ASSESSMENT OF THE CANAKKALE CITY TOURISM VALUES IN TERMS OF URBAN TOURISM

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Abstract
Each city has its own characteristics. These characteristics as a whole cast general appearance, her image. To offer the city to tourism market in terms of this appearance is called “urban tourism”. The starting point of city tourism is the impact of the appearance belonging to the certain city on the people. The appearance and impact mentioned are the principals of the main factors which determine the tourism demand.

The cities which have desirable geographic and climate characteristics in terms of tourism could take place as tourism center and sometimes they are thematically built on purpose.

Touristic attractiveness is a desirable characteristic for the modern cities. The city should properly maintain some certain conditions in order to gain such characteristic. These conditions are the city’s authenticity and image, and the sustainability of her tourism.

Taking into consideration the cities of Turkey, it is concluded that “urban tourism” is casted in the cities having various historical places and advantages. It has been observed that for the last few years the several cities, having the historical places restored to provide them with new functions, have emphasized them. In addition, the cities organized festivals to introduce various customs, food and beverage culture, agricultural products, and some places are provided for holiday, sports or congress centre to make them parts of global tourism culture.

In this regard, Çanakkale with the natural, cultural and historical values is an attraction place for both local and foreign tourists. In the last a few years especially as a result of the rich interest in The Gallipoli Peninsula Historical National Park and intensive visits to it, Çanakkale downtown has enjoyed vivid touristic movements experience. It is prominent to determine potentially touristic places in Çanakkale are assessed and some certain suggestions are given to contribute to the development of urban tourism in Çanakkale.

Key words: Çanakkale, sustainability, urban tourism

1. Introduction
Hunziker (1940) defines the tourism through the assembly of relations and phenomena which result from the travel and abidance of people outside the residence place, as long as the abidance and travel are not motivated by a permanent settlement or a lucrative activity.

The tourism is considered first of all a recreation form besides other activities and formulas of spending the leisure time (Holloway, 1994); it implies the temporary move of people through destinations situated outside the regular residence and activities deployed during the time spent at those destinations (Witt et al, 1991). Also in most of the situations, it implies the performance of some expenses with impact upon the economies of the visited areas.

The urban tourism is one of the main factors of economical increase of European cities (Delitheou et al, 2010). The urban tourism is an essential aspect of the correlation of internal and external demands. This is because the tourists are not only visitors, they are equally, parents and friends visiting the locals and of course there are the locals themselves.

Reutsche (2006) analyzes the relation between tourism and urban areas. She makes a difference between the primary, secondary and additional elements of the urban tourism. The primary elements represent the main reasons that attract tourists to visit the cities. They consider:

a. Places for deploying the activities:
   ➢ Cultural facilities: museums and art galleries; theatres and movie houses; business centers; other attractions;
   ➢ Sport facilities: covered or outdoor;
Entertainment facilities: casinos and lotteries; organized events; festivals. 

b. Places for spending the leisure time: historical boulevards; buildings; old statues and monuments; parks and green areas; waters. Secondary elements (adaptation; catering facilities; shopping; markets) along with the additional ones (accessibility; transport and car parks; touring information (maps, indicators, guides)) are also very important for the success of the urban tourism, but do not represent the main attractions for visitors (Popescu, 2008). These elements have been developed in the cities for a multitude of reasons: attracting visitors encourage the urban economy, forming a positive image. The demand for travel to cities has greatly increased over the last few decades. While many travel for business or convention purposes, others are traveling on leisure time to learn about other cultures, to develop their specific interests, and to seek entertainment (Ruetysche, 2006).

In addition, Law (2002), distinguishes between primary, secondary, and additional elements of a city's tourism resources. Primary elements provide the main reasons why tourists visit cities. Secondary elements such as accommodation and shopping as well as additional elements like transportation or tourist information are also very important for the success of urban tourism, but are not the main attractor of visitors.

The following are key elements that can enhance the visitor-friendliness in urban areas.

**Historic Districts**

Historic attributes of buildings, streetscapes, neighborhoods, and special landmarks emphasize the local character of an area. Historic districts are generally very pedestrian friendly with a mix of attractions and amenities that are easily accessible. Beyond their educational component, they also generate a sense of place and provide the urban visitor with memorable experiences. Thus, cities blessed with heritage as a selling point are advantaged when looking to develop their tourism product.

**Waterfronts**

Not matter if it is for transportation, industry, or entertainment, urban waters have always attracted people out of necessity or pleasure. Lately, cities and private investors are paying increased attention to waterfronts because they pose a variety of opportunities for tourism, economic, and community development.

**Convention Centers and Exhibitions**

Convention Centers and Exhibitions are often regarded as one of the staples of city tourism. In some cities, up to forty percent of those staying overnight have come for this type of business tourism. Convention Centers and Exhibitions are perceived to be strong growth sectors in which the visitor spends an above average amount and which operate for most of the year.

**Festivals and Events**

Festivals and Events have become an increasingly popular means for cities to boost tourism. They range in size and scale from onetime events like the World Exhibition to annual events like Folk Music Festivals or Gallery Nights. Spectacles like that are important, however, their impact upon the city’s tourist industry depends on the attendance, and the type and number of outside visitors. Each and every person working and living in the city, which has contact with visitors, should market themselves to the kind of visitors needed to bring more dollars to restaurants, hotels, museum and other entertaining places. If urban tourism wants to continue to grow and prosper, everyone, from the cab driver to the storeowner and the resident, should act as a tourism agent and provide their guests with positive memorable experiences.

Although shopping and restaurants are regarded as a secondary element of tourism, it is still an important part of the tourism economy since visitors spend a significant amount of time and money on shopping and eating. Shopping, for instance, has for some visitors become a leisure activity where they tour stores with no specific purpose in mind.

Urban tourism, if correctly planned, developed and managed, may create advantages and benefits both to urban communities and overall society (Iordache and Cebuc, 2009). The tourism encourages the development of some new cultural and commercial facilities and improved that can be used both by the residents and the tourists. The tourism permits the collection of necessary funds to preserve the natural, archeological and historical monuments, art and cultural traditions and most of all, contributes to the improvement of environment quality (Stanciulescu, 2009).

Within an urban community, the tourism can bring significant benefits (Stanciulescu, 2009). These benefits refer at:

- Creating new work places;
- New perspectives for local tourism firms;
- New investment possibilities;
 Increase of incomes and implicit the improvement of life standards for local collectivity;
 Generating incomes from local taxes which can be used for restoration of infrastructure and improvement of the community facilities;
 Improvement of the infrastructure whose direct beneficiaries, besides the tourists from the area, will be the residents of that area;
 Improvement of the environment quality (World Tourism Organization, Earth Council, 1997).
Assurance of the financial sources for conserving the natural areas, art, handicraft, archeological and historic areas, cultural traditions (European Commission, 1998);

2. Material and Method
This study was carried out in Çanakkale City which has not only a rich history, but also an important potential on natural and cultural resources. Relevant literature and information documents including urban tourism were also used as an additional material.
To evaluate the climate datum Anonymous (2011), for information about the population the datum of Anonymous (2009) was used. The maps, which contain information about the current area usage of Çanakkale City and environs, have been taken from the Çanakkale Municipal.
The research was conducted under three main principles: Analysis, evaluation and synthesis. With this respect, in the first step, published domestic and foreign references and general knowledge about this subject, natural, social - cultural and urban tourism potential of the city was brought up. In the second step, collected datas were examined. In the final step, some recommendations were presented about Çanakkale urban tourism.

3. Findings
3.1. Location
Çanakkale is the second city (like İstanbul) which has lands in both Asia and Europe on Gallipoli Peninsula on the northwest coast of Turkey and on Biga Peninsula, the prolongation of Anatolia. It has a 9,737 km² area and it was located between 25°-35° and 27°-45° East longitudes and 39°-30° and 40°-42° North latitudes. The altitude of the city is 2 m from the sea level.
The distance of the Dardanelles is around 68 km that a natural canal which is joining Eagen Sea and Marmara Sea. The most spare of the Dardanelles is around 1,250 m and the place is between Kilithahir and Cimenlik Castle. Depth of this area is around 45-50 m. There are two kind of water flow at the Dardanelles an one of this is from Marmara to Aegean Sea (upper) and the other one is from Aegean Sea to Marmara. It is 335 km to Izmir via Edremit, 212 km to Balikesir via Çan, 305 km to Bursa via Lapseki, and 230 km to Edirne and 337 km to İstanbul via Keşan. Gökçeada and Bozcaada, which are Aegean Islands, are located in the south of the Dardanelles and belong to Çanakkale (Fig. 1).

Figure 1: The location map of the study area
http://www.turkey-visit.com/map/turkey/canakkale-map.asp
http://www.google.com/earth/index.html

Transportation
Travelling by flight: Çanakkale - İstanbul and Çanakkale – Ankara between have scheduled flights of different airlines.
Travelling by bus: There are a lot of bus company to Çanakkale at every hours in day.
Travelling by ferry: There is a fast ferry from İstanbul to Bandırma, which would take around 1 hour 45 minutes. The distance between Bandırma and Çanakkale is around 170 Km and takes around 2 hours 30 minutes drive by coach.

3.2. Natural Structure
The weather is a combination of Mediterranean and Black Sea climates. Although Mediterranean climate is dominant near coast, summer is not as hot as Mediterranean and Aegean Coast. At high places in interior part of the province summer is
cool. On the contrary, winters are quite cold. The province gets about 600-800 mm rain. Throughout the year a cool wind called the “Poyraz” blows from the North-West over the region alternating with a warm wind called the “Lodos”, which blows from the South-West and has a more pronounced climate effect than the “Poyraz”. The average wind speed is 4.4 m/sec (Anon., 2011).

The flora of the province changes according to altitude; forest at high places, and Mediterranean flora in other places. Half of the province area is covered with forests, and bushes. Çanakkale has important water resources, such as Kara Menderes, Tuzla, Sarıçay, Kavak, Biga, Gönen, Uludere, Bayramdere, Çınardere, Büyükdere, Tayfur Streams. Tuz and Hoyrat Lakes, and Tayfur and Atikhisar Dams are important surface water resources. In addition there are wetlands in the province. All these water resources are important in terms of life richness and water-based recreation.

3.3. Social - Cultural Structure

Nine different settlement periods have been determined from the remains of Troy, the earliest dating from 3000 BC, indicating that there were settlers in the region from that time or earlier. The city, first recognized in 1809 by Çanakkale agreement, is a historical city. And is a natural museum providing evidence of many civilizations and wars. The city center with a population of 11000 towards the end of the 19th century went into a reconstruction period after facing two major fires in 1860 and 1865, and a big war in 1915. While the city population was 8500 in 1927, during the Second World War it reached 24,000 and after 1950 increased 5000 annually (Erdem et al. 1997).

According to 2009 census of population the population city center was 96588 of the city center population, 50227 were male and 46361 were female. Forty seven percent of the province population live in urban areas (Anon., 2009).

4. Urban Tourism Values in Çanakkale City

Urban tourism in Çanakkale City includes activities such as:

- Natural tourism
- Cultural and historical tourism
- Leisure tourism
- Conference tourism

**Natural Tourism**

One of the most important values of natural tourism in Çanakkale City is Dardanelles. The Dardanelles has a lot of beaches. It has also angling, wind surf, sailing and port for cruise ships. In addition to one of the most important water resources for urban tourism is Sarıçay River. Çanakkale city center is divided into two by the Sarıçay River. This river has an important potential for angling, sailing and various recreational activities.

The most important agricultural products after cereals are tomatoes, olives and grapes. Çanakkale is a province, at the same time; peaches, apples, cherries and some fruits are grown because of the productive soil and temperate climate.

Çanakkale is the second place for fishing after Istanbul in Marmara Area region. The Çanakkale Sea is quite rich about fishes.

In the center of Çanakkale that can be entered into the sea beach is little possibility but you can swim around the city nearest beach is the Beaches Güzelyalı. Güzelyalı Beach 15 km away from Çanakkale city center. Public transportation is available from Çanakkale city center to Güzelyalı International Youth Camp’s beach, which is at the end of Güzelyalı and Çanakkale Onsekiz Mart Universities Camp in Dardanos can be considered as the 2 nice beaches in Güzelyalı, which are open to public with an entrance fee. Several catering facilities are available in both beaches.

![Figure 2: A) Dardanelles B) Sarıçay river C) Dardanos Beach (Anon, 2008)](image)
**Cultural and historical tourism**

Clock Tower Square: This Square is the most active area of the city. Old Greek District was to take place left of this Square. There is a building known Dandruff which has three flats. Times ago this Dandruff was a Consulate building. This Dandruff is using like cultural center of University today. You can buy some handmade carpets and ceramics which are unique to Çanakkale, from gift shop of University that take place at entrance of this center. The road which is surviving right side of this Square is the Yali Avenue. After the Yali Avenue, the Çarşı Avenue becomes. The road which is surviving right side of this Square is the Fettvane Street.

Yali Hanı: At the past Caravansarais acted as hotels, where the guests were accommodated on the upperfloor while their animals were quartered on the ground flor. There were once several caravansarais in Çanakkale but only the Yali Hanı has survived to the present day. “yali” means “seashore” and “han” means “house”, “family” or “caravanserai”. The Yali hani was built at the end of the 19th century and used for its original purpose until the end of the 1970s. It is one of the most original building in the city, with its central courtyard stonetimber architecture. The Yali Hanı struggled to survive for many years and was eventually restored to its original design in recent years. It has now become somewhat of a culture centre and hosts conferences, seminars, forums, film and slide shows, poetry days, photographic exhibitions, music contests, archeology meetings and many other national and international events.

Yali Avenue: This is a part of the Historical Bazaar. Cheese desert can be find several shopping centers. Yali Bath, Yali Mosque and old Yali shops are giving life to here. Donanma cafe and Şakir’in Yeri which are arranged again for recreational activities.

Çimenlik Castle: This castle is the fortune of the Çanakkale city. The old name of this Castle was “Kala-i Sultanîye” which build by Fatih Sultan Mehmet at 1462. This is the one of the Castle that builds by Fatih Sultan Mehmet the both side of grand.

![Figure 3: A) Clock tower square B) Yali hanı C) Çimenlik castle](image)

Naval Musem: The Naval Museum is mainly devoted to photos, newspapers, findings and artifacts from Gallipoli Campaign.

Nusrat Minelayer: Nusrat Minelayer was the most important battleship of Gallipoli Campaign, which had destroyed several battleships by mining the mines to the unexpected areas during the Gallipoli Campaign. British battleships, Irresistible and Ocean, French battleship, Bouvet, were sunk and British battleship, Inflexible, and French battleships, Gaulois and Suffren, were heavily damaged by the mines of the Nusrat on March 18, 1915. Today, a copy of the Nusrat Minelayer serves as a museum.

Nara Castle: It is allotted by The Ministry of Defense situated on Anatolian part. Having started to build in the era of Selim III to strength the defense of the Strait, it was completed in the era of Mahmut II.

City Museum and Archives: The building of the museum was built in 19th century and recently restored by the Municipality of Çanakkale. The museum aims to collect, protect documents and objects with historical, geographical and special value to the city and display them for the view of city habitants and visitors.

Canakkale Arkeology Museum: Originally housed in an old school, Çanakkale’s Archaeology Museum was founded 1911, and was later moved to an old church before being relocated to its present position on Atatürk Caddesi in 1984. In the garden of the museum there are reliefs, headstones and tablets. The collections on display are rich in terms of coins and glassware. The sarcophagi of a girl is an important piece that depicts Greeks returning
home and sacrificing the their captive, a young girl named Polyksena. Another masterpiece on display is the small statuette of Aphrodite that was made of baked clay and found at the Dardanos tumulus.

**Cami-i Kebir District:** The first localization of Çanakkale was Fatih Mosque and it’s around. That is a typical Ottoman square too that converge of many way. You can reach the Victory Square if you pass from the old district.

**Korfmann Library:** It was built in the 1890s and used as the Armenian Children’s School, then later used as a warehouse for the Turkish State Liquor and Tobacco Monopoly. It was restored by Çanakkale Municipality and turn into a library. Prof. Dr. Manfred Osman Korfmann, Director of the excavations at Troy, died in 2005 and donated his books to the city in his will. It now serves as a prestigious library with 10,000 specialized books.

**Çarşı Avenue and Mirrored Bazaar:** This is the most active shopping area. Mirrored Bazaar was restored by Çanakkale Municipality truth of own. This Bazaar has songs about it’s own history. The buildings are still restored by Çanakkale Municipality with a Project that name is front treatment that takes place Down Bazaar at the end of this street where you can reach the sea. Front treatments were started at 2004 and with partnership of Municipality and civil society. If you survive from Upper Bazaar you can reach the Jew District.

**Synagogue and Jew District:** It has a plan that all streets are intersecting each other too. The restoration of the Synagogue is nearly finished and every time can be visit here.

**Greek District:** This is the second Greek District that builds start of the 1990’s. The other name of this district was Venizelos District. Post Office and the Hospital of the city is take place at this area. The most important two building of this District is still using like a school building that names are İstiklal Primary School and Cumhuriyet Primary School. There is a building at the corner of the street and using like a children activity house was restored.

**The Battery of Hasan Mevsuf:** It is on a supreme hill at Dardanos area consisting of two 15 inc. and three 5 inc. cannons.

**The Battery of Turgut Reis:** It is situated on Güzelyali slope consisting of two 28 inc. cannons.

**The Battery of Mesudiye:** It is on the hill on the road of Güzelyali Highway Directorate Summer Camp consisting of two 15 inc. cannons deconstructed from the Battleship Mesudiye.

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**Leisure Tourism**

**Wooden Horse of Troy:** The wooden horse which was used in “Troya”, one of the most popular movies of the last years, is in Çanakkale. It is located at Kordonboyu.

**Festivals:** Troy Canakkale Festival: It organize between 10 to 14 August in every year.

**Public Park:** Public Park is one of the most peaceful and quite places in city center. This beautiful park has a long history. Its oldest date to the general information in Çanakkale Bacon by Elizabeth Calvert who lived in the host data from the verbal information and pictures can be accessed from. Calvert family of origin Malta, the mansion on the edge of Dardanelles and where they lived in 1840. Today's public park, this of garden from the rest section. In fact 150,000m² extended to sea from Sarıçay, as of 22.11.2009 has been parking area 36,500 m². Since the establishment of first trees are protected in the park. 85 species indentified woody ornamental plants. They are usually forest trees.

**Kordonboyu Coastal Area:** Kordonboyu Coastal Area, which has approximately a length of 2 km, is...
the most important attraction area of the city. Located at the east of Dardanelles, which is one of the most important water ways of the world, Kordonboyu has always been an interest center with this character.

The land uses in the Kordonboyu can be classified as settlement, trade, public building, and open-green areas. Settlements, which have no beauty to the eye, concrete structures instead of the natural landscape, buildings far from aesthetic and parallel to the coast, establishments belonging to public and open-green area usages far from function, are lined up interlocked along the coast. It is formed due to sea-level rise. Along the coastline, there is an approximately 30 meters wide walking and resting area and a road between the shore and the buildings. Parallel to the road there are multi-storied settlements mostly, partly public buildings, trade and open-green areas.

![Figure 5: A) Wooden Horse of Troy  B) Public garden C) Kordonboyu coastal area](image)

**Figure 5: A) Wooden Horse of Troy  B) Public garden C) Kordonboyu coastal area**

*Conference tourism*

There are many hotels, pensions, saloons for conference tourism. These are Kolin Hotel, Akol Hotel, Anafartalar Hotel, Truva Hotel etc., conference saloons of Çanakkale Onsekiz Mart University.

5. Conclusions

In the contemporary society, the tourism represents one of the most dynamic economic sectors, which registers permanent exchanges and an ascendant evolution (Minciu, 2005). For clarity, the tourism elements presented in this article have been largely treated separately; however, it is important to point out that there is a high degree of interrelatedness among the elements. They are being developed by cities for a variety of reasons including portraying a positive image, attracting visitors, and stimulating the urban economy.

In conclusion, following measures could be recommended:

- Tourism concern in the city should be affinitive, in other words, in the heart of urban tourism should be “democratic city” phenomena.
- The cities all around the World compete harshly each other in order to gain income from urban tourism. In this regard, Canakkale should be prevented from growing as a touristic product without control; tourism planning should be a vital part of city plan.
- It is not easy to plan a city’s future concerning urban tourism and offer to international market to gain income. In addition, the city of Canakkale with the potential of urban tourism could have profound income. This potential has needed attention.
- One of the first steps to be an attractive city for Canakkale in terms of tourism is to complete the city’s infrastructure. Also, the access to these services should be planed in terms of social justice.
• “Sustainable Conservation-Development Planning Model” should be design in the city aiming to build a local authentic identity and image at national and international level focusing on urban tourism or cultural tourism.

References