

An Innovative Approach in Tourism Sector: Slow City, an Application in Konya (Turkey)

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Abstract—Derived from the words ‘Citta’ which is Italian and ‘Slow’ which is English, the term ‘Cittaslow’ means ‘Slow City’. Since 2012 the Cittaslow network which has 142 members which is in 24 countries; is a town association which is emerged from Slow food movement to prevent the standardization of the texture, residents and the lifestyle of the city and to prevent the elimination of the city’s local features because of globalization. It is an association of towns and cities that want to take part in the world stage by protecting their local identities and features and that don’t want to be one of those homogeneous venues created by the globalization. It is seen that the number of domestic and foreign tourists in more than 100 cities is increased in the cities which are awarded as ‘Slow City’ in world. The most prominent feature of ‘Slow Cities Movement’ is the revitalization of local identity and the introduction and marketing of touristic destinations. In this study, some districts of the province of Konya (Turkey), within the framework of these criteria have been applied and evaluated in analytic hierarchy process.

Index Terms—tourism sector, the analytical hierarchy process (AHP), slow city, innovation.

I. INTRODUCTION

The outcomes of scientific and technical developments in 20th century; globalization trends are experienced throughout the world without any exceptions. The rapid development the world is being through affects tourism sector as it affects all sectors.

Destination, region, station, city, town and management marketing in tourism sector will be undoubtedly in the sustainability framework. Tourism and environment are tightly attached to each other. If the existence of tourism is conditioned on the quality of environment, it can only be achieved with the help of local population. In this context, expressions such as; slow tourism and slow city that are active in the fields of ecology and sustainability, evolve around these concepts.

Changes in the behaviors, expectations and values of touristic consumers caused by globalization and information technologies force tourism industry to change.

Today, touristic consumers are more experienced, more sensitive to environment, more flexible and independent, more difficult to be satisfied and they value quality more. Traveling is now a part of their lives. As they travel in search for a different experience, quality and getting their money’s worth are their primary concerns.

New touristic consumers make spontaneous decisions, try to be standing out in the crowd and value individuality and having the control. Touristic consumers who are more aware of the cultural and environmental issues seek for the environmental sensitivity measure [1].

This study handles the slow city concept which is considered as an innovation in the tourism sector and reveals the data of a research conducted.

II. SLOW LIFE AND SLOW CITY

In global daily life, “slow life” is not a chance for escape, but is both an answer and a consequence of the unequal and heterogeneous distribution of time and place in ordinary societies. Slow life in global daily life should be contextualized in order for a better understanding of the perception of it by the local people. Because globalization threatens local people to wipe off. Slow life is an overall philosophical change that emerges as a reaction to negative consequences of earn-spend life style that is about the economic and cultural dynamics of modern societies [2].

Concerns mentioned about globalization are that it eases the communication, socialization and changes however it removes the differences between people and tends to create a single model of human and eventually it builds an order of mediocrity. In order to prevent those possible outcomes, and to protect and develop the local values a network was built in the framework of slow cities [3].

Cittaslow is formed by the Italian word Citta (city) and English word slow. In 1986, in Barolo, Italy, “Slow Food Association” was established as a reaction to American way of fast food chains. The association became international in Paris in 1989, and today it has 80.000 members from more than 100 countries. The foundations of Slow City Movement that was inspired by Slow Food concept were laid in 1999, in Greve, in Chianti region of

Italy with the participation of around 30 Slow Food cities [4].

Slow city is an association of cities that emerged in order to prevent globalization to harm the texture, residents, life style and local features of cities. This movement started in Italy 11 years ago, is now a network of “Cittaslow/Slow City” having members from 134 countries and active in 20 countries. Here, the term “Peaceful City” can be used instead of “Slow City”.

Any town or city that wants to have a place in the world stage, preserving the local identity and features can join this association [5].

Even slow city seems like an utopia in a fast time, it is not impossible. The main purpose is to support gourmet foods, to increase the level of income and quality of service and to protect the environment. Considering this purpose, the association of cities welcomes cities and town that maintains more than 50 criteria, such as ending noise pollution and fast traffic, increasing green areas and pedestrian zones, supporting locally producing farmers and stores and restaurants selling these goods and protecting local aesthetic properties[6].

The purpose here is to keep the pace of the cities at a rate that residents and visitors can enjoy the texture, color, music and history of the city. In such cities, bikes are used instead of cars as a means of transportation. Shopping activities are carried through not supermarket chains but small scale stores and market places. The visitors accommodate not in multi-stared big hotels but in cute pensions. Both residents and visitors eat delicious local foods instead of fast food at the restaurants [5].

The first Turkish member of the association that has 150 little-populated member cities from 25 countries such as Italy being in the first place, Austria, Denmark, Germany, Netherlands, Norway, Poland, Spain, Sweden, England, South Korea and Australia was Seferihisar district of Izmir. Following the membership of Seferihisar in 2009, Akyaka district of Mugla, Yenipazar district of Aydin, Gokceada district of Canakkale and Tarakli district of Sakarya were admitted for membership in the summer of 2011[7].

Brune Sibille vice mayor of Bra, which is one of the slow cities, announces that the best way to manage a city in a time when is hard to act against globalization, is the slowness philosophy [8].

III. MULTIPLE CRITERIA DECISION MAKING PROCESS (MCDMP) AND ANALYTICAL HIERARCHY PROCESS (AHP)

With the development of science and technology, single criteria analyses are no longer efficient in the solution of complex problems.

Multiple criteria decision making refers to decision making intended for generally conflicting multiple purposes. It involves decision maker(s) deciding for multiple purposes, an observed set of purposes, and a set of alternatives to be picked among [9].

The decision maker has to consider more than one criteria while choosing among alternatives. Choosing the best alternative is only possible when conflicting criteria are evaluated all together [10].

AHP that was put forward by L. Thomas Saaty in 1965 was first used by USA Ministry of Defense in 1971 for contingency plan problems. Later, it was used in various areas and with its use in Sudan transportation project in 1973 it grew to maturity and the theoretic development was completed in 1974-78. AHP is used in decision making when choosing or ordering of many alternatives, when there are multiple decision makers, multiple criteria, multiple purposes and in case of definiteness or indefiniteness [11]. In AHP, purpose is determined first and every criteria intended for this purpose is presented. After that, alternatives are determined for each purpose. Consequently, a hierarchical structure is formed for decision making [12].

There are three phases to Analytical Hierarchical process method [13].

- Formation of Hierarchy
- Paired comparison and evaluation
- Calculation of priorities (weighted scores)

A. Formation of AHP Hierarchy

In decision making with AHP, a purpose is determined. This is the general purpose for which multiple sub-purposes should be provided. Best alternative is picked by evaluating the decision options. Compared judgements or paired comparisons make the second phase of AHP. Paired comparison means the comparison of two criteria and is based on the judgement of decision maker. Paired comparisons are designed to form the priority distributions of decision criteria and alternatives. To be more clear, the element in the hierarchy are paired compared to define the importance according to the superior element [12].

Hierarchy has four steps, which are top down;

- Problem
- Main criteria
- Sub criteria
- Alternatives

B. Paired Comparisons

Thomas L. Saaty, developed a scale to be used in paired comparison of decision criteria and decision alternatives. In this scale decision criteria is evaluated through paired comparisons and decision alternatives are evaluated according to each decision criteria with a value from 1 to 9 according to the scale presented in Table I .

TABLE I. VALUE EQUIVALENTS IN COMPARISONS

Numeric Values	Equivalent (Level of Importance)
1	Equal
3	More important
5	Significantly important
7	Very significantly important
9	Extremely important
2,4,6,8	Intermediate values

C. Calculation of Priorities

By this evaluation, matrixes like A matrix are obtained on the decision alternatives according to decision criteria and each decision criterion. In the comparison of any two

criteria or decision alternatives, if the comparison value is x , reverse comparison value is $1/x$. $a_{21}=3 \Rightarrow a_{12}=1/3$ [13].

$$A = |a_{ij}|_{n \times n} \quad (1)$$

B matrix is obtained using the number 2 formula from paired comparison matrix of decision criteria.

$$b_{ij} = \frac{a_{ij}}{\sum_{i=1}^n a_{ij}} \quad (2)$$

$$B = |b_{ij}|_{n \times n} \quad (3)$$

Weighted scores vector of decision criteria is obtained using number 4 formula of B matrix.

$$w_i = \frac{\sum_{j=1}^n b_{ij}}{n} \quad (4)$$

$$W = |w_i|_{n \times 1} \quad (5)$$

These calculations done for decision criteria is repeated for decision alternatives for each decision criteria. Weighted scores matrix of decision alternatives are obtained according to each decision criterion. Sum total scores (prior values) of decision alternatives are obtained through multiplication of weighted score vector of decision criteria and weighted scores of decision alternatives.

The ordering of these scores from the greatest to smallest presents the order of decision alternatives. The features of paired comparison matrix are as follows; [14].

- The diagonals of matrix are equal to one (1).
- Matrix square is matrix. And all the elements are positive numbers.
- If the matrix is fully consistent, all other factors of the matrix can be obtained from any line.
- Eigenvector that is equal to the greatest eigen value of matrix is defined as weighted or relative importance vector in AHP matrix.
- Expansion in evaluation can be done as much as n numbered paired combinations.

When scoring the criteria of alternatives according to the criteria, possible errors needs to be tested and the consistency should be measured. In order for a matrix to be consistent, the greatest eigenvalue (λ_{max}) of it should be equal to the dimension of the matrix.

Consistency indicator:

$$CI = \frac{\lambda_{max} - n}{n - 1}$$

Random indicator being RI.

$$Consistency\ rate: CR = \frac{CI}{RI}$$

TABLE II. RANDOMNESS INDICATORS

N	1	2	3	4	5	6	7	8	9	10
Randomness Indicator	0	0	0,52	0,89	1,11	1,25	1,35	1,40	1,45	1,49

D. AHP Application Areas

Considering the application areas of AHP that is multivariate decision making technique with a wide range of application areas; Gungor and Isler (2005), used analytical hierarchy approach for their car selecting problem.

Kuruuzum and Atsan (2001), carried and application using AHP method in their applications in management area, marketing area, and total quality management. Adiguzel and others, determined their choice of customers for accommodation businesses using analytical hierarchy. Eleren (2006), applied the method in establishment place in leather sector and picked the most suitable place according to the criteria defined as closeness to the production and closeness to the market. Dagdeviren and Eren (2001), uses analytical hierarchy process in selecting companies and determined the best supplier.

Yurdakul (2003) chose machine, instrument and parts using AHP method. Moreover, AHP has a wide range of application areas from decision making on the organization in businesses, to making decisions on business management, deciding on the business functions, and to national policies and governmental decisions.

IV. APPLICATION

TABLE III. COMPARISON OF SLOW CITY CRITERIA OF DISTRICTS OF KONYA

Criteria	Beysehir	Seydisehir	Ilgın	Bozkır	Huyuk
Population being less than 50.000 for membership	***	***	***	***	***
Preserving the traditional structure	**	**	**	***	***
Removing the cars from city center	*	*	*	***	***
Use of local products	***	***	*	***	***
Use of edible energy	***	***	***	*	*
Not having supermarkets and fast food restaurants	*	*	*	***	***
Businesses selling local products	**	**	*	**	**
Preserving the city texture	**	**	*	*	*
Reconstruction of the old structures	***	***	*	*	**
Preserving the handicrafts	***	***	**	***	***
Removing the noise pollution	***	***	***	***	***
Increasing the quality of air and city life	**	**	**	***	***
Producing and consuming organic products	**	**	***	***	***
Hospitality Phenomenon	***	***	***	***	***

* (weak), ** (intermediate), *** (strong)
(Sezgin and Unuvar, 2011:90)

This study aims at both selecting the most suitable slow city fulfilling the Cittaslow criteria among some districts of Konya (Turkey) and raising the awareness among the citizens. Required research is carried for the study and AHP was selected as the analysis method.

Data obtained via a wide scale research revealing the features of 5 districts is presented in Table III.

Considering these features, the most appropriate slow city will be selected among these 5 districts of Konya with the application of AHP method based on the present criteria.

Criteria:	Alternatives:
1.Environmental Policies	1.Beysehir
2.Infrastructure Policies	2.Seydisehir
3.The quality of city texture	3.Ilgın
4.Regard of local production and products	4.Bozkir
5.Society and hospitality	5.Huyuk

Required research is conducted for paired comparison determining the criteria and alternatives. Comparisons are done based on the slow city criteria and comparing the districts of Konya as in “How important is X alternative to Y alternative according to criterion?” and these are valued according to 1-9 scale.

Below are table outputs of Expert Choice packaged software. In order for a comparison matrix to be consistent, the greatest eigenvalue (λ_{max}) of it must be equal to matrix dimension (n). Consistency rate lower than 0.1 indicates that matrix of comparisons is consistent. That each matrix is consistent is observed in the bold prints in the figures below.

Some parts of the AHP method carried according to the existing criteria and alternatives on the Expert Choice packaged software are presented below.

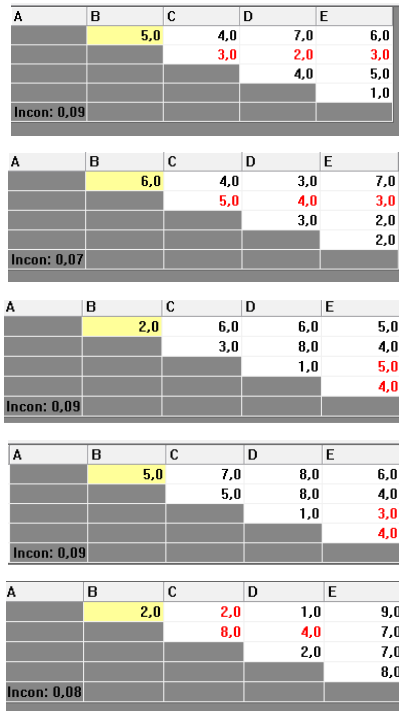


Figure 1. Comparison of alternatives

C.P	A.P	K.K	Y.U	T.K
	5,0	3,0	5,0	3,0
		4,0	1,0	2,0
			6,0	1,0
				2,0
Incon:	0,04			

Figure 2. Comparison of criteria

TABLE IV. WEIGHTED SCORES FOR THE DISTRICTS

Beysehir	Seydisehir	Ilgın	Bozkir	Huyuk
0.4332	0.1195	0.2152	0.0754	0.0700

V. CONCLUSION

Beysehir, with its score of %43.3, is found to be the best option to be a slow city among the alternatives according to the calculation of criteria, sub-criteria, alternatives and weighted scores of sub-criteria. Beysehir, which is quiet, plain, preserving the identity, modern and conventional is a type of city that involves history, cultural heritage with its students, residents and visitors.

In this sense, slow city movement brings forth a calmness of soul or a peaceful city life. For the time being, living in a slow city, managing it means having an ordinary life style. What is meant via this is being less crazy, slower but more humane, more respectful to environment, past and future generations [15]. Actually, in a world that everything is becoming straight, creating living areas in where traditions and history can be seen from a both modern and cultural point of view is a requirement for both us and the visitors.

Slow city concept is perceived as an innovative approach in tourism sector. Modern tourists are tired of crowd and seek new healthy alternatives.

Consequently, this change in the image of tourism for becoming a sensitive society and conscious consumer, provides us with the sustainability of both nature and our culture and also increases the tourism awareness. Turkey has many settlement meeting these conditions not only in Konya but also in many other cities. The main point is, more studies need to be conducted in order to bring tourism in a better position in such places.

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