often calculated into the real prices and government subsidies usually masked over it. Third, is the ability of local food programs as a compare to the global food needs, which the human consumption is times more than organic and local food products according to the daily needs of people. (Pratt, 2007, 292).



Figure 4: Slow food, Carlo Petrini – www.Slow food.com, 2013.

Overall, Helke Mayer Emphasis on importance of slow food movement to have a sustainable future. Making connection between local producers and consumers to have a success in the economies of rural areas and small towns. In addition he says that the promotion of more sustainable farming techniques promises great improvements to the natural environment. (Helke Mayer)

Chapter 3

UNDERSTANDING THE CONCEPT OF SLOW CITIES (CITTA SLOW)

3.1 Slow City as an alternative approach to Sustainable Cities

The idea of sustainable life started in 19th century. This idea was first made by a relatively small but influential group of people environmentalists and scientists in the 1960s (Ehrlich 1968) and is based upon their historical analysis of economic expansion, population growth, and resource consumption related to subsequent environmental degradation. Their analysis substantiated the shocking claims that if the rest of the world consumed resources at the same rate as do Western societies, and then the world's ecosystem would soon become exhausted and unable to reproduce itself.

Slow city is as an alternative approach to a sustainable life, caring about economy, energy, environment and social dimensions of life. Cities which try to resist to globalization and try to prepare their own needs, like their foods and crafts. Another point of these cities is about energy, how to save energies and also using natural, clean and solar energies as a key point to a sustainable life.

3.2 History of Slow City Movement

In the inspiration of slow food movement the movement of Slow City (CittaSlow) was born through Paolo Saturnini the past Mayor of Greve in Chianti, a little town in Tuscany, Italy. It just started on the basis of improving quality of life and considering a different way of development and soon his ideas were appreciated become all over the country. Francesco Guida, Domenico Marrone and Stefano Cimicchi the Mayors of Bra, Orvieto and Positano become as his supporters and joined the movement. Soon after it become a universal movement.



Figure 5: Greve in Chianti, 2008 – Flickr.com

The main goal of slow city was to expand the philosophy of slow food to governments and local communities. Municipalities joined in aim of respecting their citizens to have slow and healthy life, keep the food products and tastes highly, attention to the health, pristine environment, keep and educate local traditions, arts and crafts to the community through the enjoy of a slow and quietly quality living. Slow cities movement elevates utilization of technology to improve the quality of urban fabric and environment.



Figure 6: Piazza Matteotti, Greve in Chianti, 2008 – Flickr.com

Slow city movement can be improved by the slow city organization for making a better life for people living in an urban environment. It's also resisting globalization and homogenization to protect the environment and a healthier life style.

Slow city is also thinking about the people who visit the city, keep the values of local traditions for tourists which travel to these cities.

In 2001, 28 Slow Cities, mostly located in northern part of Italy specifically in Tuscany and Umbria, were certified. In early 2005, 16 members were added to the list, including Hersbruck, Schwarzenbruck, and Waldkirch in Germany, Sokndal and Levanger in Norway, and Ludlow and Aylsham in the United Kingdom and several other towns mostly in Italy and also one in United Kingdom (Diss), one each in Switzerland (Bellinzona), two in Brazil (Antonio Prado and Tiradentes), Croatia (Kastel o` rizo)

and, Greece (Idra) were programming to certificate as a slow city. (Creating Ordinary Places: Slow Cities in a Fast World, Paul I. Knox).

Since 1999, More than 160 towns from 25 countries certified as a slow city till the November of 2012.



Figure 7: Rathaus in Hersbruck, 2011 – fotocommunity.de

These cities are the places seek to reinforce their own identity and make enjoyable way of living for their inhabitants. “They are towns where pedestrians can stroll, untroubled by roaring traffic; towns with abundant and varied spaces in which people can run into one another, sit, talk and enjoy communal life. Their municipal councils insist upon renewable energy and recycling and encourage local arts and crafts, traditional eating establishments that serve local cuisine and shops that sell local produce”.

In the critique of slow city movement he examines that “it could all too easily produce enervated, backward-looking, isolationist communities: living mausoleums where the puritanical zealotry of Slowness has displaced the fervent materialism of the fast world”. (Creating Ordinary Places: Slow Cities in a Fast World, Paul I. Knox).

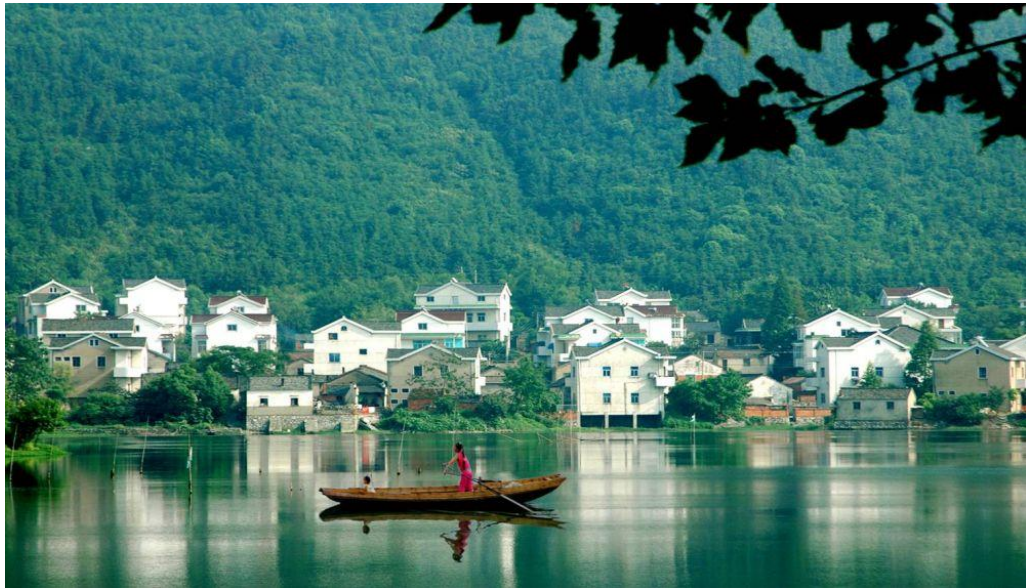


Figure 8: Yaxi, Slow City in Gaochun, China, exkursionsblog.blogspot.com

Slow cities are not going to be the cities without events especially for young people they will be destinations for tourist and events, using the nature and environment to have special gatherings that rarely are possible in modern cities like eco-events. Slow cities are the point for business (sufficiency and tourism as key points), innovation and technology. The thing is they just will be done in a sustainable way, as an example; take the use of technologies like air, light and noise pollution control systems and cycling facilities.

3.3 Principles of Slow City

There are more than 50 principles and aims for slow cities in order to improve the quality of life. These aims are flexible to upgrade due to today needs of people and every year publish by slow city organization which place in seven categories;

- Environmental Policies
- Infrastructure policies
- Technologies and facilities for Urban Quality
- Safeguarding autochthonous production
- Hospitality
- Awareness
- Support to Slow Food activities and projects

3.3.1 Environmental Policies

1. Water, Soil and air quality should coordinated to the standards sets by law.
2. Plans for recycling and urban wastes collection.
3. Promoting industrial and home composting.
4. Planning for a wastewater treatment unit.
5. Plans for save and use alternative energy resources (renewable sources, green hydrogen, mini hydroelectric power plant).



Figure 9: Aylsham, England 2003 – flickr.com

6. Preventing Organismes Génétiquement Modifiés use in farming.
7. Municipality ought to have program to set out traffic signs.
8. Controlling systems for noise pollution according to the standards.
9. Program for reducing electromagnetic pollution.
10. Plans for controlling and reducing light pollution.
11. Adoption of systems of environmental management (EMAS and ECOLABEL).

3.3.2 Infrastructure policies

1. Artistic and cultural centers with historical value should be renovate and improved.
2. Creation of a safe traffic system.



Figure 10: Aylsham, England 2012 – flickr.com

3. Bicycle routes in the aim of daily connection paths for people with priority of schools, public buildings and city center.
4. Plans for transportation system to replace public instead of private, alternative mobility with pedestrian and bicycle tracks to link centers, schools and work places.
5. Plan for accessibility of public places, interests and technologies and removal of architectural barriers for the disabled.
6. Program for local activities and family life (local events, sports, relation between family and school, assistance, social centers, public lavatories).
7. Medical assistance center.
8. Protection and creation of green qualified zones.
9. Support for natural and local products to supply the market.
10. Plans for redevelopment, restyling and upgrading of the city.

3.3.3 Technologies and facilities for Urban Quality

1. Promote the application of bio-architecture.
2. Urban cable systems and equipment should be replaced by wireless systems and optical fiber.
3. Adoption of systems for monitoring electromagnetic fields.
4. Obtain garbage containers which is compatible to the environment and urban spaces.
5. Programs for planting suitable plants, gardening and landscape in public spaces and semi-public spaces.
6. Providing new network and internet systems to citizens and plans for promoting use of internet.
7. Plan for controlling noise in the standards that define by world health organization especially in noisy areas.
8. Programs for the use of color in city.

9. Promotion of telework.



Figure 11: Berwick upon Tweed, England 2007 – flickr.com

3.3.4 Safeguarding autochthonous production

1. Organic farming development.
2. Certification of quality attached to crafts which made by artists.
3. Crafts that are becoming extinct should added to list of programs for conservation.
4. Programs to protect traditional methods of professions which are missing and programs to education.
5. Organic products usage in restaurants, cafes, schools and efforts to promote local traditions.



Figure 12: Lekeitio, Portugal 2009 – flickr.com

6. Taste education programs for children in cooperation with Slow Food.
7. Favoring the activities of wine and gastronomic Slow Food Presidia for species and preparations risking extinction.
8. Local products census and support of their updating markets for local products.
9. Trees census of trees and enhancing the value of large trees or “historical trees”.
10. Promoting and preserving local cultural events.



Figure 13: Lekeitio, Portugal 2011 – flickr.com

3.3.5 Hospitality

1. Quality hospitality and courses for tourist information.
2. Historical centers Equipped with the international signs as a guide for tourists.
3. Presenting slow programs of the city to people in brochures, websites, etc.
4. Transparency of prices for the tourists.
5. Place tourist centers as a guide points and safety for visitors.

3.3.6 Awareness

1. Provide slow city programs to citizens about the aims and information that what slow city is and importance of joining as a member to slow city organization.
2. Programs for understanding slow philosophy and projects for the citizens.
3. Programs for publication of the Slow City and Slow Food activities.



Figure 14: Massa Marittima, Toscana, Italy 2012 – flickr.com

3.3.7 Support to Slow Food activities and projects

1. Slow food festival establish as a main local event.
2. Programs in collaboration with slow food to educate courses about taste and food particularly in schools.
3. Vegetable gardens being created in schools in collaboration with slow food.
4. Several projects of slow food centers in order to protect productions with the risk of extinction should be done.



Figure 15: Monte Castello di Vibio, Italy 2008 – flickr.com

5. Local area products use as the main source of nutrition for citizens and tourists in cooperation with slow food and Support to the typical local area products.

Chapter 4

REVIEW OF SLOW CITY EXAMPLES

4.1 Positano, Italy

Positano is located in the province of Salerno in Campania, Italy. It is a town on the Amalfi coast which surrounded by the hills going down to the beach. In medieval times Positano was a port of the Amalfi Republic and thrived during the 16th and 17th centuries. But in 19th century most of its population immigrated to Australia and without half of their people the town had stagnated and Positano become a poor fishing village in the early twentieth century. After John Steinbeck published his essay "Positano bites deep" about Positano in May, 1953 it began to attract large numbers of tourists in the 1950s.



Figure 16: Positano, Italy - Derya Oktay Archive

Steinbeck wrote. "It is a dream place that isn't quite real when you are there and becomes beckoningly real after you have gone.

According to the writer John Steinbeck Positano is "the single vertical location in the world" due to its steep streets and numerous stairs. Positano with a population of 4000 inhabitants (December 2010) is placed in a bay between the Punta Germano and Capo Sottile. It was a small fishing village which began to attract many tourists in the Mid-20th Century. The result of this was recovering the economy of the city and increasing the number of visitors by new housing and leisure facilities during the summer months.



Figure 17: Positano, Italy - Derya Oktay Archive

In 1999, after Greve in chianti become as a first slow city, the Mayor of Positano, Domenico Marrone and Francesco Guida, Stefano Cimicchi the Mayors of Bra and Orvieto joined the movement.



Figure 18: Positano, Italy 2012 – flickr.com

Positano as a city with high quality environment got many point in slow city organization through its points. Terraces, little narrow winding roads, and houses climbing the hill side are the main components of the structure of Positano. It is a combination of Moresque and Byzantine style. The architectural characteristics which shown in the oldest quarters is related to lapillus concrete pavements, the typical lime plasters, the only white color of the houses and the bright colors of ceramic tiles. “Golden Mountain” was the name of Positano due to its successful trade with the Middle East and to the ships sailing the Mediterranean Sea.



Figure 19: Positano beach, Italy - Derya Oktay Archive

Tourism and hospitality are other key points for Positano to join slow city organization. Pure beach down the city and pure nature around attract too many visitors to come to the city which is increasing every year mostly in summer. There are too many hotels, resorts and houses in luxury and high quality levels for tourist to spend nights in. There are yearly festivals and events which make an opportunity to bring people together in Positano like fish festival which held in Positano. As other tourist attraction could consider the Church of Our Lady of the Assumption which today opens on piazza Flavio Gioia. It has a valuable decoration of prized mosaics by Mimmo Paladino with a picturesque yellow and green majolica tile dome. The famous Black Madonna with Child of Byzantine origin and the reliquary bust of St.Vito, which belongs to the Neapolitan goldsmith's art, are glaring inside the church.



Figure 20: Positano, Italy – Derya Oktay Archive

Shops and handicrafts seller are another activity of the city in line with slow city movement, shop sellers which most of them are producers of their own crafts are making and selling crafts to the visitors. The shops can see all along the narrow streets that filled with colored crafts, organic food markets and restaurants following the slow food movement in cooperation with their programs.

4.2 Mendrisio, Switzerland

Mendrisio is located south of Mendrisio in the canton of Ticino, in the center of an imaginary triangle whose vertices are located Lugano, Como and Varese. This city with 2158 hectares in area and about 13000 residents is the first city in Switzerland to obtain slow city certification. Mendrisio first named Mendrici in 793 and its German name was Mendris which is no longer used. A Roman settlement discovered in Mendrisio had Roman coins and about thirty tombs that shows it had inhabitants during this period. Several fortifications were built during the middle Ages mostly located among the Moree River and the Porta S. Giovanni. Above the city on the hills a castle were built by Torriani family In the Late Middle Ages. In 1140 Mendrisio had become a thriving city in the County of Seprio. Three decades later, Mendrisio occupied by Como in 1170 until 1335, and then ruled over by Milan's control until 1402. In 15th century Mendrisio was given as a fief to the Rusca and Sanseverino families. (Historical Dictionary of Switzerland)



Figure 21: Mendrisio, Switzerland – mendrisiottoturismo.ch

In the late 15th and early 16th century, the Swiss Confederation canton of Uri began expanding down into the Leventina valley and after a number of refractions

Confederation obtained Lugano in 1512 and merged the Landvogtei of Mendrisio. A system of shared responsibility over the Italian Bailiwicks commenced by Swiss Confederation in 1521. Mendrisio management assigned to a bailiff. Mendrisio as a city with limited rights of autonomy and till the French invasion in 1798 remained.

In 19th century, new development spread off the Moree River and an industrial zone was constructed in Mendrisio .Torriani-Bolzani one of the first factories, employed over ten percent of town population, more than 300 women and children in 1900. With the creation of jobs in the city, villagers' preferred moving to Mendrisio, as a result, the population suddenly became much in sixty years late of the 19th century. More residents and industry came to the town after construction of a railroad. Also Beata Vergine hospital and large villas were built by wealthy industrialists. In 20th century, almost 75 percent of working population got a job in services sector because plenty of service companies started to work in Mendrisio and led industry to decline. Most of the workers are for other regions like Italy because of Mendrisio's location not far from Italian border. (Historical Dictionary of Switzerland)

Mendrisio become as a source that surrounding districts were dependent on for services. A neuro-psychiatric clinic since 1898 and fifty years later primary and secondary schools opened. School of Architecture of the Università della Svizzera italiana started in 1996.

It is an award given by the International Association of slow cities with fewer than 50,000 inhabitants that are committed to improving services and enjoyment of the city in the name of 'economy' of the slow and good living.



Figure 22: Mendrisio, Switzerland, 2010 – cittadiniperilterritorio.ch

Mendrisio Ticino as a slow city focuses on saving energy on resources and makes it the first town to get the label "Energy City". It is a mark of quality awarded by the Energy Cities in Switzerland. This certificate recognizes municipalities that implement a sustainable policy in the energy, mobility and the environment. The certification is not definitive but is part of a global process of continuous improvement. The system is based on the scores resulting from an analysis and evaluation of municipal energy policy.

The accession procedure for official certification is optional, but then binds the municipality to achieve certain goals. At the municipal level this theme is followed by the Department of the Environment and Energy Committee and the environment. At the national level the commission of the label and a network of experts conduct the analysis and guarantee the quality of the brand, operating under the federal program of Energy Switzerland.



Figure 23: Mendrisio, Switzerland – myswitzerland.com

In case of travel and hospitality Mendrisio is a high quality stay and Lower Ceresio region to discover Ticino at its roots immediately becomes a spectacular journey immersed in a landscape of exceptional beauty by passing through the villages, hills and the lake, the most southerly region of Switzerland is a hospitable land, all waiting to be discovered.



Figure 24: Mendrisio, Switzerland, 2004 – flickr.com

Bike routes between Monte Generoso and Monte San Giorgio which is Unesco World Heritage area, there are various hiking trails that lead through the sun-drenched vineyards with equipment supported by the governments and learning courses for starters make an opportunity for people to ride and visit the area and spending time to enjoy their travel.



Figure 25: Mendrisio, Switzerland, UCI World Championships, 2009 – flickr.com

Mendrisio also is a center for international events, conferences and seminars; Antiques market exhibition, jazz and wine festival. Also it was one of the check points of UCI men's elite road world championships in 2009.

4.3 Waldkirch, Germany

Waldkirch is a town in Baden-Württemberg, Germany with the population of 21,036 residents and the area of 48.47 km². Waldkirch is known as "The town of mechanical organs" due to the fairground organs played on the streets which manufactured by such well-known manufacturers as Carl Frei. As it stands Organ city for over 200 years worldwide for excellent craftsmanship and is still today an international center of organ building.



Figure 26: Waldkirch, Germany, 2003 – flickr.com

In 2002 Waldkirch was the first city in Baden-Württemberg and to Hersbruck as the second city in Germany in the "International Association of livable cities, slow city was added.

As one of the first German cities, in the union of livable cities was recorded, Waldkirch is in the best sense on the way back to the roots; this involves, among other things, to preserve the characteristics, traditions and customs. Also a good, enjoyable food is therefore part of the slow city philosophy and is estimated accordingly in Waldkirch.



Figure 27: Waldkirch, Germany, 2003 – flickr.com

Waldkirch try to protect its society and people, in stable and sustainable social life, as an example, a strong sense of place exist in the main square of city center in Waldkirch's maintained by farmers holding the market in square with traditional methods.

The local square in Waldkirch is pedestrianized and twice a week there is a market attracts visitors and also local residents. There is no distribution for sellers and

customers to use the square because the area is closed for automobiles. Visitors usually spend time with acquaintances and friends. Life flows around the major urban areas causes identity increases and a strong sense of place. Hargreaves believes that it all becomes to 'social sustainability' that preserves "sense of belonging, ownership and identity" (Hargreaves, 2004, p. 46, 64) with the urban environment, a goal that is central to the Slow City movement. (Sustainable Places in a Fast World- Heike Mayer and Paul Knox)



Figure 28: Waldkirch, Germany, 2010 – flickr.com

Waldkirch is a place of living history; the first mention of forest Kirch dates from 926 and reported the establishment of the K Lusters St. Margaret. Waldkirch makes from its citizens, its history, its recreational value, and its unique location. The highlights of the towns are the Catholic Church St. Magarethen, the ruin of the Kastelburg and the market place with the town hall.



Figure 29: Waldkirch, Germany, 2007 – flickr.com

The fifth season has in Waldkirch actually always in season, and not about connecting every connoisseur of Alemannic carnival the name Waldkirch närrischem bustle of highest quality; between the so-called "Dirty Dunschtig" (Thursday before Ash Monday) and the "carnival-Zischdig" (Shrove Tuesday) is seething on the streets, in the alleys and party rooms. Even outside the peak season, many Waldkircher in numerous Zünften active, maintain their intricately carved wooden masks and traditional costumes and thus also to a valuable piece of local culture.

4.4 Results

As a result, generally slow cities are towards a main aim; 'Improving the quality of life' with regard to sustainability criteria, these are the cities which promoting programs of slow city movement. Cities with population under 50,000 inhabitants

which contain some historical backgrounds, wealthy environment, urban heritage, culture and philosophy of slow movement. In order to join as a slow city, citizens need to think different of their consumption habit but the thing is that the municipalities do in different ways, each city according to its potential focus on some policies to achieve and that would be their main aim that will get the point to join as a member and programs to get the rest in time. As an example; Positano one of the first cities joining slow city in Italy in case of tourism, crafts and hospitality that grown every year and also rich environment that protected is a successful member all the time. Mendrisio in Switzerland is the first city in this country that joined the movement worked on saving energies and sustainability and labeled its name as an 'Energy City', also Mendrisio is a center of international events that helps it to bring tourists and it's an opportunity to show what they have to visitors. Waldkirch in Germany is the third example that focuses on preserve the characteristics, history, traditions and customs, in the other hand the governments try to improve the quality of life for citizens and they got their name in world most livable cities list every year. In common the cities are looking for a change, a change to reach sustainability, In 2003 Imbroscio define alternative urban development agendas of slow cities (Table 1).

Table 1: Main characteristics of the Slow city – Imbroscio, 2003

Comparing Corporate-Centered to Alternative Urban Development Agendas		
Agendas	Corporate-centered/mainstream	Alternative
Characteristics	Homogenized Single imperative Inequitable Industrial Standardized Corporate Unsustainable Copied Low quality Replicable Insensitive to local history, culture Fast	Idiosyncratic/asset specific Multiple imperatives Equitable Craft Customized Grassroots Sustainable Authentic High quality Asset specific Sensitive to local history, culture Slow
Examples	Urban mega projects Smokestack chasing Industrial food systems	Community economic development Slow City Slow Food

Overall the members need strong leadership and coordinate between them and locals, the residents need the government support in economic and equipment and in front they need people to produce and agricultural activities and to promote a higher degree of consumption for locals, actually they should be aware of that higher prices of their own product comparing to products imported from distant places, but helping to achieve a sustainable life in future, so joining as a member is not a single work, it a group work which contain from head of state to minor locals.

From 1999, many cities are joining the slow city organization and every year it's getting more and more requests from the mayors of the cities try to join, most of the cities are from Italy and till November of 2012, 166 cities certified as a slow city from 25 country. (Map 1)

Turkey with 9 members certified in slow city organization is one of the active members of the slow city movement from 2009 by joining Seferihisar As the first slow city in Turkey. Slow cities in Turkey are:

- Akyaka
- Gökçeada
- Halfeti
- Perşembe
- Seferihisar
- Vize
- Taraklı
- Yalvaç
- Yenipazar

Map 1: Slow cities on the map, 2012, Slow City International Network



Chapter 5

CASE STUDY: SEFERIHISAR, TURKEY

5.1 General Information about Seferihisar

5.1.1 History of the town

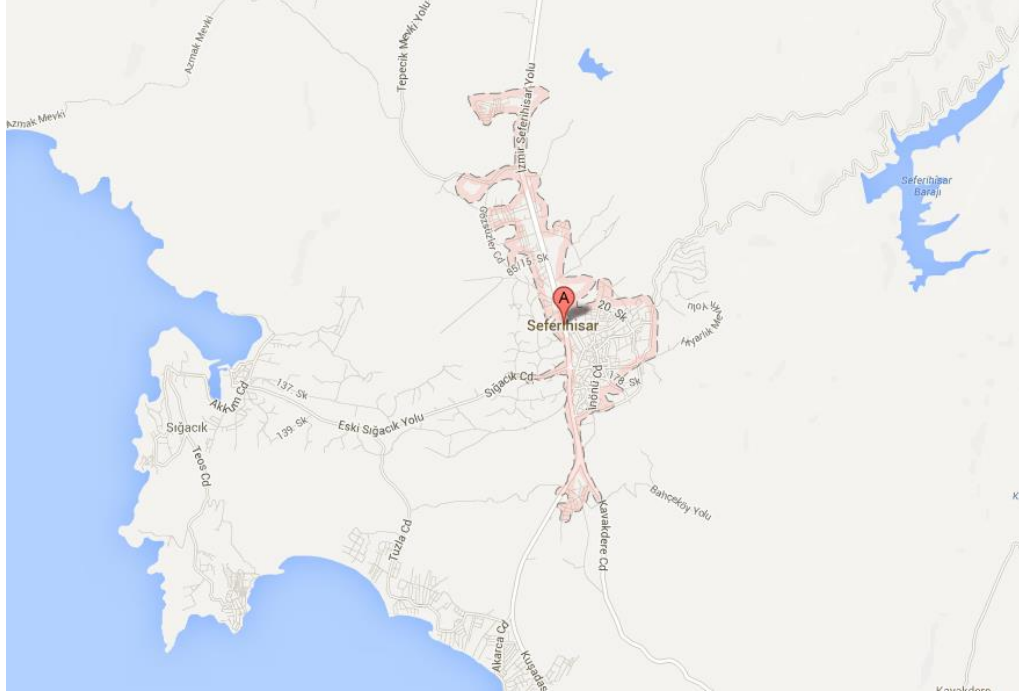
Seferihisar is in the Aegean Region in the borders of Izmir, it bounded in west to Urla, in east to Menderes and Guzelbahce in north. Seferihisar's population is about 31000 inhabitants. Town center and the urban area as a composed of eight quarters extends towards the sea. Teos is the oldest settlement in Seferihisar district is, known as the city of Carians, it is found by Cretans in 2000 BC. Seferihisar region owns large resources of solar, wind power and historical treasures are all along its natural environment and territory.



Figure 30: Sığacık, Seferihisar, 2013

Military areas and archaeological sites are the reasons that saved Seferihisar from the unplanned urbanization in recent years unlike Aegean and Mediterranean coasts.

The neighborhood called Sığacık somehow is separately from the rest with its unique harbor. Its bout five kilometers far from Seferihisar and known as a tourism resort.



Map 2: Seferihisar – Map.Google.com

Seferihisar is one of the smaller districts of Izmir province. There are eight villages and two town (Doğanbey and Ürkmez) which have their own municipality in Seferihisar district. In last decades despite many pensioners, university academia and people who love to have a summer residence moved to Seferihisar still immigration level is only 0.18%. Urla and Çeşme (Seferihisar neighbor's in west) real estate market is thriving more than Seferihisar. (Regional Statistics Database. Turkish Statistical Institute. 2002).

There are two plans to change the present trend of stagnation. Firstly multiple housing projects in the city and secondly purposing to build Yaşar University campus in phase of urban development.



Figure 31: Sığacık, Seferihisar, 2013

Çakmaktepe with 680 meters is the highest point of Seferihisar district. Çıfıt Island/Myonnesos is a trophy region for rock climbers. Kocaçay and Hereke are two dried up streams in summer cross the district area to join the Mediterranean Sea. For agricultural purpose, two lakes and five dams were built on Kocaçay and Hereke. Seferihisar district possess five small islands, four around Seferihisar and Çıfıt Island near Doğanbey circumstance, which small passageway connects it to the mainland.

5.1.2 Built Environment

Seferihisar has eight districts that each looks completely different from the others, in this context, Seferihisar town center should be the most qualified part but it does not look like what it should be. New constructions in city which not belong to the area reminds globalization at first look, lack of quality is clear all around, this is not what people imagine of a slow city, in the other hand districts like Sığacık is a high quality area in case of environment, controlled construction and advertising.



Figure 32: Sığacık, Seferihisar, 2013

There are construction and restoration projects for Sığacık castle. Excavations in ancient city of Teos have been restarted after 46 years and a road map to improve Duzce Madrassah and Turkish Baths in Ulamis and Seferihisar.

Architectural street improvement works of the streets in certified Sığacık castle. Billboards and advertising boards in standard sizes and styles designated by the Municipality began to be used in Seferihisar, instead of the ones with different sizes and styles. The works of Seferihisar Municipality regarding this subject are in progress on Ataturk Street in Sığacık.

An additional architectural regulation has been prepared in order to prevent architectural disorder; this regulation will take effect upon the approval of the Metropolitan Municipality. For restructuring the city style, an architectural draft has

been prepared by working with a group formed of architects and painters. The draft that includes elements like jamb and spiked roof seen in old houses of Seferihisar has started to be implemented to many buildings on Ataturk Street and in Sığacık.



Figure 33: Sığacık, Seferihisar, 2013

The flower pots with the geraniums grown in the green houses of the municipality are started to be placed in certain points in Seferihisar. Projects are developed to arrange Ataturk Street and Sığacık green area in order to create opportunities for the city-dwellers and guests of Seferihisar to socialize and live at a speed that they can enjoy their lives. These projects include pedestrianizing these places, illuminating them with renewable energy sources and furnishing them in accordance with slow city. The blinds on the western wall of Sığacık castle are removed and replaced by pergolas. Plastic chairs are not used in the coffee houses anymore, matching tables and chairs are started to be used. The nylon blinds of the fish restaurants on southern part of

Sıgacık castle are removed and seating areas are moved to the streamside at the back of the shops. The roofs of the fish restaurants are removed and standard aesthetic roofs are applied.



Figure 34: Sıgacık, Seferihisar, 2013

An environment Master Plan is being prepared in collaboration with Ege University Center for Environment. The plan will comprise studies on city settlement strategy, waste management, pollution and various fields.

5.1.3 Natural Environment

Seferihisar, in compare with other tourism centers in Turkey have similar situation regarding physical standards. This settlement located on the coastline with protected its own natural and cultural features. This is the main characteristics that selected Seferihisar as the first slow city in Turkey. Population growth in recent years exerts pressure on the coastal areas and request to development which will make risks for its

natural environment. There are programs by municipality to protect this environment; Urban and school gardens promote with traditional local cultures and methods, arranging slow routes of the city and programs for planting suitable plants compatible with criteria of landscape gardening in public and private places.



Figure 35: Sığacık, Seferihisar, 2013

Seferihisar now a days, environmentally looks two faces completely different as each other, The northern district which known as a city center really looks obscene; new constructions without local identity and respecting to nature, unsustainable development, bad smelling and unclean streets everywhere. This should not be a slow city at first glance.



Figure 36: Seferihisar, 2013

This comes out of the reason that governments focused on Sığacık (the most important tourism center in the area) with high qualified development and historical preservation with clean and graceful streets and also a nice harbor full of white boats and green areas around as a unique and superb district.

5.1.4 Social Environment (People and traditions)

Slow city movement also covers social aspects. One of the main characteristic of this issue is keeping the culture and traditions of the local environments. Elderly with the cooperation of the young folk, have a hand to handle these traditions. As a leading place, caring and improving the local nutrition seem to be rational.



Figure 37: Sığacık, Seferihisar, 2013

Slow foods are being made and distribute in a totally different way of fast food. Those products would be exhibited in special places sprinkled around the city such as Sunday bazar. Yet the major dwelling for selling foods anticipated in a further unassuming area, maybe right at the house entrances. All those issues are focused on custody life`s pace much slowly with the support of local setting.



Figure 38: Seferihisar, 2013



Figure 39: Sığacık, Seferihisar, 2013

5.1.5 Economy and Tourism

Economy in Seferihisar known for its agriculture and tourism, in agriculture huge amount of production is fruits in Seferihisar which exports to Europe. In 2006, Seferihisar earned around 10 million US Dollars in exports. There are nine companies register for exports. In recent years Vegetables, olives and production of flowers become important especially in greenhouses.

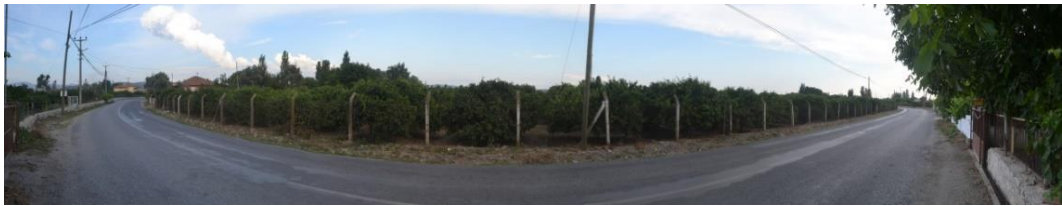


Figure 40: Sığacık Road, Seferihisar, 2013



Figure 41: Friday Bazar, Seferihisar, 2013

Tourism's in recent years grown especially in Turkey, Seferihisar as a part of country tourism show its importance by enhancing the resort capacity more to than 5000 bed

for the district. There are 1381 enterprises which only ten of them are working in industrial activities and the rest are registered in small crafts and trades phase. Seferihisar has four bank branches providing service to people.



Figure 42: Friday Bazar, Seferihisar, 2013

Inhabitants yearly earned 2,693 US Dollars as an average income in 2007 that was under the national and provincial average.

5.1.6 Education

Seferihisar with huge number of young people which are living and working in the city is an opportunity for educate their traditions, culture and foods in danger of extinction to make the next generation aware of the slow movement.



Figure 43: Ataturk Street (Main road), Seferihisar, 2013

The literacy rate is close to hundred per cent and teachers teach an average of 16 students which is quite good. But about the health services there is only doctor for about 1500 person.

In negative there is not too much programs for citizens about slow city movement, almost no one knows about what exactly it is, people have a background of slow food but they are not aware of slow city. As the municipality member explains; there were too many villages in their province and they had some interview with people in local cafés to tell them about their programs, but it looks more informing than education.



Figure 44: Ataturk Street (Main road), Seferihisar, 2013

5.2 Assessments of the Slow City aspects in Seferihisar

Seferihisar as a compare to the other slow cities looks behind, the main difference is running the programs which scheduled by the governments, as an example in built environment in Europe there are strict rules about development and town scape to achieve and keep their identity, but things in Seferihisar is different, uncontrolled development is clear, as municipality member define that they also prepared a build instruction three years ago but because of Turkey state laws they are still waiting to get their acceptance and wish to get it in 2013.



Figure 45: Ataturk Street (Main road), Seferihisar, 2013

Although there are some parts with high quality environment in Seferihisar like Sığacık but there are limited areas under control which worked on their details but the rest is out of this collection.



Figure 46: Sığacık, Seferihisar, 2013

Municipality of Seferihisar also has programs for renovate and restoration in Teos and Sığacık, district like Urkmez with new construction has better situation than the others in new development.

Seferihisar has nine bike routes between the districts, and some in the cities that connect centers to the public spaces or schools, this is unique that usually cannot be seen in other examples due to the natural environment and distances. Seferihisar to Beyler-Kavakdere is the longest route with the length of 39 km and Sığacık to ancient city of Teos is easy one with the length of 4km.

Another points of Seferihisar is its coastline, there are many dive sites in Seferihisar thanks to the 49 km long coastline. There is a fishing boat wreck in north of Ekmeksiz beach (Sığacık). Fishing boat wreck is 17 meters long and in 33 meters deep, lying parallel to the seashore. A boat named Sg-114 donated by coast guard command can be found in the same region. The wreck is 30 meters long and vertical to the seashore lying in 20-40 meters deep.



Figure 47: Sığacık, Seferihisar, 2013

In case of technology Seferihisar is trying to reach the other slow cities by introducing solar energy for houses and mobility, wireless system for all citizens and official website for their events and news.



Figure 48: Sığacık, Seferihisar, 2013

Also programs for noise and light control which is not accepted by some citizens which are living in Sığacık because during the nights the bars and some restaurants playing music and events that make them feel uncomfortable although the municipality member explain that they checked pollution and it is compatible with the standards.

Hospitality in Seferihisar is totally different in districts, Sığacık district is the best place to spend your night, actually most of the tourists stay in Sığacık due to its pure nature, small harbor and lots of hotels that doesn't cost too much, variety of café and restaurants, gathering places within the city and historical sites around make it the choice.



Figure 49: Seferihisar City Center, 2013

The problem is, if you plan to stay in Seferihisar city center it's impossible, there is no hotel in the district and closest one is about 3 km outside the city on the main road

coming from Izmir. The municipality tries to lead tourist to Sığacık a place that is taking too many opportunities from city center to achieve money.

Programs and events in Seferihisar are not famous like what is happening in European countries, but still there are slow food events that makes people to come together and it's an opportunity to introduce their culture to visitors.



Figure 50: Sığacık road to Seferihisar, 2013

Finally, agriculture in Seferihisar should be mentioned, the most important one in Profession, economy and joining slow city. Distances between Seferihisar districts and rich soil made this possible for locals; all the way from Seferihisar to Sığacık are fruit gardens, vegetables and olive trees. This is incomparable to the other examples,

actually this is the main reason they get into slow city organization, and this also helped them too cooperate with slow food.

5.3 Seferihisar before and after joining Slow Cities: Interviews with residents and the representative of the Municipality

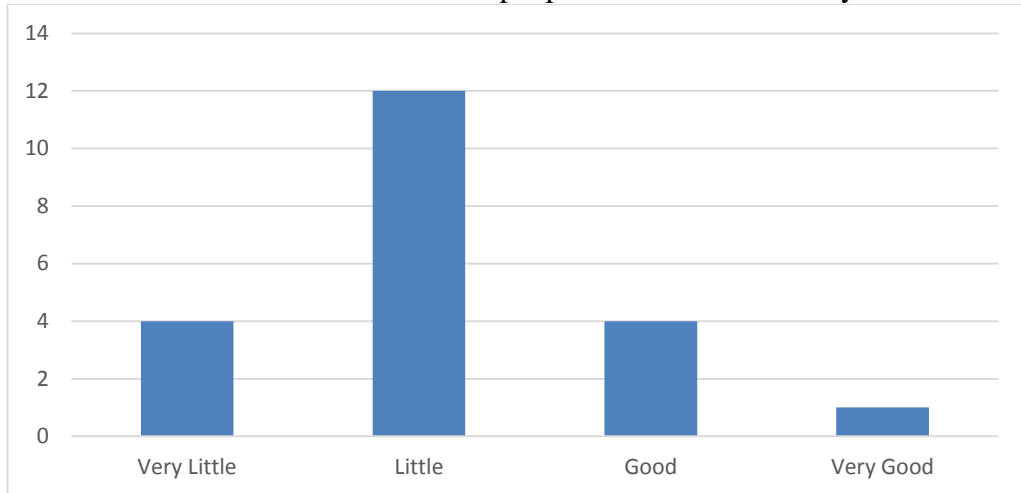


Figure 51: Seferihisar Municipality, Seferihisar, 2013

The Municipality of Seferihisar is a seating center of coordinators of slow city and member of Seferihisar villages and districts. Interview done in two parts, first talking to 20 inhabitants with 7 main questions on the basic issues of slow city in their neighborhoods with the idea of what changes happened to their life after joining slow city.

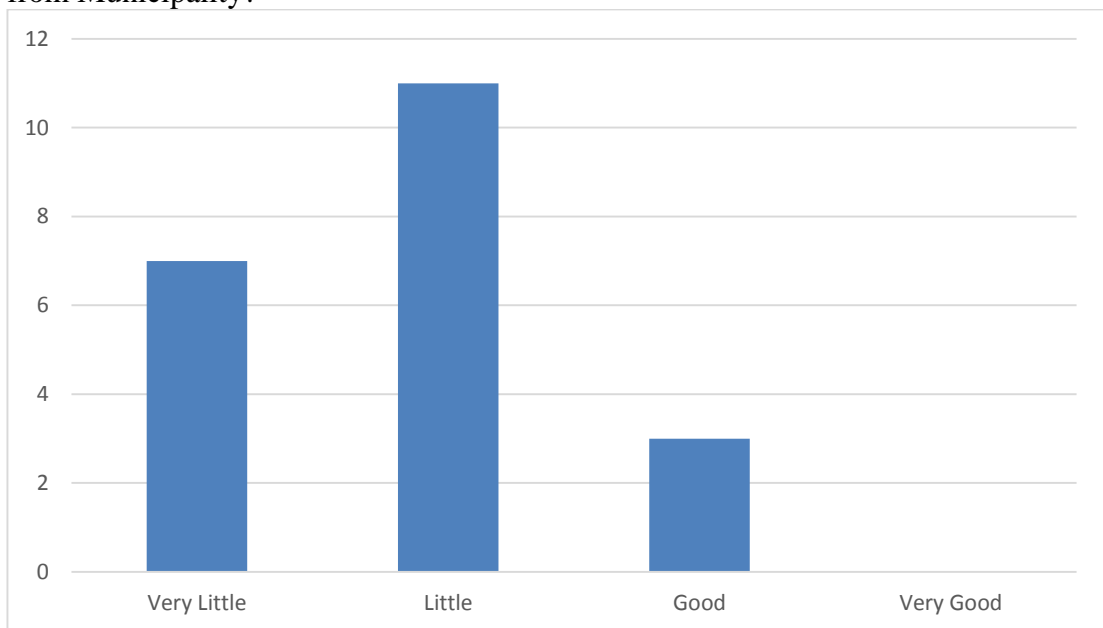
- How much information local people have about slow city movement?

Table 2: How much information local people have about slow city movement?



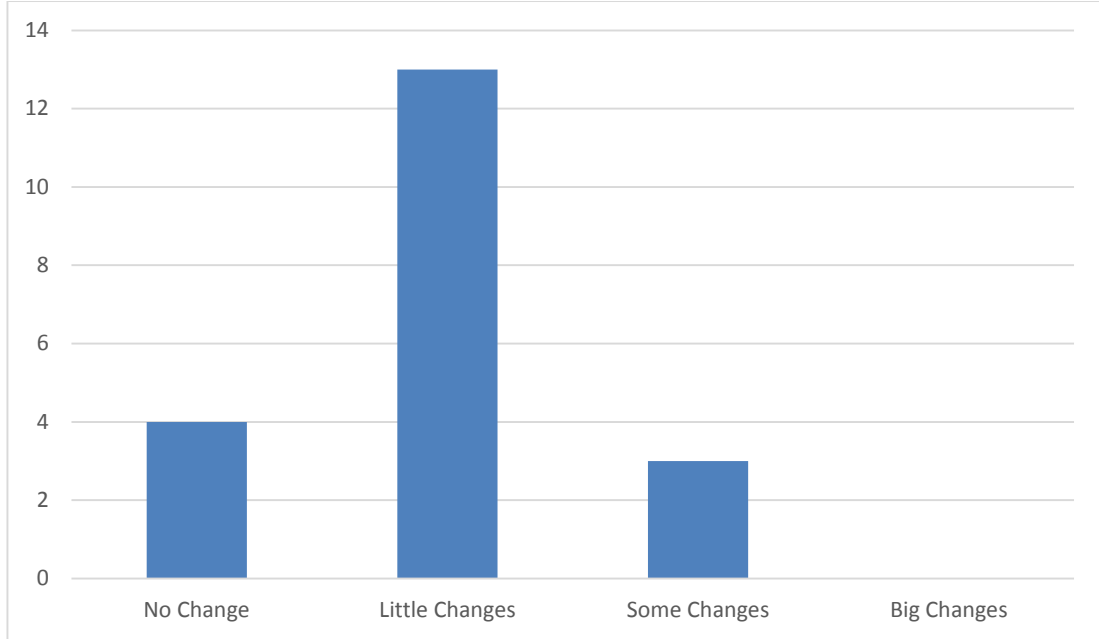
- How much Awareness local people had about slow city and its principles from Municipality?

Table 3: How much Awareness local people had about slow city and its principles from Municipality?



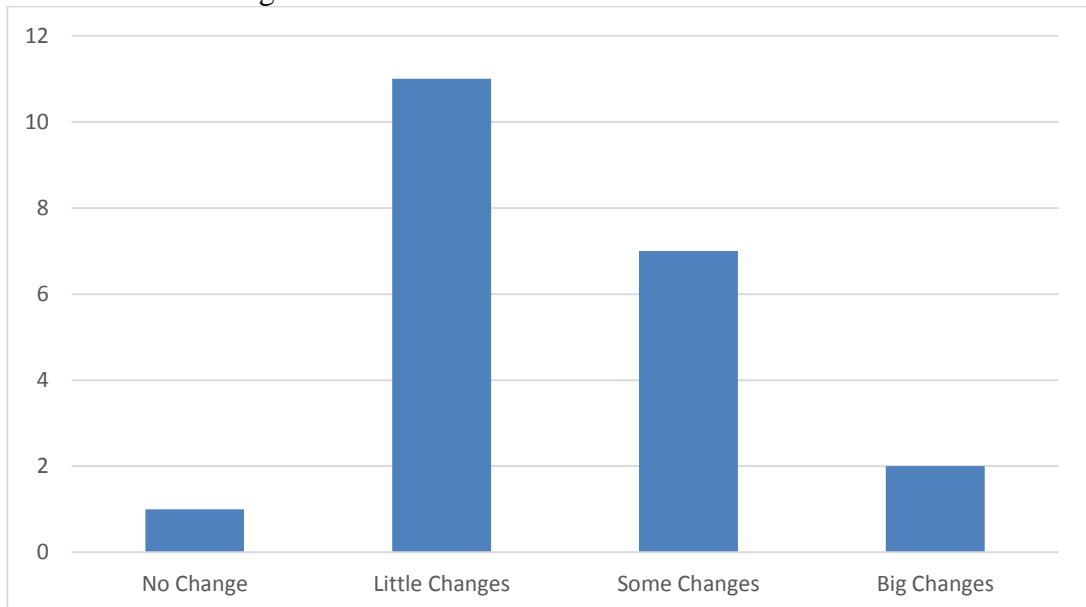
- What was the effect of slow city in local people's life (quality of life)?

Table 4: What was the effect of slow city in local people's life (quality of life)?



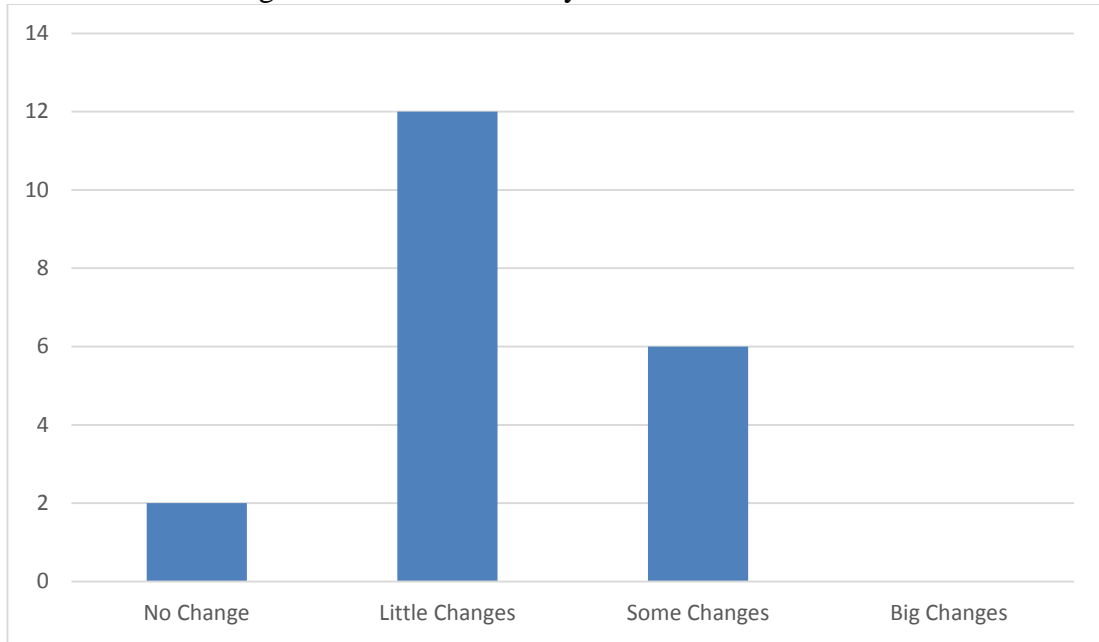
- What changes occurred in Seferihisar?

Table 5: What changes occurred in Seferihisar?



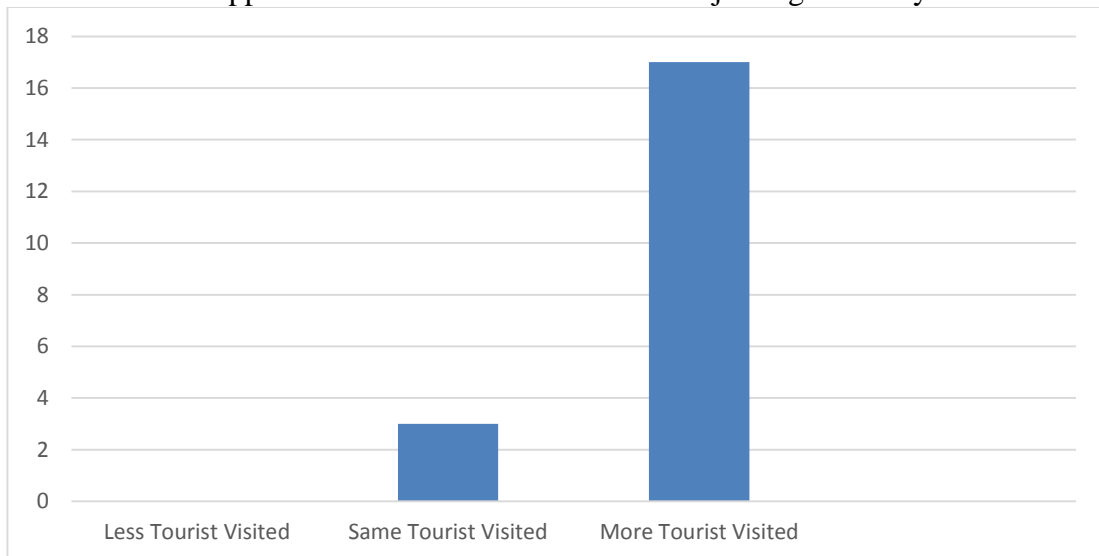
- What changes occurred in economy?

Table 6: What changes occurred in economy?



- What happened to tourism in Seferihisar after joining slow city?

Table 7: What happened to tourism in Seferihisar after joining slow city?



- How much changes occurred in local people's food program after joining as a slow city?

Table 8: How much changes occurred in local people's food program after joining as a slow city?

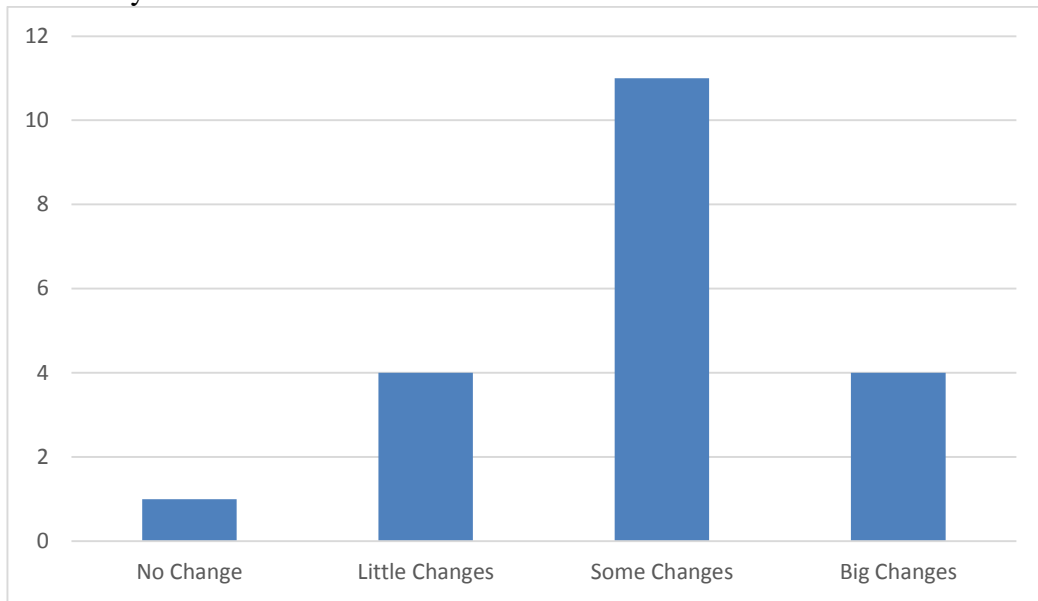


Figure 52: Sığacık, Seferihisar, 2013



Figure 53: Seferihisar City Center, 2013

The interviews with Mr. Bulent KOSTEM, Technical Coordinator of Slow Cities in Turkey, started with a question about environmental quality. It seemed that sustainable development is the major target that municipality is going to achieve, this is what they are planning to do, their ideas is about to achieve environmental improvement. He explained about their programs for development, the environmental standards draft prepared in 2009 and submitted to the government to certify. He continued with their programs of slow food; explained how they educated locals to raise awareness about slow city movement, how they increased exports and tourist attractions which include restoration programs and creating recreation centers, also programs for publications about slow food. He also highlighted the lack of coordination between the governments and municipality as the main problem in the system.



Figure 54: Sığacık, Seferihisar, 2013

As an interview with inhabitants of Seferihisar, there are some conflict with their ideas and municipality, they do not think the same, almost there is no one to confirm big changes in their life after joining slow city, their ideas is more about slow food, actually there is no fast food in the city and usually the city events is about slow food so that's why citizens think more about foods. This is about awareness, and education, also awareness about saving energy is very low, lack of education to society is clear and maybe that's why most of them say there is not too much changes within the city after joining slow city. The economy and tourism was two topics which satisfied people, economy grown in last years helped people to improve their quality of life, finally lack of perception is clear that citizens are not informed about they are going through slow city movement according to the programs of municipality.

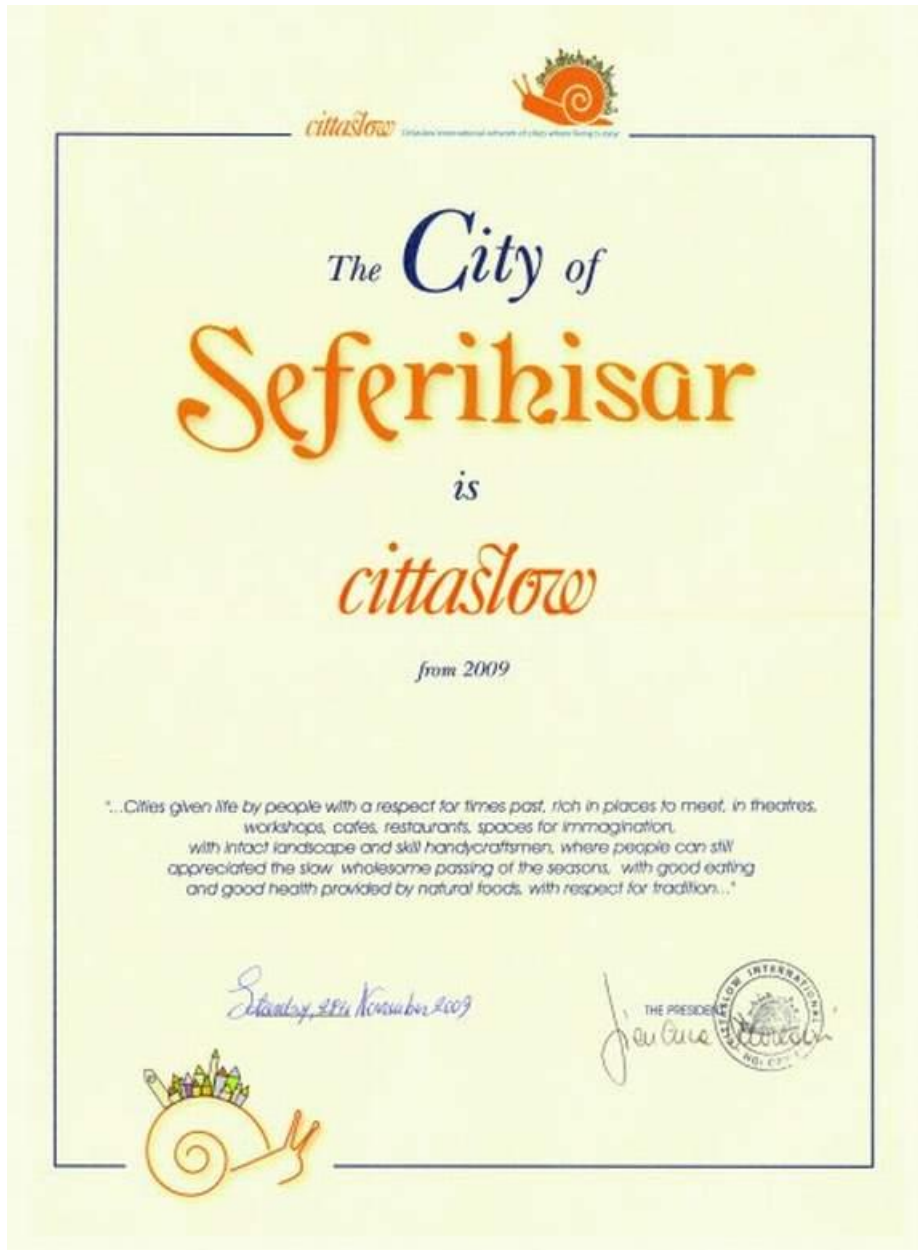


Figure 55: Seferihisar Certification of Cittaslow, 2009
Cittaslow International Organization

Chapter 6

CONCLUSION

The importance of slow city movement is to represent new ideas of considering the town itself and to think of development in a different way. The main aim of slow city is to growth the philosophy of slow food to local communities and also their government in order to achieve the concepts of Eco gastronomy in people's daily life.

Seferihisar, the first slow city in Turkey with a special situation that has several quarters and a specific location with a leading municipality in slow city organization is a substantial case study of today's slow cities moving towards a sustainable development. The findings of Seferihisar showed that any attempt regarding the inclusion of a town in the Slow Cities network, and moreover, slow city to be considered as an alternative approach to sustainable development, requires local people's support. People are almost satisfied of living in Seferihisar as slow city and almost have the same point of views to current issues and problems in their city. They believe that everything is going to be better than what it is, and also have positive think of being a member of international organization of slow city. They have enough integrations between each other to save their land and city for their next generations and try to save their culture, traditions, foods and thinking of a sustainable development for their cities. So result of the slow city movement in Seferihisar to be used as an alternative approach to sustainable developments firstly needs the citizens

to commit to programs and be involved with every aspects required and public participation is essential. This is a movement requires collaboration and cooperation between all members of the community. It should be considered that it's not a single movement limited to the efforts of the municipality, and achieving a sustainable future is impossible without the solidarity among people.

Secondly, a city without considering its local historical heritage, crafts, tradition and sense of belonging will not succeed to achieve sustainable development as essential to slow city concept; the locals are living in think of their past and traditions that makes them to prefer a simple life style but with supporting sustainable technologies. Sense of belonging is a thing needed for people of a region to care about what they are and what they are moving forward. And inhabitants need to show respect to their land and culture.

REFERENCES

[1] Peter Jones, Peter Shears, David Hillier, Daphne Comfort, & Jonathan Lowell. (2003). British Food Journal, Emerald Article. Return to traditional values? A case study of Slow Food.

[2] Cittaslow International Network. (2010).

[3] Citta Slow Organization of United Kingdom. (2011).

[4] Fullagar S, E Wilson, & K Markwell, Slow Tourism. (2012). Experiences, Starting Slow: Thinking Through Slow Mobilities and Experiences.

[5] Grzelak-Kostulska, Elżbieta, Beata Hołowiecka, & Grzegorz Kwiatkowski. (2011). "Cittaslow International Network: An Example of a Globalization Idea?" In The Scale of Globalization. Think Globally, Act Locally, Change Individually in the 21st Century, 186-192. Ostrava: University of Ostrava.

[6] Heike Mayer & Paul Knox. (2006). Slow Cities: Sustainable Places in a Fast World, Virginia Tech.

[7] Heike Mayer & Paul Knox. (2009). | Urban Affairs and Planning | Virginia Tech | Blacksburg, VA 24061 USA.

- [8] Honoré, Carl. (2008). *Under Pressure: Rescuing Our Children from the Culture of Hyper-Parenting*. Orion. ISBN 978-0-7528-7531-6).
- [9] Karabag, Ozgur. (2012). *Cittaslow Movement: An Opportunity for Branding Small Towns and economic Development in Turkey*. Institute of Social Sciences, Nigde University, Turkiye.
- [10] Kim ODonnel. (August 29, 2008). *Washington Post*, "What's Slow Food, Anyway?"
- [11] Knox, Paul L. (2005). *Creating Ordinary Places: Slow Cities in a Fast World*. College of Architecture & Urban Studies, Virginia Tech, Blacksburg, VA, USA.
- [12] Oktay, D. (2011). "Sustainable Urbanism revisited: A Holistic Framework Based on Tradition and Contemporary Orientations, Green and Ecological Technologies for Urban Planning: Creating Smart Cities (Ed: O. Y. Ercoskun), IGI-Global, Pennsylvania, 17-36.
- [13] Oktay, D. (2001). *Planning Housing Environments for Sustainability: Assessments in Cypriot Settlements*, Building and Industry Center (YEM) Publications, Istanbul.
- [14] Parkins, Wendy, Craig, & Geoffrey. (2006). *Slow Living*. Berg. p. 79. ISBN 978-1-84520-160-9.

[15] Paul Knox & Heike Mayer. (2009). Small Town Sustainability: Economic, Social, and Environmental Innovation.

[16] Semmens JM. (2012). Planning for New Zealand towns: The value of Cittaslow as an alternative approach to sustainable development.

[17] Parkins, Wendy, Craig, & Geoffrey. (2006). Slow Living.

[18] SES. (2012). Slow City label offers a golden key for local tourism. Menekşe Tokyay for SES Türkiye in Istanbul.

[19] The Berkshire encyclopedia of sustainability: natural resources and sustainability.

APPENDIX

- [1] <http://www.flickr.com/photos/leomoon74photography/7678321380/lightbox/>
- [2] <http://www.guardian.co.uk/environment/2009/feb/04/slow-food-carlo-petrini/>
- [3] <http://slowfoodcolumbus.org/programs-and-committees/Slowfood.com/home>
- [4] <http://www.flickr.com/photos/5kuehlers/2658336751/>
- [5] <http://www.flickr.com/photos/jessmercer/2830770187/>
- [6] <http://www.fotocommunity.de/pc/pc/display/26447793/>
- [7] <http://exkursionsblog.blogspot.com/2011/09/slow-cities-in-chinas-boomi.html>
- [8] <http://www.flickr.com/photos/43569073@n00/27073470/>
- [9] <http://www.flickr.com/photos/73417912@n00/7763851084/>
- [10] <http://www.flickr.com/photos/tessenwee/1524866318/lightbox/>
- [11] <Http://www.flickr.com/photos/fletxaberdea/3679906680/>
- [12] <http://www.flickr.com/photos/agops/8083329404/lightbox/>
- [13] <http://www.flickr.com/photos/lysvik-photos/7727022934/>
- [14] <http://www.flickr.com/photos/granchius/2853150468/lightbox/>
- [15] Derya Oktay Archive
- [16] Derya Oktay Archive
- [17] <http://www.flickr.com/photos/jeandeines/9308338621/>
- [18] Derya Oktay Archive
- [19] Derya Oktay Archive
- [20] <http://www.cittadiniperilterritorio.ch/mendrisio/2010-steineggermendrisio.jpg>
- [21] http://www.mendrisiottoturismo.ch/it/scopri-la-regione/st/dettaglio_paes.html
- [22] <http://www.myswitzerland.com/en/mendrisio.html>
- [23] <http://www.flickr.com/photos/ecoturismoroadtowellness/5468480020/>
- [24] <http://www.flickr.com/photos/dotcycling/3959603853/>
- [25] <http://www.flickr.com/photos/luc1102/486794961/>

[26] <http://www.flickr.com/photos/luc13402/4874794463/>

[27] <http://www.flickr.com/photos/luc1102/486794463/in/photostream/>

[28] <http://www.flickr.com/photos/mystroh/2984443201/>

[29] <http://burakergin.blogspot.com/2012/11/seferihisar-belediyesi-1-ulusal.html>