



Local Public Perception of Slow Cities: The Case of Havran

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Extensive Summary

Although the process of industrialization and subsequent globalization has facilitated human life with technical and technological developments, it has brought along psychological, environmental, cultural and economic problems that have increased over time. In order to reduce and eliminate these problems, a sustainable development approach has emerged that uses resources effectively, protects the environment, cares about the local culture and provides economic efficiency. Another solution to the problems is cittaslow movement, which supports sustainable development and offers an alternative city development. This study aims to determine how local people in the city of Havran, Balıkesir, which is in the process of applying cittaslow, perceives cittaslow movement in terms of tourism, economy, socio-cultural life and environmental aspects.

The research questions of this study are as follows;

- If Havran district joins cittaslow network, what is the perception of the local people regarding the impact of it on tourism?
- If Havran district joins cittaslow network, what is the perception of the local people regarding the impact of it on local economy?
- If Havran district joins cittaslow network, what is the perception of the local people regarding the impact of it on sociocultural life?

- If Havran district joins cittaslow network, what is the perception of the local people regarding the impact of it on environment?

The local people living in the district of Havran in Balıkesir province is the population of the study. In this study, in which the perception of the local people is tried to be determined in relation to the impact of the cittaslow movement on tourism, economy, socio-cultural life and environment, convenience sampling method is used. A face-to-face questionnaire was applied to 378 people living in Havran district between March and June 2019. In the study, the questionnaire that Uzan (2018) synthesized from the surveys used by Ekincek (2014), Andarabi (2012), Acar (2017) and Ökten (2015) was used.

The data obtained from the questionnaires applied to determine the perception of the impact of the slow city movement on tourism, economy, sociocultural life and the environment were transferred to the "SPSS 21.0 for Windows" program and subjected to various analyzes. For demographic data, frequency analyzes, descriptive statistics for scale total score and each sub-dimension, and reliability analyzes were conducted. Maximum and minimum item averages were calculated on the basis of total scale scores and for each subscale.

According to the findings; local people think that the most important contribution of the participation of Havran in the cittaslow network will be economically (27,23). Local people think that joining the cittaslow network will contribute to tourism (20.9), socio-cultural life (16.97) and environmental (12.41) dimensions respectively after the economic dimension.

Havran district residents who participated in the study are of the opinion that, with the participation of the district in the slow city network, it will contribute positively to the economy, socio-cultural life and environmental aspects. From this point of view, it is necessary for the people at the administrative level of the district to provide important support in the context of the economic development of the local people. Otherwise, the inability of the local people to achieve economic gain will create a situation contrary to its sustainable development and slow city purpose. In addition, the participants believe that with the participation of the district in the slow city network, the infrastructure facilities of the district will improve, the number of tourism establishments and local product sales will increase and the noise pollution will decrease.

Although the local people participating in the study think that participating in the slow city network will provide positive contributions, the fact that the item averages are at the highest level of 2.20 shows that people does not have a high level of belief in the context of the

contributions of the slow city to the district. Consequently, informative meetings should be held for local people on slow city, exemplary slow city practices and the contributions that participation in this network can offer to the public. In this way, local people will embrace this practice and will be able to get the highest contribution from the application. All other stakeholders, as well as the local people, should be trained on the slow city and its ideals.