

## **Tourism Oriented Strategic Spatial Planning and Regional Development: TR22 Region Example\***

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### **Abstract**

*Spatial planning is an important tool used to decide the distribution of resources and activities at various scales and areas. Spatial planning is an important aspect focusing on physical planning in various sectors besides tourism. Although spatial planning and the tourism sector may seem like separate concepts at first glance, they are largely related. Analysis and strategic approaches in spatial planning are very important for tourism planning. For this reason, it is necessary to analyze the internal and external dynamics well (SWOT) and to bring strategic solution proposals (TOWS) for these dynamics while doing strategic spatial planning in the regional context. In order to analyze the current situation of tourism, it is necessary to consider both the upper scale (national and regional) and local scales (sub-regional, province and districts) together. This study aims to reveal the Role of SWOT and TOWS Analysis in Creating a Tourism Oriented Spatial Development Strategy / Regional Plan by determining the main problems and comprehensively analyzing the Southern Marmara Region (TR22), sub-region, province, and district scales.*

**Keywords:** *Spatial Planning, SWOT, TOWS, Tourism, Southern Marmara*

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\* This study is not included in the study group that requires TR Index ethics committee permission.

## 1. Introduction

The concept of planning is essential in realizing the benefits of the tourism sector to the locals, the public, and the environment. Planning is a broad term that covers many stages, from national strategic decisions to original design practices. Spatial planning is defined in different forms and scales at national, regional, and local levels. In fact, "spatial planning," a form of physical planning, is settlement plans called 'master plans' or upper-scale plans called 'territorial plans,' and in this context, it is related to the planning of the physical use of a territory-area-space. The concept of spatial planning, which has been dominant in the world for nearly 50 years, today not only includes upper-scale, medium, and long-term temporary horizons and strategic goals but also offers a comprehensive experimental framework (Polat, 2020; Tewdwr-Jones & Allmendinger, 2007; Healey, 2007; Tewdwr-Jones et al., 2010).

According to some researchers, one of the main pillars of spatial planning is 'regional economy' or 'regional science,' which explores the interrelationships between traditional physical-spatial planning and non-spatial socio-economic perspectives. The other pillar is 'planning theory,' which covers the interrelationships between traditional physical-spatial planning and non-spatial institutional perspectives (such as operational perspectives, decision theory, communication theory and sociology, law theory, and philosophy) (Polat, 2020).

Spatial planning refers to the methods that the public sector uses largely to decide the future distribution of activities in space (CEC, 1997). Spatial planning encompasses activity categories (which may overlap in practice) at different scales and levels (Bishop et al., 2000):

- Urban and regional economic growth and development.
- Measures to affect the population balance between urban/rural areas.
- Planning of transport and other communication infrastructures.
- Conservation of natural resources.
- Measures to coordinate the spatial effects of sectoral policies.

Spatial planning, in short, "contains methods used by the public sector to decide the distribution of resources and activities in areas of various types and scales" (Polat, 2020). Spatial planning includes all levels of planning, from local plans to urban and rural planning, from regional to national spatial plans, and even at international or supranational levels.

In terms of spatial planning processes in Turkey, it is seen that different types of plans have been developed at different scales in the last fifty years. There are plans at many institutions and scales, from national development plans to regional and environmental plans, from provincial-level environmental plans to settlement-scale master and implementation development plans. In addition, various sectoral and thematic strategies, policy documents, and action plans are prepared by different institutions.

The challenge of spatial planning is to efficiently use limited land resources, including natural, cultural, and landscape resources such as soil, water, and air. It also aims to ensure the balanced development of regional sectors (Risteskia, Kocevskia & Arnaudov, 2012). Spatial planning is an essential aspect that focuses on physical planning in various sectors besides tourism. Although spatial planning and the tourism sector may seem like separate concepts at first glance, they are largely related. First, tourism locations are the subject of spatial planning since tourism activity occurs in a particular region, and spatial relations are significant for tourism. Second, tourism is the primary income-generating sector for many settlements in many countries, including Turkey. Spatial planning is a tool for organizing tourism activities. However, spatial planning is also relevant to a region within the country, as it takes the fundamental spatial decisions from regional planning with a top-down approach (Dede & Ayten, 2012).

The solution to socio-environmental challenges is based on regional planning processes implemented through regional policies. In spatial planning, tourism should be strategically planned as a regionally integrated development tool for regional economies (Boissevain & Theuma, 1998). For this reason, it is necessary to analyze the internal and external dynamics well (SWOT Analysis) and to bring strategic

solution proposals (TOWS) for these dynamics while doing strategic spatial planning in the regional context. Strategic spatial planning focuses on a limited number of key concept areas and offers a perspective, such as identifying strengths and weaknesses in the context of opportunities and threats. With this approach, which comes from strategic planning, external tendencies, forces, demands and resources are evaluated (Polat, 2010).

Analyzes and strategic approaches are of great importance for tourism planning. The fact that tourism is one of the main sectors highlights sustainable tourism activities. For this reason, it is important to investigate natural and cultural resources for tourism purposes (Mostafa, Naser & Rahim, 2010). Understanding these values and benefits can help develop ideal tourism experiences (Willis, 2015).

For spatial planning policy in tourism, economic values (concrete and intangible) are essential to ensure long-term sustainability in decision-making about the region. Proper assessment of benefits and values is critical to a more nuanced understanding of the links between nature and well-being in tourism management (Willis, 2015). The strategic spatial planning process in tourism facilitates the development of a shared vision of the future by combining multiple values and priorities (Chettiparamb & Thomas, 2012).

Tourism, like other sectors, can only develop with proper regional planning. Such planning should be strategic, integrative, participatory, and pluralistic and consider social, economic, and physical dimensions (Gunn, 1994).

This article was prepared based on the analyses and data obtained in the study “Integrated, Sustainable, Intelligent and Normative Regional Development and Spatial Development Strategy & Regional Plan” (see Polat, Korkmazyürek & Kahraman, 2020). The study is a document that indicates the principles, strategies, and measures to identify and solve the structural problems of the region, to ensure a healthy, balanced, and livable regional development and unfolding, and establishes their implementation principles to the required extent and connects them with a program.

The main purpose of the “Integrated, Sustainable, Smart and Normative Regional Development and Spatial Development Strategy & Regional Plan” study; is the creation of a strategic road map for increasing the livability level of the Southern Marmara Planning Region, the quality of space and life on a regional, sub-regional and local scale, and strengthening its economic, social, cultural and environmental structures. In this context, each sector has been evaluated and analyzed separately. Within the scope of this study, the decisions regarding the tourism fields entering the services sector have been examined in detail, and a strategic road map has been put forward in tourism.

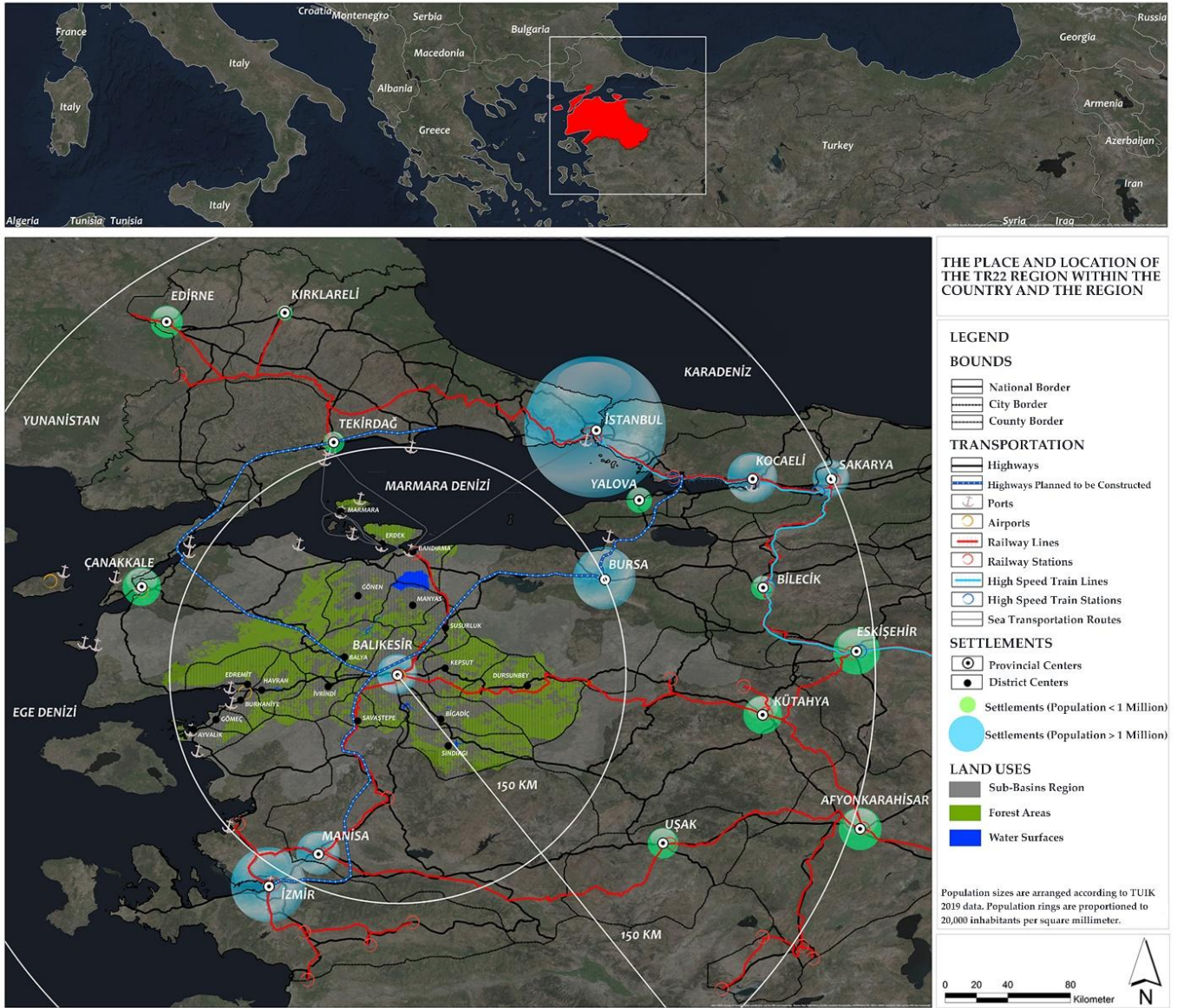
## **2. Metodology**

Under this section of the study sample area and methodological approach have been explained.

### **2.1. Sample Area**

TR22 South Marmara Region, located in the west of Turkey, between the Marmara and Aegean Regions, consists of the provinces of Balıkesir and Çanakkale, which are its two main components. There are 31 districts in the region with an area of 24,423.16 km<sup>2</sup>. The population of the region in 2019 was 1,770,777. Considering the distribution of this population, 69% of Balıkesir's population is located in the region (Figure 1).

The geographical advantage of the Southern Marmara Region, being on the main axis connecting the Aegean and Istanbul and being adjacent to Istanbul as well as metropolitan cities such as Izmir and Bursa, and its rich economic diversity are the main factors in making the region a center of attraction.



**Figure 1.** TR22 Regional Interactions

While forestry and agricultural production activities are carried out largely in the inner parts of Çanakkale and Balıkesir provinces, olive cultivation and olive processing are carried out on the western coasts. The axis where the industry develops is a corridor formed by the centers of Bandırma, Susurluk, and Balıkesir, on which there are facilities on which agricultural products are processed. Tourism activities are intense in the north and southwest of the region.

TR22 South Marmara Region, the study area, was divided into four sub-regions previously decided in the Regional Plan. Within the scope of this study, analyses and syntheses related to tourism were made based on sub-regions (Figure 2):

1. Balıkesir Sub-region
2. Bandırma Sub-Region
3. Çanakkale Sub-Region
4. Edremit Gulf Sub-Region

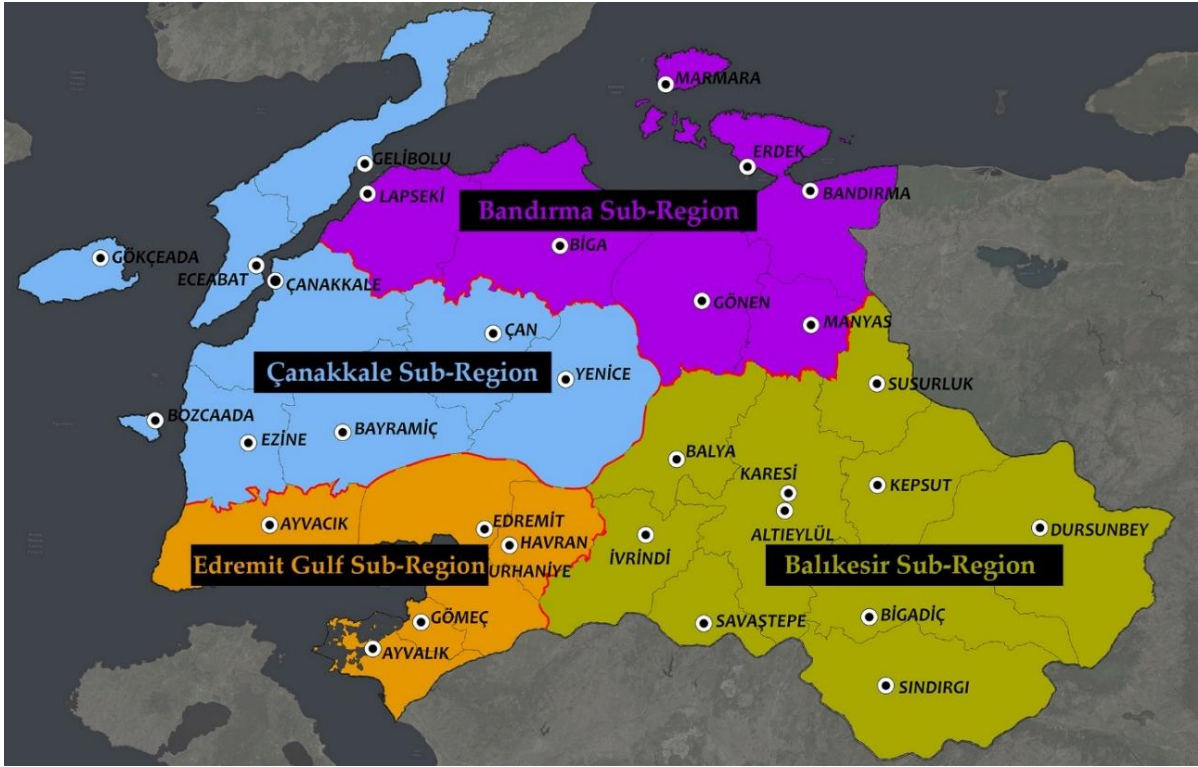


Figure 2. Four Planning Sub-Regions of the Southern Marmara Region

## 2.2. Methodological Approach

In the Southern Marmara Integrated, Sustainable, Intelligent, and Normative Regional Development and Spatial Development Strategy & Regional Plan study, a new and flexible methodology has been adopted to reveal the planning process (see Polat, Korkmazyürek, & Kahraman, 2020). In this context, a certain part of the methodology in planning tourism areas is discussed in this study.

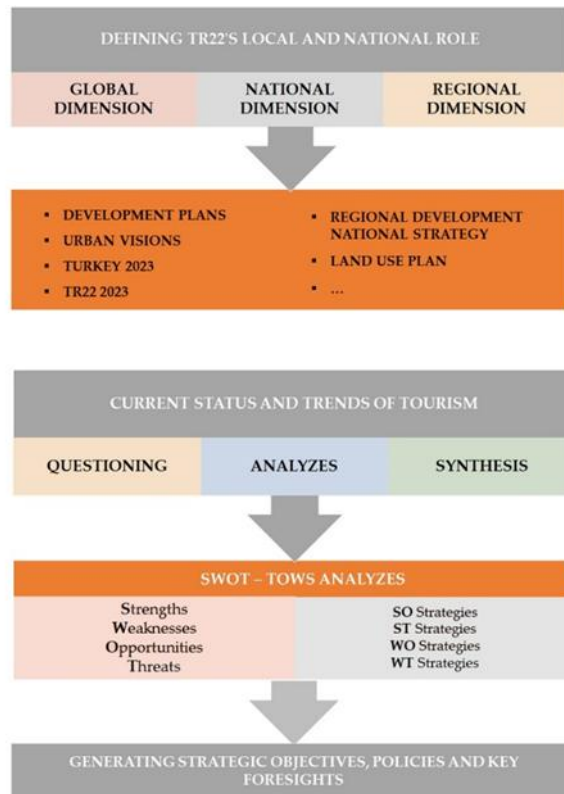


Figure 3. Flow chart of the study

The general themes of this methodology based on Strategic Spatial Planning are as follows:

### **a. Current Situation Analysis**

In order to analyze the current situation of tourism, it is necessary to consider both the upper scale (national and regional) and local scales (sub-regional, province and districts) together. Thus, it will be possible to transition from a regional synthesis to practice in tourism, and regional and spatial development will be realized (Figure 3).

### **b. Identification of Fundamental Problems and Vision Setting Phase**

The basis for defining the objectives of the spatial policy is an analysis of the state of factors and directions of spatial development. Analysis of directions of spatial development can be carried out in various ways. One of the methods used for this purpose is the SWOT / TOWS analysis. In order to create a development and planning strategy at every level of detail, the first stage is the diagnosis of the state, the basic technique of which is the SWOT analysis (Dobak, 2002). SWOT method is commonly used in formulation of strategies in the field of tourism and recreation.

SWOT Analysis, Developed by Albert Humphrey, is applied in areas such as spatial planning, corporate planning, and personal planning; It is a technique that reveals parameters such as Strengths, Weaknesses, Opportunities, and Threats related to the project and the project area.

Within the project's scope, this analysis will be used to develop planning strategies to understand how tourism areas will develop physically, socially, economically, culturally, and environmentally, minimize or eliminate weaknesses and threats, and use strengths and opportunities at the maximum level. With the TOWS analysis, which reveals how to strengthen the strengths, overcome the weaknesses, take advantage of opportunities and manage threats, strategies for the sustainability of tourism areas will be produced.

After a comprehensive analysis of the Southern Marmara Region at the sub-region, province, and district scales, first inter-regional, regional, and then province-based fundamental problems were defined.

The underlying causes of these problems were examined, and SWOT-TOWS Analysis was conducted based on sectors and/or sub-regions in order to develop realistic approaches for the solutions to the problems. As a result, an action-oriented vision for the next 5 years has been determined. Identifying problems and determining the vision are considered simultaneous processes that feed each other.

### **c. Generation of Strategic Objectives, Policies and Key Forecasts Phase**

At this stage, strategic goals were determined, and policies to be implemented to achieve these goals were developed. In this process, when deemed necessary, international and national examples of the application in question were examined. Strategic objectives have been developed to solve the identified problems directly and achieve the determined vision at the end of the planning period.

On the other hand, policies include interventions from the upper scale to regions, sub-regions, and provinces in line with strategic purposes. These interventions are shown schematically on a suitable scale base. In other words, policies are regional-scale plan decisions. As the final product, the tourism-oriented plan is a guiding document that establishes the most efficient spatial organization and regulates the socio-economic relations between the units important for it (districts, sub-regions, regions, basins, neighboring regions, etc.).

## **3. Findings**

Under this section of the study studies, programs, projects and reports considered in regional plan studies and determination and evaluation of the current situation in the tourism sector have been explained.

### **3.1. Studies, Programs, Projects and Reports Considered in Regional Plan Studies**

Firstly, spatial-institutional decisions, strategies, and actions taken on a national scale related to tourism and tourism-related strategies were examined. Approximately 50 upper-scale strategy documents and

action plans used in this process were examined. In the Action Plans and Strategy, Reports examined below, it is seen that strategies were introduced for the Marmara Region and the TR22 Region.

1. Bölgesel Gelişme Ulusal Stratejisi (BGUS) (2014-2023) (National Strategy for Regional Development)
2. Devlet Demiryolları İşletmesi Genel Müdürlüğü Stratejik Plan (2015-2019) (General Directorate of State Railways Strategic Plan)
3. Turizm Kıyı Yapıları Master Plan Çalışması Sonuç Raporu (2010) (Tourism Coastal Structures Master Plan Study Final Report)
4. Türkiye Turizm Stratejisi 2023 Eylem Planı (2007-2013) (Turkey Tourism Strategy 2023 Action Plan)
5. Türkiye Ulaşım ve İletişim Stratejisi Hedef 2023 (Turkey Transport and Communication Strategy Target 2023)
6. Ulaştırma Kıyı Yapıları Master Plan Çalışması Sonuç Raporu (2010) (Transport Coastal Structures Master Plan Study Final Report)
7. Karayolları Genel Müdürlüğü Stratejik Planı (2017-2021) (General Directorate of Highways Strategic Plan)

The above actions, plans, and strategies are explained in detail as follows.

In the BGUS 2014-2023 report, it is recommended to create new sub-centers that will balance the existing metropolitan cities in Anatolia for Marmara and other regions and spread the development across the country by developing specific policies considering the roles of regions and settlements in national development (Kalkınma Bakanlığı, 2014: 100). In the BGUS report, tourism strategies are expressed in Table 1. Olive corridor, tourism cities, and health and thermal tourism suggestions and points have been determined for the Marmara Region (Kalkınma Bakanlığı, 2014: 132-133).

**Table 1.** BGUS Tourism Strategies (2014-2023) (Kalkınma Bakanlığı, 2014)

Tourism	Regional	Goal
Olive Corridor	Gemlik and Mudanya (Bursa); Gönen, Bandırma, Erdek (Balıkesir), the coastline extending to Çanakkale province Ezine District, the Erdek Kapıdağ Peninsula and the region where Avşa, Paşalimanı, Ekinlik islands, and Marmara Island are located.	Being the destination of the region in the field of health and gastronomy.
Tourism Cities	Igneada-Kıyıkoy, Datca Eco-Tourism City, Kilyos, Saros Korfez, Kapıdağ Peninsula-Avşa-Marmara Islands, Kas-Finike, Anamur Coastal Section, Samandag, Kahta Macka Tourism City.	Tourism development will be planned within the framework of certain themes in tourism cities. The development of alternative tourism types in these cities will be associated with other cultural and natural values in the immediate surroundings.
Health and Thermal Tourism	Southern Marmara: Balıkesir, Canakkale, Yalova. Phrygia: Afyonkarahisar, Ankara, Uşak, Eskişehir, Kütahya. South Aegean: Aydın, Manisa, Denizli, İzmir Central Anatolia: Aksaray, Niğde, Kırşehir, Nevşehir, Yozgat.	<ul style="list-style-type: none"> <li>• In the regions, studies will be carried out to complete thermal tourism's infrastructure and superstructure deficiencies. In addition, thermal facilities will be planned as a complex.</li> <li>• It will be ensured that the architecture in the spa facilities is compatible with the historical and local texture.</li> </ul> Thermal tourism will be included in the priority incentives.

The BGUS (2014-2023) report suggested cultural tourism destinations and development regions in Balıkesir and Çanakkale (Table 2).

**Table 2.** BGUS Cultural Tourism Destinations and Development Regions (2014-2023)

Cultural Tourism Destinations and Development Regions	Goals
<b>Cultural Tourism Destinations and Development Regions</b> Frigya-Afyonkarahisar, Uşak, Eskişehir, Kütahya Troya- <b>Balıkesir, Çanakkale</b> Aphrodisyas- Aydın, Denizli Söğüt-Bursa, Bilecik, İznik Kapadokya- Aksaray, Kayseri, Kırşehir, Nevşehir <b>Hittite Culture and Tourism Development Region-</b> Çorum, Yozgat Urartian culture and tourism development region-Van, Bitlis <b>GAP Culture and Tourism Development Region -</b> Adıyaman, Batman, Diyarbakır, Gaziantep, Kilis, Mardin, Siirt, Şanlıurfa, Şırnak Destinations: Safranbolu, Amasya, Adıyaman	<ul style="list-style-type: none"> <li>• Potentials for cultural tourism will be revealed through studies such as excavations, restorations and field arrangements.</li> <li>• Works will be carried out to strengthen and diversify transportation links.</li> <li>• It will be ensured that the old historical roads are revitalized and the existing ruins are restored.</li> <li>• It will be ensured that the potential such as unique urban textures, handicrafts and gourmet tourism developed within the historical and natural structure will be marketed within the framework of sustainable tourism development.</li> </ul>

The Turkey Tourism Strategy 2023 Action Plan (2007-2023) Report recommends that a Thermal Tourism Master Plan be prepared primarily for the Southern Marmara, Southern Aegean, Phrygia, and Central Anatolian regions for Health Tourism and Thermal Tourism. Thermal tourism centres will be determined in these regions, and strategies for the development of the infrastructure and superstructure of thermal tourism will be implemented (2007-6 years) (Kültür ve Turizm Bakanlığı, 2007: 65).

In addition, many national decisions have been made regarding the TR22 region and related to tourism-directing transportation. Information about these decisions is given in Table 3.

**Table 3.** Transportation Strategies Taken for Southern Marmara

Strategies
At least three home port cruise ports will be built to serve Europe in the Marmara, the Islands in the Aegean, and Egypt and the Middle East in the Eastern Mediterranean. In addition, there are suggestions to encourage the construction of Ro-Ro terminals with fast loading and unloading facilities suitable for multi-modal transportation on the north-south and east-west lines in Marmara (Ulaştırma Bakanlığı, 2011: 105-106).
It has been proposed to establish intensive sea line transportation through the Thrace Region and the Northwest Anatolian Sea of Marmara, to plan the auto port area in the Marmara Region, to determine and plan the port areas for Ro-Ro transportation between the two sides of the sea throughout the Marmara Region (Ulaştırma Bakanlığı, 2010a: 46).
General Directorate of Highways, connecting important transportation corridors with the highway network, constructing new highways with the BOT model, especially in the Marmara Region, starting the construction of the route that includes the Çanakkale Bosphorus Bridge, which is an important part of this belt and on which there is a railway, and the Marmara Region surrounded by highways and bridges. It is planned to create the ring (Karayolları Genel Müdürlüğü, 2016: 22).
Establishment and expansion of logistics centres in 19 centres (including Gökköy/Balıkesir) close to the Organized Industrial Zone and with a high load potential (Devlet Demiryolları İşletmesi Genel Müdürlüğü, 2015: 11).
Short-term investment and field of activity priorities; Making new port investments in Antalya and Çanakkale provinces (Ulaştırma Bakanlığı, 2010b: 93).
Transportation Corridors Affecting Turkey West-Vertical Corridor: It is a new corridor that follows the route of Kyiv-Riga-Bucharest-Sofia-Çanakkale-Çandarlı and will connect the Northern countries to the Aegean coasts (Ulaştırma Bakanlığı, 2011: 105-106).
It is aimed to realize the Kınalı-Tekirdağ-Çanakkale-Balıkesir highway project by 2023 (Karayolları Genel Müdürlüğü, 2016: 23).

Tourism decisions for the region were also taken into account in the Balıkesir-Çanakkale 1/100,000 Environmental Plan Report (Çevre ve Şehircilik Bakanlığı, 2014). In this context, it has emerged that there are strategies for each sub-region as follows.

The Thermal Tourism Center and Sındırgı Hisaralan Thermal Tourism Center, located in the northeast of the Bigadiç district settlement, determined by the Ministry of Culture and Tourism in the tourism proposals in the sectoral and spatial decisions regarding the land use in the Balıkesir Sub-Region, were evaluated within the scope of the areas planned to provide input to the economy of the district (Çevre ve Şehircilik Bakanlığı, 2014).



In the decisions for the Çanakkale Sub-Region, Southern Çanakkale was determined as qualified tourism and diversified tourism. Çanakkale is envisaged as a central service centre. Tourism investments such as sea tourism, water sports, ecotourism and agrotourism will be given priority for Bozcaada. For Eceabat, the focus was on strategies that could be developed and increased economic input for Eceabat, located in an area where Çanakkale naval and land wars took place. A Preferred Use Area and Tourism Facility Area have been proposed for Gelibolu in the city's northeast. In addition, supportive decisions have been made for the places declared as Tourism Centers by the Ministry of Culture and Tourism in Çan, Ezine and Yenice districts (Çevre ve Şehircilik Bakanlığı, 2014).

In Bandırma Sub-Region, Bandırma-Edremit has been determined as eco-agro and health tourism in the sectoral development axes. For Marmara, the southern coastal part of Çınarlı Village has been determined as a Tourism Facility Area. In Manyas, Gönen and Erdek districts, supportive decisions have been made for the places declared as Tourism Centers by the Ministry of Culture and Tourism (Çevre ve Şehircilik Bakanlığı, 2014).

Edremit Gulf Sub-Region, Edremit Bay and South Çanakkale are defined as qualified tourism and diversified tourism, Bandırma-Edremit eco-agro and health tourism. Edremit is described as a tourism centre. There are studies on the development of cultural tourism for Ayvalık. In addition, local production forms were supported as visitors from the Aegean Islands stimulate tourism. A Thermal Source Based Tourism Regional has been proposed on the airport road in Edremit. In Ayvacık, the coastal part of the settlement, Behramkale Kadirga Bay, which was announced by the Ministry of Culture and Tourism, was supported (Çevre ve Şehircilik Bakanlığı, 2014).

### 3.2. Determination and Evaluation of the Current Situation in the Tourism Sector

#### Balıkesir Sub-Region

Balya has a strong tourism potential with its healing waters 23 km away. Bigadiç serves as a thermal holiday resort tourism activity. In Bigadiç, which is determined as a tourism centre, nature tourism and health tourism are also progressing. Dursunbey has essential qualities in terms of health and mountain tourism with its potential. Savaştepe is in a critical location that has become a touristic gateway due to its proximity to the Balıkesir industrial zone, the Aegean Sea, and its beaches. Sındırgı, on the other hand, has potential that can be evaluated in terms of tourism with its geothermal water resources. Dursunbey, Sındırgı, and Susurluk districts have high alternative tourism potential (GMKA, 2013, 2014, 2018a, 2018b). Information about the tourism infrastructure of the Balıkesir Sub-Region is as in Table 4.

**Table 4.** Status of Tourism Infrastructure in Balıkesir Sub-Region

		Altıeylül	Karesi	Balya	Bigadiç	Dursunbey	İvrindi	Kepsut	Savaştepe	Sındırgı	Susurluk
Number of Visits to the Facility	Local	20.224	56.903	-	-	2440	-	-	-	16.823	7.422
	Foreign	277	1.640	-	-	12	-	-	-	106	52
	Total	20.501	58.543	-	-	2452	-	-	-	16.929	7.474
Average Length of Stay		1,70	1,65	-	-	1,94	-	-	-	2,40	1,99
Solidity Ratio		43,02	33,77	-	-	19,99	-	-	-	49,60	38,34
CTCDZ† and Tourism Centers	Number			1	1					1	1
	Type			Thermal	Thermal					Thermal	Thermal
	Area (Ha)			5.748	6.800					15.500	5.100
Types of Tourism		Thermal, Cultural		Thermal, Astro	Thermal, Botany, Geriatrics	Trekking, Botany, Hunting, Astro	-	Cave	Thermal, Astro	Thermal, Trekking, Astro, Geriatrics	Thermal, Trekking, Botany, Geriatrics

† Culture and Tourism Conservation and Development Zones (CTCDZ)

In Balıkesir Sub-Region, it is possible to travel abroad and establish commercial and tourist relations via seaway. In addition, alternative tourism types have the potential to develop. The SWOT-TOWS analysis for Balıkesir Sub-Region is as in Table 5.

**Table 5.** SWOT and TOWS Analysis for Tourism of Balıkesir Sub-Region

<b>BALIKESIR SUB-REGION</b>	
<b>STRENGTHS</b>	
<p><b>S1.</b> Announcement of Thermal Tourism Centers in Balya, Bigadiç, Sındırgı and Susurluk.</p> <p><b>S2.</b> A sub-Region is a region with a tourism infrastructure due to its nature and climate.</p> <p><b>S3.</b> Existence of railway, airway and road transport infrastructure as it is located at the crossing point of the Sub-Region.</p>	<p><b>W1.</b> Susurluk, Balya, İvrindi, Savaştepe, Kepsut, Bigadiç and Sındırgı are insufficient in tourism activities in terms of the number and quality of tourism facilities.</p>
<b>OPPORTUNITIES</b>	
<p><b>O1.</b> Opportunity to travel abroad by sea to establish commercial and touristic relations.</p> <p><b>O2.</b> Bigadiç has the potential to develop nature tourism at the national and international levels.</p> <p><b>O3.</b> Finding the development potential of alternative tourism types in the Sub-Region.</p>	<p><b>T1.</b> The disappearance of areas with eco-tourism potential.</p>
<b>OPPORTUNITIES</b>	
<b>STRENGTHS</b>	<p><b>S1.O3.</b> Increasing the economic benefit and employment based on the tourism and services sector in the Sub-Region by declaring Thermal Tourism Centers in Balya, Bigadiç, Sındırgı and Susurluk districts and evaluating the development potential of alternative tourism types in the Sub-Region.</p>
<b>WEAKNESSES</b>	<p><b>W1.O3.</b> To eliminate the inadequacy of tourism activities in Susurluk, Balya, İvrindi, Savaştepe, Kepsut, Bigadiç and Sındırgı districts in terms of the number and quality of tourism facilities by developing alternative tourism types in these districts and ensuring a regular tourist flow to the region.</p>

### **Çanakkale Sub-Region**

Çanakkale Merkez district is a settlement preferred by the market for investments, accepted as a "History and Tourism Center", where developments are rapid and widespread and have a dominant role in the country. Tourism in Bozcaada is a rapidly developing sector, and some approaches support employment for tourism. In June-September, Bozcaada cannot meet the demands for tourism due to the number of tourists. Local and foreign tourists frequent Eceabat in summer and winter due to its location for martyrdoms (it is visited by more than 2,000,000 visitors annually). In the Ezine district, there is activity toward sea tourism in the summer months. There are also alternative tourism opportunities to be included in the tourism corridors extending to the shores of Çanakkale, Edremit and İzmir via Ayvacık. Most of the rural area in Gelibolu is within the borders of the National Parks. Tourism plays a vital role in the service sector in the district. There are also many historical values and natural beauties in Gelibolu. The world's largest Mevlevihane is located here. Gökçeada's economy is mainly based on agriculture, animal husbandry, fishing and tourism, and it has been included in the priority region for 1st-degree development. Gökçeada, the first and only calm island in the world with the title of Cittaslow, and hosts different cultural motifs, is one of the favourite places for kite surfing and windsurfing enthusiasts (GMKA, 2013, 2014, 2018a, 2018b).

In the tourism strategies of the BGUS report for the Marmara Region, the region where the coastline extends to the Ezine district of Çanakkale is suggested as the olive corridor (Kalkınma Bakanlığı, 2014: 132-133). Information about the tourism infrastructure of the Çanakkale Sub-Region is as in Table 6.

**Table 6.** Status of Tourism Infrastructure in Çanakkale Sub-Region

		Bayramıç	Bozcaada	Çan	Çanakkale	Eceabat	Ezine	Gelibolu	Gökçeada	Yenice
Number of Visits to the Facility	Local	2527	4354	9 237	255 523	8 181	-	496	8 313	2477
	Foreign	46	22	425	98 662	95	--	24	1 004	70
	Total	2573	4376	9 662	354 185	8 276		520	9 317	2547
Average Length of Stay		3,49	2,03	1,70	1,32	2,07	-	2,14	2,15	214
Solidity Ratio		20,28	43,09	41,55	44,13	35,97	-	2,7	23,85	10,25
CTCDZ and Tourism Centers	Number	-	-	1	-	-	2 (Coast, Thermal )	-	-	2 (Nature, Thermal )
	Type			Thermal						
	Area (Ha)	-	-	5900	-	-	5450	-	-	7490
Types of Tourism		Bird watching, Hunting, Trekking, Thermal	Bird watching, , Coast, Trekking	Thermal	Bird watching, , Cultural	Bird watching, , Coast, Trekking	Bird watching, , Thermal	Bird watching, , Coast	Bird watching, , Coast, Hunting, Trekking	Bird watching, Botany, Hunting, Thermal

One of the most striking features of the Çanakkale Sub-Region is its worldwide recognition due to its historical and cultural values. History in the Çanakkale Sub-Region, there are favourable environments and opportunities for the emergence avant-garde alternative cultural and tourism activities (Table 7).

**Table 7.** SWOT and TOWS Analysis for Tourism of Çanakkale Sub-Region

<b>ÇANAKKALE SUB-REGION</b>	
<b>STRENGTHS</b>	<b>WEAKNESSES</b>
<p><b>S1.</b> Existence of strong tourism potential in Gökçeada and Bozcaada.</p> <p><b>S2.</b> Existence of developed and various alternative tourism opportunities in the Sub-Region.</p> <p><b>S3.</b> Thermal Tourism in Çan, Ezine, Yenice Districts, Kıy1 in Ezine District, Nature CTCDZ and Tourism Centers in Yenice District.</p>	<p><b>W1.</b> Ezine's inadequacy in tourism activities due to the number and qualities of tourism facilities.</p> <p><b>W2.</b> They are not giving sufficient importance to alternative tourism types in the Sub-Region.</p>
<b>OPPORTUNITIES</b>	<b>THREATS</b>
<p><b>O1.</b> Being on the South-North route (transition point) of the Sub-Region and the opportunity to travel abroad by sea route to establish commercial and touristic relations.</p> <p><b>O2.</b> The presence of high tourism potential in the Sub-Region, and the increasing demand for alternative tourism (Gökçeada District is the only citta slow island in the World, and the only underwater national park in Turkey is here).</p>	<p><b>T1.</b> Due to the daily visits of the tourists coming to the sub-region, the quality of tourism decreases and the sub-region potential tourism economic returns and efficiencies are not sufficiently utilized.</p>
<b>STRENGTHS</b>	<b>THREATS</b>
<p><b>S1.S3.O2.</b> Considering the increase in alternative tourism potential, the strong tourism potential of Gökçeada and Bozcaada districts and the evaluation and development of CTCDZ and Tourism Centers in other districts.</p>	<p><b>S2.T1.</b> Preventing the tourists coming to the sub-region from visiting the region daily by diversifying and developing existing and potential alternative tourism opportunities.</p>
<b>WEAKNESSES</b>	<b>THREATS</b>
<p><b>W1.O2.</b> Elimination of the weaknesses of the Ezine district in tourism activities in terms of the number and qualities of tourism facilities by diversifying alternative tourism types in the district and ensuring a regular tourist flow to the region.</p> <p><b>W2.O2.</b> Re-evaluation and improvement of the importance not shown to alternative tourism types in the Sub-Region with international, national, private and local financial support and initiatives.</p>	<p><b>W2.T1.</b> By giving sufficient importance to alternative tourism types in the sub-region with international, national, private, and local financial support and initiatives, tourists visit the region daily and prevent the danger of not benefiting from the potential tourism economic returns and efficiencies of the sub-region.</p>

### Bandırma Sub-Region

Erdek is a tourism centre with its ancient cities, Open Air Museum, clean sea and sandy beach. Gönen's tourism is based on hot springs. In addition, Denizkent and its beaches, 22 kilometres from Gönen, are holiday villages visited by local and foreign tourists during the summer. Lapseki is important in terms of tourism because it has an important port and a vast coastline Manyas district has the potential to develop ecotourism and agrotourism. In addition, the biggest tourism potential is Manyas bird paradise, national park. Awarded a Class A diploma by the Council of Europe, the National Park is one of the national parks that attract the most visitors with this feature. The hot springs that treat some diseases also have important tourism potential. The most essential of these are the thermal spas, 3 km from Manyas. The district of Marmara is the largest and most strategic of the Islands Community. Because it is located at the point that will be the main base of sea transportation between the İstanbul Strait and Çanakkale Strait. In addition, with its geographical structure, the district offers tracks that can be classified as good for athletes interested in rock climbing (GMKA, 2013, 2014, 2018a, 2018b).

Information about the tourism infrastructure of Bandırma Sub-Region is as in Table 8.

**Table 8.** Status of Tourism Infrastructure in Bandırma Sub-Region

		Bandırma	Biga	Lapseki	Gönen	Manyas	Erdek	Marmara
Number of Visits to the Facility	Local	75861	28022	-	30086	-	8619	3914
	Foreign	4412	318	-	2011	-	38	5
	Total	80273	28340	-	32097	--	8657	3919
Average Length of Stay		1,69	2,38	-	4,17	-	2,07	2,12
Solidity Ratio		37,69	53,01	-	89,83		31,71	39,32
CTCDZ and Tourism Centers	Number	-	-	-	2	1	1	
	Type				(Thermal)	(Thermal)	(Coast)	
Area (Ha)		-	-	-	5273	7000	28160	
Types of Tourism		Bird watching, Hunting	Bird watching, Thermal	Bird watching, Thermal	Bird watching, Thermal, Geriatrics	Bird watching, Thermal	Bird watching, Coast, Botanical, Trekking	Bird watching,, Coast, Thermal, Botanical, Hunting

In addition to its industrial activities, the sub-region also stands out in service and tourism presence and potential. Manyas, Erdek and Marmara counties stand out with their natural beauties and alternative tourism activities in the region. However, various manufacturing industry sectors, boron and fertilizer facilities, the chemical industry, and metal processing facilities, which receive continuous investment in the region, pollute and threaten the existing natural beauties and tourism areas (GMKA, 2013, 2014, 2018a, 2018b).

In the BGUS report for the Marmara Region, the olive corridor was proposed for the settlements in the sub-region in the tourism strategies (see Table 1). It is aimed that this region will be the destination in the field of health and gastronomy. Also, in the report, Kapıdağ Peninsula-Avşa-Marmara Islands has been proposed as a Tourism City. It is aimed to do planning for the development of tourism within the framework of specific themes in tourism cities (Kalkınma Bakanlığı, 2014: 132-133).

**Table 9.** SWOT and TOWS Analysis for Tourism of Bandırma Sub-Region

<b>BANDIRMA SUB-REGION</b>	
<b>STRENGTHS</b>	
<p><b>S1.</b> The prominence of seasonal tourism activities in Erdek and Marmara districts.</p> <p><b>S2.</b> Presence of 2 geothermal springs in Gönen and 1 in Manyas.</p> <p><b>S3.</b> Presence of various modes of transport (road, rail, sea, air) in the Sub-Region and adding new investments to these modes of transport within the scope of national policies.</p> <p><b>S4.</b> Existence of high tourism potential and infrastructure in Erdek and Marmara settlements.</p> <p><b>S5.</b> Kuşçenneti National Park has a Class A European Diploma.</p> <p><b>S6.</b> In the BGUS report for the Marmara Region, some regions were suggested as olive corridors and tourism cities in tourism strategies.</p>	<p><b>W1.</b> The fact that Manyas district is insufficient in tourism activities in terms of the number and qualities of tourism facilities.</p> <p><b>W2.</b> Settlements with tourism potential in the sub-region are in the middle of densely populated and economically strong regions. Despite this, due to the lack of tourism facilities and promotion, it does not see the necessary interest, and the tourist flow to the sub-region is low.</p>
<b>WEAKNESSES</b>	
<b>OPPORTUNITIES</b>	
<p><b>O1.</b> Opportunity to travel abroad by sea to establish commercial and touristic relations.</p> <p><b>O2.</b> Finding potential for establishing a Marina to revive tourism in Erdek district.</p> <p><b>O3.</b> The high oxygen level, vegetation and forest assets of Erdek district create an infrastructure for health tourism development. It has the potential to develop underwater tourism at the national and international levels, as it hosts various kinds of underwater creatures.</p> <p><b>O4.</b> Finding Eco-tourism and Agro-tourism potential in Manyas district.</p> <p><b>O5.</b> The Zeytinli Island in Erdek has the potential to become the world's first island museum.</p> <p><b>O6.</b> Finding the appropriate infrastructure for creating a tourism city on the Kapıdağ Peninsula and the Marmara Islands.</p>	<p><b>T1.</b> Erdek is under spatial pressure due to the developing national industry in Bandırma.</p> <p><b>T2.</b> Ro-Ro and Ferry services from Erdek district to Adalara and Tekirdağ province create pressure on district transportation and functional space use. The danger of an excessive increase in the level of sea and air pollutants in the district, which is a touristic area.</p> <p><b>T3.</b> Bandırma Fertilizer Factories, Plastic and Paint Industry Facilities, and Mines in Erdek (as well as considering the construction of a Thermal Power Plant) threaten the natural beauty and resources of the district and its tourism potential.</p>
<b>THREATS</b>	
<b>OPPORTUNITIES</b>	
<b>THREATS</b>	
<b>STRENGTHS</b>	<p><b>S1.O2.O3.</b> Providing a holistic development with alternative tourism potentials by evaluating the Marina, which is planned to be established with the seasonal tourism activities coming to the fore in Erdek and Marmara districts.</p> <p><b>S6.O6.</b> The tourism strategies proposed in the BGUS report for the Marmara Region and the potential infrastructure to become a tourism city in Kapıdağ Peninsula and Marmara Islands should be considered together and developed.</p>
<b>WEAKNESSES</b>	<p><b>W1.O4.</b> Eliminate the inadequacy of tourism activities in terms of infrastructure and quality in Manyas by evaluating the increasing demand for alternative tourism.</p> <p><b>W2.O2.O3.</b> Ensuring a regular tourist flow by developing the tourism sector, which could not develop even though Erdek, Kapıdağ Peninsula, Marmara, and other islands are in the middle of a strong region, by using the Marina to be established and alternative tourism opportunities in the region.</p>

### **Edremit Gulf Sub-Region**

Edremit district is the focus of national and international tourism. The district has many alternative development potentials, especially in tourism and services. In recent years, Ayvacık district has been preferred in terms of tourism with its ancient city and clean bays (the region has the bluest flag beaches). Ayvalık is in the position of a national and international tourism focus among the existing tourism activities and alternative tourism opportunities with development potential and the settlements along the coastline. The district, which hosts many types of tourism, is a frequent destination for tourists. In Gömeç,

tourism is developed, and there are holiday sites and tourist facilities in the coastal part (GMKA, 2013, 2014, 2018a, 2018b).

Information about the tourism infrastructure of the Edremit Gulf Sub-Region is as in Table 10.

**Table 10.** Status of Tourism Infrastructure in Edremit Gulf Sub-Region

		Ayvack	Ayvalık	Burhaniye	Edremit	Gömeç	Havran
Number of Visits to the Facility	Local	58312	108214	23981	115 569	-	-
	Foreign	1645	75591	848	1 925	-	-
	Total	59957	183805	24829	117 494	-	-
Average Length of Stay		2,18	1,86	2,15	1,82	-	-
Solidity Ratio		30,84	46,12	54,89	34,54	-	-
CTCDZ and Tourism Centers	Number	3 (Coast, Thermal)	-	-	1 (Thermal)	-	-
	Type						
	Area (Ha)	11080	-	-	99	-	-
Types of Tourism		Thermal, Coast, Botanical	Coast, Trekking, Agro, Thermal, Hunting, Geriatrics	Coast, Agro, Hunting	Bird watching, Coast, Thermal, Trekking, Jeep Safari, Agro, Botany, Hunting, Geriatrics	Coast, Agro	Thermal, Agro

Edremit, regional center; Ayvalık and Burhaniye stand out as sub-centres. Especially Ayvalık-Burhaniye axis stands out in yacht tourism. Edremit, besides being an important center of the region, is also a tourism focus throughout the country. Other districts of the sub-region also come to the fore with their touristic identities. Ayvalık Islands and Edremit Bay are popular tourist destinations with coves suitable for diving sports, paragliding, and surfing.

**Table 11.** SWOT and TOWS Analysis for Tourism of Edremit Gulf Sub-Region

<b>EDREMIT SUB-REGION</b>	
<b>STRENGTHS</b>	
<p><b>S1.</b> The Edremit Gulf Sub-Region being the focus of tourism and the homogeneous distribution of tourism potentials.</p> <p><b>S2.</b> Geographical location suitable for nature and sea tourism.</p> <p><b>S3.</b> Existence of 1 (Tuzla Termal) geothermal resource in Ayvacık and 1 (Güre Termal) in Edremit.</p> <p><b>S4.</b> Ayvalık has strong potentials for coastal tourism.</p> <p><b>S5.</b> The presence of Kaz Mountains, one of the most oxygen-producing regions in the world, in the region.</p> <p><b>S6.</b> The geographical location of the Sub-Region is very convenient for land, sea and air transportation and it has an international airport (Balıkesir Koca Seyit Airport).</p>	<p><b>W1.</b> The fact that Havran and Gömeç districts are insufficient in tourism activities in terms of the number of facilities and their qualities.</p> <p><b>W2.</b> Insufficient promotion despite having the potential to provide high economic returns in tourism and related sectors.</p> <p><b>W3.</b> The low number of international flights to Körfez Airport and the inability to take advantage of the international tourism and business-oriented economy and service share.</p>
<b>OPPORTUNITIES</b>	
<p><b>O1.</b> Opportunity to travel abroad by sea, to establish commercial and touristic relations.</p> <p><b>O2.</b> The Sub-Region has High tourism potentials.</p> <p><b>O3.</b> Presence of development potential in terms of health tourism (thermal water resources in Edremit Güre and Bostancı are suitable for health tourism, and it is possible to turn the region with oxygen storage into a health center for asthma patients).</p> <p><b>O4.</b> Finding alternative tourism opportunities that can carry out tourism activities for 12 months in Edremit Bay, which is the locomotive of regional tourism.</p> <p><b>O5.</b> The Sub-Region has a historical and cultural identity.</p>	<p><b>T1.</b> The danger of allowing the construction of 2nd houses, especially in the coastal part, and the increase of concrete.</p> <p><b>T2.</b> The dangers posed by the technical, infrastructural, economic and environmental problems experienced in the Sub-Region due to the excessive increase in the summer population.</p>
<b>OPPORTUNITIES</b>	
<b>THREATS</b>	
<b>STRENGTHS</b>	<p><b>S1.S2.O4.</b> Developing the possibility of making tourism every season with alternative tourism activities, by evaluating the suitability of the geographical location for nature and sea tourism and the sub-region being the focus of tourism.</p> <p><b>S3.S4.O4.</b> Developing Ayvalık's strong coastal tourism potential with its geothermal resources in Ayvacık and Edremit, taking into account the increasing demand for alternative tourism.</p>
<b>WEAKNESSES</b>	<p><b>S1.T1.T2.</b> Reducing the pressure on the city and the coast by utilizing the tourism potentials in the sub-region.</p> <p><b>W1. T.1.</b> Reducing the pressures arising from tourism in the city and on the coast by improving the districts of Havran and Gömeç in terms of the number and quality of tourism facilities.</p>

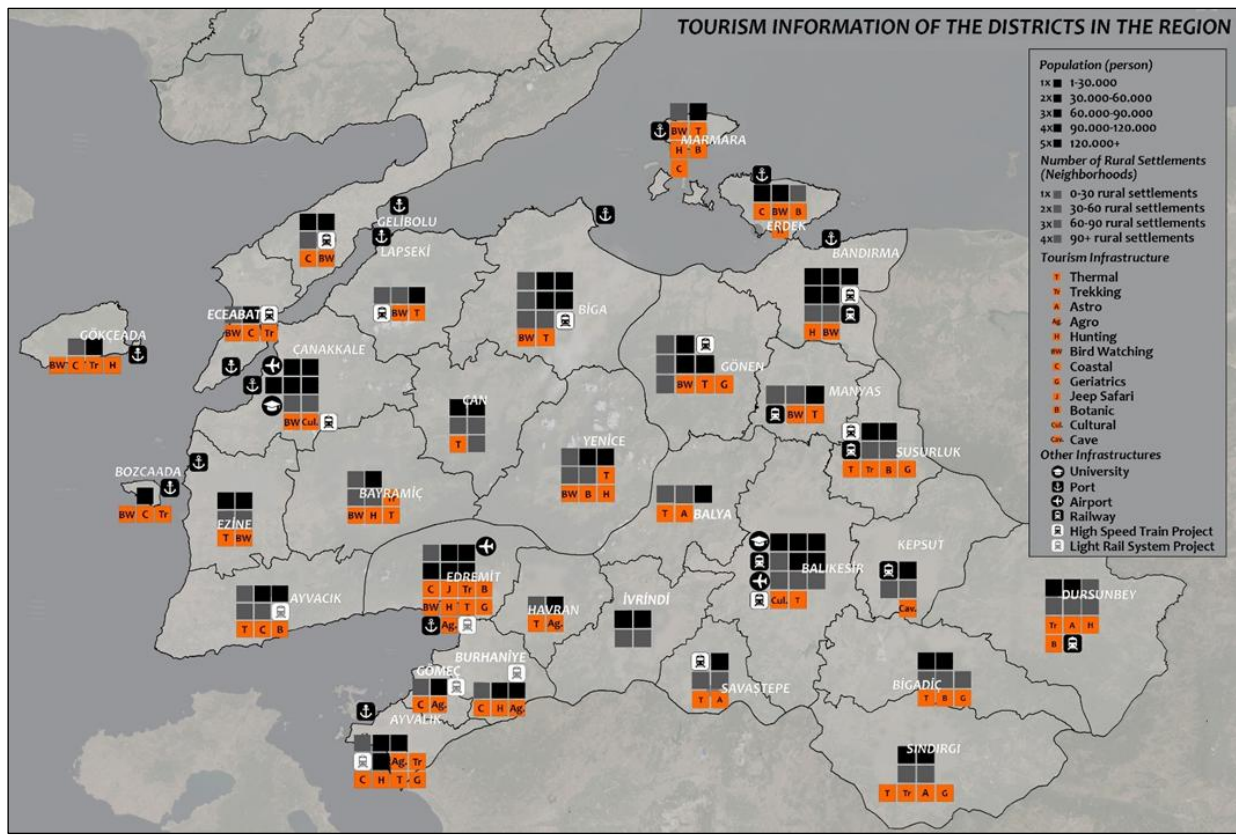
### TR22 Region

According to the Ministry of Culture and Tourism, 2017 data in TR22 Region Sub-Regions, the highest number of visits to the facility is in Çanakkale and Edremit Gulf sub-regions (Kültür ve Turizm Bakanlığı, 2017). CTCDZ and Tourism Centers areas are mostly located in Bandırma Sub-Region, followed by Balıkesir Sub-Region (Tablo 12) (Kültür ve Turizm Bakanlığı, 2018).

**Table 12.** Status of Tourism Infrastructure in TR22 Region

		<b>Bandırma Sub-Region</b>	<b>Edremit Gulf Sub-Region</b>	<b>Çanakkale Sub-Region</b>	<b>Balıkesir Sub-Region</b>	<b>Total</b>
Number of Visits to the Facility	Local	146502	306076	291108	103812	847498
	Foreign	6784	80009	100348	2087	189228
	Total	153286	386085	391456	105899	1036726
CTCDZ and Tourism Centers	Area (Ha)	40433	11179	18840	33148	103600
Types of Tourism		Hunting, Birdwatching, Thermal, Geriatrics, Coast, Botany, Trekking	Thermal, Coast, Agro Botanical, Trekking, Hunting, Geriatrics, Birdwatching, Jeep Safari	Birdwatching, Hunting, Trekking, Thermal, Coast, Cultural, Botanical	Thermal, Cultural, Astro, Botanical, Geriatrics, Trekking, Hunting, Cave	-

When the TR22 Region is looked at holistically, it is seen that the activities and potentials of tourism are concentrated in the Edremit Gulf sub-region and Çanakkale sub-region. When the spatial distribution of tourism potentials in the TR22 Region is examined, it is seen that there is a density in the southwest and northeast of the region (Figure 4).



**Figure 4.** Tourism Information of The Districts in The Region

SWOT and TOWS analysis specific to TR22 Region is as in Table 13. According to the SWOT analysis, it is understood that the TR22 Region shows a balanced and positive trend in general and that the potentials created by the strengths and opportunities in the region can be used to eliminate the weaknesses and threats.



**Table 13.** SWOT and TOWS Analysis for Tourism of TR22 Region

		<b>TR22 REGION</b>	
		<b>STRENGTHS</b>	<b>WEAKNESSES</b>
		<p><b>S1.</b> Having alternative tourism opportunities.</p> <p><b>S2.</b> Many festivals and cultural events are held in the region (Milk Fountain Festival, Zeytinli Rock Festival, International Sındırgı Yağcıbedir Carpet, etc.)</p> <p><b>S3.</b> Accessibility in terms of geographical location and the advantage of proximity to important metropolises: Istanbul (280 km), Izmir (201 km), Bursa (148 km), Eskişehir (301 km), Kocaeli (240 km).</p> <p><b>S4.</b> The region has long coastlines and many blue flag beaches (13 in Çanakkale, 22 in Balıkesir) and a connection to the Marmara and Aegean Seas.</p> <p><b>S5.</b> The existence of airports in both provinces in the region.</p>	<p><b>W1.</b> Weaknesses in tourism activities in terms of the number and quality of tourism facilities in 11 districts (Ezine, Manyas, Havran, Gömeç, Susurluk, Balya, İvrindi, Savaştepe, Kepsut, Bigadiç, Sındırgı) in the region.</p> <p><b>W2.</b> Inadequate evaluation of alternative tourism potentials in the region and failure to bring them into the economy.</p> <p><b>W3.</b> Lack of inter-institutional coordination in organizing and effectively carrying out socio-cultural activities.</p> <p><b>W4.</b> Inadequate urban, rural, and environmental infrastructure.</p>
		<b>OPPORTUNITIES</b>	<b>THREATS</b>
		<p><b>O1.</b> Opportunity to travel abroad by sea to establish commercial and touristic relations.</p> <p><b>O2.</b> Increasing demand for alternative tourism.</p> <p><b>O3.</b> The Gebze-Orhangazi-İzmir Highway under construction will play a strong linking role in the creation of new contemporary development areas.</p>	<p><b>T1.</b> The business and tourism potential of the region cannot be adequately evaluated due to the lack of promotion.</p> <p><b>T2.</b> The sea tourism season is short compared to other tourism regions.</p> <p><b>T3.</b> The fragmented planning of unqualified and physically obsolete secondary housing areas in the region, along with the excessive summer population increase, creates an increase in pollution and inadequacy in infrastructure and services. This reduces the quality of tourism activities and the preference of the region.</p>
		<b>OPPORTUNITIES</b>	<b>THREATS</b>
<b>STRENGTHS</b>		<p><b>S1.O1.</b> Developing alternative tourism opportunities with the opportunity to travel abroad by sea, establish commercial and touristic relations, and transform them into employment.</p> <p><b>S2.O2.</b> Ensuring economic vitality in sectors, especially tourism, by integrating the festival and cultural events held in the region into alternative tourism activities.</p> <p><b>S3.O3.</b> Consolidation of the advantage of accessibility in terms of geographical location and proximity to important metropolises, with the completion of the Gebze-Orhangazi-İzmir Highway and the creation of new contemporary development areas along this connection axis.</p> <p><b>S4.S5.O1.</b> Increasing commercial-touristic relations by using the advantage of the region's existence of blue flag beaches and its connection with the Marmara and Aegean Seas, with the region's access to international borders and transportation networks.</p>	<p><b>S1.T1.</b> Eliminating the business and tourism potential in the region, which cannot be adequately evaluated due to the lack of publicity, by introducing, developing, and diversifying alternative tourism opportunities in the region.</p> <p><b>S1.T2.</b> Developing and diversifying tourism opportunities that can create an alternative to sea tourism in the region due to the short season in sea tourism compared to other tourism regions.</p>
<b>WEAKNESSE</b>		<p><b>W1.O2.</b> Eliminate the weaknesses in tourism activities in terms of the number and qualities of tourism facilities in 11 districts by developing and diversifying alternative tourism types with potential infrastructure in the districts.</p>	<p><b>W2.T1.</b> Increasing tourism and related employment by evaluating alternative tourism potentials in the region and bringing them into the economy.</p> <p><b>W2.T2.</b> Eliminate the economic negativities experienced due to the short season in sea tourism by evaluating alternative tourism potentials and bringing them into the economy.</p>

## 5. Discussion and Conclusion (Strategic Spatial Situation)

The tourism-oriented study carried out within the scope of the TR22 Region is handled in the "Regional Scale," which is the most appropriate scale for cooperation with regional, national, and local authorities and neighboring hinterlands, where regional/spatial/territorial planning policies can be applied.

In order to analyze the current situation, a detailed regional synthesis was obtained by considering both the upper scale (national and regional) and local scales together. Tourism-oriented regional development and spatial planning could be realized by converting this information to SWOT and converting it to TOWS.

The SWOT analysis has proven to be an important step in formulating tourism development strategies. Because, It has provided a comprehensive assessment of the current situation, which constitutes the initial level and integrates all relevant information.

As a result of the evaluations, the underlying causes of the problems were examined, and realistic approaches were developed to solve the problems by making TOWS analyses based on sub-regions. Strategic targets have been developed to solve the identified problems directly and reach the vision for tourism at the end of the planning period.

While preparing the TR22 South Marmara Tourism Oriented Strategic Spatial Planning and Regional Development Plan (2014-2023), the following items were taken into consideration as a result of national, regional and local analyzes and SWOT and TOWS analyzes.

1) There are four predominantly developed cities in the region. These are Balıkesir and Çanakkale, where the service sector develops with the advantage of being a city center, Bandırma, which is the focus of industry and service in the north; and Edremit, which is a country-wide tourism focus, located in the south coastline.

2) It is thought that the Northern Marmara Highway and the Kınalı-Tekirdağ-İzmir Highway, which will be connected to Istanbul via the Karacabey-Gebze axis, will play an important role in shaping the spatial organization of the region.

3) The region is rich in natural and historical beauty. There are four national parks and many natural and historical sites in the region, whose lands are mostly nature-sensitive areas.

While the TR22 South Marmara Tourism Oriented Strategic Spatial Planning and Regional Development Plan (2014-2023) was being prepared, all spatially weighted plan decisions for the region's growth, development, and development in services were created by taking socio-economic, spatial, and environmental assessments into account. First, sectoral regions (in terms of tourism) that impact all inter-regional dynamics in the TR22 Region and are prioritized in regional development have been determined. Sectoral characteristics within the region have been determined by utilizing the data of SWOT and TOWS analysis, together with tourism-oriented analysis, synthesis, and statistical evaluations made previously in the region.

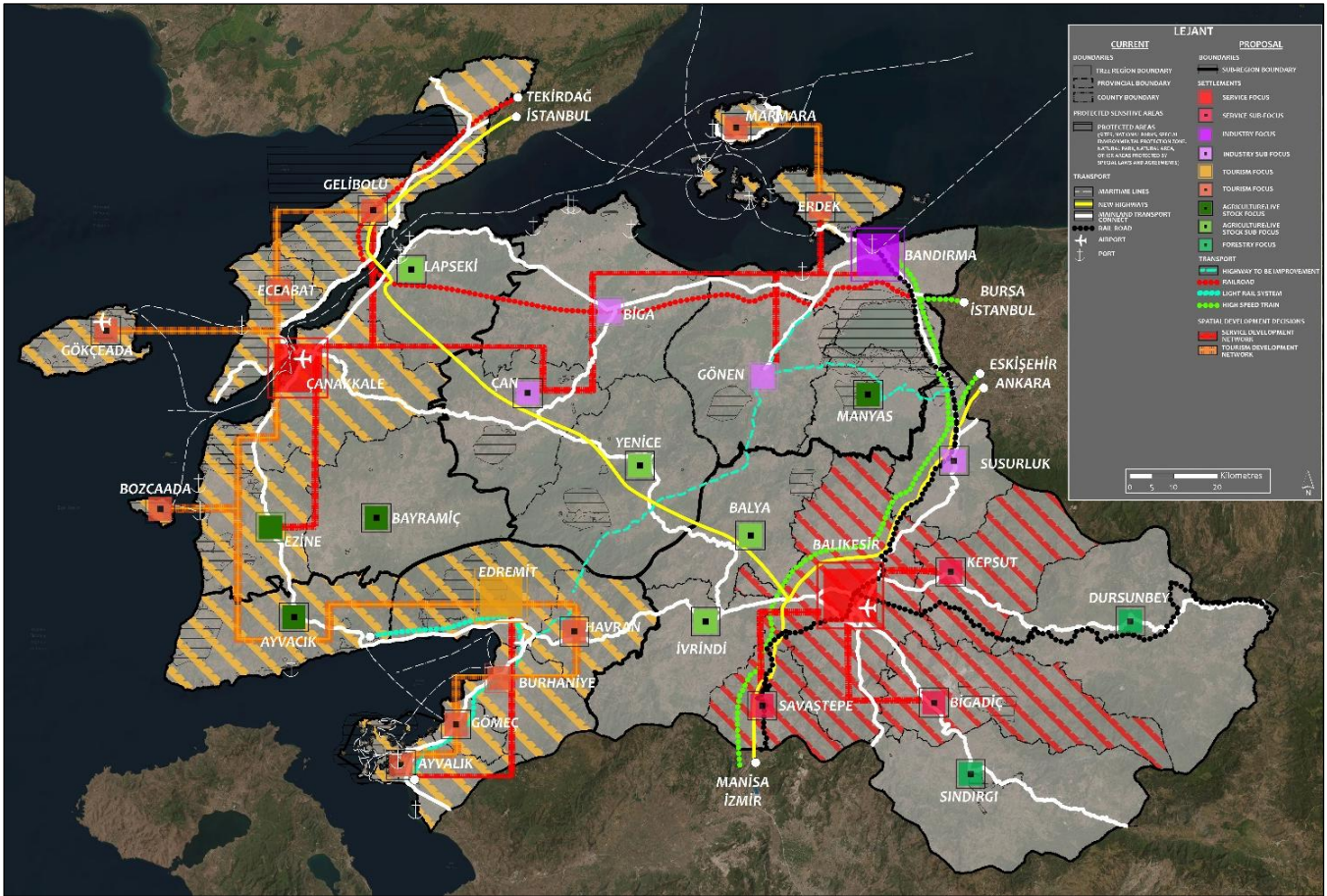
Gelibolu, Eceabat, Gökçeada, Çanakkale Center, Bozcaada, Ezine, Ayvacık, Edremit, Havran, Burhaniye, Gömeç, Ayvalık, Erdek, and Marmara are determined as *tourism sub-regions*.

Edremit is the *main focus of tourism*; Havran, Gömeç, Burhaniye, Ayvalık, Bozcaada, Gökçeada, Eceabat, Gelibolu, Marmara and Erdek are determined as *tourism sub-focuses*.

Tourism development network consists of 2 main development networks:

- The network between Erdek and Marmara.
- The Gökçeada and Bozcaada network, which is added to the main tourism network of Gallipoli, Eceabat, Çanakkale, Ezine, Ayvacık, Edremit, Havran, Burhaniye, Gömeç, and Ayvalık.

In the plan, main service relations with Tekirdağ and Istanbul over Çanakkale, Gelibolu, and Lâpseki, with Edremit and Balıkesir over Ezine, main tourism relations with Ezine and Edremit and main international tourism relations with seaway connections were established. Edremit, on the other hand, establishes main service relations with Çanakkale via Ayvacık and with Balıkesir via Havran. Edremit establishes main tourism relations, seaway connections, and international tourism relations through Havran, Burhaniye, Gömeç, Ayvalık, and Balıkesir. At the same time, it strengthens the tourism relationship to İzmir and the Aegean Region via Burhaniye and Ayvalık (Figure 5).



**Figure 5.** TR22 South Marmara Tourism Oriented Spatial Development Strategy/Regional Plan (2014-2023)

A Light Rail System will be established between Küçükkuşu and Altınova in order to use the tourism potential effectively and to increase the number of visitors. The tourism potential in Edremit Bay will also be transferred to Ayvacık and Burhaniye districts by the Light Rail System (HRS).

Alternative tourism activities (especially related to these activities) will be revived in the region, and free zones will be established (Health Free Zone has been proposed in Erdek).

The Gelibolu Peninsula, Çanakkale, Ezine, Ayvacık, Gökçeada, Bozcaada, Edremit, Burhaniye, Gömeç, Ayvalık coastal line, and Marmara, Erdek line will be the regions where tourism will develop.

Industrial investments desired to be made in areas where tourism is intense will be directed to suitable areas where the industry can develop by the relevant institutions in the region.

The detailed Tourism Oriented Spatial Development Strategies of the districts in the TR22 Region are as in Table 14.

**Table 14.** TR22 Region Tourism-Oriented Spatial Development Strategies

<b>BALIKESİR SUB-REGION</b>	<b>Merkez</b>	<i>National, regional and sectoral integration will be ensured by developing highway, railway, and airway systems and proposing logistics centers in the district. The district will be the center of service, R&amp;D, and innovation.</i>
	<b>Balya</b>	<i>With the opportunities that the Tekirdağ-Çanakkale-Balıkesir highway to be built will pass through the district, and the district will connect to the Edremit Gulf sub-region via the İvrindi district, the development of the district will be ensured in the tourism sector.</i>
	<b>Bigadiç</b>	<i>The development of the district is towards the center of Balıkesir, and the development and alternative tourism potentials of the district will be evaluated accordingly.</i>
	<b>Dursunbey</b>	<i>The development of the district is towards the center of Balıkesir, and it will be developed in terms of health and mountain tourism with its potential.</i>
	<b>Sındırgı</b>	<i>The district has important regional and national geothermal resources, which need to be evaluated sufficiently. The use of these resources in thermal tourism facilities will be increased.</i>
	<b>Susurluk and Bayramiç</b>	<i>Alternative tourism potentials of the districts will be evaluated.</i>
	<b>Bozcaada</b>	<i>The potential for wine production from grapes in Bozcaada will be developed by clustering (Gökçeada and Eceabat), and the branding of these products will recognize the island. In this way, it will have the character of a settlement where it is the focus of cultural and tourism activities.</i>
<b>ÇANAKKALE SUB-REGION</b>	<b>Çan</b>	<i>The thermal tourism potential of the district will be evaluated together with the relational opportunities brought by the Tekirdağ-Çanakkale-Balıkesir highway to be built in the district.</i>
	<b>Merkez</b>	<i>The historical and cultural values of the district and the tourism potential in the protected natural areas will be developed with a balance of protection and use. The Tekirdağ-Çanakkale-Balıkesir highway, which is under construction, will serve as a bridge to the coastal attraction centers of the district, and the district will become a logistics center with the potential that these investments will bring. The district will be developed in the service sector (especially culture, tourism, and trade).</i>
	<b>Eceabat</b>	<i>The historical and cultural potential of the district will be evaluated with alternative tourism activities, and it will be made a tourism city.</i>
	<b>Ezine</b>	<i>Tourism activities will be developed by using the tourism potential of the district.</i>
	<b>Gelibolu</b>	<i>The historical value and natural beauty of the district will be evaluated.</i>
	<b>Gökçeada</b>	<i>Gökçeada will be a settlement where alternative tourism quality (eco-agro tourism, sea sports, camping, etc.) can be developed for tourism activities. Improvements will be made within the scope of Cittaslow features. With the development of alternative tourism opportunities, the district will play a role as a tourism stop point.</i>
	<b>Yenice and Biga</b>	<i>Supporting decisions will be made for the places declared as Tourism Centers by the Ministry of Culture and Tourism in the districts.</i>
<b>BANDIRMA SUB-REGION</b>	<b>Bandırma</b>	<i>In Bandırma, Tekirdağ-Çanakkale-Bandırma railway and the district's new railway and highway connections serve as bridges to ferry lines, international connection roads, and important attraction centers of the country. For this reason, considering the potential that these investments will bring, it will be a logistics center and be developed in the industry and service sector.</i>
	<b>Erdek</b>	<i>Development areas and Preferential Usage Areas along the coastal band of the district settlement have been proposed. In addition, considering that the peninsula is on the sea tour route, coastal uses for tourism will be supported. National and international underwater tourism will be developed, and plans will be made to remove the negative tourism pressure. Bandırma industrial pressure will be prevented, and industrial investments will be controlled. The district will have the characteristics of a tourism city.</i>
	<b>Gönen</b>	<i>Supporting decisions will be made for the places declared as Tourism Centers by the district Ministry of Culture and Tourism. The district will have the characteristics of a tourism city.</i>
	<b>Lâpseki</b>	<i>In addition to the port, which increases the importance of the city of Lapseki as a settlement, tourism potential and sea transportation will be developed due to its wide coastline. The logistics center proposed in the Environmental Plan will be accepted, and the development will be made in this direction. The district will have the characteristics of a tourism and service city.</i>
	<b>Manyas</b>	<i>Eco-tourism and agro-tourism will be developed in the district.</i>
	<b>Marmara</b>	<i>Port connections will be strengthened, and tourism activities will be increased in the district.</i>
	<b>EDREMIT GULF SUB-REGION</b>	<b>Ayvalık</b>
<b>Edremit</b>		<i>The tourism potential in Edremit Bay will be further increased with HRS. The development of the district is towards Balıkesir district, and the district will develop into a tourism and service center.</i>
<b>Gömeç and Havran</b>		<i>Since the development level of Gömeç and Havran districts is low in terms of tourism, tourism activities will be increased and developed.</i>

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