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### SHOPPING CENTERS AS RECREATIONAL SHOPPING AND COMMERCIAL RECREATION AREAS

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#### EXTENSIVE SUMMARY

The tendency to do recreational shopping is defined as the consumer shopping to socialize, evaluate leisure time and have fun (Brosdahl ve Carpenter 2011). TODAY, Shopping Malls (Shopping Centers) as the places where many of these activities are performed are important as an urban recreation area. Shopping centers are important and highly demanding places where services and products can be obtained in commercial recreation area. Recreational products and services offered by companies located in shopping centers are instruments for profit in the long term. All paid services and products offered constitute the concept of commercial recreational shopping (Argan vd. 2012, s.76).

**Objective:** Shopping centers, which are the requirements of socialization, participation in an activity and the evaluation of leisure time and urbanization, are the areas that contribute greatly to the economy and employment in the cities where they are located. Today, the number of shopping centers that are also involved in Turkey's development, growth and economic strategies and urban transformation projects is increasing day by day and shopping malls are in high demand by consumers. From this point of view, the purpose of this study is to explain the development of shopping centers over time, increase in the number of visitors and their economic value as an important recreational activity area with the help of secondary data.

**Method:** The secondary data analysis method has been used as a rapidly increasing research method in the field of Social Sciences in the collection of data in the research. (Demirci ve Köseli 2009, s.326). Based on this method, a literature review was conducted and the development process of shopping areas, recreational shopping and recreational activities in shopping centers and the situation of shopping centers in Turkey were examined. In addition to the research carried out in the collection of data, the data of the shopping centers and Investors Association were utilized and the data obtained were transferred to computer media and then graphically and tabulated and interpreted.

**Results:** : As of 2018, Istanbul, Ankara and Izmir are the top three cities with the most shopping centers in Turkey.. An important role of shopping centers is its contribution to the economy and employment both in the world and in our country. While the projected turnover for 2019 is expected to be 160 billion Turkish Lira, there has been a steady increase in the turnover figures of shopping centres since 2014. Furthermore, it was determined that a shopping center of 40-50 thousand square meters provided employment for up to 1000 people on average. Shopping centers providing employment for about 500 thousand people in Turkey attract attention with the number of visits of more than two billion annually. The report from the shopping center and Investors Association found that the distribution of the shopping center rentable area (GLA: Gross Leasable Area) on the basis of the provinces with the most shopping centers was concentrated in Istanbul, Ankara and Izmir.

Conclusion: Shopping malls are expected to be able to reach many products and activities together without being affected by climatic events, to be easily accessible and to meet all kinds of needs. The findings of the research provide information about the opportunities that shopping centers provide for the national economy as well as the recreational area. Shopping centers that provide an increase from transportation to population and employment to economy in their cities are among the most important elements of urbanization. Shopping malls, which have an important economic place for the economies of the country, are recreational areas that offer different social and cultural opportunities to their visitors as well as shopping services. For this reason, in the competitive environment, retailers and shopping center management should develop the projects that will make a difference by identifying the factors that are important for consumers' shopping preferences. In the future researches, it may be suggested to develop recommendations for the sector at the point of application by considering the expectations of shopping center visitors as recreational activities and the perception of quality of the service provided. In addition, the results of the research can be supported by methods such as observation, meeting and interview.