

# SUCCESSSES AND FAILURES OF THE FIRST SLOW CITY IN TURKEY: THE CASE OF SEFERIHISAR

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### **1 ABSTRACT**

*The movement of Cittaslow is an alternative approach to urban development and is based on local resources and strengths in terms of natural, economic, cultural and historical aspects (Mayer and Knox, 2006). The movement mainly includes a set of goals and principles such as improving the quality of life, promoting cultural diversity of individual cities and protecting the natural environment (Cittaslow International Network, 2012). Turkey decided to pursue the Cittaslow principles and set up its very first case in Seferihisar in 2009. Seferihisar is now part of the Cittaslow international network that has over 180 members in 28 countries (Cittaslow International Network, 2012).*

*After becoming accredited, the local government executed some projects to pursue the goals and principals of the Cittaslow movement. The aim of this study was to examine the successes and failures of the major projects that were conducted in Seferihisar. For this purpose, the case study methodology for landscape architecture was used (Francis, 1999; 2001). An evaluation form was designed to investigate both the successes and failures of the projects based on the Cittaslow policies and goals (requirements for excellence). The information was gathered from site visits and literature reviews for the projects. The results showed that Seferihisar was very successful in awareness, successful in environmental policies and infrastructure policies, but moderate for safeguarding autochthonous production, support to slow food activities and projects, finance and maintenance & management. It was poor for technologies and facilities for urban quality and hospitality. Eventually, by learning from its successes and failures, it is hoped that Seferihisar may be able to increase the successes and eliminate the failures.*

#### **1.1 Keywords**

Cittaslow movement, sustainable life style, case study, Seferihisar, Turkey