



NEAR EAST UNIVERSITY  
GRADUATE SCHOOL OF SOCIAL SCIENCES  
TOURISM AND HOTEL MANAGEMENT PROGRAM

**AN ASSESSMENT OF LOCAL RESIDENTS' AWARENESS  
FOR SUSTAINABLE TOURISM IN CITTASLOW REGION: A  
CASE STUDY OF YENİBOĞAZIÇI**

ADEL ALRSHAI DAT

MASTER`S THESIS

NICOSIA

2019

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MASTER`S THESIS

THESIS SUPERVISOR

ASSOC. PROF. DR NESRIN MENEMENCI

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2019

## **ACCEPTANCE/APPROVAL**

We as the jury members certify the “**An Assessment of Local Residents' Awareness for Sustainable Tourism in Cittaslow Region: A Case Study of Yeniboğaziçi**” prepared by **Adel Alrshaidat** defended on **14/01/2019** Has been found satisfactory for the award of degree of **Master**

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## DECLARATION

I Adel Alrshaidat hereby declare that this dissertation entitled “An assessment of local residents’ awareness for sustainable tourism in Cittaslow region; a case study of Yeniboğaziçi” has been prepared by myself under the guidance and supervision of “Assoc. Prof. Dr Nesrin Menemenci” in partial fulfilment of The Near East University, Graduate School of Social Sciences regulations and does not to the best of my knowledge breach any Law of Copyrights and has been tested for plagiarism and a copy of the result can be found in the Thesis.

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## ABSTRACT

### AN ASSESSMENT OF LOCAL RESIDENTS' AWARENESS FOR SUSTAINABLE TOURISM IN CITTASLOW REGION: A CASE STUDY OF YENİBOĞAZIÇI

The aim of the study is to assess the local resident's awareness for sustainable tourism development in Cittaslow Region. The inception of the concept of Cittaslow movement have a significant impact to the sustainable tourism development of a destination. More focusing, planning and policy formulation for the inclusive of the local community in prosperity of the targeted destination for sustainable development. A quantitative approach was employed in this research whereby administered questionnaires were distributed to the local residents through a survey research technique. The study targeted all the local residents for obtaining information about the perception of people towards Cittaslow Movement in relation to the sustainable tourism development. An SPSS Version 23 software was used to analyse the data obtained. ANOVA and regression and correlation analysis were carried out to test and analyse the proposed hypothesis. A conclusion is made that the local residents is aware of the significant of the inception of Cittaslow Movement to the sustainable tourism development in Yeniboğaziçi Region.

**Keywords:** Sustainable tourism, Economic development, Environmental development and Social development.

## ÖZ

### **YEREL KONUTLARIN 'CITTASLOW BÖLGESİNDEKİ SÜRDÜRÜLEBİLİR TURİZM İÇİN BİLİNCİLİK DEĞERLENDİRMESİ; YENİBOĞAZIÇI KUZEY KIBRIS'TA BİR VAKA.**

Çalışmanın amacı, yerel halkın Cittaslow Bölgesi'ndeki sürdürülebilir turizm gelişimi konusundaki farkındalığını değerlendirmektir. Cittaslow hareketi kavramının başlaması, bir varış yerinin sürdürülebilir turizm gelişiminde önemli bir etkiye sahiptir. Sürdürülebilir kalkınma için hedeflenen hedefin refahına yerel halkın dahil edilmesi için daha fazla odaklanma, planlama ve politika oluşturma. Bu araştırmada nicel bir yaklaşım uygulanmış ve anket uygulanmış anketler yerel halkın anket araştırması tekniği ile dağıtılmıştır. Çalışma, yerel halkın sürdürülebilir turizm gelişimi ile ilgili olarak Cittaslow Hareketi'ne yönelik algısı hakkında bilgi edinmek için tüm yerel sakinleri hedef aldı. Elde edilen verileri analiz etmek için bir SPSS Version 23 yazılımı kullanıldı. Önerilen hipotezi test etmek ve analiz etmek için ANOVA ve regresyon ve korelasyon analizi yapılmıştır. Yerel halkın Yeniboğaziçi Bölgesi'nde sürdürülebilir turizm gelişimine Cittaslow Hareketi başlatılmasının önemini farkında olduğu sonucuna varıldı.

**Anahtar Kelimeler:** Sürdürülebilir turizm, Ekonomik gelişme, Çevresel gelişme ve Sosyal gelişme.

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## ABBREVIATIONS

TRNC.....Turkish Republic of Northern Cyprus

EU.....European Union

ANOVA.....Analysis of Variance

## INTRODUCTION

Cittaslow principles are more related to sustainable development as it aims to protect the richness of town's heritage. Through the involvement of local participation, networking promotes sustainable development and improvement of quality of life. Cittaslow is perceived as a way of utilizing the available resources in order to improve the quality of life of the local community by consideration the aspect of sustainability for future consumption. Realizing the pace of our life and the disconnection as an annoying state of affairs is and essential first step in re-establishing ways of slowing the pace and creating connections.

Considering the benefits associated by adopting Cittaslow Movement the strategy should be of promoting and ensuring development of small-scale business in the community. The Cittaslow movement as a strategy for local authorities in order to address interdependencies among goals for economic, environmental, and social development. However, certifications, such as Cittaslow, may represent suitable instruments to stimulate and activate strategic pathways aimed at achieving more sustainable development. A combination of both agriculture and tourism enhances economic development and create a linkage that is essential to the local people through fresh produce and generating of income respectively.

Cittaslow movement exerted influence to the sustainability aspect of the nation, as it foster development through effective use of resources and reduce wastage and pollution according its objectives as an organization. The mandate of the Cittaslow movement is to maintain and create a unique local character for a good living environment for both visitors and local people. Ekinci, (2014) mentioned that sustainable tourism development can be attained by increasing the number of Cittaslow members as it consists of a number of sustainable development indicators. Sustainable urban development is another system which is implemented by the local residents to raise awareness of the important insights about management of the environment and the people. Local communities are important players in the success of Cittaslow movement and sustainable tourism development through participation and involvement

in decision making from the initial stages of tourism planning and policy formulation system (Stone & Stone, 2011).



## **CHAPTER 1**

### **1.1 Statement of the problem**

Some questions have been raised about the quality of Cittaslow based on project benefit for the whole local community or for a certain class of people (Hoeschele 2010; Bjelland, 2010). Some authors identify a gap which needs more research for the success of other dimension of Cittaslow movement. Further research is necessary for providing evidence of the Cittaslow Network for the provision of a good quality of life in the cities. The aspect of Cittaslow movement should be justified by the measurable evidence which are unique for the improvement of the quality of life of the local community.

### **1.2 Significance of the study**

This study contributes more literature to the tourism, slow movement and sustainable tourism development by illustration of the level of awareness of local residents to Cittaslow in connection with sustainable development. The research analyses the level of involvement of local residents in Cittaslow development by incorporating all stakeholders in the community to provide a clear picture of the significance of local community participation.

### **1.3 Limitations of the study**

The study was done in Northern Cyprus, specializing in one destination called Yeniboğaziçi. This is one of the Cittaslow cities in the country.

### **1.4 Research Questions**

1. What awareness strategies which are related for sustainable tourism development?
2. What are the benefits of adopting of Cittaslow movement aspect in Yeniboğaziçi?

3. What is the level of participation of the local people in sustainable development through Cittaslow in Yeniboğaziçi

## **1.5 Definition of Key Terms**

**1.5.1 Sustainable Development** is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. "(United Nation Environment Programme, 1987)

**1.5.2 Cittaslow Movement** an association which is formed to prevent and reduce degradation processes and the use of resources for cultural, economic, social and environmental protection for improving the local quality of life

**1.5.3 Sustainable tourism-** "Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities" (UNWTO, 2011)

**1.5.4 Tourist destination** refer to a place in which tourists, residents, stakeholders and enterprises interact and transactions take place, as well as planning, the development of industry and regional infrastructure and other aspects, and where there is an emphasis on tourism within a region (Laws et al 2011)

## 1.6 Research hypothesis

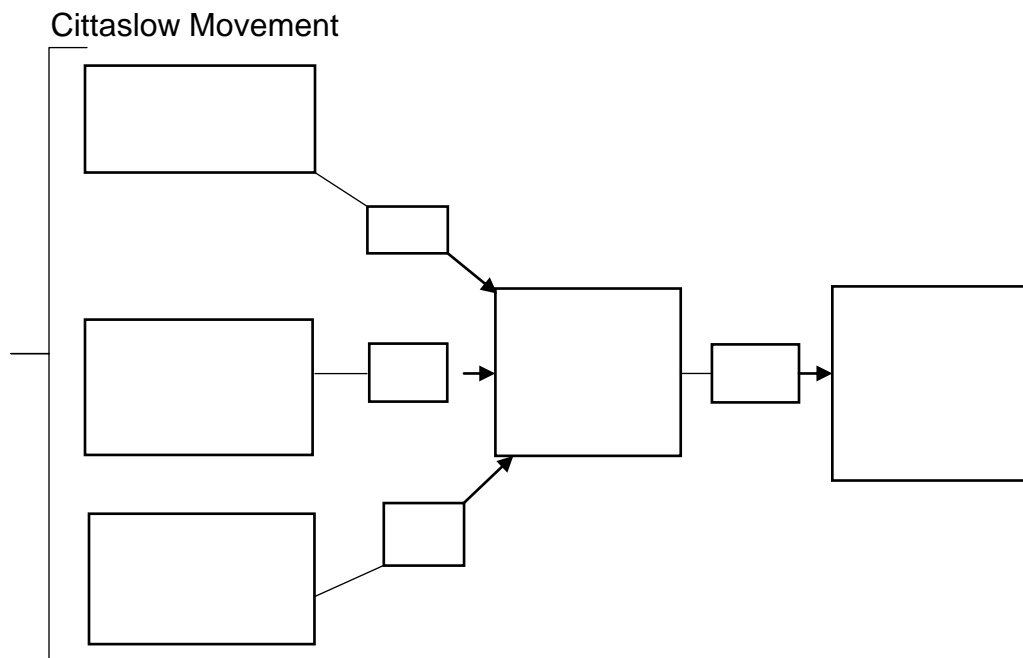


Figure 1.1: Research Conceptual Framework

### Research Hypothesis

**H<sub>1</sub>:** Cittaslow principles related to economic development has a direct effect on community awareness

**H<sub>2</sub>:** Cittaslow principles related to social development has a direct effect on community awareness

**H<sub>3</sub>:** Cittaslow principles related to environmental development has a direct effect on community awareness

**H<sub>4</sub>:** Community awareness related to Cittaslow movement has a direct effect to sustainable development

## **1.7 Structure of the Thesis**

The introductions consist of the background of the research, significance of the study, the scope of the research and hypothesis of the study.

Chapter two focuses on literature related to Cittaslow Movement, overview of the area under study and sustainable development. Literature was used to develop a research model through deduce approach. The literature is focusing on the research objectives.

Chapter three highlighted the research design used in the research to test the hypothesis. This chapter focused on the research design, research instrument, sampling techniques, sampling population and size and data collection method, presentation and analysis of data. The response rate analysis and the demographic characteristics of the participants are described. The issue on data reliability and validity was also provided and indicated in this section.

Chapter four presents the discussion of the outcome obtained from the study and related studies in literature. This chapter consists of data analysis and presentation of the outcome. The results of descriptive and regression analysis for all the variables are indicated in this chapter.

Chapter five focuses on conclusion, recommendations' and implications of the study. This chapter indicates areas which need further research. Limitations of the study are also indicated in this chapter.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Background of Cittaslow Movement.**

Cittaslow is known as an international movement with a purpose of preserving and enhancing the quality of life of people in cities and towns, facilitate the element of participation and involvement of the local people through engagement process, creation of a conducive and enjoyment of urban environment for the communities, instill the sense of peace through creating substantial connections focusing on good environmental health.

#### **2.2 The History of Cittaslow**

Cittaslow is a name which was derived from “Slow cities and slow movement”. Cittaslow Movement is described or branded by a slow way of life. Slow cities are also characterized by less traffic or congestion of people in towns and cities. A group of people in Italy came up with the notion of establishing an organization better known as Slow Movement. A global organization was formed with set rules and regulations for controlling, cities in the world called themselves Slow Cities. The purpose of Cittaslow is to solve issues which are related to local identity, economic development and special transformations. Cittaslow organization possesses powers to assess, analyze and evaluate a city that requires or claim to be a slow city movement. Cittaslow movement drafted the following principles:

1. Manifesto- consists of the fundamental principles

2. Charter of Association- is a set rules and regulations which governs the slow city operations. Every member is expected to sign the document for acknowledgement of oneness.
3. A database was crated that consists of all member cities
4. Plans for organizing meeting for every year gathering.

According to Cittaslow International website, headquartered in Orvieto, the movement brings together 176 towns from 27 countries, including Italy, Poland, Germany, Turkey, France, South Korea and the United States.

### **2.2.1 Cittaslow Criteria of Identification**

Towns and cities with a population of more than 50 000 were unqualified to apply for a Slow City status. To gain a status of “a city or town should take into consideration the strategies of slow food and way of conserving the heritage of local people. Every slow city country required to attain the objectives of slow movement cities. Slow City “The Slow City manifesto contains seven main categories which were used to assess cities: infrastructure, hospitality, local products and produce, environmental policies, quality of urban fabric and community and Cittaslow awareness. An official website of the Polish National Cittaslow Network: “A Cittaslow town relies on the local material and intangible resources, the natural environment, natural and urban landscape, sites of historical, artistic and cultural value as well as local produce, products and cuisine to strengthen and restore the urban identity which, in many cases, has been impaired by the rapid changes of the past decades. There was a process of continuous checking of the cities to ensure that every city in maintaining the standard of the Cittaslow Movement. The Cittaslow movement aims to create a harmonizing scenario between the historical times and the present economic, environmental and local community culture. Cittaslow principles of development are more related to sustainable development as it aims to protect the richness of town’s heritage.

The following seven macro areas in Slow City standard for quality improvement and mandated to create a hospitable environment for bot locals and international.

1. Energy and environmental policies: this is a very important area which need attention from cities stakeholders in management of cities. The Stakeholders must observe and conserve parks and green areas. Cities are also encouraged to use renewable energy. Transport section of cities affect the environment through pollution. Encouraging people to use public transport helps cities to reduce congestion and air pollution. Companies in cities should use recycling process as a way of reducing creating environmental awareness.
2. Infrastructure policies: slow city have alternative mobility, street furniture and cycle paths.
3. Quality of urban life policies: smart city systems, cable network city and reuse of marginal areas.
4. Agricultural and artisan policies: avoiding and banning the use of GMO and resort to organic manure for agriculture. Promoting the use of traditional technics in crafts making in order to attract tourist from all walks of life.
5. Policies for the development of hospitality and tourism industry. Addressing the need for training, research and development in the cities and towns.
6. Social cohesion: the union and integration of the local community people including disabled and less privileged people
7. Partnerships: Networking with other developing and developed cities for sharing experiences and ideas is very essential for Cittaslow Movement members

## **2.3 Cittaslow Movement**

### **2.3.1 The Future of Cittaslow Cities and Towns**

Since its inception in 1999, the Cittaslow Association has extended beyond its national boundaries, currently consists of over 180 cities in 28 countries worldwide. Most cities belonging to Cittaslow takes into consideration of an efficacious environmental policy (air and water quality system evaluation).

Main aim of Cittaslow movement is to prevent and reduce degradation processes and the use of resources for cultural, economic, social and environmental protection for improving the local quality of life. Through the implementation of local participation, networking promotes sustainable development and improvement of quality of life. Every

region, town have different development progress due to the level of economic, social and spatial development. Therefore, evaluation of progress cannot be done by using same standard or criteria.

The following policies that are presented by the table below determines the future of Cittaslow organization.

Table 1.1: Cittaslow requirements.

<b><i>Energy and Environmental Policy</i></b>
Compliance with existing regulations regarding air and water quality and biodiversity
Plans for the promotion and diffusion of domestic waste recycling and special waste disposal
Diffusion and promotion of industrial and domestic waste composting
Existence of a depurator (special sewage filter) for communal domestic water
Municipal Energy Saving plan, with special attention to use of alternative sources of energy (such as green hydrogen, mini-hydro) and thermo-valorization from RSU and biomass
Plans for control and reduction of noise pollution
Systems and programs for city illumination (prevention of lighting pollution)
<b><i>Infrastructure Policy</i></b>
Cycle lanes for facilitating journeys to schools and connecting public buildings areas (moving walkways, escalators, cable cars, dedicated cycle routes to schools, etc.)
Implementation of projects for guaranteeing access to sites of public interest to disabled people and plans for overcoming architectural barriers
Promotion of plans for facilitating family life and for sustainable commodity distribution in urban centers
<b><i>Policies for urban quality</i></b>
Interventions for the restoration and enhancement of town centers
Recovery / construction of green areas
Urban livability (times to and from work, company nurseries, etc.)



Redevelopment and reuse of marginal areas
Use of ICTs in the development of interactive services to citizens and tourists
Bureau for sustainable architecture
Installation of optic fibers and wireless systems
Monitoring and reduction of pollutants (noise, electromagnetic fields, etc.)
Promotion of tele-working
Promotion of sustainable private building
Promotion of social infrastructure (time banks, free-cycling projects, etc.)
Promotion of sustainable urban planning
Recovery / realization of productive green areas
Creation of spaces for the commercialization of local products
Protection / enhancement of traditional shops
<b><i>Policies for agriculture, tourism, handicrafts</i></b>
Plans for development and promotion of organic farming
Quality certification of products and artisan goods and artefacts
Enhancement of traditional occupations
Enhancement of rural areas
Use of organic and/or local/typical products in school catering
Programs for taste education and correct nutrition
Enhancement and conservation of local cultural events
<b><i>Policies for hospitality, awareness and training</i></b>
Plans for tourist information and personnel training for good hospitality
Sensitization of tourist operators and retailers on price transparency and full information about prices of products and services on shopping sites
Activation of Slow itineraries in the town (leaflets, web information, dedicated web page, etc.)
Adoption of techniques to enable effective participatory bottom-up processes in administrative decisions
Health education

Welcome policy for visitors and plans for facilitating their involvement in the town's activities (parking, flexible/ prolonged public office opening times) with particular attention to special events
<b><i>Policies for social cohesion</i></b>
Integration of discriminated minorities
Integration of the disabled
Youth policy
Poverty reduction
Associationism
<b><i>Partnerships</i></b>
Support for Slow Food campaigns and activities
Collaboration with Slow Food and other organizations to promote natural and traditional food
Support of twinning and cooperation projects that concern the Cittaslow and Slow Food philosophies

Sources: Cittaslow, 2014; Ekinici, 2014.

Researchers like Doctor Carp have done a research about Cittaslow Movement or slow city movement aspect is related to sustainable development especially ecological and social development. Cittaslow is perceived as a way of utilizing the available resources in order to improve the life style of the local community but put into consideration the aspect of sustainability for future consumption. In the United States, Sonoma was named the first Cittaslow in November 2009. Furthermore, countries like Italy, Germany and Korea have got cities and towns which are under Cittaslow Movement.

### **2.3.1 The Slow Movement: Making a Connection**

The mandate of the Slow Movement addresses the issue of time poverty through making connection to food, place, people and life. It is essential to connect to people, our community, our friends, our family, ourselves, place food and life in order to live a connected life. Traditionally, most people are connected through culture. Culture facilitate people to be connected to their place, life and people. Through the element of

extended families' children grew up together, living under one roof, knowing all their relatives. People were also connected to their food, they grew their own vegetables and some fruit. Not too long ago families had a house, poultry and cow for milk. Every member was involved in gardening, cleaning up and washing up. (<http://www.slowmovement.com/>)

Technological advancement and fast paced life weakens these connections. Machines and other electrical gadgets replaced human labor for instance many houses are using, vacuum cleaners and electric stoves and bread maker. The other aim of slow Movement is to identify how people lost connection to most aspects of life and ways of recapture the state of connectedness. Realizing the pace of our life and the disconnection as an annoying state of affairs is an essential first step in re-establishing ways of slowing the pace and creating connections.

## **2.4 Cittaslow Cities**

### **2.4.1 Cittaslow Cities in Italy**

Cittaslow Association was initiated in Italy by an Italian mayor of Greve di Chianti called Paolo Saturnini in 1999. There are many Cittaslow cities and towns in Italy namely: Anghiari, Castelnuovo Berardenga, Castiglione del Lago, Greve in Chianti, Orvieto, and Todi to name but a few. Most of these areas are tourist attractions. Authentic customs, local flavors and aromas, narrow streets with their unique architecture and bustling market squares are the characteristic features of Cittaslow towns in Umbria: Orvieto, San Gemini, Todi, Amelia and Montefalco. The region hosts regular festivals, holidays, cultural and artistic events and religious celebrations (Krajobrazu, 2015).

Anghiari is known as the beautiful cities in Italy and is a slow town in Italy. The city is located in Tuscan town and consists of attractions which lure Tuscany people and other international tourist from the global village. The village is also famous because of battles and paintings.

Castelnuovo Berardenga is also Cittaslow city which is found in Tuscany, Italy. The city is known because of the appendage of Sienna, as many visitors and tourism are aware

of its attractiveness in the province of Sienna consist -of well-known features like charm and historical heritage buildings like Castelnuovo Berardenga that is along the Chianti the wine zone.

Orvieto is in Italy and it shows the most attraction for tourist with a outlook of the Umbrian countryside. The Cathedral is now easily accessed in different way by individual by using lift, escalators and it is also pedestrianized. The town is well designed with some well-planned houses and palaces around the Cathedral. The town is now free from congestion and positioned in a strategic way for tourism purpose.

Orvieto's has a magnificent because of its Duomo and it was associated by the well-known Catholic Virgin Mary is a way of creating the religious belief of the life of Virgin Mary to the tourist who visited the areas. Arnolfo di Cambio played an important role by putting the town on the international map since 1285 the areas was accessed by Italian painters and sculptors.

The area was given the name Todi well-meaning borders. It happened that the Chief of Todi, his name Tutero developed an idea of building a village in the area. One day something mysterious happened an eagle picked a cloth where the Tuderti were sitting having a picnic. The eagle dropped the cloth onto the top of the hill which was nearby the area. The local people considered it as the act of god and they decided to build a town called Todi on top of the hill.

#### **2.4.2 Cittaslow United Kingdom**

The idea of spreading the aspect of Cittaslow Movement in United Kingdom was magnificent as it created environmental awareness campaigns, social cohesion and instilling the sense of ownership through maintaining and promoting traditional arts and cultural. The country is taking advantage of technological advancement for improving the quality of life of the local people. The notion of slow city movement was started in Italy and created a significant influence in the international community through networking of more than 150 towns that is to include six in the United Kingdom.

Levanto is another Slow City in Italy. The Municipality of Levanto planned to take advantage of technology by creating a public lighting scheme in the city in order to reduce lighting pollution and tapping into new technology system with a conserving devices (Mayer and Knox 2011). Luca Del Bello was the one of the Public Work Councilors who were behind the idea of creating energy saving functionality with a purpose of respecting environment. Comune di Levanto, (2015) reiterate that it is essential to put every device in its place for the purpose of attaining best services or function in a sustainable manner.

There is a Cittaslow Movement in Scotland, in the City called Glasgow. Glasgow was known as a very populated city. The idea of meeting the Cittaslow requirement was a strategy to utilize the abandoned space and even distribution of land for cultural and environmental purpose. Most of the areas in the city is now used for exhibition, playgrounds, gardens, open air space zones and urban beaches. The Councilors drawn inspiration from the slow city of Perth where a plantation of sweet smelling garden was created in respect to the environmental development (Perth & Kinross Council, 2008). Creating and enhancing a clean city street which is pleasant to the citizens as well as tourist through slowing down strategies of reducing the population and utilizing all the available space for the wellbeing of people in order to connect to the environment.

The big cities are now taking part in the Cittaslow movement by meeting the ethos of the slow city movement. The big cities are known as the Cittaslow Supporter namely South Korea and Busan. South Korea is a very large city, which adopted the Cittaslow philosophy through slow tourism, transport and food. Wenzhou in China is also interested in implementing Cittaslow values in order to achieve a sustainable industrial development and preserve the cultural heritage of China (McKay, 2015).

Most German Cittaslow towns are situated in the proximity of large urban areas (Waldkirch near Freiburg/Br. and Hersbruck near Nuremberg), while very few are located in the rural periphery (Bischofsheim and Bad Schussenried). This arrangement promotes the establishment of close relations between local communities and the inhabitants of metropolitan areas. Due to a demographic decline housing estate and

buildings were abandoned through revitalization program tourism, recreation and special planning plays a pivotal role for developing German Cittaslow towns.

Countries like Turkey joined the network recently in 2009 as Seferihisar adopted Cittaslow movement ethos. The area is located far from the urban areas. Turkish town's sites have extraordinary historical, architectural and cultural value which differ in geographic location and climate. Turkish local cuisine and products plays an crucial role in the growth of Turkish Cittaslow towns. The Cittaslow network expands beyond Europe to the countries like South Korea, USA, New Zealand, South Africa, China and Australia. Expansion to other continent helps Cittaslow to diversify in approaches of development and take into consideration the concept of exchanging international experiences.

## **2.5 Cittaslow City for All**

Authors have different view concerning the development of slow movement cities. Their views aim to evaluate and assess the success of the implementation of the Cittaslow Movement. Some questions have been raised about the quality of Cittaslow based on project benefits on a certain class of people (Hoeschele 2010; Bjelland, 2010). Some authors like Mayer & Knox (2006) believe that most of the small communities are like to benefit a lot if they are located close to the larger cities as they are suited to attain Cittaslow notion. Most of the affluent people migrate from the bigger cities because of the increase in population and occupy town or cities which surrounded bigger cities. On the other hand, Semmens & Freeman (2012) discovered that some rules and regulations concerning Networking through technology can conflict with the Cittaslow ethos because of cultural practices that are difficult to change especially New Zealand. Bjelland (2010) reiterate that most of the slow Cities vales in connection with cultural heritage, cohesion and tradition are difficult to change depending on the region for instance the Italian and the European ideas. Grzelak-Kostulska et al (2011) basically, many cities are known for a certain industrial support like media, technology, commerce, tourism, mining, and politics whereby implementing Cittaslow should be a complementally strategy for development.

### **2.5.1 Cittaslow Metropole and Cittaslow Supporters**

Cittaslow Metropole or a Cittaslow Supporter have the same mandate of achieving the slow movement ethos especially the idea of improving the local community quality of life. Cittaslow movement strategies provide an opportunity for the development of small scale enterprises when the idea is adopted by the large community. This is another dimension of Cittaslow movement development. The concept is now embraced by bigger cities and towns which have just a few of the principles and characteristics of the ideal Cittaslow city.

Some authors identify a gap which needs more research for the success of other dimension of Cittaslow movement. It is necessary to carry out a study about the Cittaslow Network have the influence of the changing the quality of life of the large cities. Cittaslow is a powerful tool for empowering the local community through initiating sustainable projects and providing the sense of equity for economic and socio-cultural diverse.

### **2.5.2 Governments and Cittaslow Movement**

Cittaslow movement is also perceived as one of the sustainable development strategy. Most of the countries are concerned about achieving the sustainable development goals. The Cittaslow movement as a strategy for local authorities in order to address interdependencies among goals for economic, environmental, and social development. An strategy which works in favor of their agenda embraced with a desire to see a change especially the government. The element of territorial certification was adopted by government in order to accommodate Cittaslow movement for development. Honey and Stewart (2002) defined certification as “the process of acquiring and meeting the necessary requirements through presentation of capabilities that gives assurance of attaining the stipulated standard.

On the other hand, certifications give a guarantee of committing to meet the contents of the agreement for instance environmental awareness campaign and experiences in the areas of interest; and certifying tourism quality regarding products, services and attractions (Font, 2002). Cittaslow is a very noble idea that encourages a different style of cities and town growth concentrated on local variety and cultural assets, building on

cultural heritage and traditions and, specifically, encouraging a slow lifestyle (Cittaslow, 2014; Semmens & Freeman, 2012). It is becoming a curious example as a suitable classical for local governance, highlighting the desire of some local authorities to identify a sustain pathways for innovation. Cittaslow movement stimulates the creation of social interest networks through improving the quality of life of the local people which is different from the activities that are centered on environmental, territorial choices and economic development (Semmens & Freeman, 2012).

Compiling and running efficacy programs is a contemporary exigency for destinations in order to implement sustainable development principles more effectively (Minguzzi & Presenza, 2012). It requires the formulation of strategies and the implementation of interventions that become increasingly complex. However, certifications, such as Cittaslow, may represent suitable instruments to stimulate and activate strategic pathways aimed at achieving more sustainable development. The government is aware that certification represents an appropriate support for small towns because it allows a check-up of the destination to be carried out in terms of strengths and weaknesses in all the strategic areas identified by the Cittaslow movement. The certification assessment also contributes to providing a framework within which to develop strategies for improving visibility and attractiveness.

Opening up to other communities can produce interesting opportunities, so this network can also be viewed as a system of supporting and sharing of experiences. The local government focuses on the “environment” category and is therefore heavily involved in the implementation of activities and programs for the protection and preservation of the environment, this means that the policy-maker considers the strategic area of “environment” as more relevant to the sustainable development of small towns compared to other strategic areas (e.g. logistics, business). if policy-makers assume that the tourism area is strategically the most appropriate for the development of the town, then they will focus on projects in the category of “hospitality”.



## **CHAPTER 3**

### **NORTH CYPRUS**

Cyprus is known as the one of largest island in the Mediterranean Sea. It lies 322 km from Greece, 96km from the West of Syria and 60km from the South of Turkey (Rustem, 1987, Alipour & Kilic, 2005)

#### **3.1 The origins of Northern Cyprus**

From 1571 the Ottoman's invasion, left a significant mark which lasted for three hundred years. The population of Cyprus increased during the Ottoman period. Turkish Cypriot were added to Cypriot identity to make two different communities namely Turkish Cypriot and Greek Cypriot. The Republic of Cyprus got independence in 1980 from the United Kingdom. Greece, Turkey and the United Kingdom set the Republic of Cyprus as a constitutional democracy. Greece and Turkey invaded Cyprus and two communities were formed the Northern and Southern Cyprus for the administration of the Island. Conflict of power sharing erupted between the two nations which causes the intervention of Turkey and Greece to resolve the civil war. As a result, the country was divided into two communities the TRNC (Turkish Republic of North Cyprus) community and the Greek community.

##### **3.1.1 Cittaslow in Northern Cyprus**

Cittaslow International offices are situated at Lefke Town in Northern Cyprus. Lefke is located in the middle of the two valleys enfolding the sea and the mountain. First Turkish municipality in Cyprus was founded in Lefke in 1990s. Lefke is the Hidden

Paradise, because of its ambient environment which consists of clean air, its green and plentiful sources of water. The Lefke area is now mainly Turkish, after the Ottoman invaded the area and they are some exciting features of traditional Ottoman architecture in the area. Lefke has got one of the most dynamic and interesting university of North Cyprus, known as the European University of Lefke. On 7th November 2015, Lefke received a Cittaslow membership certificate at the gathering organized by the Municipality of Lefke which was held in the Falköping city of Sweden.

### **3.2 Lefke Cittaslow City Attractions**

Lefke is also known as an agricultural center in Cyprus as most of the citrus fruits comes from the area for example Jaffa oranges are considered to be the sweetest oranges of Cyprus. Lefke is surrounded by walnut and date trees and is considered as the ever green corner of the island. Lefke hosted many traditional and festivals, organized by the municipality and the local associations. The following festivals attracts tourist from all walks of life, namely Walnut Festival, Yadidalga Verigo Grape Festival and Strawberry Festival, just to name a few.

The mandate of the Cittaslow was to restore and maintain historical heritage. A Copper and Culture Museum was created at Municipality of Lefke and the Lefke Tourism Association, in order to open traditional routes and restoring historical places and creating awareness to the public about Cittaslow philosophy. The Cittaslow projects were very important for development of quality lifestyle of locals and for the Natural and Culture Friendly” as well as the sustainable tourism development of the area. According to the webpage of Lefke Cittaslow: “Lefke communities is very conducive for agricultural purpose because of the natural resources like fauna and flora as well as the natural beauties.

#### **3.2.1 Economic, Social and Environment of Lefke**

It is interesting to look into account the activities which are offered by Lefke as a Cittaslow town in order to appreciate the objectives of the organization. Cittaslow activities created attractions for the tourism which at the end enhances sustainability of the economy of Lefke and Northern Cyprus as a whole through generating income. Lefke is a tourist’s destination where it is possible to productive lands, peaceful living

conditions and unique cultural heritage that provide a good ambient environment for the visitors with a magical touch on it. Tourism is one of the departments that sustains the economy of Lefke and Northern Cyprus. Agriculture contributed significantly to the economic stability of Lefke. A combination of both agriculture and tourism enhances economic development and create a linkage that is essential to the local people through fresh produce and generating of income respectively.

Cittaslow movement exerted influence to the sustainability aspect of the nation, as it foster development through effective use of resources and reduce wastage and pollution according its objectives as an organization. It is very important to take into consideration the cuisine, historical monument, historical routes and some paintings which lure tourist to the area.

### **3.2.2 Breakfast at Eco Gardens**

There is delicious local food for tourist who visit Cyprus. A variety of food gives a visit appetite to ask for more from each portion. Cittaslow movement's aim is to restore and maintain the traditional food. This is one of the Turkish cuisine which is well presented on serving table for the tourist to have a seemliness menu experience.

### **3.2.3 The Soli Ancient City**

This is a historical ancient city which tells a story about the Turkish people. Maintaining and restoring the status of the monument is one of the goals of Cittaslow movement in Lefke. The ancient city is surrounded by natural vegetation.

The above diagram shows, one of the oldest city kingdoms of Cyprus; Soli has a history up to B.C 700. During the excavations, archeologist found golden and silver jewelries from Hellenistic age, an Aphrodite statue from B.C 1, a glyph from BC 2, which illustrates a war at Amazon. Moreover, a road with columns was found from Hellenistic age. Furthermore, a Roman style theatre can be found in Soli Ancient City.

### **3.2.4 Seikh Nazim Dergah and Tomb**

The Tomb below is of a person who had extreme influence of the religions ideology and he succeeded in convincing the Turkish people to believe in Islamic worship. He has followers from Europe, Asia and America. Seikh and his followers contributed to cultural

richness of Lefke His tomb is playing a significant influence to those who are still following his beliefs. One of the most famous cults of Islam World is Naqshibendi Cult and its leader, Seikh Nazim was located at Lefke. Nowadays, his “dergah” and tomb is located at Lefke.

### **3.2.5 Examples of Ottoman Venetian and British Architecture**

Ottoman mansions are one of the rare examples of Ottoman Architecture and after Nicosia most of these houses are found in Lefke. There are 41 mansions which are protected by Law. They were constructed at 18<sup>th</sup>, 19<sup>th</sup> and 20<sup>th</sup> centuries.

### **3.2.6 A monument of Coronation**

There is a sign of British Empire and a writing on the building which illustrates the coronation of VI. George. It was constructed in 1937 and can be found at Lefka central.

### **3.2.7 Eco Village Ambelikou**

Networking and enjoying the natural environment is very important to tourist who travel for leisure and researchers. Visiting this cute village which is known as Eco village and meeting with locals will impress you. The village was given the name Eco Village because it provides an alternative tourism than mass tourism. What is important for the Cittaslow is that slow movement of change and to keep things in their natural state.

### **3.2.8 Pick Strawberry and Orange from gardens**

You can pick strawberries at Yesilirmak and oranges at Lefke. Participation of tourist in picking and eating fruits provide that sense of satisfaction and unforgettable experience.

### **3.2.9 Record-breaking vine tree (Approved by Guinness World Records)**

Palm and Orange trees together

Normally, these plants grow in different climates but it is possible for them to live together at Lefke.

### **3.2.10 Historical traditional Coffee Shops**

Turkish traditional Coffee is given to anyone as a sign of love. The coffee is good to taste, and it goes well with a glass of water.

### **3.2.11 Feel the Nature at Local Trekking and Hiking routes**

Discovering and using the old routes to the sea or from the sea is also one of the objectives which was attained by Cittaslow in Lefke. Old people are leading young people the routes that was discovered long back in 1900s. For those who visit these areas will not forget what transpires in 1900s.

Taste Slow food meals

### **What is Slowfood? Its vice versa of fast food**

### **3.2.12 Lefke Dam**

This is one of the artificial attraction in Lefke that lures tourist to the area and learn about mining processes which happened years ago. It is the second biggest dam of North Cyprus. It was constructed on old mining processing area. You can see or sometimes enter to baths of mine workers at your own risk.

### **3.2.13 Slow down at Cittaslow Lefke**

Cittaslow originated in Italy for the purpose of slowing down the pace of food development through scientific methods and also improving the quality of life of the local communities. The aim of Cittaslow is to achieve sustainable development by the method of slow food movement and making use of open space in a sustainable way.

On social cohesion, Cittaslow Movement opened the first farmer meeker project in North Cyprus. It was a strategy to provide a central market of all the agricultural produce. 40 Stand were given to local farmers in order to showcase their produce on market. Through the Committee in Mehmetcik social integration and cohesion between the people of Northern Cyprus was enhanced.

### **3.3 Yeniboğaziçi (TRNC) – Cittaslow City**

Another significant Cittaslow city in Northern Cyprus is Yeniboğaziçi it was officially opened in 2015 by Cittaslow Organization Vice President, Izmir Seferhisar Mayor Tunc Soyer. The areas were declared as the first (quiet city) in Cyprus. In the first city very famous for tourism and historical heritage (Salamis ancient roman town and Saint Barnabas tomb). There is also a Cittaslow garden and Cittaslow offices in the region.

### **3.3.1 Geographical area of Yeniboğaziçi**

The area consists of eight villages namely, Alaniçi, Yıldırım, Atlılar, Sandallar, Muratağa, Yeniboğaziçi, Mormenekşe and Akova setting in the district of Gazimağusa (Famagusta). The region is known as the geographical jewel because of its proximity to the sea and ruins. The population of the area is around 7000 inhabitants and in the Cyprus district it is also known as the one of the largest rural communities.

Yeniboğaziçi area in 1974 it was occupied by both the Greek Cypriot and Turkish Cypriot people it was located in the district of Lamaca in the South of Cyprus and was known as the Aytotoro. During the formation of the TRNC in 1974, Yeniboğaziçi was relocated to its current place in the North of Cyprus. The area formally originated in 1980 as The Yeniboğaziçi Municipality as a village and the other seven villages joined the Municipality later to be in the current state.

The economy of the region is sustained by cultivation production of artichokes, agriculture and livestock production. Tourism plays an important role again through participation of both domestic and international tourists. There is abundance of traditional restaurants along the sea front and within the village. The ancient ruins draw many tourist to the area from the Roman eras. The region organized events which attract tourist during the peak and off season through organizing of Cyprus Spring Festival Picnic (9 March) the annual Yeniboğaziçi Pulya Festival (August) and Earth Day Celebrations (10 December). It is easy to participate in all these events because of the fixed dates. The women's organization is responsible for The Yeniboğaziçi Organic Market which is scheduled on Wednesday every week.

### **3.3.2 Yenibgazici Cittaslow**

The Yeniboğaziçi Municipality adopted the ethos of Cittaslow for economic, social and environmental development of the town. Agriculture activities created strong community networking environment and unity through sharing ideas and experience from expertise in the region and from other Cittaslow areas like Lefke. The idea as well received by the residents of opening and observing the historical routes to the sea, slow food movement, improving quality of life and safe guarding the traditional Cypriot culture,

### **3.4 Cittaslow in urban areas**

Cittaslow was initially established for the late medieval towns in Italy through cultural heritage and regional ecologies. The concept was adopted by many cities and town in the world including the European Union and other continents (Turkmen, 2015). The focus is no longer on the peripheral areas where there is strong culture and natural environment. According to Cittaslow, 2014. The application of the concept to the urban cities has been termed as “Cittaslow Metropole”. Meanwhile, there is an increase of urban population as people are migration to urban cities. Most urban areas attend to be more cultural diverse, with many residents and emigration from different countries around the world.

#### **3.4.1 Busan Aerial View**

The notion of applying the concept to the bigger cities is in contradiction with the principles of Cittaslow movement. The Cittaslow model is more suitable to the small towns rather than bigger cities because of the geographical locations and population of the people. In this case, big cities are also participating as “Cittaslow Supporter”, adhering to the principles of slow cities. One of the typical example of a bigger city Cittaslow Supporter like Busan Aerial View, South Korea is one of the largest city, which aims to implement Cittaslow principles, by encouraging slow transportation, tourism and slow food. McKay (2015) indicates that there is another bigger city in China called Wenzhou is also interested in adopting the concept of Cittaslow city movement to preserve and conserve China’s cultural heritage as well as a way of solving issues of fast paced life.

#### **3.4.2 Cittaslow as a catalyst for improving Aesthetics**

Cittaslow principles are catalyst for the development of the most cities in both developing and developed countries. Countries like Scotland took advantage of Cittaslow to utilize the open spaces for exhibition, promoting culture through organizing activities, creating gardens and also observing green space for tourism purposes. People are now in harmony with nature through making use of open spaces for economic and environmental development and some are now moving from congested cities and towns to quiet and spacious areas through Cittaslow programs.

It is essential to consider the ambient environment of the cities. Slow City of Perth, the Municipality organized a plantation of trees in the area in order to surrounding environment (Perth & Kinross Council, 2010). Some policies have been implemented in line with the characteristics of a Cittaslow movement city such as Edinburgh applied the principles to preserve and conserve the green spaces and enhancing accessibility (Edinburgh World Heritage, 2016)

### **3.5 Cittaslow and Sustainable Tourism Development**

The main aim of sustainable tourism development benefits the environment, society, cultural, environmental and economic. Local residents have the vision and mission of controlling tourism assets through development strategies for tourism (King and Pearlman, 2009). Jovicic (2014) sustainable tourism implementation is responsible for the three aspects of sustainable development and encourages the involvement of the local community namely social, economy, and environmental. Slow movement is responsible for sustainable implementation of principles of development. Slow movement applies to the various areas including sociology, geography and economy.

Slow movement also include slow travelling of people from one country to the other or slow urban migration system. Slow movement avoid exploitation of resources and the concept of sustainability encourages conserving of resources. There is also slowness to tourism development preferring alternative tourism instead of mass tourism according to Conway and Timms, 2010. There is also a different approach to slowness and tourism for environmental sustainable development putting attention to the slow movement of development of transport industry and tourism industry (Dickinson & Lumsdon, 2010).

Sustainable tourism development consists of the slow movement of the socio-ecological impacts of tourism. Mechanism of solving the negative impact of tourism to socio-ecological can be tackled by using slow movement principles. Cittaslow member countries have developed the system of turning the town into community based resources management, quality of life, and the visitors-friendly towns (Nilson et al, 2011). The concept of Cittaslow and sustainable tourism prioritize the issue of protecting the environment and socio-culture of the town. Sustainable tourism and



Cittaslow concept encourages the involvement of community in development of the towns and the cities quality of life.

The philosophy behind Cittaslow movement is a community development strategy that encourages participation of the local community quality of life. Participation of the local citizen in sustainable tourism development gives individual identity and help the community to discover its identity. Cole (2006) highlighted that slow movement motivates the involvement of local citizen for tourism development through planning and management which is very vital for the development of destination. Cittaslow philosophy and practice mainly centered on the issues participation of the local communities in planning and formulating polies of sustainable tourism development.

Cittaslow gained momentum globally after developing a model for local governance that controls the development of infrastructure, maintain natural resources, cultural heritage and improving the quality of life of the local people. Cittaslow member towns are developing through implementation of projects, managing events, enforcement of policies and monitoring activities. According to the Brundtland report's (1987) sustainable development was defined in consideration the needs of the present generation and the future generation. In the process of meeting the needs and wants of the present community it is important to consider the existence of the future generation. In nutshell, the policies and practice should be flexible and capable to satisfy all the generation. The policies and operation of Cittaslow cities are more related to the achievement of sustainable development goals. The main goal of the sustainable development and Cittaslow is for the environmental protection, economic development and social development. The development will start from the grassroots level for environmental protection and economic development through implementation of technical strategies.

Slow movement of the cities and towns have different mandate:

- (1) Facilitate the development of biological diversity,
- (2) Encourages the development of the Small Medium Enterprise,

(3) The provision of health food and nutrition health the enhancement of the knowledge of food, nutrition

Cittaslow movement extended its operation to the development of the cities and towns. Sustainable tourism concentrates on the development of the tourism destination for the benefit of all generations. Cittaslow movement in the long run is responsible for the management of natural resources. Cittaslow movement is encourages the provision of better quality of life for both locals and residents. Cittaslow incorporate of seven principles or policies for development of infrastructure, transport, landscape, and environmental and paying attention to the following areas: heritage, social inclusion, culture, tourism, quality of life, economy, partnership and industry. Cittaslow movement is confined for the small-scale towns and cities.

The Cittaslow movement eight principles:

- (1) To promote the sense of ownership and community identity.
- (2) To encourage production of original food from organic manure or organic agriculture for the provision of healthy food.
- (3) To restore traditional dishes and cuisine
- (4) To observe and protect historical heritage and culture.
- (5) To promote and organizing of cultural and exhibition events and monthly and yearly festivals.
- (6) to create a working environment which takes into account sustainability of environment, economic and socio-culture;
- (7) To ensure networking of the communities including the international community for the benefit of the local community.
- (8) To involve and encourage participation of the local community in planning and decision making.

Presenza et al, (2015) reiterate that Cittaslow movement does not concentrate of environmental, economic and socio-cultural development but it also adopted the

principles of local government and self-assessment in order to enhance equality and fairness. Pink, (2007) supported the above assertion by relating local governance as a control and guiding aspect of development. Cittaslow is responsible for reducing issues caused by globalization and preserve the cultural identity that is important for sustainable tourism development.

Nilsson et al. (2011) states that Cittaslow concept is responsible for networking tourism and also used for marketing destinations through promotion and advertising. Developing of network with other cities and towns is also one of the roles of Cittaslow movement. Ekinci (2014) asserted that is is essential to increase Cittaslow member in the world as a strategy of achieving sustainable development as the association consists characteristics of sustainable tourism development.

Cittaslow principles ar very suitable or applicable for the reviving and empowering of the local community by encouraging local entrepreneurs at both local and international level. Most of the programs promote the development of small business in order to meet the needs of the local community. Cittaslow philosophy is very vital for sustainable tourism development through facilitating and restoration of the tourist attraction in the community like cultural heritage, observing green space and creation destination unique features and identity (Hatipoglu, 2015; Presenza et al., 2015).

### **3.6 Cittaslow effects on residents**

There is increasing concern of the environmental issues in the world, attention is now shifting to the mechanisms of solving the issues through sustainability approach. Many players are joining together to combine different ideas according to individual perspective of achieving a conducive environment for both the present generation and the future generation. Cittaslow adopted a concept of sustainable development for the purpose of maintaining and conserving the natural resources and satisfying the local residents. The increase of people in the urban areas motivates the local residents to put in place measures of protecting the natural resources at the same time maintaining the population size according to the caring capacity of the areas. Sustainable urban development is another system which is implemented by the local residents to raise

awareness of the important insights about management of the environment and the people.

Tourism planning and development as well as policy formulation plays a crucial role incorporating local communities for Cittaslow movement as they understand the tourism products better for instance the local rituals, cultural values and norms. Local people play a crucial role in planning and managing tourism resorts and recreational facilities. As they are the custodians of the resources their aim is to benefits from sustainable tourism and ensuring sustainable development of the communities. Through initiatives like community based tourism the local communities are valuing the important to tourism activities as well as benefits which are associated with it (Stone & Stone, 2011). Pink, (2008) state that the involvement of the local communities in Cittaslow is different from Sustainable tourism. Cittaslow is more of a local based participation by using their knowledge, skills, experience, and government provision for the sustainable development of the community.

Local communities understand the potential of development of the community resources for economic benefits and environmental protection as the power of management is given to them by the government for Cittaslow movement. Friedmann (1992) asserts that there is a need to strike a balance between ownership, politics and development in order to enhance sustainable development through Cittaslow movement

According to Friedmann's (1992) state that the issue of political influence on the economic, environmental, and socio-cultural development and conflicts of interest are inevitable. The civil society and the government should work on striking a balance of power sharing starting from decision making from top-down to down- top approaches. Bothe strategies should be used in order to avoid conflicts of interest and solve issues through the involvement of both parties (Scherl & Edwards, 2007).

In Cittaslow movement development both upward and downward approach can to ensure total empowerment of the local community and involvement in decision making. Community empowerment in the Cittaslow principles is very essential as it encourages the involvement of the local community in the economic, tourism planning and environment development (Weng & Peng, 2014).

Freidmann (1992) have a different perception of the word poverty as he defined it as a results of poor social, political and psychological development. Akama (1996) highlighted the importance of nature- based tourism for the development of sustainable tourism development

### **3.7 Social cultural effects**

The local community is affected positively by the development of Cittaslow movement. Culture can be perceived as an asset to tourism sustainable development. Maintaining cultural values identity and norms is vital for the economic development and preserving cultural dilution. Social identity plays an essential party in conserving the cultural values. Social cohesion encourages harmony peace and tranquility of the local community.

The strength of the culture can be noticed through concentrating on the holistic towns, cultural values, sense of belonging or place, and also food festivals or other food events. Networking of the communities fostered by Cittaslow enable the community to produce local products through project management and a local level. The projects like agricultural encourages a collectivism approach in solving societal issues and people can share resources.

Cooperation of the local community in Cittaslow is very common as ideas and approaches to economic development and changes in the business cycle need infusion of ideas. The system of incorporating Cittaslow in tourism ensures consistence in supply of good and services. The following areas was executed by all volunteers like: cooking for the group, working in gardens, organizing food festivals. Availability of the food produces provide ways of meeting the market demand of local goods. Local communities organize food events that requires the participation of all members and they eat and drink together.

It is necessary for the community to air their view and comments about politics, economic and environmental development through political empowerment. There should be a translation of social empowerment to political empowerment in order to claim the ownership of the community and their needs can be easily acknowledged (Friedman, 1992). If the community gained ownership implementation of Cittaslow

principles and tourism development strategies will be easily articulated for the development of the community (Scheyvens, 2002).

### **3.8 Economic effects**

Furthermore, Mayor and Knox (2006) consider Cittaslow movement as a strategy for socio-economic development through providing necessary knowledge to the local community through networking and sharing of experiences and skills of building a strong economic background. Pink (2008) suggested that the Cittaslow principles are not only centered on cooking, agriculture and handcraft but it goes as far as creating sustainable development through poverty alleviating by meeting the needs of the local community with sustainable management skills and proper governance.

According to Scheyvens (1999; 2002) economic empowerment includes equal distribution of the income and good or produces generated through Cittaslow movement and tourism activities to all the local community people for instance the less privileged people, women and investors.

since ,Sustainable Development has been a huge discussion issue in literature lately the rising awareness of unfavorable development has occurred There has been a huge on the human life rising in the research made on any development that causes any risks sustainable development" in the long term and from here came the concept of ".

Cittaslow has been connected with sustainability as a model of achieving it. Pink (2008) also explained how Cittaslow not only offers region-specific knowledge and skills for example, cooking, handcrafts and business skills) but also encourages economic sustainability for small local businesses.

### **3.9 Environmental effects**

Environmental protection is one of the Cittaslow Movement which concentrate on the preservation and conservation of natural resources. The environmental awareness and campaigns are also part of Cittaslow Movement as it maintains biodiversity maintenance and ensuring renewable energy sources as well as recycling. The environmental awareness campaigns give the community the sense of ownership of development of their cities and towns.

As the local community participated in the development of the tourism industry through Cittaslow principles the tourist received enough information about towns and cities attractions and events. Tourists have got an opportunity to participate in cultural and festival events through the guidance of the local people. Local people in countries like Cyprus guided tourists by following the historical routes which were used by the Cypriots before 1974. Visitors from the United Kingdom got an advantage of patronizing the area by following the old routes which they used to follow before the country was invaded by Greece and Turkey.

Cittaslow certification system was drafted in a way whereby the member countries conducted periodic review of the development as well as checking if the country is following the requirements of the slow cities. There is a high possibility of achieving sustainable tourism as most of the cities are following the ethos of the Cittaslow movement.

Psychological empowerment plays an important role in the development of Cittaslow Movement areas as it instills the sense of ownership, self-esteem and pride as the bottom-up approach is used for decision making and building the communities. It is also recognized by the involvement of external communities in evaluation of the participation of the local people in putting a value to their natural heritage and culture as well as maintaining the natural resources like sea, sand and sun. (Weng & Peng, 2014). Participation of the local community does not just instill the feeling of pride but it encourages knowledge sharing and experiences with tourists (Timothy, 2007)

## **CHAPTER 4**

### **METHODOLOGY**

#### **4.1 Introduction**

This chapter consists of the following topics, research philosophy, research design, research approach, time horizons, population, sample size, questionnaire design, response rate analysis and reliability statistics. The main aim of this research is to follow a quantitative procedure for assessing the level of awareness of the local residents' of Yeniboğaziçi for sustainable tourism in the certified Cittaslow areas. An exploratory research method was used in order to provide more detailed information about the concepts as well as the statistical data.

#### **4.2 Research Design**

Research design is referred to a technique of discovering the suitable structure of with the purpose of finding out solutions to certain objectives or aims under study. A proper research design gives appropriate solution to the issues under study or any matter under investigation. It also follows a certain strategy and policies which governs the application of the research tools in order to solve the issue under scrutiny (Creswell, 2013).

#### **4.3 Research Approach**

This is quantitative research and a survey method was carried out in order to achieve the aim of the research. This research method includes numerical information in a



statistical form for analysis. According to Kumar (2011), quantitative research encompasses the element of exploring and measuring the subject under study. A deductive approach method was used for testing hypotheses and also used to develop models that address the relationship between the variables.

#### **4.4 Time Horizons**

This a cross sectional research that was completed within the recommended time period of the study. 2018of April 28/27The data collection started on . The research did not carry out a longitudinal research because of the time constraints.

#### **4.5 Primary data information**

Primary data was obtained from the respondents through distribution of questionnaires. A survey was also used in order to collect primary data (Kothari, 2004). The primary data for the study was collected by the researcher through distribution of questionnaires to the local community of the Yeniboğaziçi.

#### **4.6 Secondary data sources**

This is a technique that involves collection of data which was already available for analysis and validating its relevant to the subject under study. The most available secondary data which was used by the researcher are as follows academic journals, books, websites like the Yeniboğaziçi website that gives the information about the operation and participation of the local residents.

#### **4.7 Sampling Techniques**

##### **4.7.1 Target population and Sample Size**

The research targeted the local business people, government official of the area, restaurants and café, souvenir shop, hotel and food outlets. The notion of including various community members in the study was supported by previous researchers on local residents' participation and involvement on the impact of tourism by differentiating the group and individual responses over the subject under study (Moyle, Croy and Weiler, 2000).

The total population of the people are living in the city is 7000 According to Krejcie and Morgan 1970 indicated that for a population of 7000 then 365 is the recommended sample size. A sample size is just a unit selected from a total population. Authors like Sekeran (2003) highlighted that the sample size should not be too small or large in order to obtain reliable data. Roscoe (1975) suggested that the sample sizes for most researchers should adhere to the rule of using of respondents ranges from 30 to 500.

#### **4.7.2 Questionnaire design**

A questionnaire was designed in a way that aims to measure all the construct by considering the findings and the relevant literature. All the important constructs on the research model were included in the designing of the questionnaire which are the economic, social, technological, political, and environmental benefits of Cittaslow movement. Others authors suggested that the proposed construct should be measured by at least three indicators (Andarabi, 2012).

#### **4.7.3 Sampling Method**

The data collection process took place in June 2018 through self-administered questionnaires was distributed randomly based on the random sampling method. Probability random sampling method created an equal chance for all the respondents to be selected. The questionnaire contained two distinctive categories. The first category consists of demographic information of the respondents. The second category is a set of questions whereby the respondents gave their opinion about Cittaslow and sustainable tourism. These questions were structured in a Likert scale of 1 to 5 and the choices ranges from strongly agree and strongly disagree.

#### **4.7.4 Response Rate**

A total number of 400 questionnaires were distributed to the respondents and a number of questionnaires received from sampled city had to be eliminated or were not usable due to the fact that they were incomplete. 154 questionnaires were not returned from the respondents and four of the returned questionnaires were incomplete and not suitable for coding. Therefore, the researcher collected 242 completed questionnaires.

#### 4.7.5 Survey response Rate

**Table 4.1 Response Rate**

	Numbers	Percent
Self-administered	250	100%
Total returned	246	98.4%
Total coded samples	242	96.8%

#### 4.8 Ethical consideration

This research is governed by certain principles which does not violate the rights of the respondents and other researchers. According to Carr (2006) ethics are known as the principles which a person has to adhere to what is good and bad. Most of the ethical principles safe guide or protect the human rights especially the respondents. The study was designed in a way which allows the respondents to participate voluntarily. The questionnaire does not include offensive and discriminatory. The respondents were given explanation, guaranteed anonymity, and confidentiality assurance of their responses.

#### 4.9 Summary of Chapter

This research highlighted methods used to gather information from the respondents. It gives an outline of the stages followed to collect primary data and justification of the method used was also given. It includes the sample size selected and also all the instrument used to gather information and ways used to measure the variables.

## CHAPTER 5

### CITTASLOW DATA ANALYSIS

This chapter gives a description statistic of the variables of this research. Correlation and regression analysis was employed to find the connection between the variables and to identify if the hypothesis is supported by the findings. In this chapter the independent variables are as follows the economic development, social development and environmental development, then the mediator is community awareness followed by the dependent variable which is the sustainable development.

**Table 5.1 Demographic variable resources**

Variable		Frequency (f)	Percentage (%)
<b>Gender</b>	Female	105	44
	Male	137	56
<b>Age</b>	Under 18	6	2.5
	18-25	6	2.5
	26-35	67	27.7
	36-45	87	36
	46-60	75	31
	60 and above	1	4
<b>Nationality</b>	Turkey	53	21.9
	North Cyprus	189	78.1
<b>Marital Status</b>	Single	58	24

	married	184	76
<b>Business Status</b>	Housewife	10	4.1
	Farmers	16	6.6
	Drivers	19	7.6
	Students	25	10.3
	Hoteliers	33	13.6
	Retired	54	22.3
	Civil servants	85	35.1
<b>Work</b>	Other sectors linked to tourism	30	12.4
	In the tourism sector	40	16.5
	Non tourism sector	172	71.1
<b>Year Income</b>	3000tl and below	123	50.8
	3000tl -- 6000tl	89	36.8
	6000tl – 10000tl	27	11.2
	10000tl and above	3	1.2

### 5.1.1 Age

The respondent shows that most of the people who are well aware of the development of their area aged 36 to 45 years and above according the results obtained of 36% followed by 45 years with 31%. Lastly 18 to 25 and 18 and below with 6%.

### 5.1.2 Gender

The results are showing that male and female respondents are 57% and 43% respectively. Most of the respondents are men who are very active in the economic development of the region through participating in community development program.

### **5.1.3 Nationality**

Most of the people who participated in this research are Cyprus people with a percentage of 78% and those who come from Turkey are only 22%. The North Cyprus people have the desire of developing their country through qualifying to be a Cittaslow member.

### **5.1.4 Marital Status**

The statistics of the respondents shows that 76 % of the participants are married people and only 24 % are still single. The married people have a lot of responsibility to take care of than the single ones. The participation of the married people in this study it shows that they value the benefits of sustainability development.

### **5.1.5 Business Status**

The business people who works in the government provided a lot of information of the development of the area through Cittaslow movement with a 35% of respondents followed by retired people with 22 %. Students participated in this study through providing their views, opinion and suggestions about Cittaslow movement, 10%. Lastly the farmers gave their opinions about Cittaslow with only 7%

### **5.1.6 Work**

Most of the respondents who gave their knowledge and experience are those who work in other industries than the tourism sectors with 71%. 17% are of those who are working in the tourism sector. Then 30% are those who benefit from tourism sector but they are not specializing with tourism development only.

### **5.1.7 Year Income**

The table shows that most of the people are earning salaries of less than 3000tl participated in this research, 51%, followed by those who get 3001 to 6000tl with 37 %, then lastly, 1% are earning more than 10001tl.

**Table 5.2 Overview of Tourism**

<b>Intensity of Tourism</b>	Yes	24	9.9
	No	218	90.1
<b>Which country visited</b>	Middle East	1	0.4
	Africa	3	1.2
	Other countries	4	1.7
	America	4	1.7
	Pacific Ocean	6	2.5
	Australia	8	3.3
	Cyprus	8	3.3
	Arab Countries	24	9.9
	Europe	87	36
	Turkey	97	40.1
<b>Local People preferred tourism market</b>	The Middle East	1	0.4
	Other countries	3	1.2
	Cyprus	4	1.7
	Pacific Ocean	5	2.1
	Europe	8	3.7
	America	11	4.5
	Australia	12	5.0
	Turkey	38	15.7
	Arab countries	57	23.6
	Europe	101	41.7

### 5.2.1 Do you know about the intensity of tourism in the region

The results show that 90% are not aware of the impact of the tourism in their region. 10% of the respondents are aware of the development that emanating from tourism project.

### 5.2.2 Which region is the tourist destination?

The area received most of the tourist from Turkey the neighboring country with 40% followed by Europe with 36 of the respondents then lastly, is meddle East with 1%. There is a significant number of the people who are visiting the area from Arab countries with 35%.

### 5.2.3 What country do you prefer to be the tourists arriving in your region?

Most of the respondents indicated that they prefer to receive more than 42% of the tourism from Europe because of their purchasing power followed by Arab countries with 24%. Most of the Arab countries they have high spending power of purchasing good and services. Lastly, respondents show that they don't like Middle East to patronize their area with 1%

## 5.3 Descriptive statistics analysis

Descriptive statistics such as standard deviation, mean, distribution data was used to compare, contrast and analyses the data obtained from the respondents. Data was put into the SPSS (Statistical Package for Social Science (SPSS) to obtain statistical information from the questionnaire. Cronbach Alpha coefficient was used to check the validity and reliability of the data. A 5 point Likert scale was used in the study for rating questions and to measure the level of community awareness of the impact of Cittaslow to sustainable development.

**Table 5.3 Community awareness**

	N	Minimum	Maximum	Mean	Std. Deviation
Cittaslow is a brand	242	1.00	5.00	3.6157	1.39540
Cittaslow a good model	242	1.00	5.00	3.7893	1.31422
Improve Quality of Life	242	1.00	5.00	3.8058	1.36323
Cittaslow in my City	242	1.00	5.00	3.8719	1.29639
Valid N	242				



Table 4.2 above shows the responses of the people who live in the Cittaslow area where the study was carried out. Most of the respondents were glad that Cittaslow was in their city for development (M=3.9, S=1.3) followed by those who believe that Cittaslow is their area to improve the quality of life of the local community (M=3.8, S=3.4). Those who recognize Cittaslow as a brand were very few as compared to other variables (M=3.6, S=1.3)

**Table 5.4 Economic Development**

	N	Minimum	Maximum	Mean	Std. Deviation
Tourism promotion	242	1.00	5.00	3.8140	1.41807
Tourism and Education level	242	1.00	5.00	4.0413	1.55022
Cultural eradication	242	1.00	5.00	3.3017	1.53653
Tourism Source of income	242	1.00	5.00	3.7025	1.39736
Tourism creates employment	242	1.00	5.00	3.7934	1.31330
Tourism provide economic support	242	1.00	5.00	3.6818	1.35196
Tourism improves the standard of life	242	1.00	5.00	3.8182	1.23234
Tourism creates expensive region	242	1.00	5.00	3.7645	1.25829
Tourism cause increase of second house	242	1.00	5.00	3.6240	1.34624
Valid N	242				

Table 5.4 indicates that tourism contributes to the rise of education of the local people in the Cittaslow region (M=4.0, S=1.6). Tourism is also known by contributing to the economic development of the region (M=3.8, S=1.4). Tourism is known as a tool which is used by developers to support women through project initiative (M=3.7, S=1.4). However, Tourism is known for contributing an influential role in making goods and services expensive in the region (M=3.8, S=1.3). Tourism causes the locals to move away from their family (M=3.3, S=1.5).

This has been highlighted in many studies in literature and there is enough evidence to support this conclusion as we can see in the work of Park, E., & Kim, S. (2016). Where

they discuss how the concept of slow city has a potential in sustainable development and empowering communities.

**Table 5.5 Social Development**

	N	Minimum	Maximum	Mean	Std. Deviation
Local people invest more	242	1.00	5.00	3.6364	1.34195
Preserving historical cultural heritage	242	1.00	5.00	3.6157	1.33460
Deterioration of traditional and customs	242	1.00	5.00	3.4545	1.43171
Cultural and artistic activities	242	1.00	5.00	3.4504	1.39338
Spiritual values in family structure	242	1.00	5.00	3.2149	1.47851
Alcohol and drug use	242	1.00	5.00	3.1488	1.47826
Use of cigarettes	242	1.00	5.00	3.1198	1.41352
Valid N	242				

Table 5.5 Shows that tourism causes local people to invest more in the region (M=3.6, S=1.3), followed by tourism is known as an instrumental in preserving cultural heritage (M=3.6, S=1.3). Tourism reduces the importance given to spiritual values in family structure (M=3.2, S=1.5). However, some respondents said that tourism increases the use of cigarettes (M=3.1, S=1.4).

**Table 5.6 Environmental development**

	N	Minimum	Maximum	Mean	Std. Deviation
Tourism parks, beaches	242	1.00	5.00	3.0496	1.47932
Pollution of the environment	242	1.00	5.00	3.0331	1.49096
Traffic congestion	242	1.00	5.00	3.0868	1.45639
Noise pollution	242	1.00	5.00	3.0289	1.45585
Deterioration of urban texture	242	1.00	5.00	2.9959	1.45328
Commercial and industrial	242	1.00	5.00	3.0331	1.39611
Valid N	242				

Table 5.6 shows that tourism causes traffic congestion in the region (M=3.1, S=1.5). Tourism, parks beaches and picnic places cause pollution (M=3.0, S=1.5). Followed by tourism causes the development of commercial and industrial activities which are harmful to environmental in the region (M=3.0, S=1.4). Lastly, Tourism causes the deterioration of urban texture (M=2.99, S=1.4).

**Table 5.7 Sustainable development**

	N	Minimum	Maximum	Mean	Std. Deviation
Development of a culture	242	1.00	5.00	3.1694	1.39658
Use of imported goods	242	1.00	5.00	3.1942	1.35407
Rise of infrastructure standards	242	1.00	5.00	3.2562	1.39964
Food and beverages for the tourist	242	1.00	5.00	3.2562	1.36664
Changing traditional food	242	1.00	5.00	3.4215	1.29635
Handcraft products	241	1.00	5.00	3.4232	1.39169
Corruption of commercial ethics	242	1.00	5.00	3.3760	1.31190
Local people to be tolerant	242	1.00	5.00	3.6116	1.31932
Valid N	241				

Table 5.6 indicates that Tourism allows local people to be tolerant (M=3.6, S=1.3). Tourism leads to the rise of infrastructure standards in the region and Tourism facilitates the increase of restaurants that cater to the taste of tourist, rather than local dishes (M=3.3, S=1.4). Then tourism is a factor that helps the development of the culture of the people of the region and causes the use of imported goods in the region (M=3.2, S=1.4).

#### **5.4 Correlation Analysis**

Correlation analysis is a technique used in this research to identify the relationship between variables which are as follows community awareness, economic development, social development, sustainable development and environmental relationship.

**Table 5.8 Correlation Analysis**

		community awareness	Economic develop...	Social develop	Sustainable develop...	Environme ntal develo
Community awareness	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	242				
Economic development	Pearson Correlation	.616**	1			
	Sig. (2-tailed)	.000				
	N	242	242			
Social development	Pearson Correlation	.222**	.458**	1		
	Sig. (2-tailed)	.001	.000			
	N	242	242	242		
Sustainable development	Pearson Correlation	.283**	.413**	.420**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	241	241	241	241	
Environmental development	Pearson Correlation	.135*	.270**	.464**	.561**	1
	Sig. (2-tailed)	.036	.000	.000	.000	
	N	242	242	242	241	242

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

#### 5.4.1 Pearson correlations

Pearson correlation is a technique employed in this research to assess the relationship between variables namely community awareness, economic development, social development, environmental development and sustainable development. Table 4.7

above highlighted the significant relationship between economic development and community awareness of 0.616. There is also a significant relationship between social development and economic development of 0.458. The relationship between social development and sustainable development is 0.420.

The relationship between sustainable development and environmental development is also significant 0.561. There is also a significant connection between community awareness and social development of 0.222. The relationship between sustainable development and community awareness is 0.283, however the relationship between community awareness and environmental development is 0.135. Furthermore, the relationship between sustainable development and economic development is 0.413 and for economic development and environmental development is 0.270. In addition to this the relationship between social development and environmental development is 0.464

#### 5.4 Regression Analysis

Regression analysis is known as a method which is used to explore the correlation between independent variables and dependent variables.

#### 5.5 Testing hypothesis

**H<sub>1</sub>:** Cittaslow principles related to economic development has a direct effect on community awareness

**Table 5.9 Model Summary of economic development and community awareness**

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.685 <sup>a</sup>	.469	.467		.85532

a. Predictors: (Constant), economic development

The results shown on this table above is 47%, explanatory power, this model is statistically significant. Furthermore, it means that economic development contributes 47% of the prediction of community awareness.

**Table 5.10 ANOVA** Analysis for economic development and community awareness

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	155.295	1	155.295	212.277	.000 <sup>b</sup>
	Residual	175.576	240	.732		
	Total	330.871	241			

a. Dependent Variable: community awareness

b. Predictors: (Constant), economic development

**Table 5.11 Coefficients Value** between economic development and community awareness

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.632	.221		2.862	.005
	Economic development	.852	.059	.685	14.570	.000

a. Dependent Variable: community awareness

The significant value is used to determine economic development has an effect to community awareness. The significant value is 0.00 which is less than 0.05. Therefore, H1 is supported according to the results obtained

**H<sub>2</sub>:** Cittaslow principles related to social development has a direct effect on community awareness

**Table 5.11 Model Summary** of social development and community awareness

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.316 <sup>a</sup>	.100	.096	1.18853

a. Predictors: (Constant), community awareness

The regression of community awareness and social development is indicated by 10%. This model is statistically significant. However, the social development contributes 10% of the prediction of the community awareness.

**Table 5.12 ANOVA** Analysis between social development and community awareness

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	37.560	1	37.560	26.589	.000 <sup>b</sup>
	Residual	339.024	240	1.413		
	Total	376.584	241			

a. Dependent Variable: social development

b. Predictors: (Constant), community awareness

**Table 5.13 Coefficients** Value of community awareness and social development

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.675	.256		10.431	.000
	Community awareness	.337	.065	.316	5.156	.000

a. Dependent Variable: social development

The table above shows the significant value between social development and community awareness as 0.00. The ANOVA was used to test the significant value in one or more characteristics of the variables. The yardstick of the significant value should be less than 0.05. In this case the Anova value is 0.00 shows a positive significant value. The results show that the H2 hypothesis is supported.

**H<sub>3</sub>:** Cittaslow principles related to environmental development has a direct effect on community awareness

**Table 5.14 Model Summary environment development and community awareness**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.183 <sup>a</sup>	.033	.029	1.29610

a. Predictors: (Constant), community awareness

**Table 5.15 ANOVA** Analysis Between environment development and community awareness.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.898	1	13.898	8.273	.004 <sup>b</sup>
	Residual	403.172	240	1.680		
	Total	417.070	241			

a. Dependent Variable: Environmental development

b. Predictors: (Constant), community awareness

**Table 5.16 Coefficients** Value between environment development and community awareness

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.337	.280		8.358	.000
	Community awareness	.205	.071	.183	2.876	.004

a. Dependent Variable: Environmental development



To test for H3 regression analysis regarding the effect of environmental development has on community awareness. The r square change is 3%, shows that environmental development contributes 3% of the prediction of the community awareness. There is a statistical significant value of 0.00 which is less than 0.05. In conclusion, H3 is supported.

**H<sub>4</sub>:** Community awareness related to community awareness has a direct effect to sustainable development

### 5.5.1 Sustainability and community awareness

Table 5.17 Model Summary of Hypothesis four between environment and sustainable development

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.347 <sup>a</sup>	.121	.117	1.09060

a. Predictors: (Constant), sustainable development

Table 5.18 ANOVA Analysis of Community awareness and sustainable development

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.034	1	39.034	32.818	.000 <sup>b</sup>
	Residual	284.266	239	1.189		
	Total	323.300	240			

a. Dependent Variable: community awareness

b. Predictors: (Constant), sustainable development

Table 5.19 Coefficients Value community awareness and sustainable development

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.391	.249		9.618	.000
	Sustainable development	.410	.072	.347	5.729	.000

a. Dependent Variable: community awareness

To test for H4 regression analysis regarding that effect that community awareness has on sustainable development. The results are shown in Table above; 12% explanatory power, this model is statistically significant. Furthermore, community awareness contributes 12% of the prediction of the sustainable development. The significant value is used to determine community awareness had an effect to sustainable development. The significant value is 0.00 is below the yardstick of 0.05. Therefore, H4 is supported according to the results obtained.

## **5.6 Discussion of results**

This section gives feedback of the findings from the study by providing views and opinions of the respondents in relation to every variable. This section gives detailed responses from participants concerning community awareness, economic development, social development, environment development and sustainable development.

### **5.6.1 Community Awareness**

The community of Yeniboğaziçi is very much aware of the advantages of being a Cittaslow member. The community is benefiting significantly from the Cittaslow activities and to adhere to the principles of Cittaslow movement. Since the inception of the province as a Cittaslow member the number of tourism visiting the area increased. Most of the respondents acknowledged that they grew their own food as a way of sustainability through the inception of Cittaslow movement in their area. The majority of the people who live in Yeniboğaziçi Pointed out that they knew about the concept of slow city.

### **5.6.2 Economic Development**

Cittaslow plays a pivotal role in the economic development of Yeniboğaziçi through implementation of technologies like bio architecture has electronically establishing

connection network of the community by taking advantage of the internet. The municipality and the citizens of Yeniboğaziçi are connected through tapping into technological advantages, the municipality adapted smart technological services. The adoption of Cittaslow movement policies assisted the local people to start their own businesses like farming, fishing, travel agency and tour operators, restaurants, lodges, hotels and bars for creating employment for all age groups.

One of the participant mentioned that Cittaslow principles encourages a fair distribution of resources in the community by respecting and incorporating three sustainability aspect, namely economy, ecology and equity. Equity involves the resources ownership, economy includes the benefits of the available resources to the present and future generation and lastly ecology described the structure of the environmental preservation and conservation in the natural state. The town of Yeniboğaziçi managed to incorporate all the three E's of sustainability in a mutual agreement for the sustainability of the local community.

### **5.6.3 Social development**

Some respondents mentioned that the concept of slow movement encourages the present generation to shape the future of the future generation through conserving and preserving the natural resources of the area. The participants who responded to this study mentioned that the local people are encouraged to effectively use natural resources, promote community cohesion and increase economic prosperity by taking advantage of the three Cs namely; Sea, Sand and Sun for tourism attraction.

A community cohesion was created through adopting Cittaslow movement as the local people established farming projects and a selling market for the produce. The Cittaslow movement opened a platform for economic prosperity of young people who acquired academic knowledge and business skills of utilizing the available resources like farms, fishing and timber for improving the quality of life. The economy of Yeniboğaziçi as an area is sustained with agriculture and tourism because the local people acquired practical skills. The Cittaslow movement fosters the reproducing of practical techniques to ensure continuity of technical traditions.

### **5.6.3 Environmental development**

The participants show the highest level of accepting the concept of Cittaslow movement as far as the environment protection is concerned. Cittaslow Movement have policies which encourages people to preserve and conserve the natural resources like sea, animals and vegetation. Deforestation, pollution in any form like air, water or land is prohibited in Yeniboğaziçi as a way of keeping the town clean. The Municipality and council of Yeniboğaziçi drafted policies which governs the environmental through enforcing laws and regulations to those who violate the policies. The tough measures given to those who abuse the resources for her or his benefit are painful to those who commit the crimes especially road regulations.

### **5.6.4 Sustainable development**

The municipality and the council of the of Yeniboğaziçi adopted the policies and principles mentioned in The Brundtland report's (1987) and defined Sustainable development as a strategy of ensuring development for both the present and future. The concept of Cittaslow movement encourages communities to be self-sustainable through encouraging local produce, improving the quality of life, hospitality and creating development awareness. Most of the people acknowledged that the Cittaslow is effective element which encourages a hormone relationship between environment and people.

Many people gained knowledge and skills of managing resources in a sustainable way by adopting policies of slow city movement in Yeniboğaziçi The participants said they are using environmentally- friendly techniques in producing food in a sustainable way through using organic manure. Some respondents said that Cittaslow movement created an opportunity for the local people to enjoy the traditional cuisine that allows enjoyment of individual life. Many local people enjoy Turkish coffee in most of the shops in the town.

## CHAPTER 6

### DISCUSSION AND CONCLUSION

The study takes into account the effect of being a Cittaslow movement member by considering the economic, environmental and social development. Some research questions have been established in order to analyze the response of the participants as well as their perception towards Cittaslow Movement.

- What are awareness strategies used by local authorities for sustainable tourism development?
- What are the benefits of adopting Cittaslow movement aspect in Yeniboğaziçi?
- What is the level of participation of the local people in sustainable development through Cittaslow in Yeniboğaziçi.

Many respondents highlighted that Cittaslow is considered as sustainable development strategy for economic, environmental and socio-cultural development. Cittaslow is a pathway for achieving sustainable development. Moreover, Cittaslow strategies are for strengthening the destinations by maintaining and improving the visibility and attractiveness of a region.

One of the resident of Yeniboğaziçi said that our Municipality is playing a pivotal role in implementing Cittaslow principles, *I have participated in many events which were organized by our leaders in this community namely planting flowers for the bees, preparing Cypriot traditional pasta, attending Stop GMO platform meeting and preparing Cypriot Traditional Cuisine/Molehiya.*

Cittaslow enhances networking and communication with other cities which are the member countries that got certification from International Cittaslow Movement. The networking process is very effective for sustainable development as it enhances infusion of different ideas, support and assistance through sharing of experiences. Many respondents mentioned that they are learning more Cittaslow Movement objectives from networking with other cities which have been member for many years.

Yeniboğaziçi community is learning from cities and towns in Italy through sharing experiences in agriculture and environmental awareness campaigns. Most of the local residents admitted that they were trained by the Cittaslow members to meet the expectations of the board as well as to maintain its membership. Destination networking is very essential for sustainable development and encourages competition (Eisenschitz, 2010). The local people were encouraged to cooperate especially in managing farming project in order to achieve sustainable development. Towns and cities benefited a lot from the local produce and it is the best strategy to improve the living standard of the people.

Tourism planning and policy formulation plays a pivotal role in balancing the relationship between the local people's needs and tourist's needs. The cities and towns are easily achieving tourist satisfaction without conflicting with the interest of other stakeholders. The policy makers take into account the needs of the public and tourism prayers in order to draft a workable public tourism policy for the protection and sustainability of the local people (Jenkins et al, 2014).

The results obtained shows that a deeper understanding of the managing projects and policy formulation. According to Eisenschitz, (2010) Cittaslow strategies encourage destinations networks which allows towns and cities interaction and compete for a better growth in terms of improving the living standard of the local people.

The policy makers considered the effect of being a member of the Cittaslow and incorporated the local people in decision making and participation through initiating projects which enhancing destination development.

### **6.1 Academic and Managerial Implications**

This study is essential for academicians as it provide literature for Cittaslow movement and strategies of enhancing sustainable development of cities and towns. This research shows that the local community have got an advantage of claiming the territorial certificate as they are full involved in the development of the areas through managing and initiating projects by following the Cittaslow movement rules.

The policy makers of the local communities encouraged to formulate and implement policies which enhances development of projects that support the Cittaslow certifications and initiating strategies for sustainable development. Furthermore, Cittaslow movement requires policies which favors the community at large in order to achieve a better living standard of the local people. The objectives of the strategy is to maintain and develop the local areas by utilizing the available resources for development and improve the quality of life of the local people.

### **6.2 Limitation of the study**

This study is a cross-sectional study which can be completed within a short space of time because of time constraints.

### **6.3 Recommendation for the future research**

This researcher will concentrate on a longitudinal study which requires enough time to analyses and evaluate the effects of Cittaslow Movement to sustainable development by comparing different towns and cities. The researcher will use this research as a research background for Cittaslow Movement and sustainable development for the North Cyprus.

However, this research is also essential for the empirical investigations through measuring the effects of Cittaslow to the economy, environment, socio-cultural of a city or a town by gathering information about the direct and indirect benefit of the strategy to the sustainable development of a destination. The research will incorporate statistical

information for instance GDP, GNP and also income generated from the Cittaslow Movement Communities in North Cyprus.

The research can be very helpful for providing new knowledge and skills to the local people through consulting experts in different industries like agriculture, mining, tourism and sports. The research indicated that Cittaslow Movement is very essential aspect for the interaction, collaboration and networking in order to achieve sustainable development by looking into three pillars of sustainability namely, economic, environmental, socio-cultural development.



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## **APPENDIX**

### **QUESTIONNAIRE FORM**

#### **Section A**

#### **Group Questions – Demographic features**

1-Your age?

(a) Under 18 (b) 18-25 (c) 26-35 (d) 36-45 (e) 46yrs and above

2-Gender?

a (female) b (male)

3-Nationality?

(a) T.R.N.C. (b) T. C (c) Other

4-marital status?

A (married) b(single)

5-Business status?

(a) The Public and local Administration Officer (b) Student (c) housewife (d) (retired)  
(Farmer/Livestock worker trades

6-Work?

(a) I work in a non-tourism sector

(b) I work in tourism sector



(c) Part of the development is from the tourism sector

7-year income?

(a) 3000 TL and below (b) 3000tl – 6000 tl (c) 6000tl – 10000 tl (d) 10000 TL and above

8-Do you worry about the intensity of tourists in the region?

(a) Yes (b) No

9-which region is the tourist destination?

(a) Native (b) United States of America (c) Europe (d) the Middle East (e) The Arab countries (does not matter) (other).

10-What country do you prefer to be the tourists arriving in your region?

(a) Native (b) USA (c) Europe (d) the Middle East (e) the Arab States (none) (e) (other).

## Section B

Description: According to your degree of participation in the following questions, I agree at all, at the middle level agree, I agree very much, I agree with one of the options,

**1. Strongly disagree 2.disagree 3.Neutral 4.agree 5. Strongly agree**

**Please respond by marking**

**1. Group questions:** The following expressions are best suited for you

### **Community Awareness**

Mark only option with X

11. Cittaslow is an effective brand in the increase of the number of tourists.

12. Cittaslow is a good model for the development and improvement of the region

13. Cittaslow is a good model for raising the quality of life of local people.

14. I am pleased that the city where I live is cittaslow.

**2. Group questions:** In the statements mentioned below I agree with you at the middle level agree very much agree with the only option that suits you at all I agree at all

**(1) Strongly disagree (2) disagree (3) Neutral (4)agree (5) strongly agree**

### **Economic development**

- 15. Tourism contributes to the promotion of the region.
- 16. Tourism contributes to the rise of the education level of the local people.
- 17. Tourism causes the locals to move away from their own language.
- 18. Tourism is an important source of income.
- 19. Tourism provides new job areas and employment.
- 20. Tourism provides economic support to women.
- 21. Tourism contributes to the rise of the people's quality of life.
- 22. Tourism creates an expensive region.
- 23. Tourism leads to increased sales of second housing in the region

**3. Group questions:** In the statements mentioned below I agree with you at the middle level agree very much agree with the only option that suits you at all I agree at all

**(1) Strongly disagree (2) disagree (3) Neutral (4)agree (5) strongly agree**

### **Social development**

- 24. Tourism causes local people to invest more in the region.
- 25. Tourism is instrumental in preserving historical-cultural heritage.
- 26. Tourism leads to the deterioration of traditions and customs.
- 27. Tourism increases the cultural and artistic activities in the region.
- 29. Tourism reduces the importance given to spiritual values in family structure
- 30. Tourism increases alcohol and drug use.
- 31. Tourism increases the use of cigarettes.

## Environmental Development

- 32. Tourism, parks, beaches and picnic places cause pollution.
- 33. Tourism causes pollution of the environment and nature.
- 34. Tourism causes traffic congestion in the region.
- 35. Tourism causes noise pollution in the region.
- 36. Tourism causes the deterioration of urban texture.
- 37. Tourism causes the development of commercial and industrial activities which are harmful to the environment in the region.

**3. Group questions:** In the statements mentioned below I agree with you at the middle level agree very much agree with the only option that suits you at all I agree at all

**(1) Strongly disagree (2) disagree (3) Neutral (4) agree (5) strongly agree**

- 2. GROUP QUESTIONS: The only option that suits you in the following expressions is with

## Sustainable Development

- 38. Tourism is a factor that helps the development of the culture of the people of the region.
- 39. Tourism causes the use of imported goods in the region
- 40. Tourism leads to the rise of infrastructure standards in the region

41. Restaurants offer food and beverages that cater to the taste of tourists, rather than local dishes.
42. Tourism is changing the traditional food and beverage habits in the region.
43. Handicraft products reflect the region's culture, history and traditions.
44. Tourism leads to corruption of commercial ethics.
45. Tourism allows local people to be more tolerant.

## SCIENTIFIC RESEARCH ETHICS COMMITTEE APPROVAL



YAKIN DOĐU ÜNİVERSİTESİ

BİLİMSEL ARAŐTIRMALAR ETİK KURULU

13.02.2019

Dear Adel Saleh Alrshaidat

Your application titled “**An assessment of local residents’ awareness for sustainable tourism in Cittaslow region; a case of Yeniboğaziç Northern Cyprus**” with the application number YDÜ/SB/2019/362 has been evaluated by the Scientific Research Ethics Committee and granted approval. You can start your research on the condition that you will abide by the information provided in your application form.

Assoc. Prof. Dr. Direnç Kanol

Rapporteur of the Scientific Research Ethics Committee

**Note:** If you need to provide an official letter to an institution with the signature of the Head of NEU Scientific Research Ethics Committee, please apply to the secretariat of the ethics committee by showing this document.

## PLAGIARISM RESULT

tez-son-27/12

## ORIGINALITY REPORT

<b>6%</b>	<b>2%</b>	<b>4%</b>	<b>2%</b>
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

## PRIMARY SOURCES

<b>1</b>	Presenza, Angelo, Tindara Abbate, and Roberto Micera. "The Cittaslow Movement: Opportunities and Challenges for the Governance of Tourism Destinations", <i>Tourism Planning &amp; Development</i> , 2015. Publication	<b>3%</b>
<b>2</b>	Submitted to Napier University Student Paper	<b>&lt;1%</b>
<b>3</b>	Submitted to University of Leeds Student Paper	<b>&lt;1%</b>
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