



CITTASLOW: A COMPARATIVE RESEARCH TURKEY AND THE WORLD

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The cities of the 21st century are over against too many problems such as noise, unplanned urbanization, poverty and illegal activities. These problems in too many cities by both the people of the region and the visitors reveal the over consumption problem of the sources of the region such as local values, natural resources, region's culture and history. This upcoming situation has caused to the start of being questioned of the habitability of the cities. These risks that the cities are face to face has caused to declaring alternative views for creating a better urban life. "Cittaslow movement" is one of the alternative views to the raising the life quality in the cities and creating more sustainable life systems. Cittaslow movement is an international network set up in Italy in 1999 aiming the small cities' sustainable development in local features. 177 cities from 27 countries are included in the Cittaslow International Network according to January 2014 numbers. 9 of these 177 cities are in Turkey. Turkey has been first included in Cittaslow International Network in 28 November 2009 when Seferihisar has taken the title of Cittaslow. With the questionnaire form prepared in this study datas about including Cittaslow International Network in Turkey and the other Cittaslow cities on the world, the goal of cities being Cittaslow, local people point of view to the network and the organization structures have been obtained. With these datas obtained the Cittaslow cities on the world and in Turkey the comparative analyses have been made and the differences and similarities have been put forward.

Keywords: Cittaslow, Tourism.

Introduction

After beginning to affect the the economic life as well as the social life, globalisation has also provided that the people in today's world who are always in interaction start to resemble each other. The cities is resembling to each other by getting away from their local features as all systems in social life. However this rapid change and assimilation process has resulted to the gradual loss of all the natural and human environment wealth.

Cittaslow is an approach which develops the strategies in what areas a city can be specific as an alternaive to homogeneous urban development. For this purpose, it is aimed to remodel the city administration and alternative economical development methods are applied to provide the economic and

social movements in cities. Due to the fact that Cittaslow and Slow Food Movements has a philosophy, it is one of these alternative views (Imbroscio; 2004:24). The original development models like Slow Food and Cittaslow are going to aid to change the economical point of view in the center of the modern world to more democratical and sustainable sociable one in the long term. Cittaslow is a kind of ecological and humanistic movement which protects the local and traditional culture and supports to continue the comfort and enjoyment in life (Tranter; 2010:158). Cittaslow is preferred because of the different aims such as; being included in Cittaslow International Network, improving the quality of urban life, sustaining the on going regional development, protecting urban self-identity, creating the awareness being related with the urban differences, providing the urban transformation, increasing the power of competition in extension of international, avoiding the disadvantages of globalisation, developing the social relations, increasing the being well known in international area, increasing the touristic appeal and using it as a brand of a destination.

Cittaslow

Cittaslow is an international network aiming to use the Slow Food philosophy in designing and planning the cities (Miele; 2008:135). Cittaslow has an alternative life philosophy as kind of mobilization encouraging the sustainable, original and fair urban development against the globalisation (Semmens ve Freeman; 2012:357). Cittaslow accomplish its goals through the criterias determined in main titles such as environment, infrastructure, urban life policies, agricultural, touristic and artistic policies, hospitality, awareness and education plans, social cohesion, partnership by protecting the whole resources of the city and developing the awareness especially with the support of education (Yurtseven ve Kaya; 2011:92). Cittaslow is consist of the words "Citta" (city) in Italian and "slow" (slow) in English.

Cittaslow Association has emerged in 1999 with the initiation of the former mayor Paolo Saturnini who is the old mayor of Greve in Chianti which is a small city of Toscana. Paolo Saturn, the Bra mayor Francesco Guida, Orvieto mayor Stefano Cimicch, Positano mayor Domenico and the Slow Food Movement's founder Carlo Petrini have established. Cittaslow Association by coming together in Rome on 20 July 2000.

Carlo Petrini and the four founders of the city (Chianti, Orvieto, Bra and Positano) mayors "Cittaslow was formally established by signing the Cittaslow Agreement" (Petrini ve Padovani; 2005/2012:155-156). The logo of the union is snail.

In addition, the flowing saying is used as a slogan such as "Rete Internazionale della città del buon vivere" "Cittaslow, an international network of cities where life is easy". It is said that unless different provision isn't made with the reasoned decisions of the organs of the Cittaslow International Union, normally not more than 50 thousand inhabitants can participate in all the cities in Cittaslow statute (Regulation Article 8).

Cittaslow International Union Organs are consisting of International Assembly International Coordination Committee, International President, President Council, Board of Guarantors, International Scientific Committee and Accounting Auditor. To be a member of Cittaslow, major of the candidate city should send the request application to the national coordination committee.

The candidate city should mention about titles like city's presentation (history, geography, the population owned properties, etc.), Cittaslow network, contact the reasons and justifications (Cittaslow philosophy interest, Cittaslow unity why the applicant wants to, etc.), the city's Cittaslow which of the criteria that match the criteria to perform and execute projects that match the candidate to communicate with the Union to the city's corporate and / or technical contact person in the request letter. After the application letter of the candidate city is accepted, the preliminary assessment is made for candidacy.

In the second stage of the candidation process, information activities must be done for the society of the candidate city. The preparation of Cittaslow candidation dossier is another important issue. The candidate city must take more than 50% points at the end of the evaluation of the application file which is consist of the projects about the union criterias. If the file takes enough points after the examination, it

will be sent to Headquarters (Italy). The coordination committee approves the application for Cittaslow membership.

The application of the cities which don't have the provincial capitals having less than 50.000 population and the cities providing the main criterias or totally 50% of them are accepted. Cittaslow network of cities serves as a road map for the local governments which want to be sustainable city and local development by keeping alive the original identities of the cities coming from the history (Yalçın and Yalçın; 2013:40-41).

Cittaslow uses local identity and texture of the place to build powerful sides on the each city (Rådström; 2011:104). Cittaslow is much more than an urban design ideology. Cittaslow is one of the more important ideas in the prevention of urban agglomeration and the stress and busy city life with the concept of "good life" (Grzelak Kostulska and others; 2011:186). Cittaslow is an alternative urban project criticising, consumer capitalism prioritising the all sensorial experiences (Pink; 2008:66).

At this point, Cittaslow movement produces the alternative solutions in preventing the homogeneity and mediocrity caused by globalisation with providing sustainable development in cities (Parkins and Craig; 2006:32). Cittaslow is an alternative to sustainable urban development.

The principles which will be applied in local measurement must be developed to increase the quality of life by making the cities more liveable (Mayer ve Knox; 2006:312). Cittaslow is a very effective method to develop and improve the daily life in cities (Parkins ve Craig; 2006:32). Cittaslow is an international movement that offers global communication opportunities. Cities included in the network thanks to the new communication processes can make collaboration in many different areas such as economical, social and cultural (Rådström; 2005:67). Even though the cities in Cittaslow network have different aims the thing which meets them is the which of protecting the unique and distinctive features (Beatley; 2004:335). In the rapidly developing and changing world cities like enterprises have become an important area of competition (Yıldırım ve Karahmet; 2013:14). Cittaslow works carried out in any city also supports the city's branding work (Grzelak Kostulska ve diğerleri; 2011:189). All of the cities which introduce and announce themselves well are thought to have a better future. In this matter Cittaslow networking can be thought as an encouragement for economical development including the marketing. The share of the information experiences in international and national areas and in the issues such as local culture, history, and environment, local production can be the case in the cities where Cittaslow Network develops as a member of the network.

This is a very important benefit for the members of the network. Yet the cities must analyse the situation first in regional meaning to adapt Cittaslow criterias. As a result of these activities the opportunities and the threats become over against to strengths and weaknesses of the region. Therefore cities can produce plans, projects and programmes for the region which can create differences in the features of economy, social and culture. The first certificates were given to 28 Italian cities in Cittaslow international network in 2011.

According to figures from January 2014, 177 cities from 27 countries were involved in the network.

Table 1. Inclusive Cittaslow Settlement in Cittaslow Network.

Countries	Cittaslow Settlements
USA	Sonoma, Fairfax, Sebastopol
Germany	Hersbruck, Waldkirch, Überlingen, Lüdinghausen, Marihn, Deidesheim, Wirsberg, Nördlingen, Bad Schussenried, Blieskastel, Bischofsheim, Berching, Penzlin
Australia	Goolwa, Katoomba, Yea
Austria	Enns, Hartberg, Horn
Belgium	Chaufontaine, Enghien, Lens, Silly, Evere
United Kingdom	Aylsham, Berwick Upon Tweed, Diss, Mold, Perth

China	Yaxi
Denmark	Svendborg, Mariagerfjord
Finland	Kristinestad
France	Labastide-d'Armagnac, Segonzac, Blanquefort, Créon, Grigny, Mirande, Saint Antonin Noble Val, Valmondois
South Africa	Sedgefield
South Korea	Cheongsong County, Damyang, Hadong, Jangheung, Jecheon City, Jeonju Hanok Village, Namyangju City, Sangju City, Sinan, Wando, Yeongwol County, Yesan
Holland	Alphen Chaam, Borger-Odoorn, Heerde, Midden-Delfland, Vaals
Japan	Kesenuma
Ireland	Clonakilty
Spain	Begur, Bigastro, Lekeitio, Mungia, Pals, Rubielos de Mora
Swiss	Falköping
Switzerland	Mendrisio
Italy	Abbiategrosso, Acqualagna, Acquapendente, Altomonte, Amalfi, Amelia, Anghiari, Asolo, Barga, Bazzano, Borgo Val di Taro, Bra, Brisighella, Bucine, Capalbio, Caiazzo, Casalbeltrame, Castel Campagnano, Castel San Pietro Terme, Castelnovo ne' Monti, Castelnovo Berardenga, Castiglione in Teverina, Castiglione Olona, Cerreto Sannita, Chiavenna, Chiaverano, Cisternino, Città della Pieve, Città Sant'Angelo, Civitella in Val di Chiana, Cutigliano, Fontanellato, Francavilla al Mare, Galeata, Giuliano Teatino, Greve in Chianti, Grumes, Guardagrele, Levanto, Marradi, Massa Marittima, Monte Castello di Vibio, Montefalco, Morimondo, Novellara, Orsara di Puglia, Orvieto, Pellegrino Parmense, Penne, Pianella, Pollica, Positano, Pratovecchio, Preci, Ribera, San Daniele del Friuli, San Gemini, San Miniato, San Potito Sannitico, San Vincenzo, Santa Sofia, Santarcangelo di Romagna, Scandiano, Sperlonga, Stia, Suvereto, Teglio, Tirano, Todi, Torgiano, Trani, Trevi, Zibello
Iceland	Djupavogshreppur
Canada	Cowichan Bay, Naramata
Hungary	Hódmezővásárhely
Norway	Eidskog, Levanger, Sokndal
Poland	Biskupiec, Bisztynek, Goldap, Lidzbark Warminski, Lubawa, Murowana Goślina, Nowe Miasto Lubawskie, Olsztynek, Reszel, Ryn
Portugal	São Brás de Alportel, Silves, Tavira, Lagos, Vizela, Viana Do Castelo
Turkey	Seferihisar (İzmir), Akyaka (Muğla), Yenipazar (Aydın), Gökçeada (Çanakkale), Taraklı (Sakarya), Vize (Kırklareli), Perşembe (Ordu), Yalvaç (Isparta), Halfeti (Şanlıurfa)
New Zealand	Matakana

Each Cittaslow city has different and valuable features to be seen. Because the cities are involved in this network by protecting their own original and different identities which keep them together.

Cittaslow movement started in Seferihisar in Turkey by gaining Cittaslow title on 28 November 2009. At the end of the works done to spread Cittaslow movement in Turkey cities of Akyaka, Yenipazar, Gökçeada and Taraklı started to work in 2010. The number of the cities in Turkey with the ones declared as Cittaslow in international congress has risen to five and thus Cittaslow national network has established in Turkey. 9 local government regions have been included Cittaslow network since September 2013. These regions are as follow; Akyaka (Muğla), Yenipazar (Aydın), Gökçeada (Çanakkale), Taraklı (Sakarya), in 2012 Vize (Kırklareli), Perşembe (Ordu) and Yalvaç (Isparta). Halfeti (Şanlıurfa) is also added to Cittaslow networking in 2013 when the international congress was made in Seferihisar which is the capital region of Cittaslow in Turkey.

On the other hand there are more than 60 towns which have started the works to become Cittaslow; Bozyazı (Mersin), Seyitgazi (Eskişehir), Kaş (Antalya), Gevaş (Van), Birgi (Ödemiş-İzmir), Yeni Boğaziçi (Kıbrıs), Savur (Mardin), Aydınlar/Tillo (Siirt), Cide (Kastamonu), Seyitgazi (Eskişehir), Adalar (İstanbul), Gümüşlük (Muğla), Yeşilüzümlü (Muğla), Turunç (Muğla).

Comparison of Turkey and the Other Cittaslow Countries of the World

The online survey method is used in this study aiming to compare Cittaslow cities in Turkey and in the world. All of the Cittaslow cities in Turkey have responded to the survey sent in online. Our survey has been responded from 8 different countries and cities all around the world. The results are shown in the Table 2.

Table 2.

	Global	Turkey
The number of cities participating in the study	8	9
The population of the city participated in the study (mean)	4.283	14.290
Joining time of the cities which participates the survey joins the, in Cittaslow network.	2007(1) 2009(2) 2010(2) 2011 (2) 2013 (1)	2009(1) 2011(3) 2012(3) 2013(2)
Probationary time of the city which participated the survey	1-6 month (2) 7-12 month (4) 13-18 month (2)	1-6 month (3) 7-12 month (4) 13-18 month (1) 19-24 month (1)
Have you done a work about learning the opinion of the city-dwellers on whether to be Cittaslow or not?	Yes (1) No (7)	Yes (5) No (4)
The communication tools to be used during the Cittaslow probationary period for informational purposes	Television commercials (2) Magazine adverts(4) Newspapers adverts(5) Billboard adverts(3) Press Releases(3) Leaflets and brochurs(4) Interviews(3) Social media (8)	Television commercials(1) Magazine adverts (1) Newspapers adverts (4) Billboard adverts (3) Press Releases (6) Leaflets and brochurs (6) Interviews (4) Social Media(5)
Cittaslow delivery rate criteria (mean)	67,7	66,6

When the Table 2 is examined the differences between the world and Turkey can be summarised as it is seen. The population of Cittaslow cities is more crowded than world's Cittaslow's attending the research. The processes of Cittaslow membership in Turkey are longer. Turkey has applied to the views of local society about being Cittaslow. While the world Cittaslow cities attending the research use the social media for informing. The ones in Turkey is preferred press release and brochures.

Table 3.

Participation in the Cittaslow network of cities Purposes;	World	Turkey
To increase tourist appeal	4,37	4,55
To improve the quality of urban life	4,75	4,66
Ensure sustainable regional development	4,37	4,66
To protect urban self identity	4,37	4,87
Cittaslow use as a destination brand	3,87	4,33
To create awareness about urban disparities	3,87	4,55
To increase competitiveness at the international level	3,00	4,33
To avoid the disadvantages of globalization	3,50	4,88
Enhance social cohesion	4,37	4,33
To internationally recognized	3,37	4,55
To Make urban transformation real	3,50	4,11

Table 3 shows the data of cities for participating Cittaslow. As the Cittaslow cities participated the research “improving the quality of urban life, “increasing the competitiveness at international level” have the lowest level. When we viewed the results of Turkey it seen that “protecting the urban self identity” is the highest “making urban life real” resulted as the lowest point.

Table 4.

The Organizing Committee of the cities in the Cittaslow Location Area Number of Institutions and People	World		Turkey	
	There are few in the city	Avg. person	There are few in the city	Avg. person
Local government Administration	7	2	9	3
Central and local tourism administration	6	2	1	1
Urbanism / Landscaping offices	2	2	3	1
Agricultural administration	2	1,5	3	1
Environment and Forest Protection Administration	2	2,5	1	1
National Parks administration	1	4	-	-
Food Control Administration	2	1,5	-	-
Transport Administration	1	2	1	1
Energy / Natural Resources Administration	2	2	-	-
Science / Technology Administration	1	1	1	2
Industry Organizations	2	1,5	1	1
Communication Administration	3	2	1	1
Educational Institutions	1	2	9	2

The Table 4 shows the results of “number of the people who represents the cooperations”. When the table 4 is analysed; Cittaslow towns in Turkey consider importance of “educational institutions” as the highest however other Cittaslow towns has the lowest point of it.

Table 5.

The Organizing Committee of the cities in the Cittaslow	World	Turkey
Location Area Officers		
Heads of Unit	8	9
Deputy Head of Unit	1	6
Unit Secretary	2	7
Members Responsible for Finance and Accounting Jobs	1	4
Corresponding Member of Strategic Planning	1	1
R & D and IT / Data Analysis Corresponding Member of Technology	1	1
Responsible members of communication, advertising and marketing	5	5
Quality Affairs Members	2	1
Responsible Member of Machinery, Materials, Metallurgical and Chemical Technology Officer Member	1	1
Corresponding Member of Electronics Technology	1	1
Corresponding Member of Biotechnology	1	2
Corresponding Member of Agricultural Technology	1	-
Corresponding Member of the Environmental Technology	1	2
Corresponding Member Food and Culinary Technology	2	3
Corresponding Member of Transportation Technologies	1	-
Corresponding Member of the Energy Technology	1	-
Corresponding Member of the Mapping Technology	1	3
Architecture, Landscape and Corresponding Member of Restoration Technology	1	4
Corresponding Member of the Technology Infrastructure and Superstructure	1	2
Traffic Operations Management Members	1	1
Corresponding Member of Educational Technology	1	3
Corresponding Member of Archaeology Technology	1	2
Corresponding Member of Crafts and Activities Technology (Fair, Festival) Operations	-	5

Table 5 gives the results of the question of “Who are the people who join to the Cittaslow organisational committee?”. When the table 5 is analysed; Cittaslow towns in Turkey and the world is evaluated according to the “corresponding member of communication, advertising and marketing”. The biggest difference is found in “Hand Crafting and Activities Technology (Fair, Festivals). However, the Cittaslow towns of the world which participate to the research did not select this option.

Results

The results of this study when it is looked at the Cittaslow cities of the world and Turkey can be summarized as below;

- The results show that Population of Cittaslow cities in Turkey are more crowded than the world's Cittaslow cities.
- Nomination process of Turkey is longer.
- Cittaslow towns of Turkey have got views of local people to gain Cittaslow title.
- When we look at the world's Cittaslow city, they use social media while Turkey's Cittaslow cities use hand brochures and press releases.

- Other world's Cittaslow towns which participates the research aim to improve the quality of life.
- However Cittaslow towns in Turkey aim to preserve urban self identity to join to vittaslow network.
- Cittaslow towns of Turkey have emerged as the highest in the structure of the educational institutions unlike the world's Cittaslow.
- Cittaslow towns of Turkey and the other Cittaslow towns of the world which responded to the reseach have analyzed a being responsible of "corresponded member of communication, advertising and marketing".

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