

A STUDY ON THE POTENTIAL OF BABADAG (TURKEY) COUNTY'S MEMBERSHIP IN THE CITTASLOW NETWORK AS A SUSTAINABLE LOCAL DEVELOPMENT MODEL

Sürdürülebilir Bir Yerel Kalkınma Modeli Olarak Cittaslow Ağına Babadağ (Denizli) İlçesinin Üyelik Potansiyeline Yönelik Bir Araştırma

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ABSTRACT

The number of Cittaslow movement members and candidate cities, which has been adopted as a sustainable local development model starting in Italy and spreading to 266 cities of 30 countries in the world in a short period of 21 years, is increasing day by day. Its most important goal is to increase the quality of life and serve a sustainable development by protecting local characteristics. In this study, the potential of Babadağ (Denizli) district to Cittaslow network, which is a model that serves sustainable tourism goals, was investigated. First of all, Slow Food was examined within the theoretical framework, then Cittaslow concepts, Cittaslow philosophy and movement were mentioned, and finally Cittaslow Criteria and Membership Process were explained. Then, the current potential of Babadağ was examined according to Cittaslow criteria, and recommendations were given. Situated in a high topography on the slopes and ridge, Babadağ, where traditional and modern weaving facilities come to life, offers an important potential for Cittaslow with its colorful historical houses, narrow and ladder streets, lush green forest, plateau fields, exuberant flowing streams, historical and cultural richness, slow and peaceful structure.

Key Words: Cittaslow, Sustainable Local Development, Babadağ (Denizli- Turkey).

ÖZET

İtalya'dan başlayıp 21 yıl gibi kısa bir sürede Dünya'da 30 ülke 266 kente yayılan sürdürülebilir bir yerel kalkınma modeli olarak benimsenen Cittaslow hareketine üye ve aday kent sayısı gün geçtikçe artmaktadır. En önemli hedefi yaşam kalitesini yükseltmek ve yerel özelliklere sahip çıkarak sürdürülebilir bir kalkınmaya hizmet etmektir. Bu çalışmada, Babadağ (Denizli) ilçesinin sürdürülebilir turizm hedeflerine hizmet eden bir model olarak, Cittaslow ağına potansiyeli araştırılmıştır. Araştırmada öncelikle Kuramsal Çerçeve içerisinde Slow Food (Yavaş Yemek), Cittaslow (Sakin Şehir) kavramları, Cittaslow felsefesi ve hareketi son olarak Cittaslow Kriterleri ve Üyelik Sürecine değinilmiştir. Daha sonra Cittaslow kriterlerine göre Babadağın mevcut potansiyeli irdelenerek, önerilere yer verilmiştir. Geleneksel ve modern dokuma tesislerinin hayat verdiği Babadağ, yüksek bir topografyada yamaç ve sırtalara kurulu olup rengârenk tarihi evleri, dar ve merdivenli sokakları, yemyeşil orman varlığı, yayla sahaları, coşkun akan dereleri, tarihi ve kültürel zenginlikleri, yavaş ve huzurlu dokusu ile Cittaslow için önemli bir potansiyel sunmaktadır.

Anahtar Kelimeler: Cittaslow, Sürdürülebilir yerel kalkınma, Babadağ (Denizli- Türkiye).

1. INTRODUCTION

Over the past 70 years, the world's population has tripled, with more than two billion people migrating to cities. Distances began to be expressed in minutes, not kilometers. The increasing hustle and bustle with globalization has alienated people first to themselves and then to the environment in which they live. In fact, although globalization offers important opportunities for the change and spread of societies, it also risks eliminating local originality and characteristic structures. As a result, ordinary models emerge that do not belong to any community without identities (Uslu, 2009: 53).

As a matter of fact, the idea of creating a healthy alternative model has been the starting point of the slow city in today's world where cities are gradually becoming unhealthy, experiencing environmental

degradation, homogeneous and losing their identity (Toplu, 2012: 11). Adopting alternative and sustainable solutions to the problems posed by the Modern world and globalization, the Cittaslow movement was born as a reaction movement. Cittaslow's philosophy promotes environmental and sustainable growth by identifying and analyzing the city's weaknesses and strengths and developing its existing potential within its capabilities. It effectively intertwines local values and globalism while realizing the growth in question.

This movement has a criticism and opposition to the fact that many cities in the world are copies of each other and the emergence of ordinary and unidentified cities. This movement quickly became widespread in Europe and America. In 2009, it started to be in demand in Turkey together with.

Seferihisar (Ak, 2017:854). Turkey, which has 18 residents of the city today, is fourth in the world in terms of the number of members (www.cittaslow.org, 2020).

The reason that draws us to this research is the thought that Babadağ has great potential for the Cittaslow movement and can collect the necessary points for this movement. The aim of the study is to emphasize that Babadağ district has a great potential to gain Cittaslow status when the Cittaslow philosophy and criteria are analyzed in line with the projects they have done and are doing in the direction of tourism. Participation in the Babadag Cittaslow Union or evaluating its criteria as a tool that serves the sustainable tourism goals of the district can improve the quality of life and access to social services, ensuring the development of Babadag. The physical environment and infrastructure of the district can still be brought more modern and Environmental Quality and awareness can be increased. In addition, the Cittaslow movement or criteria are envisaged to contribute to the development and economy of the district tourism, to protect the local culture and improve the quality of life of the local people, as well as to raise awareness of the district's recognition. For this reason, the study included recommendations on Babadag's membership potential and roadmap, which are waiting to be discovered within the scope of Cittaslow.

2. MATERIAL AND METHOD

The material of the research is the Aegean region in western Turkey, Babadag district, which is located within the borders of Denizli province of the Aegean Part. Articles, theses, journals, books, statistical data and bulletins were scanned for the research field for the purpose of the study, and as a result, a wide literature source was created. In addition, theoretical knowledge was supported by on-site land observations at the study site.

Scientific studies on Cittaslow in Turkey have been studied. As part of this study, primary sources were used as data sources. The mandatory criteria stipulated by the international Cittaslow Network are examined in 7 main headings. As for the examination of the criteria, local managers and experts of Babadag district were visited, information about the work was given and information about the work that was carried out and will be carried out for the district.

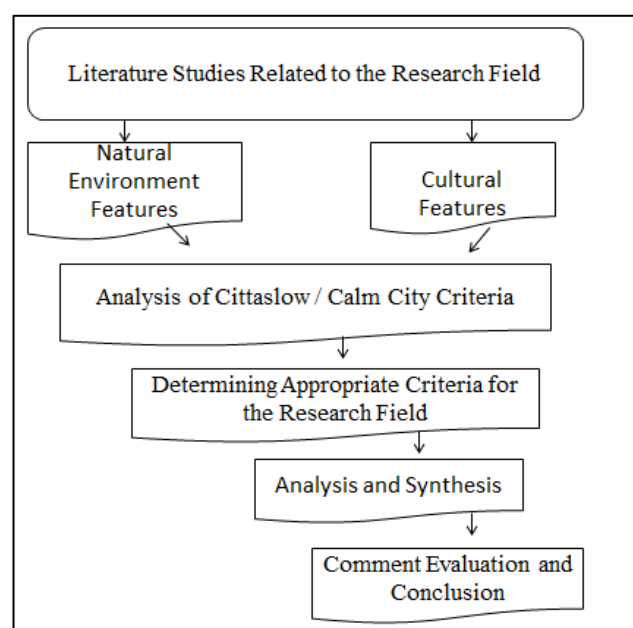


Figure 1: Flowchart of the Study.

In this study, the current numerical data about the city and Turkey Statistical Institute data were obtained through www.cittaslow.org 2020.

3. THEORETICAL FRAMEWORK

3.1. Slowfood Concept

A reflection of the speed and haste that has manifested itself in dining tables for a long time, it is the American eating style summarized as "throw it in your mouth, swallow and go" (Honore, 2008: 56). In today's world, fast life and working conditions have made the fast food habit an undeniable part of modern life. With the announcement of McDonald's announcing that it will open a branch next to the famous Spanish Steps in Rome, Italian gastronomer Carlo Petrini initiated the Slow Food Movement to stop the fast food fury surrounding the World (Petrini and Padovani, 2011: 109). The slow food movement initially emerged as a reaction to fast food and the loss of local food traditions, as well as an awareness movement, but later turned into an international union. Slow food is, above all, a serious human rights movement. Founder and leader Carlo Petrini advocates that it is a human right not only to be full but also to enjoy eating (Yalçın and Yalçın, 2013: 37).

3.2. Cittaslow (Slow City) Concept

Cittaslow word, which is formed by combining the words "Citta" (city) in Italian and "Slow" in English, has been translated into Turkish as "Calm City" or "Slow City". In our country, its main use is the "Calm City". Slow Food, which pioneered the movement, was born as a reaction movement that caused the fast food, fast life brought by its habits and the disappearance of local food cultures.

Being a slow city means living in a manner that is aware of the physical environment inhabited, knows and preserves the values it has, with the idea that small cities must preserve their own characteristics in response to the risk of becoming unhealthy by progressing rapidly towards becoming large metropolises that have lost their local characteristics (Akman et al., 2013: 42). Being a slow city is based on the principle of preserving and preserving the environmental and sustaining features of the cities from traditional and historical structures (Uslu, 2009: 53).

The "Slow Food" movement is led by the mayors of Italy's Greve Bra, Orvieto, Positano settlements, and the Union's National and International center is Orvieto. The evaluation of the cities that are desired to be defined as Slow Cities is carried out by this center (Keskin, 2012:89).

3.3. The Philosophy Of Cittaslow

The philosophy of the Cittaslow movement is to improve the quality of life in cities and to prevent the uniformity and Americanization of cities in which franchised companies are active. Mobilizing local dynamics against external factors is at the forefront. In other words, it is tried to ensure the continuation of home towns instead of clone towns. Creating local, regional and cultural awareness and emphasizing the unique values of cities and their surroundings are also among the main objectives; because local dynamics are economically, culturally and socially more sustainable and longer lasting (<http://www.cittaslow.info/index.php?aktuelles2010>, 08.08.2011 narrated by: Ergüven, 2011:204).

Cittaslow movement has set out with the goal that cities that are self-sufficient and sustainable, that protect local handicrafts, their nature, their traditions and customs, but also that use renewable alternative energy resources that do not have an infrastructure problem and benefit from technological facilities, will be a realistic alternative for people who can communicate with each other and socialize (www.cittaslowturkiye.com, 08.08.2020). Yıldırım and Karahmet (2013: 17) stated that for the Cittaslow philosophy, cities can develop without harming the nature, concrete is not the only way of development, and they can also develop by protecting the local characteristics and natural structures of cities. Although the Cittaslow movement aims to preserve the urban architecture, craftsmanship and traditional table, the purpose of the movement is not to be lethargic or backward, to defy technology or simply to live the past contrary to popular belief. The main goal is to achieve a balance between modern and traditional by promoting good living. (Ak, 2018: 566). The speed that globalization has brought to the modern world has slowed down human life as a reaction. The said slowdown trend turns into a global slowdown movement.

4. CITTASLOW MOVEMENT

The slow city movement creates awareness of where people live and supports local development, and cares about the unique elements of the city and local differences. As the world of the Twenty-First Century in globalization moves towards modernization in a rapid process, the slow city movement plays an important role in ensuring the preservation and survival of the historical, cultural and traditional values of cities.

The symbol of Cittaslow (Slow City) is an orange snail (Figure 2). Indeed, the emblem represents the perspective of the slow urban trend. The emblem consists of the historical castle, concrete buildings and snail. The historical castle expresses the cultural values from the past, while the concrete buildings express the contemporary civilization, which is identical, ugly and difficult to live. The snail in front of the two symbols expressing these two opposing ideas symbolizes the criticism developed towards this lifestyle and emphasizes calmness and respect for historical heritage in the city administration. As seen in Figure 2, below this image is written "Cittaslow" which means "Slow City", a mixture of Italian and English (Özgenç, 2012: 112-113).



Figure 2: Emblem of Slow City.

Source: www.cittaslow.org, 2020.

Born as an anti-globalism, the Cittaslow / calm city regional movement has increasingly formed an international network that is accepted among people on every continent. As a matter of fact, today the "Cittaslow Cities Association", which spans 266 cities in 30 countries around the world, is recognized as a successful implementation of sustainable local development (Table 1).

Table 1: Number Of Cittaslow Member Countries And Cities.

Germany 21	Australia 3	Austria 3	Great Britain 5
Belgium 7	China 12	Denmark 2	France 10
Finland 1	South Africa 1	South Korea 16	Netherlands 11
Sweden 1	Spain 9	Italy 86	Iceland 1
Ireland 1	Japan 2	Canada 4	Colombia 1
TRNC 5	Hungary 1	Norway 2	Portugal 4
Poland 31	Russia 1	Taiwan 4	Turkey 18
USA 2	New Zeland 1		

Source: www.cittaslow.org, 2020.

Cittaslow movement has become a world view today and it is adopted by many countries of the world. Today, the number of cities that apply to the Cittaslow union, which is spread all over the world, is increasing day by day. Cittaslow movement reveals the slow tourism movement in the member cities.

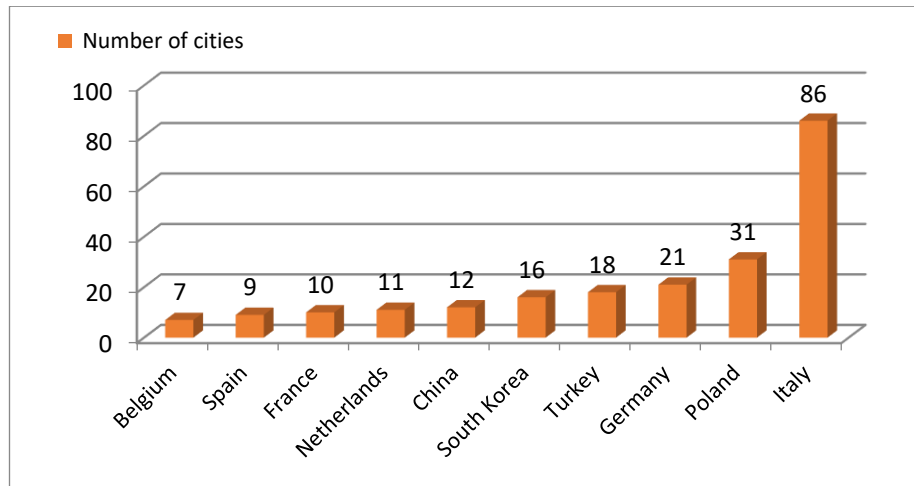


Figure 3: Number Of Slow Cities By Country (Top 10 Countries),
Source: www.cittaslow.org, 2020.

When the distribution of the 2020 Cittaslow network in the world is examined (Figure 3), it constitutes 79% of the cities (10 countries, 221 cities), while the remaining 20 countries constitute 11% (45 cities) of the network. The Calm City philosophy, which emerged as a reaction to the uniformity brought about by globalization, is the result of a need; because this movement, which was directed towards Europe at the time of its departure, found its response in other continents.

Cittaslow's natural and cultural heritage is important in terms of tourism and it is also interesting as a model of development and local development. The Slow City National Network was established in 2009 when Turkey was included in the Cittaslow network with Seferihisar (Izmir). The number of towns holding the title of calm city in Turkey has reached 18 with the inclusion of Gdl (Ankara) in 2020 (Table 2). As this figure shows the importance that Turkey attaches to Cittaslow, it also shows that the Cittaslow movement is considered a model of local development, as well as a sustainable strategy in our country.

Table 2: Turkey's Cittaslow Cities (2020).

1) Seferihisar (Izmir)	6) Şavşat (Artvin)	11) Yenipazar (Aydın)	16) Perşembe (Ordu)
2) Yalvaç (Isparta)	7) Halfeti (Sanlıurfa)	12) Köyceğiz (Muğla)	17) Vize (Kırklareli)
3) Eğirdir (Isparta)	8) Uzundere (Erzurum)	13) Ahlat (Bitlis)	18) Gdl (Ankara)
4) Akyaka (Muğla)	9) Mudurnu (Sakarya)	14) Gynk (Bolu)	
5) Gkçada(Çanakkale)	10) Taraklı (Sakarya)	15) Gerze (Sinop)	

Source: www.cittaslow.org/content/association, 2020.

In the Cittaslow network, which spans 30 countries in the world, Turkey is the fourth country with the most cities with 18 cities. This suggests that Turkey is very favorable for Cittaslow and will be the center of the Cittaslow network.

4.1. Cittaslow Criteria And Membership Process

The first and basic condition for inclusion in the Cittaslow network of cities is that the population of the cities is below 50,000 and it is necessary to develop and implement projects to meet the criteria set by the Union. 72 membership criteria have been determined for the cities and their candidates involved in the Cittaslow Union to adhere to and act on the Cittaslow philosophy. The criteria in question consist of seven subheadings; environment (12), infrastructure (9 pieces), urban life quality (17), agricultural, tourism, tradesmen and craftsmen (10), hospitality, awareness and education (10) social cohesion (11) and partnerships (3). Cities that want to join the Cittaslow union, as well as cities that were previously included in the Cittaslow network, need to develop and implement projects under 72 criteria in order to continue their membership. Cities that meet the criteria and qualify to use the snail logo are regularly audited every four years (Akman et al., 2013: 46). As a matter of fact, if the criteria are not met, it is possible to be expelled from the Cittaslow network.

The specified Cittaslow criteria consist of general conditions. As a matter of fact, in slow cities, local producers and products are brought together with the consumers in the market established by the municipality, there are restaurants that make local meals instead of fast food restaurants, landscape projects

are carried out using solar energy lighting, the use of net instead of nylon bags and bicycles instead of cars are encouraged in the market (geka.org.tr Narrated by: Ak, 2017:891). This is because, together with the participation of different parts of the world, cities develop and implement their local characteristics and strategies within the framework of Cittaslow's criteria.

Cities that will apply for candidacy must first make a preliminary assessment and decide whether they meet at least 50% of these criteria. In the next step, it can apply to the national Cittaslow authority. After the approval to be obtained from this authority, the application is submitted to the International Union of Residual Cities, headquartered in Orvieto, Italy. If the candidate city meets the required criteria and manages to provide concrete steps and plans to meet it, it is eligible to become a Slow City. The nomination process is shown in the chart below (Köstem, Bülent, narrated by Yalçın, Yalçın and Alici, 2012).

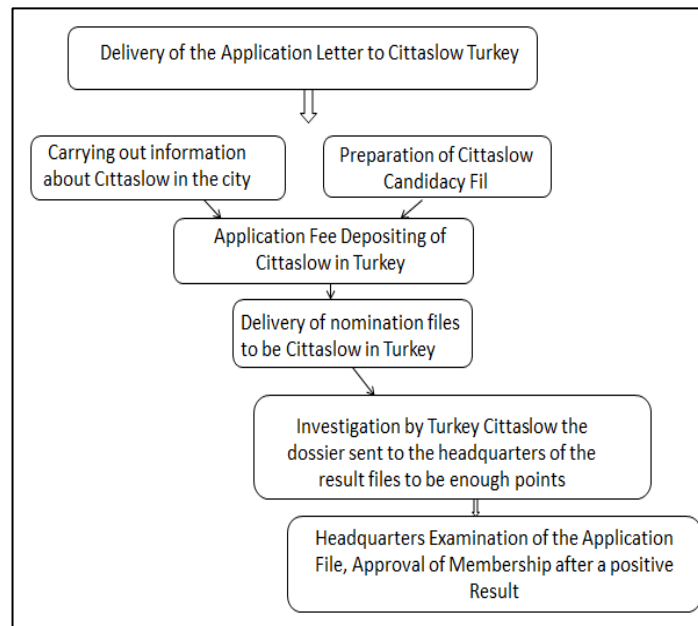


Figure 4. Cittaslow Application Process,
Source: (Yalçın, Yalçın and Alici, 2012).

For cities that are slow city members, the annual membership fee varies depending on the population size (Table 3). The city whose membership application is accepted must pay the membership fee within four months after becoming a member (Sırım, 2012: 124). In addition, cities that want to become a member of the union have to pay the application fee of 600 Euros specified in the Cittaslow regulations for one time only.

Table 3: Annual Fees of Cittaslow Cities

Annual Fee Amounts Based on the Population Size of Cittaslow Cities	
Urban Population: 0 – 1000	600 Euro
Urban Population: 1000-5000	750 Euro
Urban Population: 5000- 15.000	1.500 Euro
Urban Population: 15.000-30.000	2.500 Euro
Urban Population: >30.000	3.500 Euro

Source: www.cittaslow.org/content/association, 2020.

5. FINDINGS

5.1. Location, Boundaries And Major Geographical Features of the Research Site

Babadağ district, located within the borders of Denizli province in the Aegean Region, is approximately 36 km (30-40 minutes) away from Denizli city and is established on the sloping ridge, slopes, plateaus of Babadağ (2308 m.) rising sharply to the south of the Greater Menderes plain. (Figure 5). With Denizli's becoming a metropolitan city in 2014 and the transformation of 8 villages, 12 neighborhoods form Babadağ district. Settlements of Babadağ are among the elevations from 575 meters (Bekirler District) to 900 meters

(Demirli District). Elevations and slopes of an average of 750 meters and other physical geographic conditions determined the distribution and size of the settlements.

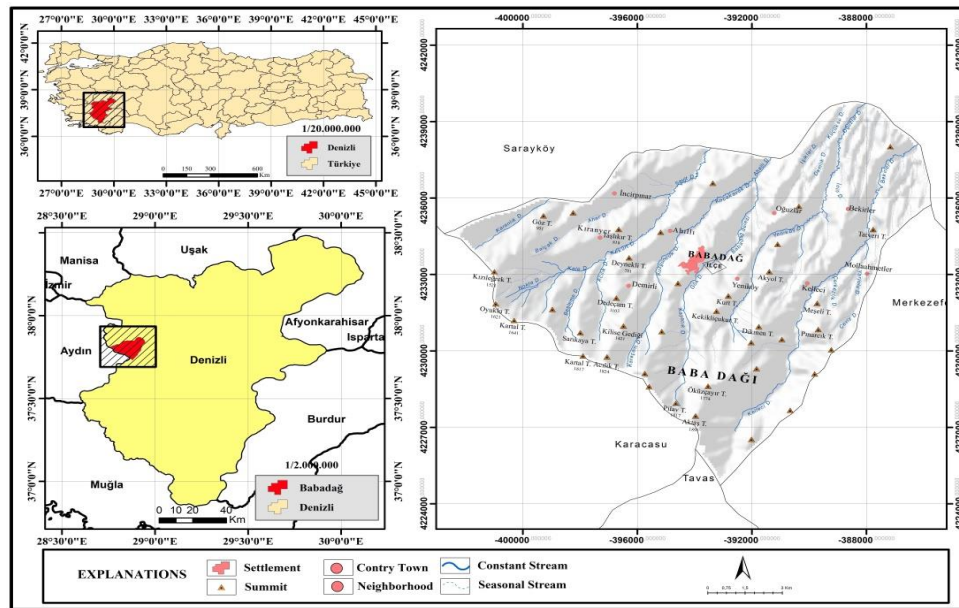


Figure 5: Location Map of the Study Area.

Babadag District was established in 1386 when a nomadic tribe of Oghuz Turks settled in Oguzlar Village, three kilometers from Babadag . Later, they settled in Yeniköy, which is four kilometers away, and from there they settled in their current location. While its first name was BEŞİKKAYA, later it was named KADIKÖY, meaning the place where Kadı, who lived in Sarayköy, lived. Finally, in 1935, as the name of the district was confused with Istanbul Kadıköy, it was named after Babadağ (2000 m.), where it was established on the slopes. (Anonymous, bt.a).

The work site, located in the south of the Greater Menderes basin, has a defective topography spread over the high sloping hills, ridge and slopes. Deep valleys in which Gökdere and Ahıllı streams are located in the Babadağ settlement in the study area, erosional and accumulation surfaces, ridges that emerged with rifts, fault steps, were founded on the Babadağ geomorphological units at the back. Creeks in the field shaped the field by forming valleys. The landforms of Babadag, consisting of many hilly areas large and small, were formed as a result of lithological structure, tectonic movements, structural features, landslide and erosion floor level play (Çırak, 2019: 51). Babadag, in particular, has interesting features from a lithological, tectonic and geomorphological point of view, and also stands out with its very complex, defective topography. Due to problems caused by landslides, Babadag has been known as a disaster zone by public institutions and organizations since 1941. As a matter of fact, the Gundogdu District of Babadag was vacated due to the risk of landslides, and about 2000 people were evacuated and the landslide area was closed to the settlement. In this aspect, Babadag is the first in Turkey and the first in the world.



Figure 6: Center of Babadağ District.

The research area is under the influence of the Mediterranean climate where different soil types such as zonal, azonal and intrazonal developed. It is an area where various plant species and communities are seen depending on the change in elevation (average 750 m) and slope conditions (15% slope) in short distance. The small surface area of Babadağ and the disadvantage of natural environment conditions restrict agricultural activities. Livestock is not preferred by the local people as it is troublesome and costly. However, Babadağ district has transformed this disadvantage into a center of production and trade. That is to say, weaving, which has been passed down from generation to generation, has become a tradition of Babadağ and formed the basic economic activity.

There are around 3,000 hand looms and around 6,000 automatic looms (Anonymous, 2018a). According to 2020 population data, Babadağ has a population of 6445, and it is possible to make the voice of weaving looms from 2786 households to the whole district. The ground floor gardens and basements of all houses in the district are small workshops and looms are constantly working in these workshops. Weaving of Babadağ ensures that Denizli province is associated with textile. Babadag has also enabled Turkey to take an important place in the world textile industry; because textile-ready-to-wear products of many domestic and foreign brands are produced in Babadağ on a contract basis.

6. BABADAĞ AND CITTASLOW CRITERIA

Babadağ district was established on the outskirts of Babadağ (2308 m), from which it is named. It is a district in the southern slopes of the Menderes basin, in the "V" valley in high altitude with the character of a plateau and where settlements spread towards the hills, ridge and slopes and fault steps. Babadağ almost reflects the unique beauty of nature with its mountain, plateaus and lush forests rising on the high tree border at the back. Babadağ, where weaving looms come to life, constitutes an important potential that can be utilized in the field of tourism with its high and defective topography, sloping and historical hillside houses between rivers, and narrow, steep, stepped streets. Babadağ is like a hidden paradise waiting to be discovered, especially for those who want to spend time with nature, away from the noise and stress of the city and business life, with a lush and unique landscape. The fact that Babadağ district is the closest district to Denizli (36 km) provides an important advantage in terms of interaction with the place for tourism.

Babadağ district has a significant potential for Cittaslow movement if it is supported by necessary organizations and projects with its attractive features such as forest, plateaus, rich flora, clean air, flowing streams and chalets in summer and winter. Every step to be taken to be a Calm City, each project to be conducted will facilitate the life of the district as well as provide local development. In addition, it will be included in a global network and open to the outside World with the Cittaslow movement.

72 membership criteria under 7 main headings have been determined for cities and member candidates that are members of the Cittaslow network. At the same time, they are required to adhere to the Slow Philosophy. Each candidate city needs to develop and implement projects within the framework of Cittaslow Criteria within the scope of its own characteristics and possibilities. The population of the cities that will apply to the Union must be less than 50,000 and the city administration must be compatible with the Cittaslow philosophy. (cittaslowturkiye.org, 2020). Although the step taken for Cittaslow is long and difficult, it serves as an armor, shelter, rest and difference against the negative damage created by the globalizing world.

The Cittaslow Criteria of Babadağ district was discussed under the main headings, and the current potential for candidacy and possible studies were included in this study.

6.1. Environmental Policies

Environmental policies occupy an important place in the Cittaslow criteria and at the same time, air, water and soil quality are also considered. 46.77% of the 123.74 km² area in Babadağ district is forest, 31% is pasture, 22% is shrubbery, 3% is dry agriculture, 3% is vineyard, 2% is bare rocky areas and 1% of them are residential areas (Çırak, 2019:122). The forested areas slow down the flow of life with its clean air and serve the slow city philosophy. However, the natural beauties of the district should be planned and protected for sustainable development.



Figure 7: General View of Babadağ Plant Communities.

Cittaslow movement asks member and candidate cities to take measures against air, water, soil, light and noise pollution and to use renewable energy sources that do not harm the environment and people. As a matter of fact, the basis of the Slow City movement is people-oriented and a more livable world is aimed. For this purpose, there are 22 wind turbines in the area between Babadağ district and Karacasu (Aydın) borders and has a total power of 66 MWe. Work is underway to add 5 more wind turbines to the power plant to 91 MW (<https://www.enerjigunlugu.net/akfen-denizli-resin-kapasitesini-arttiracak-36056h.htm>= Date of Access: 08.11.2020). The presence of a wind power plant in Babadağ district, which is one of the first criteria of Cittaslow in accordance with environmental policies, provides a great advantage for participation in the Cittaslow network.

Especially in the district, incentives and investments for renewable energy are increasing, and projects for renewable clean energy that do not harm the nature are accelerating. Solar energy power plant projects are at the tender stage in the district. The electricity to be produced in the solar energy panels to be established with the project will be useful in many points such as lighting the streets.

Babadağ district is very rich in terms of water resources that are under the control of natural factors. The streams that originate from the peaks of Babadag (2308 m.) have allowed the local people to meet the need for drinking and irrigation water from the source. Although the research area stands out with the cleanliness of the air and water, it must be proven by the analysis made by the authorized institutions.

There is a regular garbage storage area in Babadağ district where the special wastes and garbage of the local people are separated and collected. However, within the framework of cooperation with other local governments, a regular storage and separation area should be established. Although establishing a wastewater treatment plant for the district's sewerage network is considered unnecessary in the short term, it will make a great contribution in the long run. In addition, courses should be given to local people to explain the importance of recycling, and the public should be made aware of this issue. Glass, paper, plastic and wooden containers where batteries can be collected should be placed at especially designated points.

Rapid traffic problems, which increase with urbanization in today's societies, put great pressure on man and nature. People's daily life, which quickly passes between home and work, socially unqualified individuals, as well as affects their health. Another advantage of Babadag, which will make a great contribution to gaining the status of a quiet city, is the lack of traffic problems. As such, there are no traffic problems in the district. It is not possible to enter many points of the district due to the conditions of physical geography. That is, due to the fact that the streets of Babadag district are quite sloping, narrow and stairs, there is almost no vehicle traffic in the district. In many streets of Babadag district, there are roads that a single vehicle can pass through. In fact, the garbage of the 5 districts of the district is collected by donkeys, not garbage trucks. The donkey in question is registered as a registered employee of the municipality and works 8 hours a day. (<https://d20haber.com/denizli/ilceler/babadag/denizlide-belediyenin-kadrolu-copcusu-beyaz-isimli-katir/> = Date of access: 15.08.2020), (Figure 8).

Within the scope of Cittaslow criteria, visual pollution caused by the irregular and complex boards and signboards of the district should be prevented. It needs to be renewed by using wooden materials suitable for the architectural texture of the district and the calm city spirit.

Almost all houses (especially basements) in Babadağ district have been turned into workshops. There is at least 1 loom in every house. It is possible to hear the sound of looms in almost all streets. The weaving of Babadağ district, which is the production center of Denizli textile products, is not only a source of income, but also creates an unchanging lifestyle of daily life. Traditionally, the weaving of Babadağ, which has been handed down from generation to generation, is thought to be a profession inherited from father to son. Today, 26 weaving and sizing factories are operating in the 1st and 2nd industrial sites in Babadağ (Anonymous, 2018b). There are approximately 3,000 hand looms and 6,000 automatic looms (Anonymous, 2018c). However, the sound of the subject weaving looms causes a noise pollution that can be considered negatively for Cittaslow criteria. In particular, projects aimed at preventing noise pollution should be one of the priority projects of the district. The residences and sympathetic, friendly people that comfort the tourists in an area like an eagle's nest on the high skirts of Babadağ in a lush nature, and the fabrics, linens, bathrobes, towels and working looms produced on traditional and modern weaving looms of these people make Babadağ an authentic destination.

Although Babadağ is a rural settlement, its economy is based on secondary activities and its consumption of energy is high. Cittaslow's philosophy will provide a great advantage for sustainable development by generating the energy used by local people from renewable energy and making it widespread.

6.2. Infrastructure Policies

With the project developed for Babadağ's tourism potential, the street, facade and surfaces on Mehmet Özer Street were painted colorfully in 7 main colors. These coloring studies have been further developed. The mosques, streets and stepped stairs in the district center are painted in different colors and efforts towards adorning Babadağ continues. Today, the coloring works that transform Babadağ into Denizli's most colorful district center make the district a natural studio. This project for tourism provides a great advantage especially in terms of Cittaslow criteria.



Figure 8: Narrow, Inclined and Laddery Streets Adorning Babadağ's Historical Houses

It is envisaged that Babadağ will produce infrastructure-oriented projects under the Cittaslow criteria. That is to say, the district has an infrastructure, but it does not have a sustainable infrastructure because the infrastructure in question is not sufficient; because the main success of the superstructure works for tourism will be with infrastructure investments.

Almost all the streets of the district are narrow, stairs and high. Building escalators especially on such steep slopes is predicted to be a positive project for Cittaslow. In addition, projects should be developed for removing natural and architectural barriers for the elderly, pregnant and disabled people in a way that does

not harm the fabric of the district. For example, the cable car can be used as a means of transportation between the districts of Babadağ district and the plateaus and will make a great contribution to tourism. Especially the fact that Babadağ is lush with white snow in winter while it is lush with spring makes it an invaluable place for those who want to spend time with nature.

One of the shortcomings of Babadağ for both tourism and Cittaslow is the use of bicycles and the lack of bicycle paths. In order to meet the Cittaslow criteria, road and asphalt works suitable for bicycle use should be carried out on Babadağ's inter-neighborhood roads and bicycle parking areas should be created in parallel. Bicycles are free of charge within the scope of the project and can be obtained from bicycle parking and garages. By placing the importance of the bicycle in terms of health on certain days of the year, local people can gain the habit of cycling with some activities for widespread use of bicycles.

Within the scope of infrastructure works, it is important to carry out project studies for taking the electricity poles and cables on the streets of Babadağ underground due to the visual pollution and the danger it poses. At the same time, fiber optic cables should be installed in infrastructure works and uninterrupted internet should be given to the local people. As a matter of fact, Cittaslow movement is not to oppose technology, but to ensure that many services can be transferred to the internet environment and that the public can benefit from the services.

6.3. Policies Regarding Urban Life

The geomorphology of Babadağ District has determined the fate of the region significantly. The fact that the settlements in the district are built on a hillside and mountainous land and that they are an active landslide area does not allow concrete structures, but also reveals the natural beauty of the district. When Cittaslow cities in the world and in our country are examined, the natural and cultural landscape values that have not been destroyed draw attention. Due to these values of the research area, it offers an opportunity for both Cittaslow membership and local development.

Babadağ is a social living environment where one can feel the nature, away from the tiring stressful atmosphere of the city, which is convenient for the slow city spirit. These areas can be equipped with different areas such as walking paths, bicycle tracks, paintball areas suitable for sports activities, which are essential for a healthy life. In this way, as it serves the philosophy of a calm city, it will also enable the local people to do sports and have fun.

Babadag district's houses, which attract attention with their unique architecture, are painted in rainbow color are aimed to contribute to tourism in the future. Colorful single and two-storey, rarely three-storey Babadag houses with rounded windows and doors, flattened and pointed arches are almost like Safranbolu houses (Figure 9). The promotion of Babadağ houses with the Cittaslow movement can be brought to the forefront and become an important center of attraction for tourism activities.

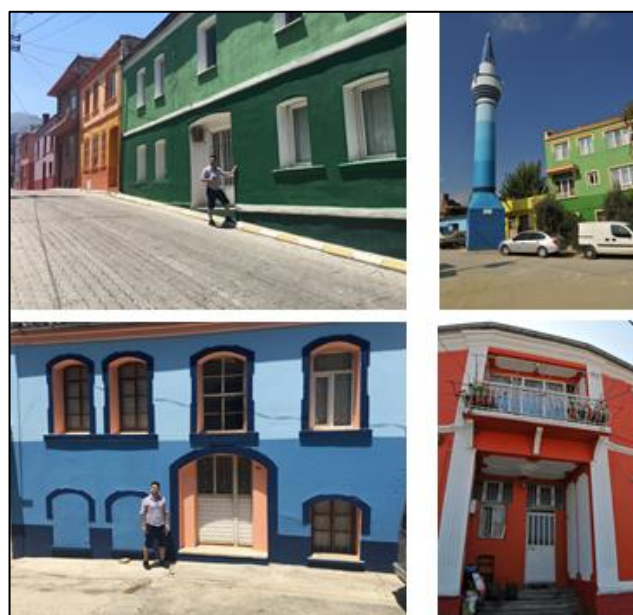


Figure 9: Houses of Babadağ.

There is rapid progress towards the tourism goals of Babadag district. In particular, there are efforts by both local governments and private entrepreneurs to preserve historical structures and places and restore the original intact. As a matter of fact, Babadag local government has restored the gendarmerie outpost with 70 years of history in accordance with the spirit of the Cittaslow philosophy and opened it as an Art Center in 2019. The Art Center has been an art and Cultural Center where local people can meet their social activity needs, as well as its traces of local characteristics. In addition, historical houses purchased by local governments in the district are being opened as boutique hotels and their work continues in the district. Restoration of eighteenth and nineteenth century structures in the district and the opening of facilities in accordance with the Cittaslow philosophy can be considered as priority projects.

In accordance with the Cittaslow criteria, small workshops and offices should be established in Babadag's classical architecture, where crafts, local dishes and desserts will be included. Due to the limited land of Babadağ district, local and organic production can be made in the gardens of public institutions and organizations (especially schools, nursing homes, etc.). As a matter of fact, Babadağ's name stands out with its organic tomato paste, powdered pepper, plum syrup, olive oil, thyme and thyme juice. In addition, while melons are mostly produced in the limited agricultural areas of Babadağ, tomato, cucumber, cowpea, onion, chickpea, barley and wheat are grown in the irrigated agricultural areas. Fruits such as olives, chestnuts, walnuts, grapes and apples also have a widespread distribution area in the district.

Another study of Babadağ district in accordance with the Cittaslow movement is that the area of Gündoğdu District, which was demolished and evacuated due to the landslide, filled an urban gap of the district. This area was expropriated by local governments and turned into a square where the public could meet their social activity needs. The materials used in the construction and facility areas under construction such as the square in question should be environmentally friendly and local, and especially in the lighting of these areas, renewable energy sources should be oriented. At this point, solar panels should be preferred. Its transformation into city park and city garden has been completed.

Within the scope of Cittaslow criteria, Babadağ can be transformed into a highland center with bungalow houses and tent areas for the highlands, which have different beauties in every season. Especially in the speed and stress of the city, Babadağ is the most suitable place to spend a nice time in nature, away from the speed and stress of the city.

6.4. Policies Regarding Agriculture, Tourism, Tradesmen And Craftsmen

There is no fast food culture in the district that caused the Slow Food movement to emerge. The absence of Fast Food culture will provide another advantage for Babadağ to gain Cittaslow status. The traditional food culture of Babadağ, which is passed down from generation to generation in accordance with the Cittaslow philosophy, includes an environment of family, relatives and friends, accompanied by conversation with fresh and local products. In addition, making local dishes at the Dağ restaurant opened by the local government to the district center is in compliance with the Cittaslow criteria.

Babadağ textile bazaar, which includes weaving products and weaving machines reflecting the centuries-old weaving culture of Babadağ within the scope of Cittaslow criteria, is another advantage of the district in gaining Cittaslow status (Figure 10).



Figure 10: Babadag municipality textile Bazaar, where weaving products and looms of Babadag district become a brand in Turkey's textile products exports.

Source:<http://www.babadag.bel.tr/index.php?icerik=290>, (Date of access: 04.09.2020).

Various festivals are organized by introducing local events of Babadag with different themes (Photo 6). As a matter of fact, another feature of Babadag that serves the Cittaslow philosophy is that every year, the Keşkek (a dish of mutton or chicken and coarsely ground wheat) feast is held in the first week of September for the keşkek of Babadag, which reflects the local culture from the past. Keşkek is the indispensable main dish of weddings and various events. The difference that distinguishes Babadağ keşkek from the keşkek made in many parts of Anatolia is that the boiled meat used in it is the meat of small cattle (goat-sheep) fed in Babadağ plateaus and the wheat of Keşkek is beaten strongly and for a long time. In addition, keskek is included in UNESCO's intangible world heritage list. With the inclusion of Babadağ in the Cittaslow network, it is predicted that Babadağ's keşkek will attract the attention of Cittaslow cities and will make a great contribution to the promotion of the district to the world.

Babafest Festival, where local tastes are introduced in the unique nature of Babadag, is held every year on October 19-20 and lasts for two days. The festival, attended by various artists, takes place under the intense interest of citizens. The festival both promotes the winter consumables (Babadağ paste, thyme juice, powdered pepper plum syrup and olive oil) produced by the local people throughout the summer and also creates a market for the local people. Festivals, where local cultures and traditions that are lacking even in Cittaslow cities are kept alive, will be a big step in Babadağ's road to Cittaslow. Off-road and motor sports races are held in June and July, where the physical geography of Babadağ district is extremely favorable. In addition to the aforementioned races, which are held with the natural beauty and unique view of Babadağ, many different activities are also included.

Another traditional activity of Babadağ is the amble horse racing. These races, which depend on the horses not running but walking fast, are traditionally organized in Babadağ on the 4th week of October every year. Amble horse racing, which was an important sport branch in the Ottoman period, have become a traditional tradition in Babadağ today. Events and festivals held in Babadağ district provide an important advantage in Cittaslow membership.



Figure 11: A View of Babadağ's Festivals, Ceremonies and Celebrations. The festivals, ceremonies and celebrations, that help view the historical textures of the Babadağ district with its unique landscape and undisturbed nature, welcomes visitors from all over Turkey. Festivals, where many traditional and cultural values of Babadag are introduced, contribute to the economy and social life of the district, as well as offer a great advantage in terms of participation in the Cittaslow Union.

Nowadays, handlooms are gradually transferring their places to computerized technological machines. Especially a museum where old looms and miniatures are exhibited in order to keep the weaving culture alive will contribute to the nostalgia of the region (Figure 12).

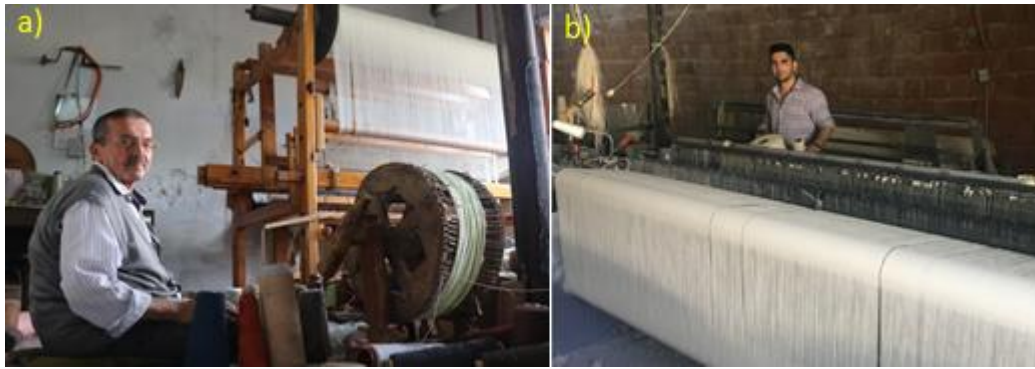


Figure 12: Weaving Looms of Babadağ, a) Handlooms

Source: (<https://www.trthaber.com/haber/yasam/el-tezguhinda-65-yildir-dokumacilik-yapiyor-426684.htm>= Date of access: 04.11.2020).

b) Automatic Weaving Loom (The ground floor or garden of each house in Babadağ has been transformed into a small weaving workshop).

Regarding ecotourism, which Cittaslow attaches importance to, revitalization projects should be carried out in order to promote the plateaus of Babadağ and to increase their accessibility. In addition, projects should be implemented to allow local producers to directly sell their natural and additive-free products to the local people, by banning products from the village market established in the district.

The lack of accommodation services, which is one of the most important tools of tourism, should be eliminated in Babadağ district. When Babadağ combines art with its nature, local products, historical and cultural heritage, it will realize a healthy growth as well as a sustainable local development within the scope of Cittaslow criteria.

6.5. Social Adaptation

Although Babadağ did not apply to the Cittaslow network, it has a great potential in terms of social cohesion policies. There are studies in the field of research to integrate disabled individuals into society, but they are not sufficient. A Disability Coordination Center should be established in the district for people with disabilities and every disabled citizen should be registered here. The center in question should provide training, skills and courses for these people and their participation in social activities should be ensured. In addition, a service like a disabled vehicle should be provided. Babadağ Nursing Home Elderly Care and Rehabilitation Center, which was opened at the entrance of Babadağ district center in 2016, is a full center for the elderly with the climate and nature of Babadağ. The total capacity of the nursing home is 58, with a total of 59 people, 30 people who want normal care and 29 people who want special care (elderly care and rehabilitation) (<https://www.ailevecalisma.gov.tr/eyhgm/kuruluslar/yasli/> = Date of Access: 04.11.2020). The center in question organizes many social activities for the elderly and disabled people as required by Cittaslow.

In 2020, woman producers were brought together in Babadağ and a producer women's cooperative was established. The cooperative aims to socialize Babadağ women as well as contribute to their needs and home economy. In the said women's cooperative, local delicacies are produced and sold in a way that serves the Cittaslow philosophy and become an economic source of income for the local people. At the same time, there is a public education center where various courses and trainings are given for the personal development and socialization of the local people.

In Babadağ, a closed market area was established instead of the market that was set up in a scattered and irregular manner in certain days of the week. The newly established market area has made an important contribution to local people's social events such as weddings, dinners, concerts, festivals, and also for admission to Cittaslow. In addition, the public housing investment, which is one of the Cittaslow criteria, is another of Babadağ's realized projects. Because 189 houses were built in the district by Housing Development Administration of Turkey (TOKI) and given to the local people by lot.

6.6. Partnerships

Babadağ keşkek, one of the traditional dishes of Babadağ district, is on the UNESCO Intangible World Heritage List. Under the Cittaslow philosophy, Cittaslow cities can be invited to the district with an event



under the snail logo in order to protect the localness and to preserve the culture. Activities and projects for the Cittaslow philosophy will not only keep the spirit of a calm city, but also increase the recognition of Babadağ tourism.

6.7. Policies On Hospitality, Awareness And Training

Having a 700-year history, Babadag district is always familiar with local and foreign tourists. During sightseeing tours in the district, tourists have a high level of satisfaction with the behavior of locals. Local people are required to be offered various training courses for Cittaslow, tourist knowledge and qualified hospitality; because it is expected that the support and participation of local people in these training courses will be high.

In welcoming visitors, not only shopkeepers but also tourism operators should be included. Although the local people stated that they are friendly and approachable during the meetings with the local people in the district, it is expected that the participation of tourism operators will be beneficial in raising consciousness and awareness. That is, tourism operators will eliminate the lack of foreign language in the district. In addition, guiding visitors and tourists to the district will ensure a more professional approach to introducing and determining sightseeing routes.

By placing square coded boards on the historical structures of Babadag district and on the walls at the corners of the streets, these square codes can be read to visitors via the internet network to have information about the district and be directed. A service desk should be established in the district, where direct communication between the city administration and local people will be strengthened. Especially in public works and promotions, receiving the views of the public will create a democratic environment, as well as it will create a sense of ownership in the local people.

7. CONCLUSION AND RECOMMENDATIONS

It can be seen in the field researches we conducted that the weaving looms in Babadağ and the linen, towels, bathrobes and dowry products produced on these looms, historical remains, caves, topography, watery streams, lush flora, botanical richness, unique nature view, plateaus, streets and houses, local delicacies, photo safari, bike safari, horse safari jeep safari, off road races, festivals, nature walks and many other sustainable tourism potentials are a great advantage in terms of Cittaslow criteria. As a matter of fact, the inclusion of the Cittaslow network in the Babadağ vision of the research field on the road to tourism will open the doors of Babadağ to the outside world with an international brand identity and Cittaslow perspective.

The Cittaslow potential of the said Babadağ, which is waiting to be discovered, will come to a conclusion with the determination of local governments and the steps they will take. At this point, active participation and support of not only district but also provincial level local administrators, various institutions and private entrepreneurs are required. Then the local people should be informed about Cittaslow and they should be made to accept the Cittaslow network. In this context, joint action and support of the people of Babadağ, Denizli Governorship, Babadağ District Governorship, district municipality, Pamukkale University, non-governmental organizations, private sector initiatives and professional chambers for the Cittaslow goal will carry Babadağ to the Cittaslow network.

It is recommended to establish an organization team that will manage the process after the decision to join the Cittaslow network, and to create common stakeholders between Denizli and Babadağ. Projects should be produced within the scope of Cittaslow criteria by determining the current potential of Babadağ. As a result of the compliance of the district, the application file should be prepared, the authorized persons in Seferihisar, which is included in the quiet city network with the first and also the highest score in Turkey, should be contacted, these people should be invited to Babadağ and ideas should be exchanged. In this study, it was predicted that Babadağ will receive the highest score among Turkey's Cittaslow cities in its application with its local cultural characteristics, nature and natural beauties. In addition, its inclusion in the Cittaslow network, which contributes to the economy while preserving the pristine, undisturbed natural environment and local values for future generations, or adopting its criteria, will be an important roadmap for sustainable local development.

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