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**VISUAL QUALITY ASSESSMENT FOR RECREATION AND
TOURISM PLANNING :
A CASE STUDY OF OLYMPUS NATIONAL SEASHORE
IN TURKEY**

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A b s t r a c t

The visual quality of an environment and, especially, the visitors' image of that quality are extremely important because they affect selection, development and popularity of a tourism and recreation area. In order to be successful, designers for proposed tourism and recreation developments must not only identify the most attractive inherent visual qualities, but also must protect and enhance these by assessing and mitigating the impacts of the proposed developments. Therefore, concern for visual resources, visual quality and impact assessment should be an integral component of tourism and recreation planning and design. Landscape Architects can provide expertise and help in visual quality and impact assessment, and in interpretation of the physical and cultural environment as an input into any tourism and recreation planning process.

Introduction

The fact that tourism provides appreciable monetary inputs to regional economies is beyond dispute. An important goal of many developing countries is that of economic growth. As they see other countries gain from tourist revenues, they seek the same rewards. Reconstruction of all factors that bring a successful tourism development to a developing country is an ambitious undertaking which must harmonize with the environment, create an attractive and desirable image, satisfy market and investment needs, and meet social and economic objectives. Not all tourism developments produce the same economic impact. Campers, for example, generate one fourth as many jobs in a community as do travellers staying in hotels, motels, and resorts (Crampon, 1963). Furthermore, tourists who stay at hotels and resorts tend to leave more money and foreign currency behind them, and that is especially important for most developing countries. Developers play an important role in the decision making process of tourism and recreation planning. They have

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the power to decide whether to establish an enterprise and how and where to set it up. Tourism businesses must make profits, and developments will not take place unless the offered/expected conditions meet their requirements. When properly planned and designed, a tourism development can and should enhance the success of commercial enterprise by offering a better opportunity to serve the public with sales and services, better access, better relationship to related and supporting businesses, better location and greater proximity to attractions (Gunn, 1972). In some developing countries eager for rapid growth and development, economic considerations often overpower other planning criteria. Socio-economic benefits derived from tourism may be accompanied by detrimental consequences which are not easy to evaluate or control in the initial stages of the developments. Therefore, the decision to develop tourism in a region or developing country where it has not previously been significant has to be weighed very carefully. Erosion and often destruction of the physical, cultural and visual environment, and the creation of an unfavourable image lead the list of the detrimental consequences (Baud-Bovy, et al., 1977).

Scope

Within the context of tourism and recreation planning, this paper will discuss the importance and need for visual quality and impact assessment procedures. This discussion will be followed by presentation of a case study of a Mediterranean National Seashore in Turkey which is rapidly developing as a popular tourist region where values, preferences and needs for national and international users must be assessed, preserved and provided for. Development principles and findings of a visual quality assessment procedure which tested preferences for natural and man-made elements in specific areas of Olympus National Seashore will be introduced. The findings and the present development patterns will be used for a critique of assumptions and misassumptions that were used for the development and decision making process of a regional master plan.

Statement of the problem

The visual quality of an environment is extremely important, because it affects selection, development and popularity of a tourism and recreation area. Since one major reason for siting a tourism or recreation development at a specific location is its visual quality, ignoring this component during the planning and development process may result in a decline of the site's attractiveness, popularity and use. This may result not only in the loss of expected revenues from tourism, but also in the loss of investment capital, which is often borrowed, for a losing venture. Therefore, concern for visual environment, thus visual quality and impact assessment, should be an integral component of the tourism and recreation planning process. Landscape architects can provide expertise and help in the visual quality assessment and in the interpretation of the physical and cultural environment as an input into tourism and recreation planning.

Visual Resource Assessment v.s. Tourism Image Development

Without attractions, inferred or developed, tourism as we now know it could not exist. According to the Oxford English Dictionary, the word attraction is «...a thing

or feature which draws people by appealing to their desire, tastes, etc...» (Murray et al., eds., 1933). Designers of tourism and recreation developments, then, must be concerned about identification and creation of things or features desirable for present and potential users of the developments. Since the fads and fashions of tourism and recreation are in constant change, these create complications for the designers. The review of the values raises the question, values of what? The notion of resources as having certain intrinsic values come from our own history. Nature was not always beautiful to people, and things in the environment frequently can be well or poorly received according to the conditioning of the observer. Furthermore, until recent times the experiences of travel which are directly related to conditioning of tourists, even for pleasure, were synonymous with trouble. Changes in travel technology and virtual elimination of travel frontiers of this earth have been changing the image of travel and, thus, tourism (Gunn, 1972).

Even though existence of resources is important, images that the present or potential users hold toward a wide variety of facilities and activities in any tourism environment take on a greater importance. «Neither the environment as such nor parts or features of the environment per se are resources; they become resources only if, when, and in so far as they are, or considered to be capable of serving man's needs. In other words, the word 'resource' is an expression of appraisal and, hence, a purely subjective concept.» (Zimmerman, 1933). As long ago as 1896, when the philosopher George Santayana wrote *The Sense of Beauty*, he argued that «Nothing is objectively impressive; things are impressive when they succeed in touching the sensibility of the observer, by finding the avenues to his brain and heart...». According to sociologist Walter Firey (1947), a «symbolic relationship» exists between man and land environment. «In such relationship the characteristics of space are not those belonging to it as a natural object of the physical world but rather are those which result from being a symbol for a cultural system». Making detailed measurements, inventories or assessments of natural objects or attractions such as lakes, mountains and wildlife has a limited use, unless this knowledge of quantity and quality assists in understanding people's images of these as a base for satisfying experience (Gunn, 1972). The overall objective of the tourism and recreation planners or designers is to create, through artful manipulation of land and structural elements, the kinds of settings which have the best chances of stimulating and satisfying the desires of observers and participants. Then, there needs to be emphasis upon the greatest variable, the human being, in his surroundings to learn more about his present preferences and reactions and hopefully to make predictions for the desired images. Because, «it is important to recognize that... what is most relevant in the environment is not what is objectively there — the physical field — but what is perceived — the psychological field» (Blake, 1963). In other words, instead of facts, logic, or natural and man-made things in tourism and recreation areas satisfaction and behavior depends upon the image (Boulding, 1956; Gunn, 1972).

Since the image plays such an important role for satisfaction of users and, thus, ensures the success of tourism areas, it would be beneficial to identify the role and power of designer in the generation of desirable images. According to Clare A. Gunn (1972), there are two levels of regional tourism image evolution for each user. The first level is called 'organic image' and is derived from a long history of nontourism directed communications such as geography books and reports of world events in

newspapers and magazines. The second level is 'induced image' and is derived from an organized and conscious effort in the development of promotion, advertising, and publicity (the big three in modern tourism). While the most important role of landscape architects as tourism/recreation planners and designers is the identification, assessment and definition of the most attractive image, they should also be involved with the development of the induced image as advisors to promotion, advertising and publicity members of the tourism development team. The efforts to stimulate the use of environments should be coordinated with the creation of such environments. Furthermore, in order to be effective, tourism/recreation planners and designers must be involved with all phases of recreation experience which follows a sequence of anticipation (accumulation - modification - decision), travel to destination, participation (on site), return travel, recollection (check against the expectancy) and new accumulation (Gold, 1980; Gunn, 1972). Innovative planning and design procedures such as visual quality and impact assessments could provide data that may increase landscape architects effectiveness and involvement with all phases of recreation and, thus, recreation and tourism planning.

Assessment of Tourism Images

The assessment of the process of image involvement or creation for tourism and recreation is no precise art. The theory that people, and especially their visual preferences can be investigated and results used in designing and increasing visits to tourism environments is both supported and denied. The search for the most desirable image is in parallel with what marketing specialists call motivation research. The idea is that the consumer's motivations can assist not only designers in identification of most desirable images, but also the marketing specialists in launching an effective advertising campaign. «Imprecise and elusive as this may be, it is in the realm of motivations, attitudes, ideas and desires that the leaders (designers as well as owner-managers) must gain some insight. Clues cannot be found from mere demographic data popular with researchers today. Other factors such as those of mind are bigger reasons which must somehow be sought out as clues to environmental design.» (Gunn, 1972). Landscape architects and others designing tourism and recreation areas should not rely solely upon their intuition, creativity, or experience. More extensive research data on users' reactions to environments (natural and/or man-made, existing and/or proposed) would be helpful. Assessment of visual quality for tourism and recreation developments could generate such information which may be utilized to provide some insight to environmental designers for identification, creation and protection of the most attractive images for present and potential users.

There is a dynamic relationship between tourists and tourism environments. Tourists bring much to the environment; the environment gives much to those using it. An analysis of this relationship would show that tourists give a mental rating, good to bad, for the image that they perceive. Since tourism developments and tourists products are designed as expressions of the most attractive tourism images, it would be beneficial to review components of tourism products, and conditions of the most attractive images.

Tourism products have three components; (1) Resources at destination (inherent attractions), (2) Facilities at destination (developed attractions) and (3) Transpor-

tation to destination (Baud-Bovy et al., 1977). These components are closely related to phases of image development and the quality of experience from each component may effect the overall image and satisfaction from the visit. In other words whether a tourist buys the components separately from different travel agents or as an inclusive tour from one agent, the end result of the purchases would be perceived as a package.

When costs are competitive, a choice of destination is usually not made objectively but according to the image projected. Therefore, successful tourism developments must identify, define, promote and advertise the most attractive images. According to Manuel Baud-Bovy (1977), successful tourism images have to be: (1) Original-development and operations must be compatible with or add to the unique character or particular attractiveness of the region concerned; (2) Truthful - either as a reflection of retained original character or of the resources developed; (3) Affordable — competitive development, management and participation costs which are appropriate to their relative attractiveness.

In order to provide meaningful data toward generation of the most attractive tourism image for an area, visual quality and impact assessment procedures must test the preferences, needs and values of the components and the conditions of that tourism image.

The Case Study

The Location and Significance

The Olympus National Seashore is located at Southern Turkey near the city of Antalya along the Mediterranean Coastline. The park is visible from the City and lies at the west coast of the Antalya Bay with its backdrop of forest-clad mountain peaks rising steeply from the turquoise waters of the Mediterranean. Hidden from this distant viewpoint are the highly sculptured coast with numerous remote strands of sandy beaches, sheltered coves and cities of antiquity. Prior to the decision to develop tourist resorts, this park was relatively isolated from the primary routes of travel. Many of the coves and beaches were unspoiled, uncluttered by modern tourism development and were accessible only by sea. The shores offered excellent skiing, diving and fishing.

The park had been a scene for three major historic settlements. The first settlement of the coast was a colony established at Phaselis by the Kingdom of Rhodes early in the 7th century B.C. The second was Olympus, a city of Hellenistic Age in the 2nd century B.C. The third city of the coast was Idyros, a late Roman-early Byzantine development. Above the ancient city of Olympus is the Chimeare, jets of natural gas that have burned for uncounted centuries.

The park has a linear shape that stretches approximately 40 miles along the Mediterranean coastline. Ecological conditions of the park favor pine forests. Expansion of agriculture is limited by the roughness of terrain, poorness of soil, and scarcity of water. Agriculture is restricted to the few river valleys and flat coastal plains that are also the most suitable areas for tourism developments. Citrus is the major agricultural produce (Master Plan for Protection and Use: Olympus Seashore National Park, 1971).

The master plan was prepared by a collaborative team of qualified professionals prior to use and acceptance of visual quality assessment methodologies. Therefore, even though, the scenic qualities of the park were identified and measures for protection were recommended in general, there were no attempts either for assessment and identification of specific, original and unique visual qualities of existing landscape, or for assessment and mitigation of visual impacts of proposed developments and tourism images. At present, the park has been rapidly developing as a major resort serving both national and international tourists.

Methodology and Findings

In an attempt to measure visual preferences and feelings for changes in the aesthetic qualities of the developed landscape, research was conducted by the author. A detailed rationale and discussion of this methodology is beyond the scope of this paper. However, the methodology had to be basic for ease of application in a developing country where limited technical knowledge and assistance were available, and had to deal with concerns, preferences, values and needs of national and international tourists as well as local people.

The method involved several steps. The first was a thorough self-study and familiarization with the physical and cultural features of the region. Then informal interviews were conducted with all categories of users of the park to find preliminary preferences and feelings for the visual qualities of the region and the developments. Based on the finding of first two steps, the issues and associated landscapes representing the images of the issues were identified and photographed with B&W film. After the selection of ten photos that were most relevant to the original research intent, testing and more structured interviews were conducted with both national and international tourists. Thus, qualitative as well as quantitative data were collected for evaluation.

As it was expected, preferences and feelings were different for each of the interest groups. The local people, who were proud of the scenic qualities of their land, were not overly concerned with the adverse visual impacts of the developments. They viewed massive resort developments as a sign of economic growth and accepted diminishing or destroyed visual qualities and attractions as long as they benefited from the economic growth. They were sorry to lose some of the qualities that they cherished for centuries, but they could not imagine the possibility of having a tourism and recreation development that would provide economic growth and benefits while preserving existing visual, physical and cultural qualities and attractions. They were even willing to change their way of life. As a result they were selling their ancestral agricultural lands to land speculators and developers and seeking employment at the resort developments.

National tourists were more concerned with the convenience and the variety of the attractions and developments than they were with the quality of visual environment. There was a great variety of preferences related to the degree of developments concerned ranging from basic family campgrounds to economy hotels and motels, and luxury resorts. They were not concerned with rapid urbanization and increasing density as long as they could find an affordable vacationscape that suited to their image. Their tourism image was mostly concerned with the availability of facilities

rather than resources and inherent attractions. They were pleased with the ease of transportation to the park with the new highway and they were not concerned with the visual impacts of the highly visible permanent scars on the once sculptural coastline.

Most of the international tourists were staying at the Kemer Vacation Village of the Club Mediterranean. They said that they came to get away from highly developed European resorts for serenity, natural and scenic beauty and the unspoiled beaches of the region. They enjoyed the ruins of ancient settlements and the privacy of the few remaining small coves and beaches that are only accessible by boat. They did not like expansion of existing villages and their transformation into highly developed resort towns similar to what they could see in European resorts. They preferred low density resorts surrounded by natural scenery and agricultural lands. The majority indicated that they would not come back for a visit or recommend the resort to their friends if the unique scenic attractions were diminished or destroyed and if the density of the region was increased as planned.

The Master Plan Vs Developments

An overview of the tourism, developments and events that formed these developments points to the following:

* The master plan neither called for nor assessed visual qualities as they relate to an original and specific tourism image for the park. Even though overall scenic qualities of the park were acknowledged in general terms, unique and site specific visual qualities were not assessed. Provisions for safeguards were general, rather than site specific, and thus ineffective. Without specific guidelines, developments did not protect or add to the unique character and the particular attractiveness of the region, and some of the picturesque areas have been rendered commonplace by the sprawling development of unimaginative and unattractive hotels and other buildings that have converted great expanses of the magnificent shoreline into noisy, traffic congested, concrete urban surroundings. As a result, developments were neither truthful as a reflection of original character nor desirable for all user groups.

* The proposed tourism image did not relate well to preferences and values of all users of the park. Furthermore, without the benefit of a visual impact assessment process, both the program of the developments and their visual appearances were unsatisfactory. As a result, the overall tourism image of the region received a poor rating.

* The master planning team did not fully comprehend the role and power of all participants. As a result the planners' good intentions were not realistic, enforceable or implementable. For an example, the plan stated that no developments other than those proposed will be allowed, including the expansion and resettlement of existing villages. However, neither the park administration nor the government had real powers to stop such development on privately owned lands. They could not stop the sale of agricultural lands to developers for substandard hotel and motel developments, and they could not stop resettlement by local villagers closer to resort areas in order to develop owner operated cheap bed and breakfast type facilities. Furthermore, planners underestimated the developers' influence with politicians in a

developing country where economic benefits and conditions had the most powerful impact on the alteration of planning and development decisions. As a result, the developments were not limited to the designated areas, and the development types and programs were changed from low density to high density hotels and motels for greater short term economic benefits. Without the benefit of a visual impact assessment procedure, planners were helpless in convincing political decision makers of the adverse long term impacts of the proposed alterations on the unique environmental character and the original tourism image of the region. Unless controlled and mitigated, these impacts eventually will degrade the original attractiveness of the region and may cause loss of expected continuous economic benefits.

The Landscape Architects' Role and Conclusions

While many types of attractions for successful tourism and recreation developments can be created from a weak natural resource base, most are heavily dependent upon unique natural resource assets. Advanced technology and improved mobility have increased both opportunities and pressures for tourism and recreation developments at all corners of the world. While many developing countries are eager for economic benefits from tourism and recreation developments and have attractive natural resources, they do not have sufficient knowledge, skills and experience necessary for proper planning, design and management of these resources. A successful area tourism plan must recognize the elements and structures of natural resource based attractions, and must relate these with the policies and practices of all participants in its decision making process who now, or in the future, may own and control the land and its uses. In developed countries landscape architects have long been recognized for their expertise in the identification, assessment and documentation of the attractiveness of given land forms, plant materials, and cultural and physical development patterns of a region because of their potential for tourism and recreation. In attempts to expand the horizons of the profession and increase its effectiveness, landscape architects have been developing innovative procedures, such as visual resource quality and impact assessment procedures, for better management and design of the environment. These innovative procedures can help designers in making better design and management decisions and in establishing better communication among all of the participants of the tourism and recreation planning process by translating the visual preferences and values into the most desirable tourism images. Furthermore, while visual resource quality assessment procedures can help in the identification and assessment of unique qualities that make a region or resource attractive, visual impact assessment procedures of the proposed developments can prevent or mitigate adverse impacts of the proposed developments and thus protect attractiveness of the resources.

The protection and proper management of aesthetic and visual qualities is very important for tourism and recreation, because, these resource assets can become polluted and then no longer offer the user satisfactions or the expected rewards. Some landscape architects have been gaining valuable experience from the successes and failures of tourism and recreation developments in the Western World. These landscape architects, armed with experience and innovative procedures, could help developing countries better interpret their natural and cultural resources in order to meet the needs of international and national tourists, and in contributing to the healthy design and management of this planet's ever decreasing valuable resources.

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**REKREASYON ve TURİZM PLANLAMASI İÇİN GÖRSEL
NİTELİK DEĞERLENDİRMESİ :
TÜRKİYE'DE OLIMPOS ULUSAL KIYI PARKI'NIN
DURUM İNCELEMESİ**

Sadık C. ARTUNÇ¹

K ı s a Ö z e t

Bir turizm ve rekreasyon alanının seçimi, gelişmesi ve rağbet görmesini etkilediklerinden çevrenin görsel niteliği ve özellikle bu niteliğin ziyaretçide oluşan imajı son derece önemlidir. Tasarımcıların başarılı olmaları için, önerilen turizm ve rekreasyon gelişmelerinin yalnızca mevcut en çekici görsel niteliklerini belirlemeleri yeterli olmaz, aynı zamanda önerilen gelişmelerin kötü etkilerini ortaya çıkarıp hafifleterek onları korumalı ve sayılarını arttırmalıdır. Bu nedenle görsel kaynak, görsel nitelik ve etki değerlendirmesi konularında, turizm ve rekreasyon planlaması sürecinde fiziksel ve kültürel çevrenin girdi olarak yorumlanması ve görsel nitelik ve etki değerlendirmesi konularında Peyzaj Mimarları uzmanlık yapabilir ve yardımcı olabilirler.

Turizmin bölgesel ekonomilere önemli parasal girdiler sağladığı tartışılmaz bir olgudur. Gelişmekte olan birçok ülkenin amacı ekonomik büyümedir ve bunlar turizmden para kazanan diğer ülkeleri görerek aynı kazançta ulaşmanın yollarını aramaktadırlar. Tüm turistik gelişmeler aynı ekonomik etkiyi yapamazlar. Örneğin, kampçı (çadırılı turistler otel, motel veya tatil köylerinde kalan turistlerin toplumdaki canlandırdığı işlerin çoğunun ancak 1/4 ünü canlandırabilirler. Ayrıca otel ve tatil köylerinde kalan turistler daha fazla döviz bırakırlar. Gelişmeciler turizm ve rekreasyon planlamasının karar verme aşamasında önemli rol oynarlar. Turizm'den elde edilen sosyo-ekonomik yararlar, gelişmenin başlangıcında denetimi veya değerlendirilmesi kolay olmayan zararlı sonuçları da beraberinde getirebilirler. Bu nedenle gelişmekte olan bir ülke veya bölgede turizmi geliştirme kararı iyice düşünülmeden verilmemelidir. Erozyon, fiziksel, kültürel ve görsel çevrenin bozulması ve elverişsiz bir imajın ortaya çıkması bu zararlı sonuçların başında gelir.

Turizm ve rekreasyon alanının seçimini, gelişmesini ve rağbet görmesini etkilediğinden bir çevrenin görsel niteliği çok önemlidir. Planlama ve gelişme sürecinde görsel niteliğin gözardı edilmesi alanın çekiciliğini, kullanımını ve rağbet görmesini azaltır. Böylece turizmden beklenen gelir elde edilemez. Aynı zamanda ana para ve alınan krediden de zarar edilebilir. Bu nedenle görsel çevre, diğer deyimlerle görsel nitelik ve etki değerlendirmesi turizm ve rekreasyon planlamasının ayrılmaz bir parçası olmalıdır.

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Peyzaj Mimarları turizm ve rekreasyon girdi olarak yorumlanması görsel nitelik ve etki değerlendirilmesi ve fiziksel ve kültürel çevrenin yorumunda bilriksilik yapabilir, yardım edebilirler.

Turizm ve rekreasyonda heves ve modanın sürekli olarak değişmesi tasarımcılara sorunlar çıkarmaktadır. Fakat yine de kaynakların mevcudiyeti; bugünkü veya gelecekteki kullanıcıların, bir turizm çevresindeki hizmet aktivitelerle ilgili imajları önemlidir.

Ne çevrenin kendisi, ne de bölüm veya özellikleri, insanın hizmetinde olmadan kaynak olamazlar. Diğer bir anlatımla, beraber ve tümüyle kişisel bir kavramdır.

Her kullanıcı için iki düzeyde bölgesel turizm imajı gelişimi vardır: «İlki organizasyon imajı» turizm dışı kaynaklardan türemiştir (coğrafya kitapları, dergi ve gazeteler gibi); ikincisi «İkinci edici imaj» teşvik ve reklâm için geliştirilen bilinçli ve organize edilmiş bir güçtür.

Turizm ve rekreasyon planıncıları ve tasarımcıları olarak peyzaj mimarlarının en önemli rolü, en çekici imajı belirlemeleri ve tanımını yapmaları olduğundan, turizm geliştirme grubunun teşvik ve tanıtım danışmanı olarak yönlendirici imajın geliştirilmesine yardımcı olabilirler.

İmajın yaratılması işleminde kesinlik yoktur. En çok tercih edilen imajın incelenmesi işlemi pazarlama uzmanlarının «motivasyon» hareket getirici diye adlandırdıkları araştırmayla paralellik gösterir, Peyzaj mimarları, Turizm ve rekreasyon tasarımcıları yalnızca kendi sezgi, yaratıcılık veya deneyimlerine güvenmemelidirler. Kullanıcıların doğal veya insan yapısı çevreye tepkileri ile ilgili daha geniş veri araştırmaları bu konuda yardımcı olabilir.

Turist ile turizm çevreleri arasında dinamik bir ilişki vardır. Turizm gelişmeleri ve turist ürünleri turizm imajlarının çoğunun ifadesi olarak tasarlanır; bu nedenle turizm ürünlerinin bileşenlerinin ve en çekici imajların koşullarının gözden geçirilmesi yarar sağlayacaktır.

Turizm ürünlerinin üç bileşeni vardır;

- 1) Varıştaki kaynaklar (doğal albeniler)
- 2) Varıştaki hizmetler (gelişmiş albeniler)
- 3) Varışa ulaşım

Bu bileşenler imajın gelişmesiyle ve deneyimin niteliğiyle yakından ilgilidirler. Diğer bir deyişle turist bu bileşenleri ayrı ayrı seyahat acentelerinden de alsa, hepsini içeren tek bir acenteden de alsa alımların sonucu tek bir paket olarak algılanır.

Özellikle fiyatların rekabet içinde olması durumunda gidilecek yerin seçimi nesnel olarak değil, tanıtılan imaja göre yapılır. Bu nedenle bir alanın en çekici turizm imajının yaratılması için veri sağlamada, görsel nitelik ve etki değerlendirmesi işlemleri turizm imajının bileşen ve koşullarının tercih, gereksinim ve değerlerini araştırmalıdır.

Olimpos Kıyı Milli Parkı Antalya yakınında, Akdeniz kıyısında ve ardındaki ormanlık alanlarda konumlanmıştır. Tarihi önemi ve doğal güzellikleriyle milli park ulusal ve uluslararası turistlere hizmet vererek hızla gelişmektedir.

Parkin master planı profesyonel bir tim tarafından hazırlanmıştır. Parkın görsel tercihleri ve gelişmiş peyzajın estetik niteliklerindeki değişiklikleri ölçmek amacıyla yazar tarafından daha sonra burada bir araştırma yürütülmüştür. Araştırma yöntemi birçok aşamayı içermektedir. İlkinde bölgenin fiziksel ve kültürel özellikleri yakından tanınmaya çalışılmış; sonra bölgenin görsel nitelikleri ve gelişmeleri için duyguları ve temel tercihleri saptayabilmek için her gruptan kullanıcılar ile görüşmeler yapılmıştır. Yapılan ilk iki aşamanın sonuçlarına dayanarak imajları temsil eden peyzajlar belirlenmiş ve siyah beyaz fotoğrafları çekilmiştir. Orijinal araştırmanın amacı ile en fazla ilgili olan 10 fotoğrafın seçilmesinden sonra yerli ve yabancı turistler ve yerel halkla anketler ve karşılıklı görüşmeler yürütülmüştür.

Beklendiği gibi, tercih ve duygular her değişik grup için farklı çıkmıştır.

Üzerinde yaşadıkları toprakların doğal güzelliklerinden gurur duyan yerel halk parktaki gelişmelerin olası olumsuz etkilerine karşı tümüyle kayıtsız görülmüştür.

Yerli turistler görsel çevrenin niteliğinden çok, gelişmelerin ve çekiciliğin çeşitliliği ve sunulan hizmetlerle ilgilenmiştir. İmajlarına uygun bir tatil beldesi buldukları sürece hızlı kentleşme ve artan yoğunlukla ilgilenmemişlerdir.

Turizm imajlarının kaynaklar ve doğal çekicilikten çok sunulan hizmetlerle ilgili olduğu görülmüştür.

Yabancı turistler Avrupadaki çok gelişmiş tatil beldelerinden, bölgenin huzuru, doğal ve manzara güzelliği ve bozulmamış plajları için kaçtıklarını söylemişlerdir. Tarihi kalıntılardan ve sayıları azalan ve yalnızca deniz yolundan ulaşılabilen mağara ve kumsalların gizliliğinden hoşlandıkları, çevrede mevcut köylerin büyümesini ve gelişmiş tatil beldelerine dönüşmesini istemedikleri ortaya çıkmıştır. Master planda özelliği olan konulara fazlaca değinilmemiş, manzara nitelikleri ile ilgili değerlendirme yapılmamıştır. Özel kurallara uyulmadan yapılan gelişmeler bölgenin tek olma özelliğine ve özel çekiciliğine birşeyler eklemeyecektir. Resimsizliğe sahip bazı alanlar hızlı gelişme ve çekici olmayan otellerin yapımıyla gürültü trafiğe bulaşmış, beton kent alanlarına dönüşmüştür.

Sonuç olarak gelişmeler ne orijinal karakterin bir yansıması olmuş, ne de tüm kullanıcı grupları için arzu edilir olmuştur. Bölgenin Turizm imajı kötü bir puan almıştır.

Gelişmeler önerilen alanlarla sınırlanmamış ve gelişme tipleri ve programları kısa sürede fazla ekonomik kâr amacıyla düşük yoğunluktan yüksek yoğunluktaki otel ve motellere dönüştürülmüştür. Bir görsel etki değerlendirilmesinden yararlanılmadığından plancılar bölgenin orijinal turizm imajında ve tek olan çevresel karakterinde önerilen değişikliklere karar veren siyasal organlara bu değişikliklerin uzun süreli etkilerini ve sonuçlarını inandırmada desteksiz kalmışlardır.

Bu etkiler kontrol altına alınmadan ve azaltılmadan bölgenin orijinal çekiciliğini bozacak ve beklenen sürekli ekonomik yararlar da kayıplara neden olacaktır.

Gelişmiş ülkelerde peyzaj mimarları uzun zamandan beri verilen alan biçimlerini, bitki materyalini, turizm ve rekreasyon potansiyeli açısından bölgenin kültürel ve fiziksel gelişme örüntülerini tanımaları, belirlemeleri, değerlendirmeleri ve bilgilendirmeleri konusunda uzman olarak tanınmaktadırlar. Mesleğin ufuklarını genişletmede ve etkinliğini artırmada çaba gösteren peyzaj mimarları çevrenin daha iyi tasarımı ve düzenlenmesi için görsel kaynak niteliği ve etkilerinin değerlendirilmesinde yenilikler getirmişlerdir.