

The Contribution of Sustainable Tourism to Quality of Life in Kastamonu, Turkey



Bogazici University
Department of Tourism
Administration & Sustainable
Tourism Management



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Definition of the Project

Theme: Sustainable tourism development as a means for improving the life quality of Kastamonu residents.

Time Frame: 08.08.2014 - 20.08.2014

Project Members: 8 students and 1 faculty member from San Diego State University, 10 students and 2 faculty members from Bogazici University.

Place: The city of Kastamonu

Day 1: Istanbul

Joint meeting on the program goals at Bogazici University
Tour of the university after the morning session.

After lunch, a workshop was organized by Mehmet Ulus and Begüm Aydın on Sustainable Tourism Development.



Day 2: Istanbul

Old City- Sultanahmet

Petek Goker, our faculty member organized a two day program in Istanbul.





☞ **Day 2: Istanbul**

☞ Hagia Sophia Museum

☞ Yerebatan Cistern

☞ Hippodrome

☞ Topkapı Palace



Day 3: Istanbul



☞ Students were exposed to cultural pluralism in Turkey.



Day 3: Istanbul

- ☞ Taksim- Gezi Park
- ☞ Istiklal Street
- ☞ Sent Antuan Church
- ☞ SALT Contemporary Art
- ☞ The district of Pera
- ☞ Galata Tower
- ☞ Karakoy

Seattle Area Happiness Initiative

- ☞ The students were asked to evaluate tourism development in Kastamonu using Seattle Happiness Initiative.
- ☞ The Happiness Initiative measures happiness along nine domains of wellbeing:

Material Wellbeing

Governance

Environment and Access to Nature

Health

Psychological Wellbeing

Time Balance

Community

Culture

Education

Kastamonu Project

- ☞ In the pre-planning stage of the project, faculty members had carefully chosen the sites to be visited in Kastamonu.
- ☞ For instance the visit to Loc Valley was structured so that students could study four indicators of the Happiness Index at the same time:

1. **Community:** Hydro-electric power plant project, meet with activists and NGOs

2. **Environment:** Canyon visit

3. **Culture and Time Balance:**

Taste local food

4. **Psychological Wellbeing:**

Visit villagers in their own houses, opportunity for interactions



DAY 4 : SAFRANBOLU



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- ☞ On the way to Kastamonu the group visited an important tourism destination, the town of Safranbolu.
- ☞ The city has been on the UNESCO World Heritage List since 1994.
- ☞ Safranbolu possesses well preserved Ottoman era houses and attracts both domestic and international visitors throughout the year.

DAY 4 : SAFRANBOLU



Students had the opportunity to learn about local craft making.

They also studied gift shops and tourism products that Safranbolu offers to visitors.



Trip to Kastamonu

Safranbolu on the way to Kastamonu the group visited an important tourism destination, the town of Safranbolu.

- ☞ The city has been on the UNESCO World Heritage List since 1994
- ☞ Safranbolu possesses well preserved Ottoman era houses and attracts both domestic and international visitors throughout the year.

Day 5: Loç Valley



Day 5: Loç Valley





Lunch

- ☞ Village women had prepared local food to be served in the picnic area.
- ☞ The group members stated that they had never tasted such food before.
- ☞ The menu was prepared by using herbs, green vegetables and other ingredients that are found in the nearby hills



The group shared their food with the villagers. There were also activists among the villagers that took strong stance against HES. Students used this opportunity to converse with the villagers and gather their opinions on the construction of HES.

Day 5: Loç Valley

- ☞ The group continued their journey to the Devrekani River, where HES is planned to be built.
- ☞ Both locals and visitors use the river for swimming. There is also high interest to visit the inside of the canyon.
- ☞ The project group realized how important the area is for the livelihood of the of the community.



Day 6: Kastamonu Downtown



- ❧ North Anatolian Development Agency (KUZKA)
- ❧ Bogazici University Sustainable Tourism Master Program students presented a summary on the topic of “Quality Of Life Indicators In Kastamonu”.





North Anatolian Development Agency (KUZKA)

KUZKA specialist Serife Ozturk gave a presentation on the topic of “KUZKA Financed Tourism Projects in Kastamonu”.



Kastamonu City Center and Governance

- KUZKA received these questions from the audience:
- How are the social indicators used for tourism development?
- What are the main indicators used?
- What kind of investors do you seek?
- What are your priorities for the next five years?

Kastamonu City Center and Governance

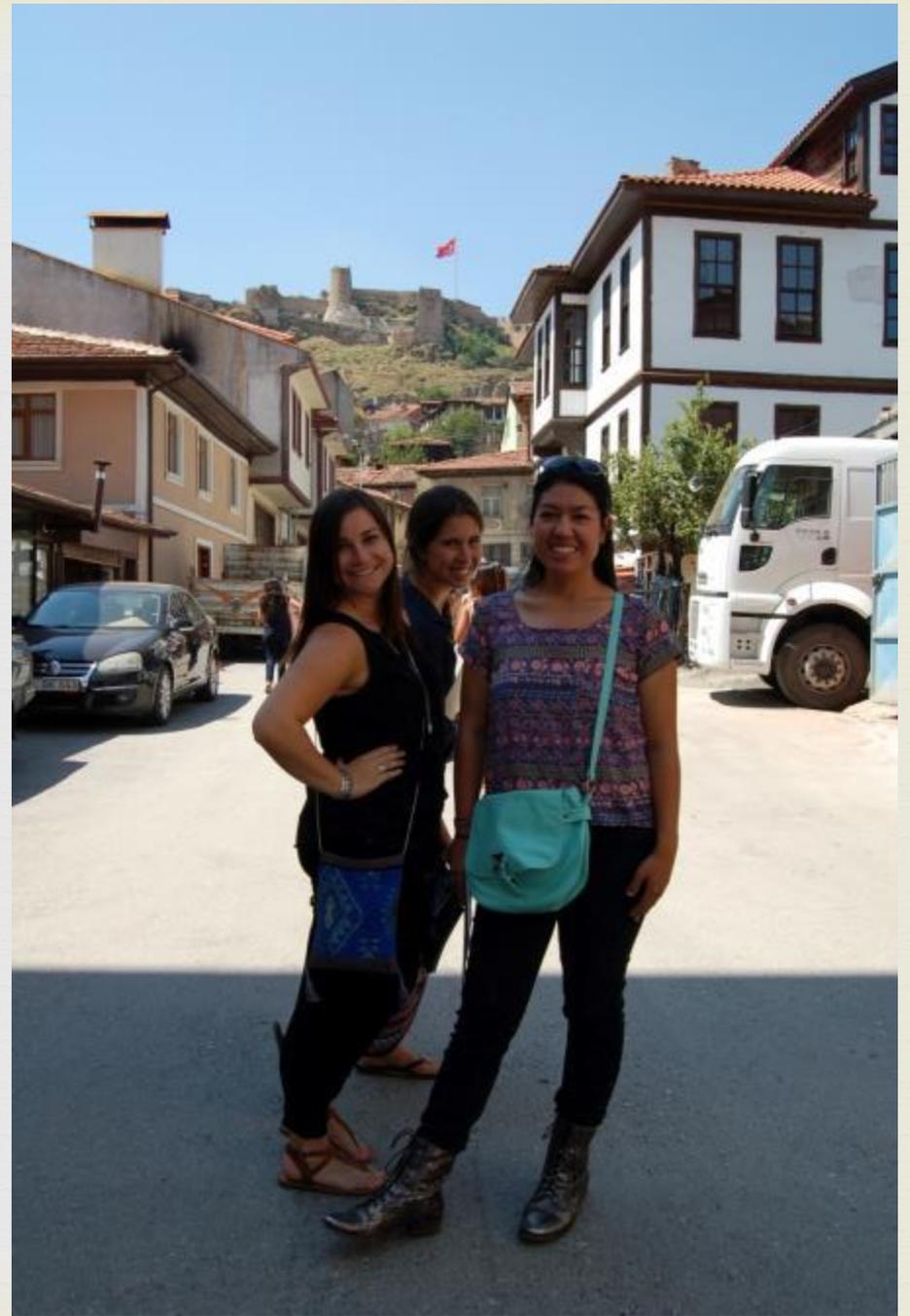
- ☞ Visit to a project sponsored by KUZKA
- ☞ HAMAM (Turkish Bath)



Day 6: Kastamonu Downtown



☞ Visit to the City Museum and the Government House





Day 6: Kastamonu Downtown

Visit to the Chamber of Commerce

- ☞ Project coordinators explained the scope of our student project to the Chamber of Commerce Board. The group had lunch at the Center as they posed their questions to the board members.



Kastamonu City Center and Governance

☞ Visit to the Chamber of Commerce

Some of our questions were:

- ☞ How interested is the community in tourism activities?
- ☞ Are tourism investors from the local community ?
- ☞ Why don't local businessmen invest in sustainable tourism projects?



Day 6: Kastamonu Downtown

Kastamonu City Center and Governance

☞ Visit to the City
Tourism and Culture
Department



☞ The official visits
came to an end with
this one and the
group moved to the
downtown.



Day 6: Kastamonu Downtown

Kastamonu City Center and Governance

- ☞ In the city center students visited Munire Sultan Foursquare (the old town area).
- ☞ At the Munire Sultan Foursquare (the old town area) they spoke with the locals and visited the retail shops that sell local handicrafts and food items.



Day 7: Küre National Park



Azdavay

- ☞ Upon arrival the group met with the Azdavay Mayor, Osman Nuri Civelek.
- ☞ Mayor explained special cultural values of the town. Students witnessed that the local women continue to wear traditional dresses (since 500 years).
- ☞ Students evaluated whether the development of tourism would harm authenticity in the area

Day 7: Küre National Park

The group gathered information on:

- ❧ Possible tourism products (honey, linden)
- ❧ Accommodation facilities
- ❧ New eco-tourism projects in the area.





Dr. Ismail Mentés, the founder of the Kastamonu Ecotourism Association (KED) guided the group through Kure Mountains National Park.



DAY 7: Azdavay, Horma Canyon

- ☞ Dr. Mentés gave details on a new project that was to be started soon after our visit.
- ☞ The project that is partially funded by the European Union will enable people with disabilities to visit the area.



DAY 7: Azdavay, Horma Canyon

- ☞ Dr. Mentés showed some of the endemic plants and animals in the region as students walked through the forest.
- ☞ After completing the trail students realized how important it is to preserve this very special national park and the fourth largest canyon in the world.





Day 8: Küre & Abana



Küre Local governor informed students the following topics;

- ☞ Local products and their new brand «From Küre» and the new website for online sales of local produce
- ☞ www.kureden.com
- ☞ How these projects aim to support local people



- ❧ Kure is a great example of a community that has involved and educated the locals about tourism
- ❧ Local governor showed that the new brand which is name of KURES. This project enabled local people to improve both economic and social status

To study for the project



Day 9: Before Taşköprü

Before went to Taskopru, students shopped local market because they cooked meal for Sevgi Evi's students the day after.



DAY 9:TASKOPRU

Women produced Siyez Bulghur. They explained to how process to produce the bulgur.





Garlic Harvest

- ❧ The aim of this part of the project was to evaluate “*community and material wellbeing*” dimensions of the Happiness Index.
- ❧ The Chairman of the Taskopru Chamber of Commerce welcomed the group to the farm. In his speech he addressed the importance of garlic as a source of income for the community.

Garlic Harvest

☞ Students sat in groups with the women of the farm and learned how to process garlic and put them into bunches ready for sale.



Garlic Harvest





Farmhouse

- ∞ The project group had lunch with the locals.
- ∞ Some of the students even tried to learn local cooking techniques .



DAY9 :TASKOPRU

The Antique City of Pompeipolis

- ∞ The group visited the archeological site in which excavations have been ongoing since 1994.
- ∞ The city is believed to be built by Romans in 64 B.C.
- ∞ Team of archeologists briefed the group on the progress of the excavations.



∞ The Antique City of Pompeipolis



The Antique City of Pompeipolis

Students considered whether it would be possible to open the archeological site for visitors during the excavations, and whether this could be done without disturbing the progress of the excavations.

They also evaluated how this site could become part of sustainable tourism development



- ❧ **The Antique City of Pompeipolis**
- ❧ Dr. Latife Summerer stressed the importance of including locals in the process for long term sustainability of their project.
- ❧ Currently a student from Bogazici University History Department, who is a resident of Taskopru voluntarily works at the excavation site.



Involvement with the Community

- ☞ Students cooked meal for Kastamonu Sevgi Evi's students.
- ☞ Students give a short workshop about tourism departments like Event ,Food and Beverage , Front-Desk.
- ☞ After the work-shop, students ate lunch together, conversed with each other, played game







Day 11: Kastamonu



PRESENTATION DAY

Presentations

- ☞ Each night students worked with their groups on their projects.
- ☞ They continued their work on the day of the presentations.
- ☞ They were evaluated against criteria like their “oral presentations, description of core issues, application to tourism, group recommendations and visuals”.



- Each group was given a total of 20 minutes for their presentations.
- Representatives from the Development Agency (KUZKA), Kastamonu Governship of Project and Coordination Center, Ecotourism Association and tourism business investors listened and evaluated the projects.



Presentations

Students were asked to answer the below questions in their evaluations:

- ❧ Brief overview of what each indicator means and how it connects to sustainability in the Kastamonu community.
- ❧ Describe ways in which residents can achieve sustainability through tourism development in the Kastamonu community.
- ❧ List interesting sustainability related facts in the Kastamonu community.



Presentations

- Each group received plenty of comments and questions after their presentations from the audience.
- They received their final evaluations after all the evaluation forms have been processed.



Day 12

Ortakoy- Bosphorus Boat Tour



During their stay in Istanbul the group had the opportunity to visit historical sights of the city as well as more contemporary places.

Thank you for your interest!



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