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The Golden Horn: Potentials on Touristic and Cultural Identity

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46th Congress of the European Regional Science Association (ERSA)

"Enlargement, Southern Europe & the Mediterranean"

The Department of Planning and Regional Development, University of Thessaly and the Greek section of ERSA

The Golden Horn: Potentials on Touristic and Cultural Identity

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ABSTRACT

Cities are places where human needs such as: settlement, residential accommodation, work places, recreation and entertainment are satisfied, services are provided. Social and cultural aspects of the city are the most important features which are in a continuous development. Urban identity in this respect is very vital for cities in order to survive as a living organism and provide livable environment for the urbanites. As a world metropolis Istanbul is a unique city with her natural environment, historical and archeological heritage and very vivid sociocultural life. These features provide a rich identity and at the same time allow for a powerful urban image. Her silhouette created by physical elements and historical architecture is very impressive. Golden Horn being a gulf along the Bosphorus is an important element of the urban physical structure and has a special role in the historical and cultural life of Istanbul. Within the comprehensive image of the metropolitan Istanbul, it is a sub-region with strong elements of identity. These elements can be identified by the data related to the natural, cultural and human environment. Golden Horn sub-region should be evaluated after a meticulous assessment of the touristic potential, quality of urban services provided and a comprehensive investigation on the sub-regional identity. During the last two decades local governments have frequently displayed a fragmented approach in the preparation of area developmental plans without any research on identity. One of the main objectives of this study is to provide a comprehensive investigation on the identity elements in order to constitute a base for future improvement and physical planning studies. Another important aim of the study is the definition or delimitation of an historical sub-region of Istanbul. The end products of this study will help to determine the policies and plans to enhance the economic base of the area, to define the physical, cultural and social elements of the identity of the Golden Horn region

The Golden Horn: Potentials on Touristic and Cultural Identity

Introduction:

There are plenty of elements can be considered in term of urban identity. Globally terms the urban identity varies from historical periods or geological boundaries like Mesopotamia. Generally the urban identity of a city is consisting of its buildings and open spaces, historical background and socio-cultural heritage. Societies interact with these social and cultural elements and enrich their life quality. Those preserved buildings and spaces keep the public perception of city identity vital.

Istanbul as a world metropolis host different kinds of identity elements at the same time beside other cities. Natural, historical and Archeological values and socio-cultural structure within that gives the unique value. Golden Horn is not only with her powerful silhouette and image, but also with a strong social structure as well. The Golden Horn is the most important part of Istanbul in historically and physically. Changed in the periods of time physically and socially layered and each layer give the previous cultural identity elements to the new ones. In last two decades the local authorities tried to plan and enrich these identity elements in Golden Horn. Istanbul region has abundant tourism potentials and any kind of investment on sub regions has to be evaluated in segments basis as well. These plans have to consider of urban identity elements in a tourism development approach. In general terms of planning approach the full scale urban identity research is never been stated and fragmented planning approach done so far.

There is a strong urban identity change occurring in Golden Horn. In historical perspective harbor, resort, industry and recreational urban identity transformation happened. In this paper the identity transformations have been studied as a tourism potentials. Urban identity elements distribution among Golden Horn has been studied and visual analysis with surveys to public also conducted. As a result of the analysis and surveys the most important tourist potentials areas are under danger of inappropriate land use.

Tourism Potential:

The recent strategies for tourism emphasizes the broad range and complexity of tourism. For most of us tourism is simply the bussines of going on holiday. But tourism covers a multitude of leisure-time activities ranging from sightseeing and shopping to attending sport events or visiting friends anf relatives. Now film tousim, farm tourism, specialist activities and interests of every kind are extanding tourism in new ways and into new regions. Business conferences, trade fairs, study courses and language learning spread the net wider still. (DCMS 1999).

DCMS suggests that tourism has tremendous potential to benefit local communities, especially in areas where traditional industries or agriculture are in decline. It can contribute to:

- The regeneration of urban and rural areas
- The preservation and re-use of existing resources (Such as historic buildings)
- The protection and enhancement of the local environment

Tourism is presumed to have such widespread, potentially positive, impacts because of the wide variety of activities and service provision on which it depends-transport, a accommodation and a wide variety of attractions.

Tourism, particularly is coastal and rural areas, can support standards of sports facilities that would otherwise not be available to local residents (Jackson and Glyptis,1992). Marina and dockland facilities provide tourist and supports amenities, alongside hotel and entertainment facilities. Consequently, outside the specialist hospitality, travel and tour sectors the indirect effects of tourism are considerable. this presents a problem that many tourist are attracted by museums, country side and the arts, it can be argued that this make the case for such services, as they serve to attract tourist expenditure. On the other hand it is also possible to make the case for tourism, such as expenditure often underpins the viability of such services.

Measuring the impact of tourism and attributing the associated benefits is generally undertaken under four broad categories (Mathieson and Wall, 1982)

- Economic this includes a wide range of impacts –employment, income, foreign exchange, business development, inward investment, skills/training.
- Environment this includes the build and natural environment, heritage, conservation, open/green space and urban/rural regeneration.
- Cultural this includes a wide range of activities included in the arts, heritage, national and civic pride, cultural diversity, "rights" (UN Declaration of Human Rights), European Common Culture (EU Maastricht Treaty)
- Social this is a diffuse category which includes personal and social health, exchange, people with disabilities, social cohesion, education and visiting friends and relatives.

Such effects overlap and vary widely according to the policy or geographic context-it is often difficult to allocate "tourism effects" to any single category.

The economic benefits of tourism are substantial, with tourism and related transport sectors commonly referred to as the largest industry sector in the world.

In 1999 travel and tourism accounted directly for 4.4 percent of the world's total GDP, worth \$ 1,328 Billion, with the tourism economy (including multiplier effects) representing 11,7 percent og GDP, worth \$ 3,549 Billion. This translated to 3,1 per cent of direct employment, or 8,2 percent in total employment effects (World Travel and Tourism Council, 1999).

In the 15 EU member states, trousim is estimated to represent 5.5 percent of GDP and 6 percent of all employment- equivalent to nine million jobs. When the travel industry is included, ehis rises to over 13 oercent and accounted for over 15 percent of capitaş investment in 1995. tourism accountx for more than 30 percent of external trade in services in a EU (CEC, 1996)

Tourism Potential Of Turkey

Turkey has a share of 2.5% in the world tourism market. The country, which registered tourism revenue of \$15.9 billion in 2004, ranked the eighth country in the world in terms of biggest tourism revenue after China.

The tourism has enjoyed rapid growth for most of the past two decades. The number of tourists who visited Turkey increased to 14 million from a mere 1.6 million during 1983-93, while the direct tourism revenues increased to \$9.7 billion from \$411 million during the same period.

The sector reached new heights during the last few years. Turkish tourism revenues in 2005 realized as about \$18.2 billion, an increase of 118% over the past three years.

It ranks among the world's most visited countries, with a record breaking 21.1 million in 2005 (20.4% growth) and 17.5 million in 2004 (24.9% growth). In 2005, the growth ratio of Israel and Croatia in terms of arrivals was 7%, and in Spain 6%. The number of tourists worldwide increased 5.5% last year. The World Tourism Organization Turkey set the target of 30 million tourists for Turkey in 2010. However, with its performance in 2005, Turkey has already exceeded this target and unofficial target is currently 50 million tourists by 2010.(www.turkey-now.org)

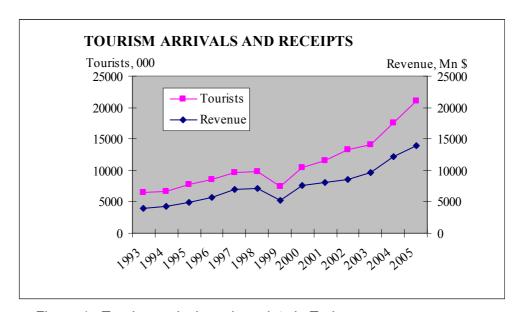


Figure 1: Tourism arrivals and receipts in Turkey

Around 32,000 bed capacity is being added annually in recent years. An estimated \$700 million was expected to be invested in the sector during 2005, but more new bed capacity is needed both in Istanbul and Central Anatolia and Black Sea, while Antalya region desperately needs investments to lengthen the tourism season, such as golf, health, shopping and entertainment facilities. An emerging trend in the past few years is the boutique hotels. Their number has reached 500, of which 150 being in Istanbul. And 60 more are expected to be opened by end-2006. However, the chairman of the Turkish Hotel Owners Association said that a small portion of these are boutique hotel in reality and tourists coming for Istanbul and other historical places would expand to a great extent if their number increases.

Over 60% of the tourists come from OECD countries, and average date of accommodation is 10.5 days. In 2004, visitors from the OECD and EU countries comprised 61.7%, and those from Asian countries 9.3% of the total arrivals. Germany continued at the top of the visitors with 3.98 million visitors. Second came the Russian Federation and CIS with 2.79 million arrivals, followed by the United Kingdom with 1.38 million. The top tourism markets also included Bulgaria and the Netherlands, with 1.31 and 1.19 million visitors, respectively.

Opportunities

Turkey remains well placed to increase its share of a growing international tourism market. Projections made on the tourism developments point out to the need for new investments, including accommodation and infrastructure. The bed capacity is about 450,000, while the expectation of 50 million tourists by 2010 requests that the bed capacity will rise to well over 1 million. The chairman of the Tourism Investors Foundation said that they expected \$10 billion investments for hotels, marinas, golf courses and shopping centers only, disregarding infrastructure work required. He stated that Istanbul, in particular, needed to increase its current 5-star bed capacity considerably. The April 2006 report of GYODER (the Association of Real Estate Investment Companies) stated that Istanbul needed an additional 91,325 beds by 2015. Assuming that this requirement is met through five and three to four star hotels, 60 five star and 276 three star hotels are needed only in Istanbul. Istanbul topped the list of hotel occupancy rate list in 2005, a study by Deloitte Moscow stated. In income per room, Istanbul ranked second after Moscow. The government extends generous incentives for tourism investments, including allocation of land.

	No of	Foreign	Growth	Receipts	% Share
	Beds	Arrivals, Mn	%	\$ Mn	in GNP
1995	265,000	7.7	-	4,957	3.3
2000	322,000	10.4	39.3	7,636	3.8
2001	350,000	11.6	11.4	8,090	6.9
2002	393,374	13.2	14.1	8,481	6.6
2003	420,697	14.0	5.8	9,677	5.5
2004	430,000	17.5	24.9	12,124	4.0
2005	450,000	21.1	20.4	13,929	n.a.

Figure 2: Selected tourism indicators for 1995-2005

Infrastructure needs to be developed in general, and particularly in the area of transportation, including flights from the Gulf and internal flights. The state has already shifted its support from superstructure financing to the development of transportation. Transportation investments obtained the greatest share in the 2005 and 2006 consolidated budget. The recent end to the monopoly of THY, the Turkish flag carrier, allowing private airlines to operate scheduled domestic air transport, as well as government plans to privatize airports comprise steps taken in this direction.

Cultural tourism and faith tourism is increasingly gaining recognition as an area of strong tourism potential and, presents further scope for development. But this requires improving access and infrastructure and hence considerable future investments. Meanwhile, historical sites will now be opened to investors through a build-operate-transfer (BOT) model – bringing private capital into the preservation, renovation and marketing of these attractions.

Turkey needs to diversify alternatives in tourism, extending the triangle of sun, sand and sea to include golf, football, sports, conferences, thermal, yacht, surf and faith tourism.

Within the "100 golf courts in 4 years" project developed by the Turkish Golf Federation, an additional income of \$1 billion is expected to be generated, and some 100 golf courses are expected to be built in the mid-to-long term. The first golf club was founded in 1985. Currently 12 golf courses (of which three are driving range) are operating and there are projects of setting up new golf courses in various regions. Many foreign real estate and insurance companies have been looking for places in the Mediterranean and Aegean regions suitable to combine golf facilities with the residential units on one site. A sectoral expert has recently stated that 23 foreign investors have contacted him since the beginning of 2005 and he calculates that these investments represented sales of \$16 billion worth of housing units only.

Turkey ranks seventh in the world with its 1,300 thermal resources. Thermal water in Turkey is of a better quality than the other springs in Europe. Thermal tourism has been one of the alternative tourism branches in recent years and due to the increase in the elderly population in Europe, a new market for treating diseases connected with the old has emerged. There are 240 hot spring resorts in Turkey. The joint investment, Pamukkale Thermal Cure Center, started by Turkey and France in Denizli in 2005 at a cost of \$45 million is an important step in this field. The center will serve for 1,500 people in one day and the visitors are expected from the European countries.

An important new development is towards receiving incoming patients from European and Middle Eastern countries for treatment in Turkey. The country has raised its profile as a destination for health tourism. The health tourism has the potential of making important contributions to the economy.

Alacati in the Aegean region became a favorite place for surfers due to its calm sea and natural harbor despite the continuous wind. Interest is growing and new branches of surfing are being introduced each year.

Turkey is developing fast both as a yacht production and yachting centre, with 20 marinas in operation, nine under construction and four planned. However, the mooring capacity has not developed yet despite its shores of 8,500 km and Turkey enjoys a share of less than 1% of the 650-700,000 yachts traveling in the Mediterranean. Current mooring capacity is about 7,000 compared to 120,000 in France and 85,000 in Italy.

Istanbul, with her natural beauties and rich history, is a town with high local and international tourism potential, and from this view point one of the most attractive towns of the world. Besides her natural beauties, Istanbul has a lot of historical works remaining from the Byzantium and Ottoman periods. Especially the trio of Topkapi Palace, St Sophia Museum located in Sultanahmet Section and the Kariye Museum are the places which attract the utmost interest of foreign tourists. 870,000 persons have visited the Topkapi Palace in 1997. Number of persons visited the St Sophia Museum during the same period is 650,000. Touristic significance of mosques such as Sultanahmet (Blue Mosque), Süleymaniye and magnificient palaces, fountains, tombs, founded charities (such as roads, public water distribution points), Turkish baths; historical structures like churches, cisterns, walls etc. remaining from Byzantium period is great.

Impact of Golden Horn Sub region Urban Identity on Tourism:

The History of the Golden Horn

The Golden Horn was shaped in the second and third time of tectonic movement at the same break points with Bosporus line. After the end of fourth ice age water rise to form the latest shape of Golden Horn. First ages it was an quiet clean water with small green bays. At the end of Roman Empire and beginning of middle age as Istanbul expanding harbor area began to gain more and more importance. Golden Horn was the first settlement area of Roman Empire. At 14th century Galata began to develop and city growth accelerated. In 15th century the Ottoman Empire located inside the city as an result all the hills of Istanbul crowned with an mosque and has new sillouette. In 16th and 17th centuries urban areas widen to the outside the walls of city and new sub-districts emerged. Eyup, Uskudar, Kasimpasa and Galata emerged and developed in those years.

In 17th and 18th centuries Golden Horn was a recreational and historical place for Istanbul. On the both sides of golden horn there were small harbors and each of them is located around a sub-district called "mahalle". Between 1937 and 1951 Golden Horn was developed as industrial zone planned by Henry Prost. In 1951 new zoning regulation a development plan proposed massive demolition in golden horn and historical peninsula. Between 1984-1986 old industrial zones demolished by municipality forces to improve the quality of urban life in golden horn. Old buildings were destroyed without being considered as an identity element. After a decade Istanbul greater municipality propose a new plan for historical peninsula. In table 1 shows the historical development in golden horn.

Golden Horn Identity

The differences between the urban characters are defined in urban identity urban profile and urban image. The urban identity occurs in an very long time. Urban cultural level, architecture, local traditions, life style and quality forms the city (Wilberg,1993; Suher, 1995)). The elements of urban identity is consist of unique characteristics of city life and versatile. The elements of urban identity can be defined as Natural, Socio-economic and Physical environments of human constructed spaces. Natural environmental data includes climate conditions, water, vegetation, geological condition and general location. The difference between these factors identifies, defines and uniquely gives urban identity to a city (Ocakci, 1995).

The identity occurs from socio-economic environs is individuals and societies. The perceptions of conscious or unconscious individual on experiences, thoughts, behaviors, expectations from future and society, needs and requirements, traditions and beliefs forms the identity. Individual identity forms groups and society identity also (Ocakci, 1994). The form of the objects, structure, proportions, texture, material properties make the visual impact factor. The objects interaction with the built environment and cities other elements gives the location factor. The objects functional importance and value and meaning gained over time consists the meaning factor (Ocakci,1994). Urban identity elements has to be protected with respect to environmental conditions and interactions (Suher, 1995).

Urban identity elements of Golden Horn is studied in Natural, Socio-economic, Urban and Built environment topics.

Table 1. History of Golden Horn

Table1. History of Golden Horn					
No.	Roman period BC 7 to 324 AD	 Protected harbor First settlement area Golden horn begin to merge as the Byzantium starts to developed 			
	Byzantium period 324-1453	 To be the capital for the empire fosters its development Golden horn started to use as an harbor At 5th century walls of city expanded to cover golden horn At the golden horn coast line trade naval and religious buildings placed 			
	Ottoman empire period 1453-1700	 North end of city the galata began to merge City developing inside New sillouette on hills of Istanbul by mosques 			
	Ottoman empire	 New settlements emerges on the north and west side of golden horn New mansions and palaces build around golden horn Bridges constructed New settlements outside the wall emerged 			
	Turkish Republic 1929-1950	 Planned development started at republican period Golden horn began to develop as an industrial zone as planned Highway transportation starts to improve over sea transportation 			
	1950-1975 period	Massive demolitions and highway construction effecting silluette after 1956 Old city texture damaged			
	1975 to date	 Highly dense settlements 1984-86 demolitions around the old industrial zones of Golden horn 40metre altitude rule proposed by Prost was invalid and many low quality buildings merged 			

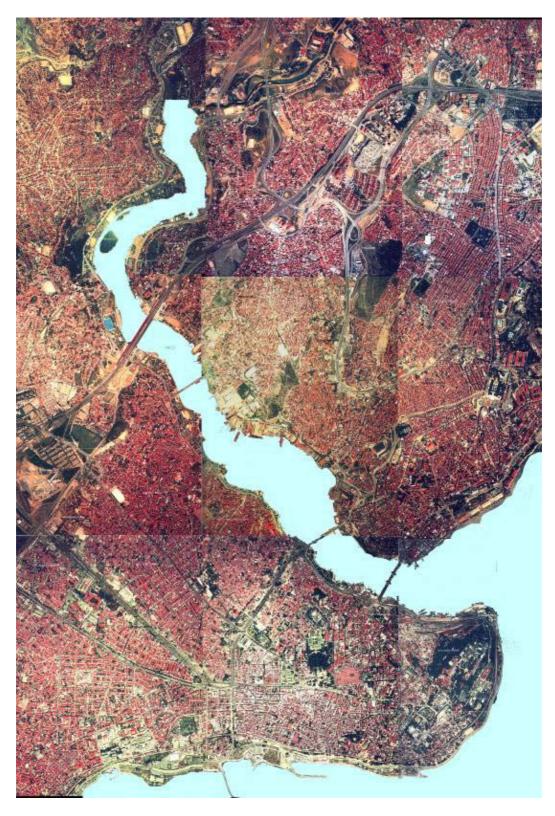


Figure 3: Aerial Photography of Golden Horn

Natural Environment

The golden Horn has an topography of descanding slope line to the Bosphorus. Important hills on the golden horn are topkapı palace hagi Sophia hippodrome (40 m), Çemberlitaş (55 m), Beyazıt and Süleymaniye Mosque (60 m) I Fatih Mosque (65m), Sultan Selim Mosque (60 m), Tekfur Palace – Blakerna Hill (60 m).

Natural urban identity element of Golden horn is found to be the water and topographic elements since Byzantium.





Socio Econiomic Environment

Golden Horn sub-region is surrounded by Eminonu, Fatih, Eyup, Kagithane and Beyoglu municipalities. These 2 coastal line is different in each neighborhoods Eminonu, Unkapanı, Cibali, Fener, Balat, Ayvansaray, Defterdar, Eyüp, Alibeyköy, Kağıthane, Silahtarağa, Sütlüce, Hasköy, Kasımpaşa and Karaköy.

In the nineteenth century Istanbul's population consisted of Muslim Turks, Orthodox Greeks, Gregorian and Catholic Armenians, Jews, Levantines and colonies of foreign merchants. This century was a time of modernisation and reform for the Ottoman Empire, and naturally the capital city was at the forefront of these changes.

Cultural structure of the Golden Horn is effecting the socio-economic identity elements. It is stated that from the diaries and drawings of the past travelers we can define the variety of the golden horn socio-cultural life. At the times of Mehmet the Conqurer first Jewish society was located around Bahçekapı and Eminonu and Armenian around Sulumanastır and Samatya. In 1454 the housing population of Christians are risen from 5162 to 5462 and jewish from 1647 to 2491 in 1489 (İnalcık, 1978)

In 16th century at Galata Muslims 535, Greek 592, European 332, Armenians 62 houses located in that district.

Cultural mosaic of golden horn consist of Haskoy and galata as an Armenians, Fener and Ayvansaray Greeks, Balat and Haskoy Jewish, Ayvansaray gypsies and Eyüp muslims.

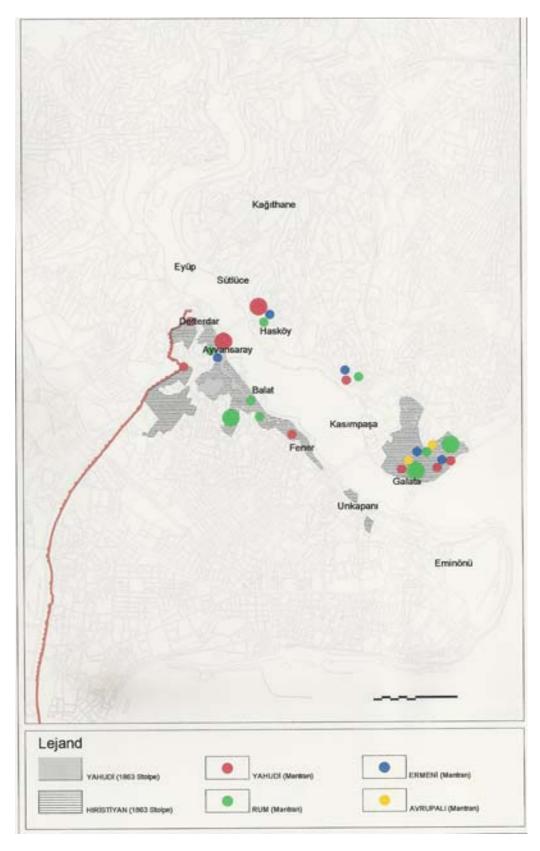


Figure 4: Cultural Distribution in Golden Horn

Urban Environment

Urban environment is one of the key elements of urban identity at Golden Horn subregion. Especially the harbor as an result of natural elements is preserved at all times. Natural and recreational facilities which consist of different cultures, built environment from time to time gives unique urban identity to golden horn. After new zoning regulations and industrial facilities location in bad conditions

A large summer palace was built on the banks of the Golden Horn in the Hasköy district at a time when this waterway still preserved its natural beauty; its name was the Tershane (shipyard) Palace. Apart from the royal suite, there were separate suites for the harem and the sovereign's mother, as well as Turkish baths in this beautiful palace, which stood on piles driven into the bed of the Golden Horn. The exterior of this residence is depicted in old paintings, which provides some clues as to its interior plan. It, was, however, demolished at the end of the l9th century to make way for the shipyards, and factories that Selim III wished to set up nearby. The Aynalı Kavak Summerhouse, a small but extremely ornate building, was built in the grounds of the old palace so that Selim would have somewhere to rest when he came to view the new facilities. This summerhouse was in accordance with Turkish architectural traditions and at, the same time, embellished with dazzling Baroque ornamentation. Unless most of the other palaces it has managed to survive intact, in a good state of preservation, to this day.

Built Environment

One of the main aspects of Urban identity elements is the Historical Buildings in Golden Horn sub-region. Architectural environment that gives as in the form, structure, proportion, location and meaning in the prospective of historical events. Most important built environment is Walls bridges, religious buildings, industrial facilities and housing.

The Galata Tower built in 1349 was part of the defences of the old Genoese city facing Istanbul proper across the mouth of the Golden Horn. Its original name was the Christ Tower. During Ottoman times it was used first as a prison and later as a fire tower.

In 1660, during the reign of Mehmed IV. (1649-1687), the Mısır Çarşısı (Egyptian Bazaar) was built, and between 1661 and 1663 the half-finished Yeni (New) Mosque was completed by Hatice Sultan. The ancient Hippodrome, known in Turkish as Atmeydanı, was used for playing the equestrian game of cirit (jereed) and for public celebrations of the circumcision of royal princes

The first bridge connecting the walled city of Istanbul to Galata on the other side of the Golden Horn was constructed in 1836. It was a pontoon bridge designed by Admiral of the

Topkapı Palace, which had been both the sultan's private residence and seat of government since the fifteenth century,

Buildings that forms the housing texture has important effect on golden horn built environment identity

Table 2: Civil Architecture Examples from Districts of Golden Horn

Fener





- 17th and 18th century Greek structures
- Generally 3 floors
- Rock and brick mixture material
- Magnificent entrances
- Narrow facade, big and closed balcony
- Thick walls, Rock console
- Oriel windowed
- Arched windows
- Fringe roofs

Balat





- · Generally 3 floors
- Attached or line-up houses
- Wood and Rock material
- 5 m height monumental entrances
- Rock material on all sides of walls and basements

Eyüp





- Ottoman period buildings
- Wooden construction
- · Generally 2 floors
- Oriel windowed

Ayvans





- Byzantium and ottoman period structures
- Wooden structures
- · Generally 2 floors
- Oriel windowed

Zeyrek





- Byzantium and ottoman architecture
- Narrow steeps
- Wooden houses and cisterns
- · Living spaces on the street side
- Variety of height and width of Oriel window

Galata





- Wooden houses before 19th century
 Rock Buildings after 19th century
- 3 or 4 floors attached houses
- · Rock coatings on walls
- Iron railings on the windows and balcony

The functional and identity distribution of the districts are listed below.

District	Function	Identity
Eminönü	Mosques-Trade-Harbor	Functional-Historical
Cibali	Industry - Workers	Functional
Fener	Patriarchate-Greek-Urban Texture	Religious-Cultural
Balat	Jewish – Urban Texture	Religious-Cultural
Ayvansaray	Dockland - Palace	Functional-Historical
Eyüp	Muslims	Religious
Kağıthane	Sadabad – Recreational	Cultural
Sütlüce	Butchery	Functional
Kasımpaşa	Dockland	Functional
Galata	Non Muslim - Trade	Functional - Religious

Conclusion

In this paper the elements of the Urban identity on Golden Horn Sub-region is studied. This Urban identity transformation from Byzantium to Ottoman and Turkish Republic has deep effects on social and economic life of its inhabitants. This stituation brings with the strong urban identity at all times of history. But contorary to its past life Golden horn is in an totally different conditions, in danger of loosing its identity elements both physical and social context. Many misguided applications and depreciations on old buildings with fragmanted planning regulations for social economic life cycle of Golden Horn subregion brings the area in extensive problems.

Inorder to preserve and protect the Golden Horn urban Identitys socio-economic activities must be supported also. And this can be achieved with the guidance of scientificly guided top level planning regulations and sustainable tourism approach. Golden Horn region should be supported to be cultural and art center for touristic activities. In difinition of these acitivities water and topography element should be considered. Water and the harhor has strong level of identity and also be in the touristic planning regulation on first priority. To cosider Golden horn sub region as a whole at planning level in the near future could make Golden Horn the new cultural attraction node as well.

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