

Antalya/Konyaaltı Sahilinin Kullanıcı Memnuniyeti Açısından Değerlendirilmesi

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ÖZ

Tarihsel süreç içerisinde kıyı alanları toplumlar için önemli bir yere sahiptir. Tarih boyunca kıyılar, toplumların yerleşim alanı olarak kullandığı, medeniyetlerin ortaya çıktığı, ekonomik faaliyetlerin gerçekleştiği, sosyal ve kültürel etkileşimlerin yoğun olarak yaşandığı mekânlar olmuştur. Günümüzde de önemli bir yere sahip olan kıyı alanları çok sayıda sosyal, kültürel ve ekonomik faaliyetlere olanak tanımaktadır. Bu faaliyetlerden biriside kıyı alanlarının sunmuş olduğu rekreasyonel olanaklardır. Konyaaltı sahili Antalya kent merkezinin batısında ve merkez ilçe olan Konyaaltı ilçe sınırları içerisinde yer alan bölgenin ve Türkiye'nin önemli turizm ve rekreasyon alanlarından biridir. Konyaaltı sahiline yönelik 2014 yılında "Konyaaltı sahili, Mimari ve Kıyı Düzenlemesi Fikir Projesi Yarışması" düzenlenmiştir. Yarışma sonucunda seçilen projenin uygulanmasıyla Konyaaltı sahili farklı rekreasyonel olanaklar sunan bir çekim merkezi haline gelmiştir. Araştırmanın amacı, kullanıcıların Konyaaltı sahilinden olan memnuniyet düzeyini ölçmektir. Bu kapsamda araştırma alanında gönüllülük esasına dayalı olarak ve basit tesadüfi örnekleme yöntemi kullanılarak seçilen 200 kullanıcıya haftanın farklı gün ve zamanlarında anket formu uygulanmıştır. Anket çalışmasından elde edilen verilerin değerlendirilmesi sonucunda, kullanıcıların Konyaaltı sahil projesinin uygulanmasından sonra sahilinden olan memnuniyetinin arttığı, Konyaaltı sahili boyunca oluşturulan bisiklet ve yürüyüş yollarından memnun olduğu ve Konyaaltı sahilini günün her saatinde rahat bir şekilde kullanılabildiği belirlenmiştir. Ayrıca kullanıcıların birçoğu, Konyaaltı sahilinde yer alan bazı donatı elemanlarının bakımlı olmadığını ve sahilde yer alan duşların, soyunma kabinlerinin ve tuvaletlerin yeterli olmadığını ifade etmiştir.

Anahtar Kelimeler: Rekreasyon, Sahil, Peyzaj Tasarımı, Kullanıcı Memnuniyeti, Konyaaltı.

Evaluation of Antalya/Konyaalti Coastline in Terms of User Satisfaction

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ABSTRACT

In the historical process, coastal areas have an important place for societies. Throughout history, coasts have been the places where societies used as settlements, where civilizations emerged, economic activities took place and social and cultural interactions took place intensively. The coastal areas, which still have an important place today, allow a large number of social, cultural and economic activities. One of these activities is the recreational opportunities offered by the coastal areas. Konyaalti coast, west of the city center of Antalya and located in Konyaalti district boundaries, one of Turkey's most important tourism and recreation area. Konyaalti Coastal Architectural and Coastline Arrangement Idea Project Competition was held in 2014 for Konyaalti coastline. With the implementation of the project selected as a result of the competition, Konyaalti coastline has become a center of attraction offering different recreational opportunities. The aim of the study is to measure the satisfaction level of the users from Konyaalti coastline. In this context, a questionnaire form was applied to 200 users selected on a voluntary basis in the research field by using simple random sampling method at different days and times of the week. As a result of the evaluation of the data obtained from the survey, it was determined that the satisfaction of the users increased after the implementation of the Konyaalti coastline project, that they were satisfied with the bicycle and walking paths along the Konyaalti coastline and that the Konyaalti coastline could be used at any time of the day. Furthermore, many of the users stated that some of the urban equipments (benches, lighting fixtures, and waste bins) on the Konyaalti coastline are not well maintained and that the shower, changing cabinets and toilets on the coast are not sufficient.

Keywords: Recreation, Coastline, Landscape Design, User Satisfaction, Konyaalti.

INTRODUCTION

Coastal areas have been one of the important settlements in the historical process. The first settlements started in coastal areas and empires and states settled in these areas. Numerous communities have emigrated and wars in order to reach and have access to marine, coastal and river environments. The reason for this effort throughout history is that coastal and wetlands constitute an important place among natural habitats and contain the resources of many social and economic activities. Therefore, coastal areas have not only been an economic value, but also have been the center of attraction for many social activities since ancient times. Thanks to the coasts have the potential, have become important places in meeting the housing needs arising from the increase in the population of the city, in the storage of international commercial goods, in the cultivation of agricultural products, in obtaining second housing and in meeting the demand for tourism (Çakılcıoğlu, 2000; Öztürk, 2009; Oğuztürk, 2016).

Coasts; sea, streams and lakes where all kinds of water sources are the areas where land joins with land. In addition to showing different soil and vegetation characteristics from the inner parts of the land, these areas are also natural habitats that are important for humans in terms of their ecological characteristics. Therefore, this important natural resource needs to be protected and made available for use with rational decisions. The main objective in the regulation of coastal areas should be the protection of the coast with its natural and cultural resources and the rational assessment of these resources (Doğan and Erginöz, 1997; Cengiz, Çavuş and Kelkit, 2012).

In this context, the Coastal Law (law no 3621) and regulation on the implementation of coastal law were published in 1990 in order to determine the shoreline in the sea, natural and artificial lakes and rivers, to ensure the use and protection of the coasts, and to determine the planning and implementation principles on the coastlines, and coast concepts are defined within the scope of the Law. In this context, the shore is the area between the shoreline and the shore edge line. The coastline refers to an area of at least 100 meters horizontally from the shore edge line in the direction of land (Figure 1).

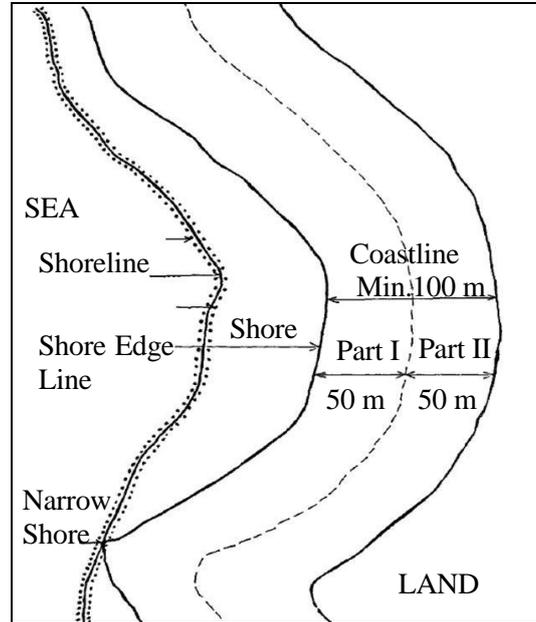


Figure 1: The sketch showing the definitions in the coast law (Coastal Law, 1990)

The coastline is a resource whose natural integrity can be disrupted by wrong and unplanned uses. In the face of recreational requirements, plans and implementations that are not suitable for the natural structure and do not rely on ecological data-based planning lead to massive destruction. For this reason, an open, flexible, dynamic and practical method research that can develop in coastline arrangements should be put forward and be able to adapt to the existing planning, organization and legal opportunities (Kızılkaya, 1996; Şimşek and Korkut, 2009). In recent years, depending on the internal and external tourism demand, to come under intense population pressure of the shores of Turkey, construction of secondary

residences and vacation sites, applications made on behalf of daycation in protected areas, filling the sea, highways carried out on behalf of transportation problems, rapid urbanization and many more applications cause the destruction of the coastline (Cengiz et al., 2012; Çelik, 2015; Aktaş, 2019).

In the pressure on Turkey's coasts, tourism and secondary residence sectors is important. Tourism movements accelerated especially after the 1970s, and measures taken to increase the income from tourism in the 1980s led to a large increase in the number of tourists visiting the country. In this regard, issued in 1982, "Tourism Incentive Law," was a turning point for the development of mass tourism in Turkey. By law, while introducing special measures to support initiatives in this field, on the other hand, unspoilt coastals, fertile agricultural lands, historical and natural values were offered to the service of tourism (Duru, 2003). According to Baran Idil, a veteran architect and planner, coastal culture has an abstract appearance that affects architecture, urban, urban life, macro organism and design of the urban, but it is a fact that we can incorporate many different concrete data. In some regions, the bays, islands and geographical values of nature determine the macro form and spatial formation of the urban. (Bayhan, 2017). In this context, many factors have been effective in the redesign of the coasts of the urban to date. According to Breen and Rigby (1994) these factors;

- Technological developments in the aftermath of World War II,
- Adoption of the principle of preservation of historical values,
- Highlighting environmental problems and water pollution,
- Targeting the redevelopment of city centers,
- Urban renewal works (Sağlık, Kelkit and Sağlık, 2012).

When the coasts are evaluated functionally; they are part of a living urban to the extent that they contain different areas such as social and cultural activity, entertainment, recreation, trade, accommodation. (İncedayı, 2006; Özdemir Işık and Demirel, 2014). For these activities, the most common coastal uses worldwide are; transport (highways, ports), trade (ports, free zones, warehouses), industry (refinery, shipyard), agriculture (irrigated agriculture), waste material unloading area (industrial and urban waste), raw material supply (sand, salt), defense (naval bases), recreation and tourism (touristic facilities, secondary residence, beach facilities), health (cure centers), energy (facilities utilizing marine movements), residential settlements (cities, rural settlements), food supply (seafood) and sports (swimming and various water sports) (Çakılcıoğlu, 2000; Öztürk, 2009; Oğuztürk, 2016).

When coasts where leisure is experienced in the liminal landscape, are evaluated in terms of tourism and recreation, it provides natural environments together with natural land structure, human community, sun, sea and sand for social interaction (Hall and Page, 2002; Özdemir Işık and Demirel, 2014). The most basic definition of recreation is all kinds of activities for in order to evaluate the spare time. Individuals need some activities to improve their comfort of life, to recover mentally and physically, to have a good time or to spend their free time. These activities sometimes take the form of socializing with people and sometimes towards nature. Cities have many uses for recreation in order to meet these needs of individuals (Güngör and Polat, 2017; Güngör and Polat, 2018). Recreation areas in the coastline, where the individual is included in the place as a part of the urban and where individual socialize, have an important place. The landscape, the feeling of healing provided by the water allow the individuals move to the coastals where land and sea interact (Kaya, 2019).

Antalya is one of the 6 provinces on the Mediterranean coast. The shores of Antalya constitute 640 km of the Mediterranean shores, which are 1.577 km long (Alpaslan and Ortaçşme, 2009). Although the Antalya province has a coastal length of approximately 640 km, it has not been able to create a culture of life and urban economy shaped by the coast throughout history. Especially as a result of increasing tourism movements, coastal, sand, sun and sea use has been predominantly presented. The coast has been commodified in order to obtain an economic value, and practices have been carried out that break the coast from urban life (Özer, 2015). However, with the projects carried out in recent years, the coasts are integrated with the urban and with the recreational activities it offers, the coasts become prestigious places of the urban.

The aim of the study is to measure the satisfaction level of the users from Konyaalti coastline. In this context, a survey was conducted on the Konyaalti coastline and as a result of the data analysis obtained from the survey, the satisfaction levels of the users from the Konyaalti coastline were determined.

MATERIAL AND METHOD

Research Area

Antalya province which is located on the south of Turkey is one of the important centers of tourism destination and agriculture. Antalya is surrounded by the Muğla province on the west; Burdur, Isparta, Konya provinces on the North, and Karaman, Mersin provinces on the east. And there is Mediterranean Sea on the south. Konyaalti coastline, which is a research area, is located within the borders of Konyaalti which is the central district of and southwest of the Antalya city center.

According to the Turkey Statistical Institute data (2018), the population of the Konyaalti district is 182112. The Konyaalti district, which has a 7.5 km long coastline, has an area of 546 km² and includes the Olympos-Beydağları Coast National Park, Boğaçay Creek, Antalya Harbor and the central campus of Akdeniz University, which is one of the important higher education institutions of the city. (Manavoğlu and Ortaçşeme, 2007; Erdoğan, Oktay and Yıldırım, 2011; Dipova, 2016; General Directorate of Mapping, 2019) (Figure 2).



Figure 2: Location of the research area (González, 2018; Google Earth, 2019)

Method

The research, which was conducted to measure user satisfaction from Konyaalti coastline, consists of 3 stages. In the first stage of the research, literature (thesis, book, article, project, etc.) on landscape design projects for coastline, coastline and user satisfaction were examined. In the second stage of the research,

a questionnaire form was prepared to measure user satisfaction from Konyaaltı coastline. Since the number of individuals in the target group is known in determining the sample, the following formula was used (Yazıcıoğlu and Erdoğan, 2014).

$$n = Nt^2pq / d^2(N-1) + t^2pq \quad (1)$$

Symbols in the formula; N: Number of individuals in the universe, n: Number of individuals to be sampled, p: Probability of being seen, q: Probability of not being seen (1-p), t: Value corresponding to meaningfulness level, d: Sampling error. According to this;

$$n = 182112 \times (1.96)^2 \times (0.5 \times 0.5) / (0.1)^2 \times (182112-1) + (1.96)^2 \times (0.5 \times 0.5) \quad n = 181.4 \quad (2).$$

In this case, in order to prevent data losses, the sample size was determined as 200 persons at 0.05 significance level with $d=+0.10$ sampling error and $p = 0.5$, $q = 0.5$ probability. Thus, a questionnaire form was applied to 200 users selected on a voluntary basis in the research area by using simple random sampling method on different days and times of the week.

In the last stage of the research, the data obtained from the survey studies were digitized and analyzed in SPSS program. Descriptive analysis and parametric tests (independent sample t and one way anova) were used for statistical analysis. According to the analysis results, user satisfaction from Konyaaltı coastline was evaluated.

RESULTS

Konyaaltı coast is one of the two most important coasts of the city, starting from the end of the cliffs and extending to the harbor. There are many hotels, pensions, restaurants, cafes, entertainment and shopping places on the coastline. Atatürk Park, Atatürk Culture Park, Aquarium are the main focal points around the coastline. To the north of the coastline are the ruins of the city of Olbia, one of the most important settlements of the Lycian civilization (Chamber of Architects, 2014).

In order to rehabilitation the Konyaaltı coastline, the "Konyaaltı Coastline Architectural and Coastal Arrangement Idea Project Competition "was organized by Antalya Metropolitan Municipality in 2014. Atatürk Park in the east (variant and cliffs are also within the boundaries of the area); Ataturk Culture Park, Su Hotel, Tourism facilities and housing blocks in the north; Port in the west, and Mediterranean in the south are the boundaries of the competition area. The competition area is approximately 420.000 m² (Chamber of Architects, 2014).

The main objective of the project is to reduce the impact of the highway dividing the coastal and settlement pattern and to strengthen the relationship between the coastline and the housing pattern behind the coastline. For this purpose, a number of thematic, recreational, cultural and sporting activity areas have been proposed along the coastline (İtez, 2018). While maintaining the existing vertical and horizontal connections in the area, infrastructure for a qualified public transport and bicycle transportation was prepared in addition to pedestrian-compatible vehicle traffic. The coast has been re-functionalized with multiple and mixed uses, including recreation, sports and cultural activities, and architectural suggestions have been developed to make the area accessible and perceptible for all types of users. Urban equipments are designed as modules with different functions. Urban furniture, shadow elements, activity points, water and plantation landscaping elements that also provide seating and reclining functions are placed within the hard, semi-hard and soft landscape surfaces (İtez, 2018) (Figure 3).





Figure 3: Konyaalti coastline project (Mimarizm, 2019)



Figure 4: A general view of Konyaalti coastline after the implementation of Konyaalti coastline project (Anonymous, 2018)

In the research, 48% of the participants are women and 52% are men. When the age groups of the participants are examined, the 18-25 age group (58.5%) has the highest percentage. The age group distributions of the other participants are; 23% is in the 26-35 age range, 9% is in the 36-45 age range, 4.5% is in the 46-55 age range, 3% is in the 56-65 age range, and 2% is 65 and over age group. When the participants are examined in terms of their educational level, the individuals with a bachelor's degree

(64%) have the highest percentage. This is followed by high school with 18.5%, graduate education and associate degree with 6.5%, and primary school graduates with 4.5%.

When analyzed how often the participants visited Konyaaltı coastline, 43.5% of the participants stated that they visited several times a week. In addition, 31.5% of the participants stated that they visited Konyaaltı coastline several times a month, 13.5% is every day, and 11.5% is several times a year. 51% of the participants use Konyaaltı coastline on the weekend evenings. In addition, 22% of the participants stated that they used Konyaaltı coastline on the weekday evenings, 21.5% is on the weekend mornings and 5.5% is on the weekday morning.

Within the scope of the research, the participants evaluated 20 statements related to Konyaaltı coast with 3-point Likert scale. In this context, when the means of the participants' responses to the statements are examined, it is determined that the "my satisfaction with the coastline increased after the implementation of the Konyaaltı coastline project" statement has the highest mean (\bar{x} : 2.79). This is followed by the following statements: "I like the cycling and walking path created along Konyaaltı coastline" (\bar{x} : 2.76) and "Konyaaltı coastline can be used at all hours of the day" (\bar{x} : 2.72). The statements which has lowest mean; "the urban equipments on the Konyaaltı coast line are usable and well maintained" (\bar{x} : 1.69), "shower, changing cabins and toilets on Konyaaltı coastline are sufficient" (\bar{x} : 1.75), and "reach of the disabled and elderly individuals to Konyaaltı coastline is easy" (\bar{x} : 2.18) (Table 1).

Table 1. Users' level of participation in the statements for Konyaaltı coastline

Statements	Disagree		Neutral		Agree		\bar{X}	ss
	Number	Percent	Number	Percent	Number	Percent		
1 Reach of Konyaaltı coastline is easy	43	21.5%	36	18.0%	121	60.5%	2.39	0.819
2 Reach of the disabled and elderly individuals to Konyaaltı coastline is easy	42	21.0%	80	40.0%	78	39.0%	2.18	0.755
3 Konyaaltı coastline is a safe area	19	9.5%	56	28.0%	125	62.5%	2.53	0.664
4 Konyaaltı coastline can be used at all hours of the day	17	8.5%	22	11.0%	161	80.5%	<u>2.72</u>	0.611
5 The flooring elements used along the Konyaaltı coastline are suitable for the coast	21	10.5%	42	21.0%	137	68.5%	2.58	0.675
6 Facilities along the Konyaaltı coastline are sufficient	46	23.0%	63	31.5%	91	45.5%	2.23	0.798
7 The service quality of the facilities in Konyaaltı coastline is good	22	11.0%	75	37.5%	103	51.5%	2.41	0.681
8 The activities on Konyaaltı coastline appeal to me	28	14.0%	74	37.0%	98	49.0%	2.35	0.714
9 Disabled and elderly individuals can benefit from Konyaaltı coastline in a comfortable	35	17.5%	73	36.5%	92	46.0%	2.29	0.746

10	Urban equipments located on Konyaalti coastline are sufficient	23	11.5%	72	36.0%	105	52.5%	2.41	0.689
11	The urban equipments located on the Konyaalti coastline are suitable for the coast concept	18	9.0%	70	35.0%	112	56.0%	2.47	0.657
12	Children playgrounds on Konyaalti coastline are sufficient	20	10.0%	54	27.0%	126	63.0%	2.53	0.672
13	I am pleased with the seating units on the Konyaalti coastline	17	8.5%	29	14.5%	154	77.0%	2.69	0.623
14	Sports activities in Konyaalti coastline are varied	29	14.5%	70	35.0%	101	50.5%	2.36	0.723
15	Showers, changing cabins and toilets on Konyaalti coastline are sufficient	90	45.0%	71	35.5%	39	19.5%	1.75	0.764
16	The urban equipments on the Konyaalti coastline are usable and well maintained	93	46.5%	77	38.5%	30	15.0%	1.69	0.720
17	Plantation on Konyaalti coastline is sufficient	32	16.0%	48	24.0%	120	60.0%	2.44	0.754
18	Planting Design in the Konyaalti coastline is aesthetic	24	12.0%	51	25.5%	125	62.5%	2.51	0.702
19	I like the cycling and walking path created along Konyaalti coastline	19	9.5%	11	5.5%	170	85.0%	<u>2.76</u>	0.614
20	My satisfaction with the coast increased after the implementation of the Konyaalti coastline project	10	5.0%	23	11.5%	167	83.5%	<u>2.79</u>	0.520

It has been examined whether the level of participation of the users in the statements about Konyaalti coastline is statistically significant difference according to their gender. In this context, the statements other than the 3 statements do not show a statistically significant difference with the gender of the participants. However, there is a statistically significant difference between the statements "reach of the disabled and elderly individuals to Konyaalti coastline is easy", "the activities on Konyaalti coastline appeal to me" and "children playgrounds on Konyaalti coastline are sufficient", and the gender of the participants. Male participants think that disabled and elderly individuals have easy access to Konyaalti

coastline (\bar{x} : 2.308, t : -2.522, p : 0.012) (Table 2). The female participants of the research think that the activities on the Konyaalti coastline are appealing to them (\bar{x} : 2.479, t : 2.489, p : 0.014) (Table 3). Similarly, the female participants think that the children playgrounds located on the Konyaalti coastline are sufficient (\bar{x} : 2.635, t : 2.163, p : 0.032) (Table 4).

Table 2: Relationship between gender of participants and the statement (reach of the disabled and elderly individuals to Konyaalti coastline is easy)

Group	N	Mean	Std. Deviation	t	df	p
Female	96	2.042	0.76663	-2.522	198	0,012
Male	104	2.308	0.72510			

Table 3: Relationship between gender of participants and the statement (the activities on Konyaalti coastline appeal to me)

Group	N	Mean	Std. Deviation	t	df	p
Female	96	2.479	0.71051	2.489	198	0,014
Male	104	2.230	0.69994			

Table 4: Relationship between gender of participants and the statement (children playgrounds on Konyaalti coastline are sufficient)

Group	N	Mean	Std. Deviation	t	df	p
Female	96	2.635	0.61763	2.163	197.405	0,032
Male	104	2.433	0.70730			

Within the scope of the research, it was examined whether there was a statistically significant difference between the age groups and the level of participation in the statements. According to the one-way anova test, statistically significant difference wasn't found between age groups and statements. It was examined whether there was a statistically significant difference between the educational level of the participants and their level of participation in the statements. According to the results of the analysis, a statistically significant difference is found between the "children playgrounds on Konyaalti coastline are sufficient" and "shower, changing cabins and toilets on Konyaalti coastline are sufficient" statements and the educational level of the participants. In this context, statistically significant difference is found between high school graduated participants and undergraduate graduated participants. High school graduated participants think that the children playgrounds on the Konyaalti coastline are sufficient substantially (\bar{x} : 2.87) (Table 5).

Table 5: Relationship between the level of education of the participants and the "children playgrounds on Konyaalti coast are sufficient" statement

Educational Level	n	\bar{X}	Std. Deviation	F	P	Significant Difference
Primary Education	9	2.22	0.83333	3.725	0.006	High School - Undergraduate
High School	37	2.87	0.34658			
Associate Degree	13	2.69	0.63043			
Undergraduate	128	2.45	0.69712			
Graduate Education	13	2.39	0.76795			

When the relationship between the level of education of the participants and the “showers, changing cabins and toilets on Konyaalti coastline are sufficient” statement is examined, high school graduated according to undergraduate graduated participants (\bar{x} : 2.00), associate degree graduated according to undergraduate graduated participants (\bar{x} : 2.15), and associate degree graduated according to graduate education graduated participants (\bar{x} : 2.15) think that the showers, changing cabins and toilets on Konyaalti coastline are sufficient. (Table 6).

Table 6. Relationship between the level of education of the participants and the “showers, changing cabins and toilets on Konyaalti coast are sufficient” statement

Educational Level	n	\bar{X}	Std. Deviation	F	P	Significant Difference
Primary Education	9	1.55	0.72648			
High School	37	2.00	0.84984			High School - Undergraduate Associate Degree - Undergraduate
Associate Degree	13	2.15	0.80064	2.797	0.027	Associate Degree - Undergraduate
Undergraduate	128	1.66	0.72391			Associate Degree - Graduate Education
Graduate Education	13	1.54	0.66023			

CONCLUSION

The coasts are important areas in terms of social, cultural, economic and ecological. The coasts provide benefits to the city and its inhabitants in many areas. In this context, Konyaalti coast provides benefits to the city both ecologically and socially and economically.

Thanks to the project carried out for the Konyaalti coastline, the coastline has become one of the important attraction centers of the region. Moreover, within the scope of the International Ideal City Awards 2018, Konyaalti Coastal Project was awarded the first prize in the environmental planning category by the Council of Europe Local and Regional Authorities Congress (Anonymous, 2018).

As a result of the research conducted to measure the user satisfaction from the Konyaalti coastline, it was found that the participants were generally satisfied with the Konyaalti coastline. The participants think that the number of urban equipments along the coastline, especially seating units and shading elements, are insufficient. Similarly, participants state that the number of showers, changing cabins and toilets along the coastline are insufficient. In this context, the number of seating units, shading elements, showers, changing rooms and toilets along the coastline should be increased in order to increase user satisfaction from Konyaalti coastline. In addition, existing equipments (benches, lighting fixtures, and waste bins) should be maintained more frequently.

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