



## A TYPE OF LAND USE SPECIFIC TO TOURISM URBANIZATION IN KUŞADASI: TOURISM BUSINESS DISTRICT<sup>1</sup>

### *Kuşadası'nda Turizm Kentleşmesine Özgü Bir Arazi Kullanım Türü: Turizm İş Alanı*

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### Abstract

Tourism urbanization is a consumption-based urbanization model, which is unusual in terms of urbanization history. For this reason, it is necessary to discuss the concrete reflections of tourism urbanization on urban space through city and consumption. The present study aimed to draw the theoretical framework of "land use difference in tourism cities", which is evaluated within the spatial differentiation parameter as one of the indicators of tourism urbanization. In addition, the study also aimed to put forth conceptual and functional approaches towards the tourism business district. The city of Kuşadası, where the study's empirical analyzes were carried out, was chosen as the research area in line with these purposes. In the study, first, a meta-analysis of the literature addressing the land use difference in tourism cities was conducted, and a field study was carried out by determining the boundaries of the tourism business district of Kuşadası. Then, the Kuşadası tourism business district map was drawn after making the functional classification of the businesses in the research area. The findings revealed that the Kuşadası tourism business district is appropriate for the models in the literature in terms of form, structure, and functional characteristics.

**Keywords:** Tourism urbanization, tourism business district, recreational business district, land use, Kuşadası

### Öz

Turizm kentleşmesi, kentleşme tarihi açısından alışlagelmışin dışında, tüketime dayalı bir kentleşme modelidir. Bu sebeple turizm kentleşmesinin kentsel mekân üzerindeki somut yansımalarını kent ve tüketim üzerinden ele almak gerekir. Bu çalışmada turizm kentleşmesinin göstergelerinden biri olarak mekânsal farklılık parametresi içerisinde değerlendirilen "turizm kentlerindeki arazi kullanım farklılığının" kuramsal çerçevesini çizerek, konunun Kuşadası örneğinde incelenmesi amaçlanmıştır. Diğer yandan turizm iş alanına yönelik kavramsal ve fonksiyonel yaklaşımlarda bulunulması çalışmanın bir diğer amacıdır. Ampirik analizlerin gerçekleştirildiği Kuşadası kenti söz konusu amaçlar doğrultusunda araştırma alanı olarak seçilmiştir. Çalışmada öncelikle turizm kentlerindeki arazi kullanım farklılığını ele alan literatürün meta-analizi yapılmış, Kuşadası turizm iş alanının sınırları belirlenerek alan araştırması gerçekleştirilmiştir. Daha sonra araştırma sahasındaki ticarethanelerin fonksiyonel sınıflandırmaları yapılarak Kuşadası turizm iş alanı haritası hazırlanmıştır. Elde edilen bulgular Kuşadası turizm iş alanının form, yapı ve fonksiyonel özellikler açısından literatürdeki modellere uygun olduğunu ortaya koymuştur.

**Anahtar Kelimeler:** Turizm kentleşmesi, turizm iş alanı, rekreasyonel iş alanı, arazi kullanımı, Kuşadası

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## 1. INTRODUCTION

Urbanization movements in Turkey have occurred due to different reasons. Industrialization, political reasons, developments in the tourism sector, direct and indirect effects of terrorist incidents, the establishment of universities constitute the main ones of these dynamics. The urbanization literature in Turkey has addressed the periods of rapid urbanization (1950-1960-1970s) (Darkot, 1966; Tümertekin, 1973; Emiroğlu, 1975). In addition, it is noteworthy that there are also studies that took into account the neo-liberal urbanization processes experienced after the 1980s and examined the urbanization phenomenon by dividing it into certain periods. These studies classified urbanization into the urbanization of the nation-state (1923-1950), the urbanization of the labor force (1950-1980), and the urbanization of the capital (after 1980) (Eraydın, 1988; Şengül, 2009; Keleş, 2015; Uğur & Aliaoğlu, 2018). Some studies put forth the basic dynamics of urbanization using certain models. Işık (2005) discussed the urbanization models in our country under three headings, namely urbanization models based on industrialization, tourism, and terrorism.

One of the urbanization models seen in international tourism centers in our country, especially in the Aegean and Mediterranean coasts, is the “tourism urbanization” model (Işık & Zoğal, 2017). According to Mullins (1991), one of the first to use the concept of tourism urbanization in the literature, tourism urbanization refers to a type of urbanization that offers a wide variety of consumption opportunities to tourists, especially entertainment, pleasure and rest, and to the rapid development and growth of settlements where most of these services are aimed to be consumed in a short time. In other words, it is possible to define this urbanization model as the increase/intensification of the population of a settlement that emerged/developed with the development of tourism, the change in its socio-economic and socio-cultural structure, the spatial expansion, and the transformation of its spatial texture.

The relationship between city-urbanization and tourism activities has attracted a lot of attention in recent years (Young, 1983; Emekli, 1994; Gladstone, 1998; Allen, Lu, & Potts, 1999; Dökmeci & Terzi, 2003; Timor, 2004; Bozyer, 2008, Akış, 2011; Pekpak, 2012; Baidal, Sanchez, & Rebollo, 2013; Kapluhan, 2014; Sauter, 2014; Sabancı, 2016; Işık & Zoğal, 2017; Ridolfi, Puyol, Ippolito, Saradakou, & Salvati, 2017; Kapan, 2018; Kapan & Timor, 2018; Akengin & Dinç, 2020b). Although interest and awareness regarding this subject have increased recently, the studies on tourism urbanization in the literature are

surprisingly limited considering that tourism is one of the fastest-growing industries in the world and affects urbanization (Mullins, 1991).

A few studies emphasized the conceptual framework of tourism urbanization and revealed the effects of tourism on urbanization in terms of demographic, social, economic, and spatial aspects. However, it is known that tourism cities have their own characteristics. Some studies addressing tourism urbanization put forth this through parameters (Mullins, 1991; Işık & Zoğal, 2017; Akengin & Dinç, 2020b). The parameters in question can be listed as “spatial differentiation” (spatial development/morphological difference/land use difference), “different population and migration structure” (rapid population growth and high internal migration with the development of tourism), “mass and special pleasure consumption”, “foreign population activity”, “rapid growth and structural change of the labor force” and “touristic indicators”.

One of the issues that should be addressed under the heading of spatial differentiation, which is an important parameter of tourism urbanization, is the land use difference in tourism cities. The land use difference in tourism cities reveals the changes and transformations stemming from tourism (Akengin & Dinç, 2020a). The most important of the areas where land use difference in tourism urbanization is effective is undoubtedly the commercial districts that form the core of tourism cities. At this point, it is possible to state that a shopping center/business district with a different structure has developed in the land use of tourism cities, mostly in the resort settlements by the sea (Özgüç, 1977).

These concrete changes in the use of space in tourism cities have begun to draw attention in the literature, and an effort has been made to introduce special concepts that can be related to each other and can be memorable such as “city-tourism-business district”. Ironically, shopping districts in tourism cities have received little attention in the tourism literature (Mckercher, 2020).

## 2. CONCEPTUAL FRAMEWORK: TOURISM BUSINESS DISTRICT

In the literature, business districts where tourist-oriented businesses are clustered, mainly consisting of food and beverage facilities, entertainment venues, souvenir shops, and hotels, serving visitors for their leisure, pleasure, and entertainment are defined as *tourism business district* (TBD) (Getz, 1993), *tourist shopping habitat* (TSH) (Bloch, Ridgway, & Dawson, 1994; Yüksel, 2007), *leisure business district* (LBD) (Maguire, 1995), *central tourist district* (CTD) (Zhu,

Liu, Chen, Lin, & Tao, 2015), *recreational business district* (RBD) (Stansfield, 1969; Stansfield & Rickert, 1970; Taylor, 1975; Pigram 1977; Meyer-Arendt, 1987; Meyer-Arendt, 1990; Smith, 1992; Meyer-Arendt, 1993; Weaver, 1993; Brent, 1997; Bao & Gu, 1998; Andriotis, 2003; Li & Tao, 2003; Boniface & Cooper, 2005; Özgüç, 2007; Liu, 2014; Battino, Borruso, & Donato, 2014; Battino, Borruso, & Donato, 2015; Zhu, Liu, Wang, & Ma, 2017), *tourism shopping district* (TSD) (Mckercher, 2020).

The first definitions of the recreational business districts, which are consumption-trade oriented commercial districts and different from central business districts (CBD) that are production-trade oriented, were introduced by Stansfield and Rickert (Stansfield, 1969; Stansfield & Rickert, 1970). The authors named the commercial district formed by the linear aggregation of seasonal businesses such as hotels, food and beverage facilities (restaurants, cafes, bars, pubs), souvenir and clothing shops, and jewelers serving tourists in tourism cities as RBD (Stansfield & Rickert, 1970:215).

Proximity to places where sea-sand-sun attractions are offered free of charge to tourists is important in determining the location of the recreational business district (Mullins, 1991). According to Stansfield (1969), the food and beverage, accommodation, and entertainment facilities in a tourism city and the attractions of that settlement attract each other like magnets. Proximity to the beach and promenades are the greatest determining factors in choosing the location of RBD. Thus, recreational business districts in the tourism cities on the seaside are located in the area where the tourists take a walk for eating and drinking, shopping, having fun, and watching the scenery, right next to the facilities (on the beach) where they spend the night after their swimming and sunbathing are over. The purpose of the recreational business district is not to be located in an appropriate and wide-area where visitors can come using transportation, but to serve visitors in their spare time by being located very close to both visitors and attractions.



Figure 1- The Current View of the recreational business district in Ocean City Examined by Stansfield & Rickert (1970) in Their Field Study (a; Google Earth, Street View, 2020, b; www.foursquare.com)

Since its conceptualization by Stansfield & Rickert (1970), the recreational business district has attracted attention from various branches of academia. The formation and development of the recreational business district bring a new perspective to the city and urbanization studies (Liu, 2014) since the recreational business district has become a new way of urban land

use in tourism cities (Li & Tao, 2003). However, the literature stated that although the recreational business district is an important indicator of different land use in tourism cities, it is a neglected subject (Stansfield, 1969; Stansfield & Rickert, 1970). Stansfield & Rickert (1970) expressed that tourism cities have unique landscapes and economic structures. They also

argued that the fact that entertainment and recreation facilities in settlements that develop with tourism reflect the basic economic function of that city has been relatively ignored by geographers and the academicians who conduct recreation studies (Stansfield & Rickert, 1970).

The examination of the current views of the first recreational business district examples that were built 50 years ago shows that the features emphasized in the literature in those years can still be distinguished today. In Figure 1, the features Stansfield & Rickert (1970) addressed in their field studies such as *linearity*, *boardwalk*, *the difference between the day and night population density*, and *seasonality* can be distinguished.

As can be seen, in the literature, the concept of “recreational business district” has been preferred while addressing commercial districts for tourism/tourists. However, the examination of the related studies shows that the concepts of “tourism business district/recreational business district/leisure business district” have the same characteristics. Thus, although they are perceived as different concepts, they are essentially similar to each other and their starting points are based on “consumption-trade-tourism” (pleasure/leisure/entertainment/free time consumption). Furthermore, in this study, the commercial district for tourists in Kuşadası is described as a “tourism business district (TBD)” for reasons such as recreation and tourism complementing each other, the facilitation of tourism by the development of recreation, and the existence of accommodation, and tourism being expressed as recreational travel (Emekli, 1998). In the end, it does not matter whether the commercial districts in tourism cities are referred to as tourism business district, recreational business district or leisure business district, the fact remains that this district is developed with a focus on pleasure/entertainment/recreation consumption, and the commercial establishments housed within it serve these functions (Table 1).

Kuşadası, the subject of this field study, is one of the first centers opened to coastal tourism in our country. Kuşadası, with its many attractions, hosts different types of tourism, especially sea-sand-sun and cruise tourism. In addition, with its proximity to destinations on the UNESCO world heritage list such as the Ancient City of Ephesus, it is also at a fortunate location in terms of faith and cultural tourism. With its advantageous location, it is one of the important points in our country where sea-sand-sun and cultural tourism are integrated (Figure 2).

Table 1- Some common characteristics of the tourism business/recreational business/leisure business/tourism shopping districts

Mostly seasonal
Activity starts with the sunset
Located near tourist attractions
Linear parallel to the shore
Being visitor/tourist oriented
Being at the fore forefront with pleasure/entertainment/recreation consumption
A gathering of recreation-oriented business such as food & beverage/souvenir etc.
Aiming to provide maximum response in a limited space, having high concentration, covering 1-3% of the city

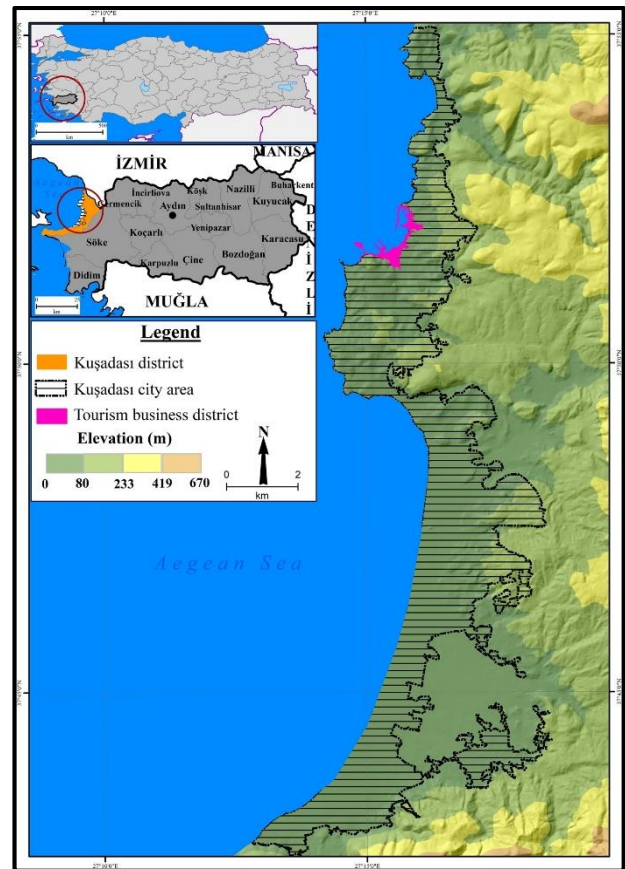


Figure 2- Kuşadası city area

### 3. PURPOSE AND METHOD

The purpose of this study was to address the land use difference as one of the indicators of tourism urbanization, which is discussed within the spatial differentiation parameter, through the elements that make up the relevant difference using the Kuşadası case. Therefore, the main study question was: “How much does the Kuşadası tourism business district reflect the characteristic features of tourism business districts in cities that have developed with tourism urbanization?”

The study also aimed to make conceptual and functional approaches to the tourism business district to draw the theoretical framework of the "*land use difference in tourism cities*", which is evaluated within the spatial differentiation parameter as one of the indicators of tourism urbanization.

To analyze the aforementioned purpose empirically, Kuşadası was chosen. The reason behind this was the fact that Kuşadası was one of the first places to open to tourism among the international tourism centers in Turkey and the experience of the city in this regard.

In the field studies carried out on different dates between 2018-2021, first, the boundaries of the tourism business district of Kuşadası were determined. While determining boundaries, the characteristic features of tourism business districts (being seasonal, being made up of recreation-oriented businesses for tourists, etc.) were used. At this point, it is useful to state that it is not possible to draw the boundaries of tourism business districts very clearly. There were tourism-oriented businesses in Kuşadası outside the boundaries of the tourism business district. However, since these businesses were not concentrated in a certain area close to the beach like the tourism business district, and did not integrate with it, they have left out the boundaries of the tourism business district of Kuşadası. Then the business and commercial spaces operating in this district were classified according to the functions they served. While making the said classification, the classification of Stansfield & Rickert (1970) from in the literature was taken into account.

Kuşadası tourism business district land use map was drawn using geographic information systems package program ArcMap10.3. First, the drawing of the blank map of the Kuşadası tourism business district was completed. Afterward, using the field studies, Google Earth Street View and Kuşadası Municipality City Information System, the functional use in each polygon was processed into the attribution tables. In addition, the market value map was drawn using the "*Market Value Search*" application in the database of Kuşadası Municipality, and the areas with the lowest and highest land value in the entire city and tourism business district were determined. Finally, the relationship of these spaces with the spaces where the tourism sector is used intensively was established.

## 4. FINDINGS

### 4.1. Kuşadası Tourism Business District

The boundaries of Kuşadası tourism business district are Güvercinada in the west, Setur Marina in the north, the intersection of İnönü Boulevard and Hacıosmanoğlu Street in the south, and the commercial offices located on Atatürk Boulevard in the east (Figure 3). The tourism business district is located within the borders of the four central neighborhoods of the city. The neighborhoods in question are Hacifeyzullah, Dağ, Camikebir, and Türkmen Neighborhoods.

Tourists coming to Kuşadası city center can perform many activities, especially on the coastline (Atatürk Boulevard) between Güvercinada and the marina (Setur Marina). The said coastline is also a strip preferred by tourists for walking, cooling off, and watching the scenery. The tourism business district of the city has developed along this strip. Emekli (2001) stated that a fast souvenir has developed in this region for tourists and that the shops are closed except for the tourist season, and are only open on the days when the ships that bring excursionists arrive or on weekends.

The Kuşadası tourism business district covers an area of 44 hectares and constitutes 0.97% of the total urban area (4520 ha). Therefore, the very small rate coverage seen in tourism business districts is also valid for the Kuşadası tourism business district. However, the Kuşadası tourism business district covering such a small area has different function spaces. Various businesses (1004 in total), from shopping to entertainment, from jewelers to eating and drinking, create an attraction in the business district in question (Table 2).

The examination of the distribution of businesses in the Kuşadası tourism business district showed that businesses that specialize in the same operation types are generally clustered in certain regions. The clothing shops, which have an important place in the Kuşadası tourism business district, are located in the area called Kaleiçi (Old Town Bazaar) adjacent to and opposite each other (Figure 4; Photo 1). In this region, the tourism business district expands even 400 meters away from the sea. This, as Boniface & Cooper (2005) stated, is an example of the tourism business district being located in the historical centers of the city such as castles and cathedrals, where the history of touristic settlements goes back like most cities in Europe. Kaleiçi is followed by clothing shops designed as "bazaars" (touristic bazaars) which are clustered in Orient Bazaar and Grand Bazaar, close to the port.

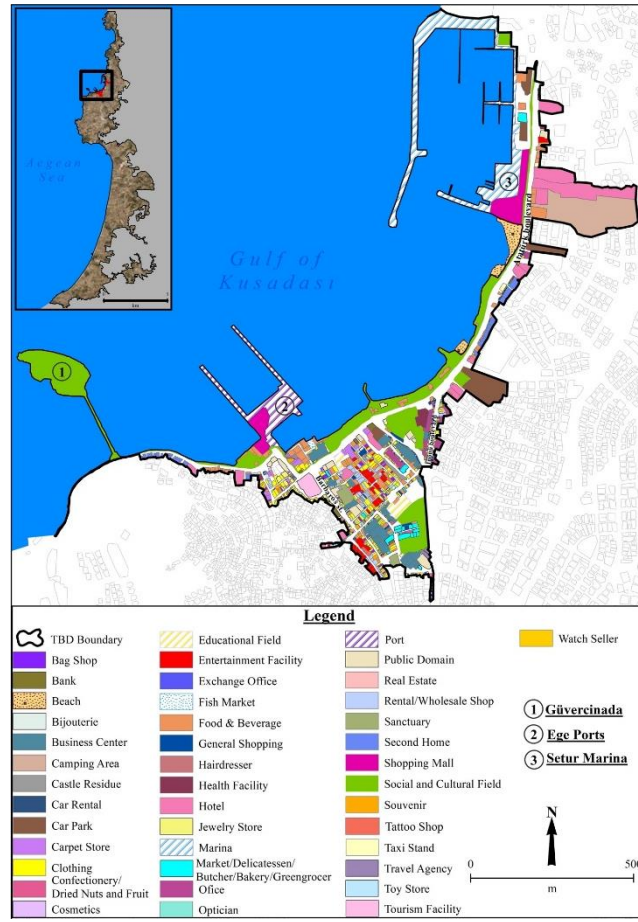


Figure 3- Kuşadası Tourism Business District (2019)

Table 2- Businesses in the Kuşadası Tourism Business District\*

Operation Type	Number of Business	Rate (%)	Operation Type	Number of Business	Rate (%)
Clothing	220	21,9	Travel Agency	11	1,1
Food & beverage	160	15,9	Confectionery/ Dried Nuts and Fruit	10	1,0
Rental/wholesale shop	75	7,5	Hairdresser	11	1,1
Souvenir	55	5,5	Car Rental	9	0,9
Market/delicatessen/ butcher/bakery/greengrocer	53	5,3	Watch Seller	9	0,9
General shopping	52	5,2	Cosmetics	8	0,8
Jewelry Store	51	5,1	Taxi Stand	8	0,8
Bag Shop	44	4,4	Exchange Office	7	0,7
Bijouterie	34	3,4	Car Park	5	0,5
Entertainment Facility	34	3,4	Real-estate	5	0,5
Office	24	2,4	Toy Store	4	0,4
Business Center	23	2,3	Shopping Mall	2	0,2
Optician	20	2,0	Port	2	0,2
Bank	18	1,8	Camping Area	1	0,1
Carpet	17	1,7	Marina	1	0,1
Hotel	16	1,6	Fish Market	1	0,1
Tattoo Shop	14	1,4	Tourism Facility	1	0,1
<b>Total</b>				<b>1004</b>	<b>100,0</b>

\*Stansfield & Rickert (1970) was used while categorizing the businesses in the tourism business district.

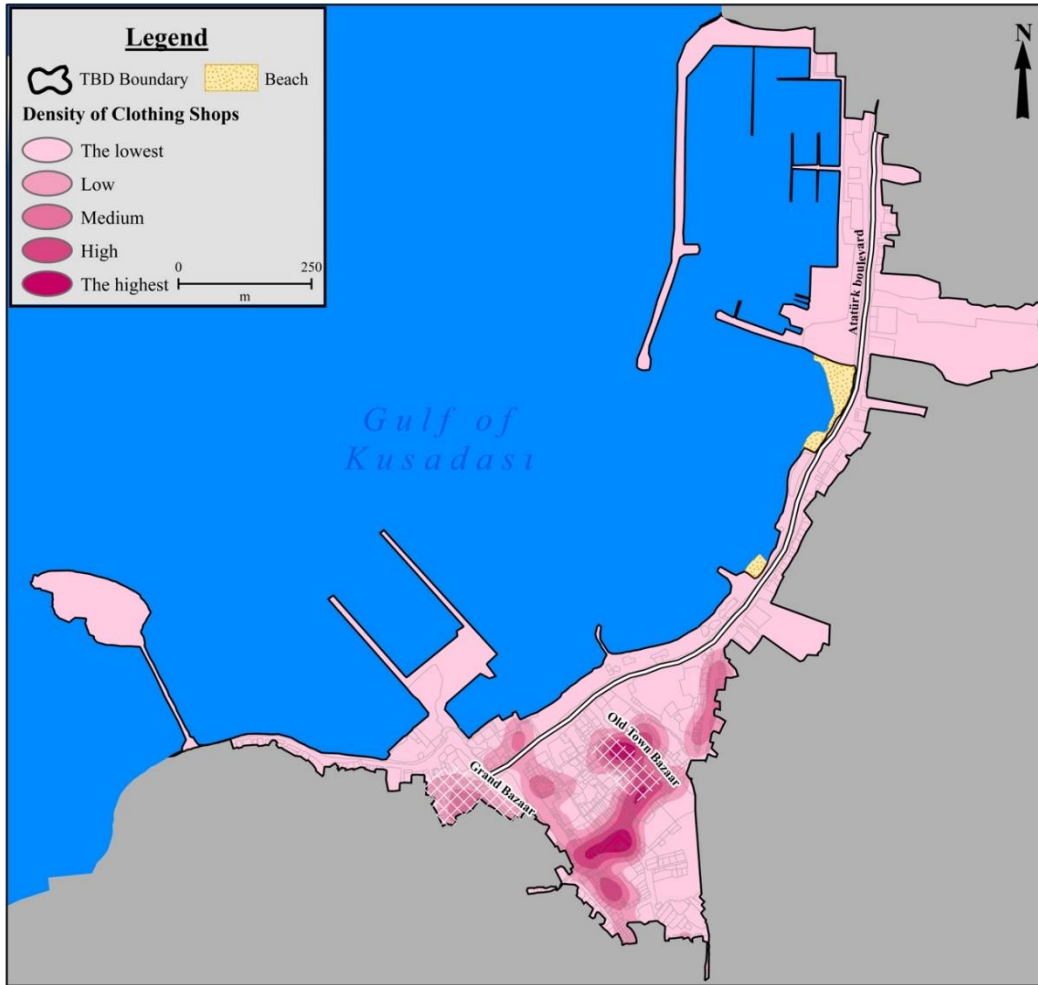


Figure 4- Clothing Shops Clustered in Kuşadası Tourism Business District



Photo 1- Clothing Shops Clustered in the Kaleiçi Region of Kuşadası Tourism Business District

With a significant proportion within the Kuşadası tourism business district, the food and beverage businesses, coming second after the clothing shops, are lined up against the sea in Kaleiçi and along Atatürk Boulevard (Figure 5; Photo 2). Unlike clothing shops, the fact that the tourists desire to spend a long time eating and drinking while watching the view with the sea was influential in these shops being clustered especially on the seaside. While almost all of the restaurants serve seafood, restaurants with different cultural themes can also be seen with the effect of cultural diffusion and globalization. Also, ice cream shops, cafes, and pubs can be seen frequently along the coast. Tourists can eat and drink both in these facilities and while walking.



Photo 2- Food & Beverage Facilities Lined Along the Coast in Kuşadası Tourism Business District

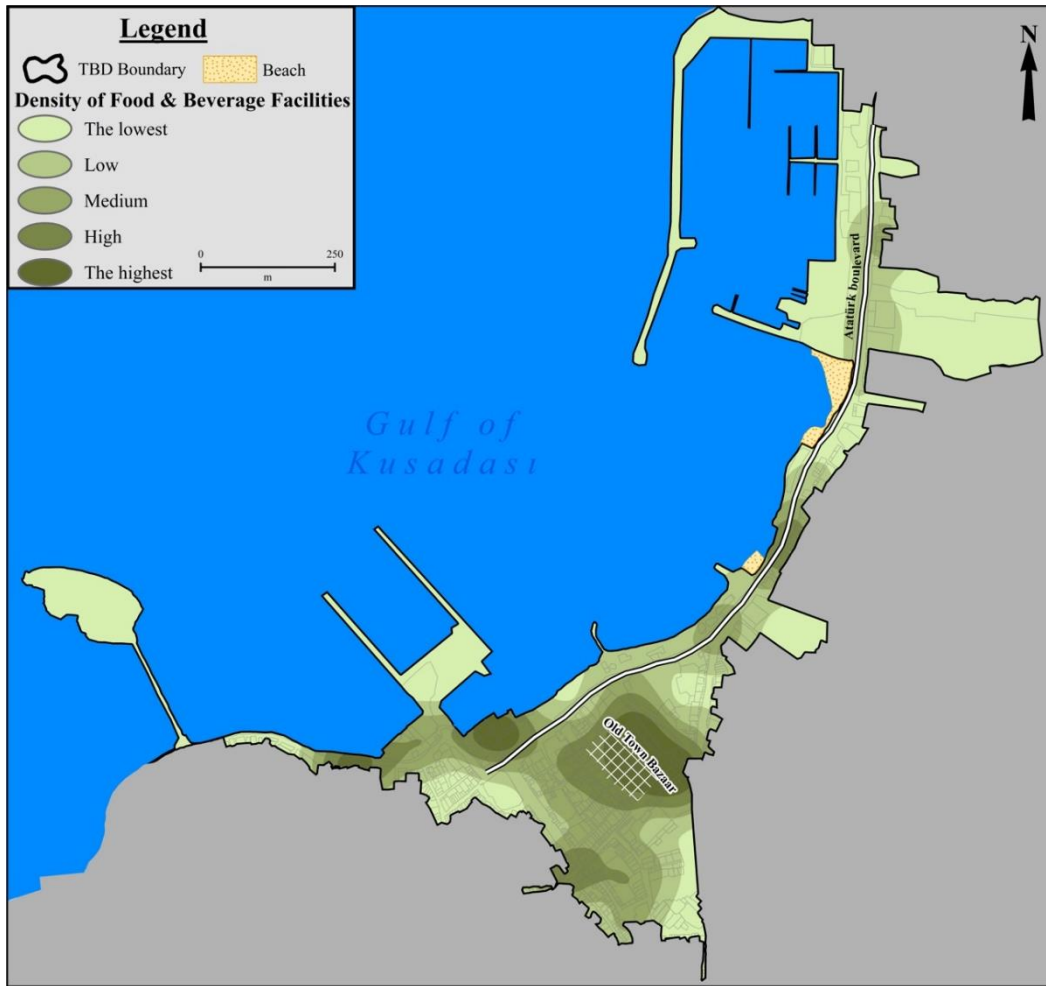


Figure 5- Clustered Food & Beverage Facilities in Kuşadası Tourism Business District



Frequently encountered in the tourism business district of Kuşadası, jewelers and carpet sellers, are generally located in an area close to the cruise port. Appealing to individuals from upper socioeconomic status to a large extent, these products (hand-woven antique carpets, diamonds, jewelry, etc.) can be offered for sale within the same business, especially in tourism cities such as Kuşadası (Photo 3).



Photo 3- A View of the Carpet Sellers and Jewelers in the City

There are two malls within the boundaries of the Kuşadası tourism business district. One of them, Setur Marina Mall, is adjacent to the marina, whereas Scala Nuova Mall is located in Kuşadası Ege Ports. As can be seen, both of the malls are intertwined with the two ports in the city. The main reason for this is the desire to integrate the tourists in the city with both ports, to meet their entertainment and shopping needs, and to meet the needs of tourists on yachts and ships (Photo 4).



Photo 4- a. Scala Nuova Mall b. Setur Marina Mall (Google Earth, 2020)

The most typical equivalent of the "seasonal entertainment street" in a tourism city is the "bars street" in the Kuşadası tourism business district, where entertainment facilities are lined along the street. In

stark contrast to the central business districts, Bars Street is the most prominent example of recreational business district in the city where *the population density increases especially at night and the daily pedestrian traffic has a different rhythm* (Stansfield & Rickert, 1970). The liveliness on the street starts late at night (23:00-00:00) and continues intensely until the first light of the morning. While the street and the inside of the entertainment facilities host a large crowd at these hours, almost no one visits the street during daylight hours, and the entertainment facilities are even closed during the day (Photo 5).



Photo 5- Night and Day Views of the Bars Street in Kuşadası Tourism Business District

Defining the tourism business district as "tourism facilities", Taylor (1975), in short, stated that the businesses that directly serve the tourists within the sectors that make up the tourism business district should not be less than 50% of the total business. On the other hand, Stansfield & Rickert (1970) determined that directly tourism-oriented (food and beverage, entertainment facilities, and gift shops) commercial businesses in the three cities (Ocean City, Wildwood, and Niagara Falls) they examined in their field research made up 70,8%, 77% and 92,7% of the total recreational business districts, respectively. Within the Kuşadası tourism business district, 697 tourism-oriented businesses (accommodation, food

and beverage, entertainment facilities, etc.) were identified. This number corresponds to 69.4% of the total businesses in the tourism business district (Table 3).

Table 3- Directly Tourism-Oriented Businesses in Kuşadası Tourism Business District

Operation Type	Number of Businesses	Rate (%)
Clothing	220	21,9
Food & beverage	160	15,9
Souvenir	55	5,5
Jewelry	51	5,1
Bag Shop	44	4,4
Bijouterie	34	3,4
Entertainment Facility	34	3,4
Optician	20	2,0
Carpet Seller	17	1,7
Hotel	16	1,6
Tattoo Shop	14	1,4
Confectionery/Dried Nuts and Fruit	10	1,0
Watch Seller	9	0,9
Exchange Office	7	0,7
Mall	2	0,2
Marina	1	0,1
Port	1	0,1
Camping Area	1	0,1
Tourism Facility	1	0,1
<b>Total</b>	<b>697</b>	<b>69,4</b>

Stansfield & Rickert (1970) was used while identifying the directly tourism-oriented businesses

It is a known fact that there is a direct relationship between land use and land values in cities (Dinç, 2020). Unlike tourism cities, land values generally decrease from central business districts to

the periphery in cities. In tourism cities, this is different. As previously stated, tourism business districts are located in a region with low traffic density, adjacent to the touristic attractions of the settlements, with a high number of tourists, and where land market values are relatively high (Zhu, Liu, Chen, Lin, & Tao, 2015). In this context, Mullins (1991) refers to the recreational business district as the most valuable space in tourism cities. In addition, unless there is a contrary situation, the market value shows a gradual decrease from the center/core to the periphery within the boundaries of the recreational business area. Boniface & Cooper (2005) stated that the businesses/activities and land values for tourists gradually decrease in the areas behind the recreational business district (Figure 6).

Although Kuşadası tourism business district constitutes only 0.97% of the city district, due to its location in an extremely attractive area, it is one of the limited areas with the highest market values, together with the Sahil Building Complex location, where the second homes are densely located in the city. Within the boundaries of Kuşadası tourism business district, the strip extending from the marina (Setur Marina) on Atatürk Boulevard to the cruise port (Ege Ports) and the cruise port area on the intersection of Atatürk Boulevard and Barbaros Street, which can be described as the center of the tourism business district, have the highest market value. creates fields. In the Kuşadası tourism business district, there is a gradual decrease in the market value as you go inward from the seaside. This can be seen on the Kuşadası tourism business district market value map, drawn by the 2020 data from the Kuşadası Municipality Market Value Search Database (Kuşadası Belediyesi, 2020).

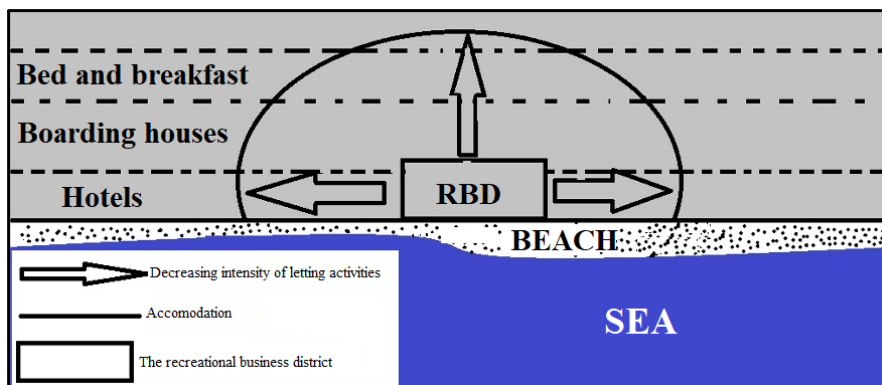


Figure 6- The Diagram Showing That the Activity Intensity Decreases From the Coast to Outer Boundaries in Kuşadası (this diagram was inspired by Boniface & Cooper (2005), referring to Lavery 1971)

The examination of the Kuşadası tourism business district market value map shows that the land value on Atatürk Boulevard is 686 TL per m<sup>2</sup>. While the land value is 483 TL per m<sup>2</sup> on İnönü Boulevard, which is connected to Atatürk Boulevard, it is 550 TL on Kemal Arıkan Street, 517 TL on Sağlık Street in Kaleiçi, and 686 TL on Mahmut Esat Bozkurt Street, where the cruise port is located. In the Hacıfeyzullah

Neighborhood section of Mahmut Esat Bozkurt Street extending towards Güvercinada, the land value decreases to 412 TL. The areas with the lowest land value in the tourism business district are the intersection of Ülgen Street (311 TL) in the Türkmen Neighborhood, Aslanlar Street in the Dağ Neighborhood and Yıldırım Street (102 TL) in the Camiatik Neighborhood (Figure 7).

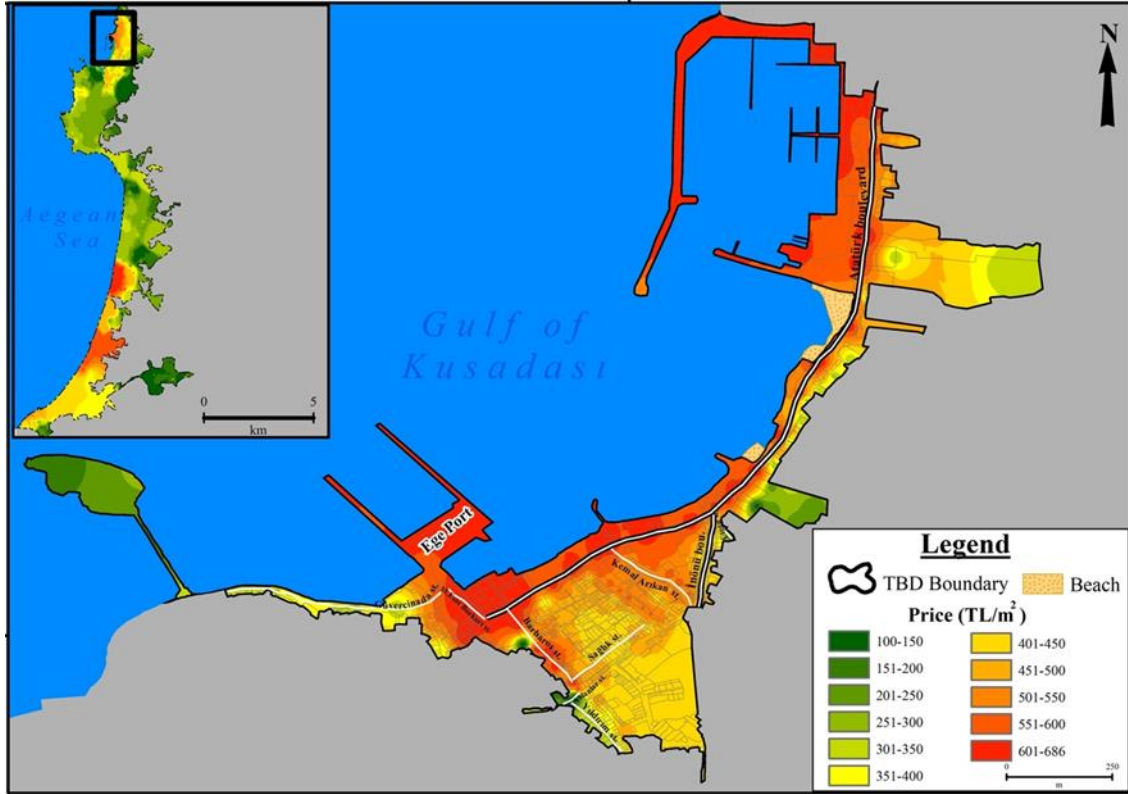


Figure 7- Kuşadası Tourism Business District Market Value Map (2020)

On January 1, 2020, the dollar rate was 5.95, while on July 1, 2020, the dollar rate was 6.85.

While the euro was 6.65 on 1 January 2020, it was 7.68 on 1 July 2020

## 5. DISCUSSION AND RESULT

Land use in tourism cities has a very different structure compared to other cities. This different structure constitutes the "land use differentiation" indicator of tourism urbanization. The area where the land use differentiation in tourism urbanization is most evident is the tourism business districts, where there are specialized businesses for tourists. These business districts show remarkable differences in terms of form, structure, and functional characteristics compared to cities that develop outside of tourism. As a matter of fact, in the literature, studies are revealing these characteristic features of tourism business districts with certain models. In the present study, the appropriateness of the Kuşadası tourism business

district to the models in the literature was put forth through empirical research.

The main study findings are as follows:

1) In terms of form (shape), the Kuşadası tourism business district extends linearly along the coast, starting from Güvercinada, along Atatürk Boulevard to Setur Yacht Harbor. This characteristic is similar to the business districts of Central Ocean City, Central Wildwood, Atlantic City, Galveston in the USA, Coolangatta-Tweed Heads in Australia, and Alanya and Manavgat in Turkey.

2) Another characteristic of tourism business districts is that these districts include tourism-oriented businesses directly. Taylor (1975) stated that this ratio should not be less than 50%. While Stansfield & Rickert (1970) determined these rates to be 70,8% in Ocean City, 77% in Central Wildwood, and 92,7% in

Ontario-Niagara Falls, Akengin & Dinç (2020a) determined these rates to be 51% in Alanya and 51% in Side. They found it to be 91%. Another study found that is in parallel with the literature is that the direct tourism-oriented businesses in Kuşadası have a rate of 69,4%. Indeed, shops such as cafes, restaurants, pubs, tattoo shops, and ice cream shops, which are frequently encountered in tourism business districts, are like symbols in the tourism business district of Kuşadası.

3) Another characteristic feature of tourism business districts is that they are the most valuable areas in the city. Intense demand in the tourism sector, especially for coastal areas, is the main reason for the high market value of tourism business districts developing along the coast. This situation, which is seen in many tourism cities, is also seen in Kuşadası. Also, the fact that Kuşadası port is one of the frequent destinations of cruise tourism undoubtedly increases the value of the business district much more.

It is possible to see a special type of land use that shows the character of a tourism business district in Turkey, especially in many tourism cities located on the Aegean and Mediterranean coasts. However, the number of studies discussing these business districts about cities and urbanization is quite limited. For this

reason, while examining Turkey's international tourism centers, it is important to give special importance to tourism business districts in terms of planning and use of space. Undoubtedly, the fact that tourism business districts are the most valuable areas in tourism cities is a situation that directly affects administrators (decision-makers), tourists, local people, and investors in terms of the supply-demand balance.

Although the tourism business districts, which are located at a point that can be considered as the heart of tourism cities, offer significant advantages, they bring along problems such as traffic congestion due to their location. As it is known from the examples of the United States and Europe, one of the important characteristics of tourism business districts is that they are pedestrian-oriented and there is no traffic problem. In this context, especially the "traffic calming project" recently implemented by the decision-makers in Kuşadası is valuable. Although it has not been completed yet, the arrangements made within the scope of the project (such as one-way application and pedestrian priority traffic order) along Atatürk Boulevard, where the tourism business district also extends visibly reduced the traffic in this area.

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