



EVALUATIONS ON THE DEVELOPMENT OF SUSTAINABLE TOURISM IN AMASRA'S URBAN LANDSCAPE

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ABSTRACT

This study examines Amasra district which is a small tourism center in the West Black Sea Region in Turkey. The natural and cultural landscape heritage of the city has been effected by the unplanned urban development and misuses based on tourism. Amasra's landscape heritage should be served to meet needs of current people for tourism and also be passed to feature generation with minimum disruption.

In this scope, the natural and cultural landscape values of Amasra are examined under the light of the questionnaires applied on local people and visitors, face to face interviews with experts, written and oral information obtained, literature review and observations made in the field. As a result of the evaluations, it is found that an effective sustainable tourism development is necessary because such negative factors as the rapid urbanization, loss of historical values, visual pollution, noise, lack of infrastructure and lack of environmental awareness are dominant in the district compared to economic, social, cultural and environmental positive impacts of tourism. This study offers suggestions to improve the positive effects found in Amasra urban landscape and recommends corrective actions and programmes towards the negative effects to the government, local administration, voluntary environmental institutions and visitors.

Keywords: Sustainable tourism, urban landscape, planning, management, Amasra, Bartın.

AMASRA KENT PEYZAJINDA SÜRDÜRÜLEBİLİR TURİZM GELİŞİMİ ÜZERİNE DEĞERLENDİRMELER

ÖZET

Araştırmada, Türkiye'nin Batı Karadeniz Bölümü'nün küçük turizm merkezlerinden biri olan Amasra kenti incelenmiştir. Zamanla kentin doğal ve kültürel peyzaj mirası, plansız kent gelişimi ve turizme dayalı yanlış kullanımlardan etkilenmeye başlamıştır. Amasra'nın peyzaj mirası bugünün hizmetine sunulmalı ve aynı zamanda en az bozulma ile gelecek kuşaklara aktarılmalıdır.

Bu kapsamda makalede Amasra kentinin doğal ve kültürel peyzaj değerleri, sürdürülebilir turizm gelişimi açısından yerel halka ve ziyaretçilere uygulanan anket çalışmaları, uzmanlarla yapılan yüz yüze görüşmeler, elde edilen yazılı ve sözlü bilgiler, literatür taramaları ve alanda yapılan gözlemler ışığında değerlendirilmiştir. Yapılan değerlendirme sonucunda Amasra'da hızlı kentleşme, tarihi değerlerin kaybı, görsel kirlilik, gürültü, altyapı eksikliği ve çevresel duyarlılığın azlığı gibi olumsuz etkiler, turizmin yöreye kazandırdığı ekonomik, sosyal, kültürel ve çevresel açıdan olumlu etkilerden baskın bulunduğu için etkili bir sürdürülebilir turizm gelişiminin gerekliliği belirlenmiştir. Araştırmada bu çerçevede Amasra kent peyzajında belirlenen olumlu etkileri geliştirecek öneriler sunulurken, diğer yandan olumsuz etkileri giderecek hükümete, yerel yönetime, gönüllü çevreci kuruluşlara ve ziyaretçilere yönelik düzeltici eylem ve programlar önerilmiştir.

Anahtar Kelimeler: Sürdürülebilir turizm, kent peyzajı, planlama, yönetim, Amasra.

1. INTRODUCTION

Tourism provides significant contributions to global, national, regional and local economies. Compared to other sectors, it is more dependent on and sensitive to the quality of natural and cultural landscape. Therefore, long-term practicability of tourism depends on the sustainability of natural, cultural and historical heritage (Paçacı, 1994). Due to its close relation to natural and cultural environment tourism reveals the necessity of the harmony of development and environment. At this point, the concept of sustainable tourism which includes such comprehensive objectives as;

- To develop environment, economy and tourism as part of one another and with an increasing importance,
- To improve the quality of environment,
- To improve the quality of life of the local people,
- To provide high quality standards for tourists,
- To integrate tourism to other economic sectors,
- To ensure equality in development,
- To guarantee the protection of environment for future generations comes up (Gezici, 1998).

With the increasing importance of the environment dimension of tourism, the classical tourism understanding comprised of sea, sun and sand started to lose its domination. The environmental problems caused by mass tourism led to the emergence of different tourism types which are called in such different names as sustainable tourism, green tourism, alternative tourism but basically have the same meaning (Güleç, 1998; Himmetoğlu, 1996). The term sustainability in tourism is stated as the protection and development of natural, historical, cultural, social and aesthetic values, which are the sources of tourism, and thus to ensure the sustainability of their attraction (Oral ve Şenbük, 1996). Tourism and environment, which have a very close relationship, are considered within the scope of nature-based planning and sustainable tourism planning today (Anonymous, 1991; Yücel, Altunkasa ve Yılmaz, 1996).

Basically, sustainable tourism includes the same components as tourism. Here, each component formed of society/local authority, tourism industry and environment is in unity with its own objectives. Due to the overlapping of the expectations and demands of each group in time, common objectives started to be determined. Thus, the necessity of improving the cooperation between the components for the development of tourism towards ensuring a better living environment became clear. In order to reach the objectives for sustainable tourism it is necessary to evaluate the approaches and expectations of different components towards the development of tourism and to ensure consensus among the expectations. As a result of this consensus, the expectation of tourists, tourism entrepreneurs and local people to live in a better environment will be realized and in line with these objectives, development of sustainable tourism, which includes guaranteeing the environment, will be ensured (Figure 1) (McIntyre, Hetherington ve Inskeep, 1993).

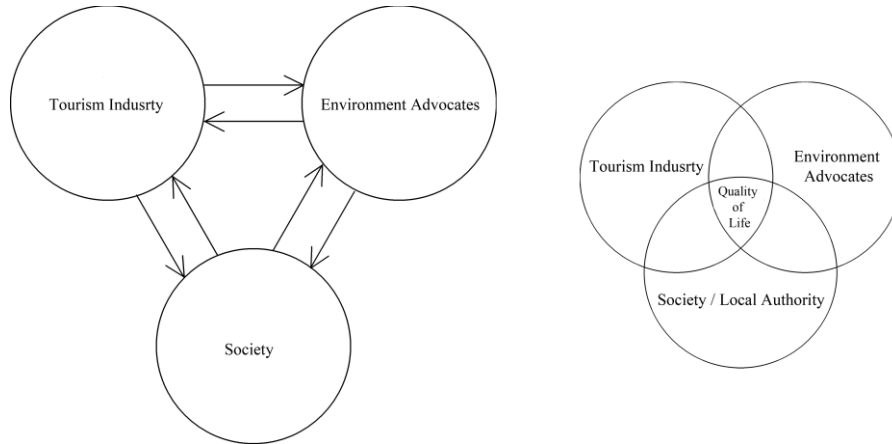


Figure 1. The collaborative and partnership relations of the three components which are effective in the development of sustainable tourism (McIntyre et. al., 1993).

The development of sustainable tourism should be considered within the scope of;

- The fact that natural environment creates a resource for tourism,
- The management of tourism and nature in the protection of environment,
- Including protection-oriented activities,
- Ensuring environmental training via tourism in order to develop local people and the society. These four main issues should be included in the policies and strategies with regards to the planning and development of sustainable tourism (Jafari & Wall, 1994).

In this study, Amasra, a small tourist attraction in the West Black Sea Region of Turkey, was examined. Natural and cultural landscape heritage of the city has been affected from unplanned urban development and wrong utilizations depending on tourism in time. However, these problems should be discussed under the light of the development of sustainable tourism; in other words, the landscape heritage of Amasra should be offered to the people and should be transferred to the future generations with minimum corruption.

Aim of this study has been the evaluation of tourism in Amasra's landscape with regard to sustainable development. As a result of evaluation based on the findings of the study, a number of negative effects on tourism have been determined such as rapid urbanization, loss of historical values, visual and noise pollution, insufficient infrastructure and inadequate environmental awareness. It has been understood that there was not a reasonable sustainable tourism development policy because these negative effects were more dominant than economically, socially, culturally and environmentally positive effects of tourism. In this context, in the study, suggestions have been offered to the government, local responsible, voluntary organizations and environmentalists in order to improve positive impacts and on the other hand, to eliminate negative effects identified on tourism in Amasra's urban landscape.

2. MATERIAL AND METHOD

2.1 Material

Various materials were used in the study in order to examine the natural and cultural landscape values belonging to the urban landscape in Amasra from the perspective of sustainable tourism. Among these materials, the maps used in the study are;

- 1/25000 and 1/50000 scale topographic map,
- 1/25000 and 1/200000 scale Bartın province administrative division map and
- 1/100000 Turkey road map.

The written and oral information obtained concerning the research area and the subject includes;

- Information on the resources regarding the geographical location, topography, geology, climate conditions, natural vegetation, historical, cultural, touristic, social, economic and infrastructural properties of the area,
- Books, theses and articles obtained from the university libraries,
- Notes and photographs obtained by field observations and examination studies,
- Oral information obtained from competent authorities and local people,
- Questionnaires implemented on the local people living in the Amasra city center and the visitors,
- The results of the questionnaires evaluated using SPSS package programme.

2.1.1 Research Area

In the study, Amasra district, which is a significant tourist attraction in the West Black Sea Region in Turkey, was examined. Figure 2 shows the location of the research area. Among the main reasons behind choosing Amasra district, located within the provincial borders of Bartın, as the research area are;

- The fact that the number of tourists is much more than any other settlement in Bartın province,
- The fact that it is the first place that people coming from other cities visit first in Bartın,
- The need for an effective planning and management for the sustainability of tourism as well as the natural and cultural landscape properties in the region.

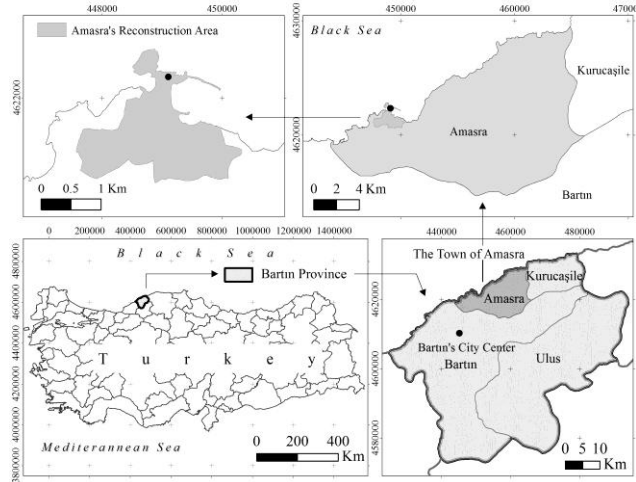


Figure 2. The location of the research area (Sarı, 2001).

Defined by Sakaoğlu (1999, p.1) as “A peninsula with five islands and two bays”, Amasra rises as a small peninsula in the West Black Sea coast. Amasra city center and its environs, which has a different look in terms of coast geomorphology on the coast of Bartın city, is founded on small plain which emerged with the union of four of the five small islands on the mountain foot of Black Sea coast mountains and on the hills and mountain foos of this plain (Sakaoğlu, 1999; Sarı, 2001; Sarı Nayim, 2014). The natural vegetation of Amasra, its bays and beaches, its landscape characteristics such as the geomorphological features in the form of islands and peninsula are the most significant elements that attract visitors to this region (Sarı Nayim, 2014).

The coast of Amasra has a unique geomorphological structure. The coastal geomorphology in neritic limestone structure led to the emergence of rare landscape elements. Amasra/Boztepe peninsula, Tavşan Island, Major Port and Minor Port natural bays, landscape forms emerging in the form of steep cliffs, submarine rock blocks, alluvial plains and mountainous terrains serve as a biotope for the various types of vegetation and wild life. These different landscape forms, which have significant contributions to the urban ecology and aesthetics in Amasra and bring an identity to the district, are under the pressure of such different area utilization as house settlement, transportation, tourism and recreation (Sarı Nayim, 2014).

Amasra has a coastal climate unique to the Black Sea. It rains during all seasons in this climate and summers are chilly while winters are not very cold. Between 15 October-15 March wind flows towards north-east wind. It is also open to north, south-west and north-west winds (Anonymous, 2001a; Sarı, 2001). The number of clear days in June, July and August rises up to 13 days (Anonymous, 2001a; Sarı, 2001). In this context, it is understood that June, July and August are the best months for tourism. Besides, there are days in April, May, September and October which are convenient for tourism (Atik, 1992; Sarı, 2001).

The district and its environs reflect the characteristics of the Black Sea Region in terms of the natural vegetation. In a flora study Yatgın (1996) carried out in Amasra, 265 natural plant taxon were determined here. In another study carried out by Sarı Nayim (2010) a total number of 521 natural plant taxon were determined in Amasra and its environs.

Amasra district center is a small intermediate port district between Zonguldak and Sinop provinces on the Black Sea Coast of Turkey. Amasra district which is a small touristic settlement in Black Sea bears the traces of a history of 3000 years (Anonymous, 2001b). Its natural location and strategic place in history resulted serving as a host to many civilizations as a coastal city. With its historical places it is one of the most attractive destinations in Black Sea in terms of tourism. During the period of Queen Amastris, who gave her name to the district, magnificent houses and mansions were built in the center. And the Roman Emperor Claudius, on the other hand, made such architectural buildings as Castle, Covered Bazaar, Antique Theatre, Public Bath, Kuşkayası (Bird'

Rock) Monument, Antique Cemetery be built in the district as well as the road network that connects the city to Sinop over Tekkeönü and to Filyos over Bartın (Anonymous, 2001c).

The birth of tourism in Amasra dates back to the 1940-1960s. During the period, Amasra and its environs had been discovered by both domestic and foreign visitors with its natural and cultural landscape values. With the increase in the number of visitors in its development years between 1960-1965, tourism started to be considered as a source of income. Unplanned urbanization, which effects the development of Amasra as a tourist attraction, also emerged during this period. After 1965, there had been a period of recession in Amasra in terms of tourism. In political statements, it was said that tourism would not be a source of income in the long-term and that the district should be coal district in order to develop and this caused to an irreparable natural and historical destruction (Sakaoğlu, 1999; Sarı, 2001).

An intense settling can be observed in the city center. Most of the houses serve as hostels and motels for the visitors. Amasra is one of the first tourist attractions where house hostels developed (Anonymous, 2000a). Another significant cultural feature of Amasra is traditional wood engraving. Wooden goods produced and sold in Çekiciler Bazaar attract great attention from the visitors.

2.2 Method

A three-stage method was followed in the study. These stages are;

- Data collection,
- Analysis of data gathered,
- Evaluation of analysis results and offering suggestions for future tourism developments with regard to sustainability.

Data in general have been collected via questionnaires, face to face interviews with experts and site surveys. In this study, the questionnaires have formed the most important data collection method. Data collected with questionnaires have been as follows:

- Characteristics of local public and people who visit Amasra,
- Natural and cultural urban landscape values,
- Opinions and expectations of visitors about positive and negative effects on these values important for tourism.

In determining the method of the study and preparing the questions in the questionnaire, the studies of Davidson (1970), Gülez (1979), Pehlivanoglu (1987), Gökçe (1992), Bell (1993), Gülez (1994), Açıksöz (2001) and Sertkaya (2001) were utilized. Simple random sampling method was used in determining the number of people who will answer the questionnaire forms. Sample size 125,5 was calculated in terms of 2% of city population. It was taken as 150 and questionnaires were implemented on 120 local people and 30 visitors. The people who answered the questionnaires were chosen randomly. Questionnaire forms were filled through face to face interviews. Personal comments of the subjects were attached to the forms.

The answers to the questionnaire and the variables were determined, coded and transferred to the computer using SPSS package programme. Cross tabulation analyses which enable to compare questions with a single answer and frequency table analyses were used in questions with more than one answer. Taking the numbers and per cents into account, the results of the analyses were given in tables. Burton's (1996) study was used in analyzing the results of the questionnaire with SPSS package programme.

The analyses of the data obtained from the questionnaires implemented to the local people and the visitors were evaluated together with the visual analyses in the area and the resource analyses carried out using the written and oral literature. The results obtained contributed to the protection of the natural and cultural landscape values of Amasra district within the scope of the development of sustainable tourism and thus, to their utilization by today's and future generations; and to the development of solutions for possible problems.

3. RESULTS

The questionnaires were implemented on 120 residents of the district and 30 visitors chosen with random sampling method.

3.1 The Results of the Questionnaires implemented on Amasra Residents

According to the results of the questionnaires implemented on 120 residents in Amasra, of whom 81 were male and 39 were female, 58,3% of them said they were not originally from Amasra. Among the group who said they were not originally from Amasra, 25,4% of them said that they were living in Amasra for 10-15 years while 23,9% said that they were living in Amasra for over 20 years. Local people stated that the highest number of visitors arrive the county with 44,6% in July, with 33,1% in August and with 14,2% in June. September with 3,8% and May with 2,7% follow them (Table 1).

Table 1. Distribution of the months in which Amasra hosts the highest number of visitors.

When does the district receive the highest number of visitors?		
	Number	%
July	116	44,6
August	86	33,1
June	37	14,2
September	10	3,8
May	7	2,7

30,1% of the residents in Amasra stated that among the attractions of Amasra and its environs as a tourist destination, the natural beauties of the place ranked the first. Among the people who answered the question, 28,8% said that the second reason behind choosing the attraction of the district was that it is a coastal city. The answerers said that the third reason was the historical monuments and buildings the district owned. These are followed by traditional handicrafts. Local people do not think that the traditional architectural structure of Amasra was enough to attract tourists here. Apart from what is given above, the local people think that the fact that the district is close to the big cities, it is a quiet and comfortable place, it has dining facilities, fresh air, it offers the opportunity to get rid of the busy city life and the chance to feel like home due to the house hostels make the district an attraction for tourists (Table 2).

Table 2. Distribution of the things that attract tourists to Amasra.

What do you think are the most significant attractions of Amasra and its environs for tourists?		
	Number	%
Natural beauties of Amasra	98	30,1
The fact that Amasra is a coastal district	94	28,8
The fact that there are historical monuments and buildings in the district	66	20,2
Traditional handicrafts	51	15,6
Traditional architecture	4	1,2
Other	13	4,0

In order to get solid and reliable results from the questionnaire, first of all the questionnaire was preferred to be implemented on high school, college and university graduates. So, 45% of people questionnaire implemented on were university graduates and 28,3% of them were high school graduates. According to the results of the questionnaires, 67,5% of the people think that the new constructions are not in harmony with the natural and historical structure of the district. When an evaluation is made based on the level of education, it is seen that 83,3% of college or university graduates stated that the new constructions were totally incompatible with the natural and historical structure of Amasra (Table 3).

Table 3. Distribution of the answers related to the natural and cultural values of Amasra by educational background.

		Educational background				
		College/ University	High School	Secondary School	Primary School	Total
		%	%	%	%	%
To what extent do you think the new constructions are compatible with the natural and historical structure of the district?	Highly compatible	-	8,8	5	25	5,8
	Reasonably Compatible	13	20,6	20	8,3	15,8
	Adequately compatible	1,8	8,8	5	16,7	5,8
	Certainly not compatible	83,3	55,9	65	33,3	67,5
	No comment	1,9	5,9	5	16,7	5
Do you think that the natural vegetation is destroyed?	Yes	35,2	17,6	20	25	26,7
	No	27,8	50	65	66,7	44,2
	Slightly	37	32,4	15	8,3	29,2
Do you think that necessary maintenance and repair is carried out to transfer historical monuments and places to future generations?	Yes	7,4	20,6	50	33,3	20,8
	No	85,2	73,5	40	58,3	71,7
	No comment	7,4	5,9	10	8,3	7,5

According to the results of the questionnaire, 44,2% of the people living in the district stated that the natural vegetation was not destroyed due to such factors as unconscious behaviors of the people, unplanned settlement etc. When an evaluation based on the level of education is made, 37% of the people who graduated from university or college stated that the natural vegetation was slightly destroyed while 35,2% of those people stated that the natural vegetation was destroyed and 27,8% of the people stated that the vegetation was not destroyed (Table 3). 71,7% of the people living in the district stated that the necessary maintenance and repair work for the transfer of the historical monuments and places to the future generation was not carried out. When a comparison based on the educational background is made, it is seen that 85,2% of those college or university graduates stated that the necessary maintenance and repair work for the transfer of the historical monuments and places to the future generation was not carried out (Table 3). When the people who answered the questionnaire were asked: "To what extent do you think the new constructions are compatible with the natural and historical structure of the district?" 44,7% of the people said that they found the new constructions reasonably compatible. 21,3% of the people who answered this question said that they found the new constructions adequately compatible while another 21,3% stated they the new constructions were certainly not compatible (Table 4). The local people believe that the repaired castle walls and Kemere Bridge totally lost their historical characteristics.

Table 4. Distribution of to what extent people think the maintenance and repair work are compatible with the natural and historical structure of the district.

To what extent do you think the maintenance and repair work are compatible with the natural and historical structure of the district?		
	Number	%
Highly compatible	6	12,8
Moderately compatible	21	44,7
Slightly compatible	10	21,3
Not compatible	10	21,3

64,2% of the local people living in Amasra stated that there were negative environmental factors that could hinder the development of tourism activities in the district. Among the people who answered the questionnaire, 27% of the people stated that the water pollution hindered the development of tourism activities in the district while another 27% stated that the visual pollution in the district hindered this development to a large extent. And 16,1% of the people considered that noise pollution was among the negative factors effecting environment (Table 5). The subjects particularly stated that large trucks with heavy tonnage entered side-streets and caused to noise pollution; and that they did not consider such negative factors as air pollution and transportation security as important environment factors. 20,4% of the subjects who answered the questionnaire stated that the damage that the thermal power plant considered to be founded in the district in the future, unplanned settlement which rises among the historical fabric in the district, the fact that the summer season, the tourism season, lasts short, the fact that the staff in the touristic facilities do not have the necessary educational background would effect the development of tourism in Amasra negatively. In addition to above-stated, the subjects stated that the transportation to the district was difficult, the settlement areas were narrow, the number of social facilities was inadequate and there were not enough investment for the protection of natural and cultural resources as negative factors. According to the answers to the questionnaire, the people living in Amasra stated that the foundation of Amasra Hardcoal Enterprise's facilities in the district caused to visual and cultural pollution which would impact the development of tourism in the district negatively.

Table 5. Distribution of negative environmental factors which are believed to hinder the development of tourism in Amasra.

Are there any negative environmental factors that might hinder the development of tourism activities in Amasra and its environs?		
	Number	%
Water Pollution	37	27
Visual Pollution	37	27
Noise Pollution	22	16,1
Air Pollution	10	7,3
Insecure Transportation	3	2,2
Other	28	20,4

3.2 Results of the Questionnaires Implemented on the Visitors

In the study, the questionnaire was implemented on 30 visitors. 80% of the visitors who answered the questionnaire said that it was not their first time in the district (Table 6). Half of the people who did not come to the Amasra for the first time said that they visited the district every year. 41,7% of the visitors stated that they visited the district a few times in a year or once in every 2-3 weeks. The remaining 8,3% of the visitors stated that they visited the district in every 2-3 years (Table 6). According to these results, those visitors who visit the district upon the suggestion of a friend or just because they wonder etc. stated that they wanted to come again.

Table 6. The distribution of visit characteristics of visitors.

Is it your first time in Amasra?		
	Number	%
Yes	6	20,0
No	24	80,0
How often do you visit Amasra?		
	Number	%
Every year	12	50,0
Once in every 2-3 years	2	8,3
Other	10	41,7

According to the results of the questionnaire, as is seen in Table 7 73,3% of the visitors stated that they came Amasra from Ankara while 16,7% of the visitors came from İstanbul. 56,7% of the visitors stated that they

visited Amasra with their friends while 36,7% of the visitors stated that they visited the district with their families.

Table 7. Distribution of visitors in terms of the places they come from.

Where do you come from?		
	Number	%
Ankara	22	73,3
İstanbul	5	16,7
Other	3	10,0

35,3% of the visitors stated that the natural beauties of Amasra impressed them a lot. In the 27,9% of the answers, it was stated that the sea was one of the things that made the district attractive. 11,8% of the people stated that they loved the historical places. Another 17,6% of the subjects stated that the way people lived, the unique atmosphere of the district, the calmness of the district and the attitudes of the people were among the things they liked most in Amasra (Table 8).

Table 8. Distribution of the things that visitors like most in Amasra.

What do you like most about Amasra and its close environment?		
	Number	%
Natural beauty	24	35,3
The fact that it is located on the seaside	19	27,9
The fact that there are historical places	8	11,8
Traditional architecture	3	4,4
Traditional handworks	2	2,9
Other	12	17,6

When the visitors were asked “What kind of recreation and touristic activities you do here?”, 24,6% of the subjects stated that they participated in the activities of exploring the nature. 21,1% of the subjects said that they did trekking. 21,1% of the people added to the questionnaire forms that they rested, engaged in photography and enjoyed the food and beverages. And among the remaining, 17,5% of the subjects stated that they explored historical places and 15,8% of the subjects said that they swam (Table 9).

Table 9. Distribution of the recreational and touristic activities that visitors in Amasra do.

What kind of recreational and touristic activities do you do in Amasra?		
	Number	%
Exploring the nature	14	24,6
Trekking	12	21,1
Exploring historical places	10	17,5
Swimming	9	15,8
Other	12	21,1

60% of the visitors stated that they were not able to benefit from the recreational and touristic activities sufficiently (Table 10). Among these people, 37,8% stated that the fact that there were not enough accommodation facilities in the district hindered the use of touristic potential as much as desired. Equal percent of visitors (10,8%) stated that recreation and tourism were adversely effected by difficulty of accessibility, visual pollution, transportation security and water pollution. In the visitor questionnaires it was stated that the agglomeration caused by heavy crowd did not pose an obstacle to the utilization of recreational and touristic opportunities. Rest of visitors (13,5%) stated that some other factors, such as financial impossibility and so on were main obstacles (Table 10).

Table 10. The Breakdown of the evaluations of the visitors on Amasra in terms of recreational and touristic activities.

Can you benefit from the recreational and touristic opportunities in Amasra sufficiently?		
	Number	%
Yes	12	40,0
No	18	60,0
What are the obstacles that prevent you from benefiting these recreational and touristic opportunities?		
	Number	%
There are not enough accommodation facilities	14	37,8
Transportation is difficult	4	10,8
Water pollution	4	10,8
Visual pollution	4	10,8
Transportation is not safe	4	10,8
Noise pollution	2	5,4
Other	5	13,5

4. DISCUSSION AND SUGGESTIONS

In the research area, which was examined in terms of sustainable tourism, the existing state of the natural and cultural values serving as a source to tourism was attempted to be presented via questionnaires. This section includes first the results of the questionnaires and the evaluations. Secondly, results of face to face meetings and observations in the area were assessed together and the natural and cultural values of Amasra district were, then, discussed in terms of sustainable tourism. The positive and negative effects of tourism on natural and cultural environment were discussed within the context of sustainable tourism and solution suggestions were developed.

4.1 Evaluation of The Questionnaire Results Implemented on The People Living In Amasra District

- The questionnaire was implemented on 120 people- 81 males and 39 females.
- It was found that most of the people who stated that they were not originally from Amasra had been living in the district for over 10-15 years.
- The district hosts the highest number of visitors in July, August and June (Table 1). During these months, with the improvement in weather conditions and the warming of the sea water, there could be agglomerations in the district.
- Most of the visitors come from Ankara. Today, such small districts as Amasra are like places to escape from the stressful lives of the big cities. The fact that Amasra is close to such big cities as Ankara and Istanbul makes it easy to travel here.
- The most outstanding attraction in Amasra for both domestic and foreign visitors is its natural beauties. This is followed by the fact that it is located on the seaside and has historical areas (Table 2). In the study of Gülez (1994), most of the subjects who answered the questionnaire implemented stated that the natural beauty ranked in the first place. When the two studies are compared, it is seen that the visitors consider natural values in the first place. In this context, the sustainability of the natural values in Amasra is significant for the future of tourism in this area.
- The new buildings that are being built in Amasra center were found to be totally incompatible with the natural and historical fabric of the district (Table 3).
- According to the results of the questionnaire, it is found that the maintenance and repair works for the transfer of historical monuments and places to future generations was not adequate (Table 3). As it is understood from these results, protected old spaces that have been hosting many different cultures for ages with the unique archeological values have been spoiled by insusceptible use until today. These desolated places finally caught the attention of the officials but this time, practices that do not comply with natural texture were encountered.

- A large number of university and college graduates stated that they thought the sea in Amasra was polluted. According to the sea water test reports taken from the Provincial Directorate of Health, it is seen that sea pollution is seen in Amasra due to external factors (Anonymous, 2000b).
- The people living in the district did not think that the maintenance and repair works carried out in the district in order to transfer the historical monuments and places to future generations was compatible with the natural and historical fabric of the district. Protection of historical and archeological values as well as cultural elements in tourist destinations is as important as the protection of natural values. Because historical environment, as natural environment, serves as a source for tourism and is effected from it (Table 4).
- The people living in the area stated that there were negative environment factors that could hinder the development of tourism activities in the district. Among these factors are water pollution, visual pollution resulting from inadequate settlement area and unplanned urban development, noise pollution, short tourism season, inadequate investment, the possible negative effects of the thermal power plant planned to be built, inadequate number of social facilities, difficult transportation, the lack of educational background in the staff working in touristic facilities (Table 5).
- Because the center of the district is very limited for settling, settlements extended over to the places outside the center and the number of multi-storey buildings increased in steep slopes with rich plant cover. Actually, first clearance on vegetation cover was started with construction of Amasra Hardcoal Enterprises. Based on these results, the people living in the area think that although there is not an urgent threat for the vegetation in the area, the destroying elements will pose problems for Amasra in the future (Table 3).

4.2 Evaluation of The Questionnaire Results Implemented on Visitors

- Most of the visitors stated that it was not their first time in the district. When the results are analyzed, it is found that those visitors who did not come to the district for the first time visit the district a few times a year or in every 2-3 weeks (Table 6).
- Most of the visitors stated that they came from Ankara. That Amasra hosts the highest number of visitors from Ankara and Istanbul can be explained with the fact that it is close to those big cities geographically (Table 7).
- Visitors mostly prefer to visit the district with their friends or families.
- Like the people who live in Amasra, the visitors of the district stated that the natural beauty of Amasra ranked in the first place as an attraction. That the district is by the seaside and has historical values ranked in the second place (Table 8). Natural beauty was also the first attraction in Amasra in the study that Gülez (1994) carried out.
- 24,6% of the visitors stated that they participated in the activities of exploring the nature. 21,1% of the subjects said that they did trekking. 21,1% of the people added to the questionnaire forms that they rested, engaged in photography and enjoyed the food and beverages. And among the remaining, 17,5% of the subjects stated that they explored historical places and 15,8% of the subjects said that they swam. Moving from the answers, it is understood that people mostly do recreational activities here (Table 9).
- It is revealed that most of the visitors could not benefit from the recreational and touristic resources in the region. According to visitors, the first reason behind not being able to benefit from the recreational and touristic resources in the region is the inadequate number of accommodation facilities in the district. And it is followed by financial impossibilities, difficult transportation, the fact that transportation system is not safe, water pollution, inadequate time, visual and noise pollution factors (Table 10).

Since 1960s, Amasra has entered a period in which tourism is taken seriously and in which there is an influx of tourists. This rapidly growing tourism tendency in the district resulted in some positive and negative effects on the natural and historical environment. These are:

The positive effects of the rapidly growing tourism on Amasra's natural and historical environment

The district forms an important part of the tourism potential of Bartın province. This results in attaching more importance to Amasra district in Bartın province. What is important at this stage is to use the benefits of the positive effects to improve the life quality of the local people and to increase visitor satisfaction, to preserve an

develop environmental values which serve as a resource for tourism. The positive effects of the growing tourism on urban landscape are listed below:

- New labor resources are created.
- When the fact that tourism is important in economic terms is understood in the district, the awareness and sensitivity towards protecting natural and cultural values increased.
- Tourism showed the necessity to protect the archeological and historical places in Amasra, the architectural characters and natural areas as well as to keep traditional handicrafts and traditions. Therefore, first of all, the areas that are required to be protected in the district were announced as protected areas by the Ministry of Culture. Historical buildings were taken under protection by registry decisions.
- In line with the growth of tourism, the renovation work of historical and archeological protected areas as well as monuments gained importance.
- Importance is attached to infrastructure and superstructure works for further growth of tourism.

The negative effects of the rapidly growing tourism on Amasra's natural and historical environment

Based on the analysis of the results of the questionnaire implemented and the observations made and opinions of the people, there are some negative effects which are inconsistent with the protection-utilization principles in the natural and cultural environment in the district. These are listed as below:

Visual pollution

- First of all, the biggest visual pollution in Amasra is caused by Amasra Hardcoal Enterprise's Energy Production Facility. This facility contradicts with Amasra, which has unique natural beauties and is covered in green.
- That Amasra is under protection did not prevent the increase of unlicensed buildings, houses that are not renovated pursuant to the rules, multi-storey and second houses. The fact that the center of the district has limited growth opportunities led to the building of adjacent buildings. The settlement in Kaleiçi and Boztepe districts which include both modern and old buildings caused to the occurrence of a view that is far from aesthetics.
- It is seen that necessary maintenance and repair work for the protection of buildings with historical and architectural value is not carried out; and among those whose maintenance and repair work is done, the compliance with environmental fabric in terms of color, the material used and flat height are not considered.

Rapid urbanization

- In the entrance of the district center, at Kaleiçi, Boztepe and Bedesten Settlements, the increasing number of unlicensed buildings create an incompatible view.
- Because the settlement area is limited, there is an intense settlement in the center. There are scarcely any open space. Therefore, multi-storey buildings are built in the steep slopes covered with natural plantation outside the center of the district, which contradicts with the traditional housing in Amasra.
- Scarcely any open green space exists in the district center, where there are too many buildings. That the open green spaces are scarce limits recreational uses.
- Due to the influx of visitors to the district based on the classical sea-sand-sun system during the summer months, there could be agglomerations up to ten times of the residents of the district and this exceeds the capacity of the district. As a result, it is seen that such problems as lack of water, hygiene problems, noise pollution, traffic jam, parking problems and destructions in historical places occur.

Loss of historical and cultural values

- Due to certain interests and the insensitivity of the people a very small number of historical buildings in Amasra survived until present day. These historical buildings are replaced by multi-storey concrete houses which are far from the look of the previous historical houses.
- Illegal housing around the castle widely damage the historical fabric of the district.
- The renovated houses are built in a modern style which is far from their original look.
- The castle walls which are under the intense pressure from both the local people and the visitors are abandoned since the necessary maintenance work is not done.

- The maintenance and repair work in historical places is not enough. And the maintenance and repair work that is done does not comply with the natural and historical fabric of the area.

Solid waste problem

- Solid waste in Amasra is stored under improper conditions. And that results in bad smell and sometimes dangerous blasts and noise pollution. The wastes left in the forest area in the 5th km of Bartın-Amasra highway causes to the loss of natural habitats.

Infrastructure problem

- Because there is not sufficient purification system, the pollution caused by the coal washing unit in Amasra Hardcoal Enterprise's facilities made it impossible to swim in the Small Port.
- All the waste water in Amasra is emptied to the sea without being processed.

Destruction of the plant cover

- There are destructions observed in the plant groups around Amasra Hardcoal Enterprise's Facilities.
- The fact that the city center is narrow led to the settlements to extend to the environs. There are openings in the green steep slopes surrounding Amasra and the number of settlements has began to increase in these areas.

Loss of agricultural lands

- With the development of tourism as of 1960s, the settlements started to extend over to agricultural lands.
- The limited agricultural land due to the sloping structure has been lost with such activities as the opening of new roads as a result of new settlements and mines etc.
- There are eroded areas due to such factors as water and wind erosion over the road going to Kaleşah Settlement.

Other negative factors

- Especially during the tourism season toilets, shower, changing rooms, benches, bins etc. are not able to meet the users need due to over use.
- The low quality in accommodation facilities and the fact that the number of trained staff speaking a foreign language is not enough have a negative impact on visitor satisfaction.

4.3 Suggestions for The Development of Sustainable Tourism

For a successful tourism development in Amasra, an effective management plan should be accepted to eliminate the negative factors that obstruct sustainability of natural and cultural resources. The responsibility of the government, local authorities, voluntary environment institutions and visitors within the framework of this management plan are listed below:

4.3.1 The Responsibilities of The Government and Local Authorities for The Development of Sustainable Tourism

- Voluntariness and training programs should be organized and implemented for the local people and visitors in the development of sustainable tourism.
- In order to prevent the construction of buildings which do not comply with the natural and cultural fabric of the district in terms of their color, material and storey height, building bylaws that limit the color, material used and storey height should be implemented. Design and building standards should be developed and implemented.
- The historical urban fabric of the center of Amasra should be protected; and the historical buildings should be utilized for accommodation, dining, meeting or exhibition halls and as museum, club etc. Rules that control whether the registered building's renovation works are carried out according to the relevant regulations should be formed (Anonymous, 1999).
- Creating parking lots in limited spaces in the city center does not provide a solution to the problem. Large parking lots with a large capacity should be built around Fatih District.
- Development of sustainable tourism should include the utilization and activities that is convenient with the opportunities that the district offers. House hostels should be encouraged and generalized. Woodworking and woodcarving should be supported for the continuity of local traditions in Amasra.

- This job which does not descend from father to son today should be encouraged through training programmes.
- It is necessary to take precautions against solid waste problem in Amasra where the tourism potential is high and storage is difficult due to lack of space.
- The Antique Theatre that is under the ground and used as a cemetery should be excavated and necessary work to reintroduce it to tourism should be carried out.
- Restrictive regulations for multi-storey buildings and the quarries that largely destroy the plant cover and topography should be prepared. Legal regulations that will make it obligatory to arrange the surrounding of the existing buildings with endemic plant species should be introduced.
- Woody plant covers those drop leaves in winter months and herbaceous plants worth protection. Utilization of these species, which grow well under the ecological conditions of the area, in landscape works in the district will increase the change of success in the practices.
- The available spaces between the buildings in the center of Amasra, which has a narrow settlement area, should be used for recreational planning. Neglected parks in the shore line should be rearranged and used. The green spaces in the center should be increased and plantation works should be carried out by using the species that is convenient for the plant cover in the area. Children's playgrounds and recreational sites should be built.
- More spaces for public use should be included in planning for coastal areas. Buildings should be planned far from the coast and green spaces with endemic plant species should be formed in the coastal line. While arranging green spaces, inclusion of pedestrian roads and cycling paths, touristic facilities and stopovers, recreational and sports facilities should be concentrated on. While planning the coastal line, sitting areas, changing rooms and shower cabins should be planned as well. The negative effects of the firm ground in the Big Port should be softened with plant arrangements.
- In order to increase tourism investments to the desired level and to enhance the standards of the existing facilities the awareness of the investors should be raised and they should be supported as well. Besides, in-service trainings for the improvement of the professional knowledge and skills of the staff.
- The tourism activities should be diversified with alternative tourism activities and thus, extended over to the whole year. Alternative tourism activities as yacht tourism, cultural tourism, mountain and nature tourism and recreational activities such as bird watching, photography, trekking, cycling and boat trips should be developed as well. Climbing-trekking and cycling routes should be set under nature tourism. Resting areas should be built on the old Bartın-Amasra highway. This 5-km highway, on which there are ruins of Bedesten, Antique Roman Road, Kemerdere Bridge and Kuşkayası Monument, should be arranged as a climbing-trekking road. Bakacak point should be the meeting and resting area. In addition, boat trips from Amasra to the bays in the environs should be organized.
- The advertisement and billboards on the roadsides should be standardized.
- While choosing the fitting equipment, the ones that are compatible with the natural and cultural fabric of the environment in terms of their color and fabric should be chosen.

4.3.2 The Responsibilities of The Voluntary Environment Institutions for The Development of Sustainable Tourism

- These institutions should organize training seminars towards raising the awareness of the local people and the visitors on tourism and they should cooperate with local authorities in this process. In these seminars, first the importance of the development of sustainable tourism in terms of economics should be highlighted; and then what is required for the protection of natural and cultural landscape values as well as the proper behaviors of the government, tourism industry and tourists concerning sustainable tourism should be explained.
- These institutions should provide local support for the development of sustainable tourism and should stand against unplanned tourism activities.
- Brochures and other promotional materials which are prepared towards contributing to the introduction of natural and cultural values of Amasra and which are supported by local authorities should be distributed.
- Cleaning campaigns also supported by local authorities should be organized in tourist attractions

4.3 The Responsibilities of The Visitors for The Development of Sustainable Tourism

- The visitors should not disturb local people during their visit.
- They should respect the traditions, laws, regulations and natural and cultural values.
- To ensure that respect, the visitors should get introductory visual materials and documents about the traditions, natural, historical and cultural values of the district before they visit.
- The visitors should prefer the touristic and recreational activities that give the minimum damage to the natural and cultural environment.

The tourism industry, local authorities and environment institutions are to work in harmony for the development of sustainable tourism in Amasra, for the solution of abovementioned problems and for the implementation of what is suggested. It should be kept in mind that natural and cultural environment serve as a source for tourism in all phases and instead of maintenance, environment protection-oriented activities should be concentrated on.

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