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## The Definition Of Planning Principles Of Holiday Villages Built In Turkey

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## **THE DEFINITION OF PLANNING PRINCIPLES OF HOLIDAY VILLAGES BUILT IN TURKEY**

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### **INTRODUCTION**

Tourism is one of the foremost economic activities around the world, transporting more than 528 million people internationally and generating 322,000 million USD in receipts in 1994.( World Commission on Environment and Development, Our Common Future, Oxford University, Oxford, 1987) It is a major economic force, generating in 1995 an estimated 3.4 trillion USD in gross output, creating employment for 211.7 million people, producing 10.9 per cent of world gross domestic product, investing 693.9 billion USD in new facilities and equipment, and contributing more than 637 billion USD to global tax revenue The development and management of tourism without damaging the natural and socio-cultural environment is the responsibility of the world-wide tourism industry. Tourism planning means to determine optimum targets, resources which can be used reach these targets, measures to be taken for realising the purposes of the tourism sector, and to make decision for establishing a realistic harmony between that country's targets resources measures in accomodance with the domesticpolitical and economical system.( World Travel and Tourism Council, Agenda 21 for the Travel and Tourism Industry. Towards Environmentally Sustainable Development, London, 1995)

Main prpose of the tourism planning is to prevent tourism from being affected from negative physical human, marketing, organizational and other factors, and to incerase its positive effects. Planning where how many and howshould be existing and future tourism activities and infa-structure investments be placed with in the physical environment.

Tourism has contributed much to the development of Tourism regions and, as one of only a few development options for These areas, will continue to be very important for their future growth. It could also stimulate the development of other sectors. However, if not properly planned and managed, it could significantly degrade the environment on which it is so dependent. The fragility and interdependence of coastal zones and the unspoilt areas on which eco-tourism depends calls for careful management. One of the special tourist attractions of small island developing States is the distinctiveness of their cultures. The diversity and fragility of their

environments are reflected in the diversity and fragility of their cultures. The protection of the former is an important condition for the protection of the latter

### **1. TOURISM SECTOR OF TURKEY IN SOUTH ANTALYA REGION.**

Turkey is a paradise of sun sea, mountains, and lakes offering the holiday maker a complete change from the anxieties and routine of everyday life. From April to October, most parts of Turkey have an ideal climate, providing perfect conditions in which a visitor can relax on sandy beaches or enjoy the peace of mountains and lakes. Turkey has a magnificent past and is a land full of historic treasures covering 13 successive civilizations. Even a person spending only a short time in Turkey can see something of this great past. There is no doubt that one visit will be enough and you will want to return time after time as you discover one extraordinary place after another. All of them, no matter how different, have one thing in common, the friendly and hospitable people of this unique country.

Recent developments in the tourism sector in Turkey have brought an increase in tourism investments. Considerable part of the investments is allocated to tourism accommodations majority of them holiday villages.

In this study, the concepts of the holiday villages developing in Turkey and the factors that impact their evolutions is example a series of qualitative and quantitative analysis done on these resorts and some consequences is revealed as a result.

When we look up the distribution of the tourist boating facilities with operational license in Turkey, one can see that most of the facilities are located in the Mediterranean Region. Especially near the Antalya. In Antalya, the pine-clad Taurus (Taurus) Mountains sweep down to the sparkling clear sea forming an irregular coastline of rocky headlands and secluded coves. The region, bathed in sunshine for 300 days of the year, is a paradise of sunbathing, swimming, and sporting activities like windsurfing, waterskiing, sailing, 'mountain climbing and caving. If you come to Antalya in March and April, you can ski in the mornings and in the afternoons swim in the warm waters of the Mediterranean. Important historical sites await your discovery, amid a landscape of pine forests, olive and citrus groves and palm, avocado and banana plantations. The Turkish Riviera is Turkey's tourism capital. Its full range of accommodations, from tourist class to deluxe hotels, and the hospitable people of Antalya will make your holiday comfortable and enjoyable.



Figure 1. Tourism Regions Of Turkey



FIGURE 2. Mediterranean Region

Tourism is the travel of a man to a place other than his residence, his everyday living and working place, and is the sum of in events as a result of temporary accomodation especially by buying all services of tourism foundation

Total number of foreigners visitors arriving our country is 7485308 in January-December 1999. 594649 of this number is excursionists arriving by seaway. Number of foreigners visitors arriving our country is 9431280 in January- December 1998. 20.6 % decrease is examined in January-December in 1998 when compared to last years' same term.( www.die.gov.tr)

## 2. THE FACTORS THAT EFFECTS THE DEVELOPMENT OF THE HOLIDAY VILLAGES

The factors that effects the development of the holiday village resorts are studied under the subtitles of inspectable and uninspectable factors and their impacts on holiday village design are discussed. The uninsepectable factors that effect the design of resurts are,

- Natural factors climate, the vegetation of area, landscape effected by light distance and height. Topography of land. The form and slope of the area the development formed by the relationship between sea and land.

## 2.1 The national, regional and environmental factors,( Metin Ak nc o lu,1996)

1.Culture,

2.Technology,

The potantial of the tourist region in terms of the concepts of the region carrying capacity.

There are four types of carrying capacities. There are,

Social,

Physical,

Enverironmental,

economical.

3.Managemnt,

4.Building regulations laws and regional plans,

5.The Demand of tourist in terms of motivation, perception and image,

6. nfrastructure in the regional and national level.

The inspectable factors are,

- Factors relevanted with environments. The architectural trends in tourism architecture such as universalism, regionalism.
- Pysiological needs, hearing, smelling tactile sensation, the movement of body.

All the aboves factors affected the decisions taken for the design of holiday village resurt directly or indirectly.

The asctions of users of the accomodations are investigated.

The planning program of the holiday villages are determined. There are two actions.

- Active
- Passive actions.

Recreational actions are active actions bedroom units are passive actions.

The main actions of tourists are,

- sports( such as tennis, riding, golf, fitness, water sports, swimmingi diveing and walking,
- relaxing,
- Amusement(amphi-theater)

- Disqotheque.

Planning program asa a result of action system is,

- Bedroom complexes,
- Recreation araesa, sports, resting, wandering, playing, amusing areas.
- Services and technical department,
- Management.

## **2.2 PLANNING PROCESS OF HOLIDAY VILLAGES**

Planning process of holiday villages should be as follows.

1. Preparation period.
2. Defining the targets.
3. Research.
4. Analysis
5. Planning Policy
6. Suggestions
7. Application and Control.

## **3. ANALYSIS OF SOUTH ANTALYA TOURISM DEVELOPMENT PROJECT.**

Holiday villages are mostly located in the mediterranian Region. The Southern Antalya Tourism Development Project has been developed to be used for touristic purpose according to the act of 2634. This project enabled 986.193 m2 area to be used for touristic purpose. It was accomplished in 1985.

The purpose of this project is to provide tourists suitable accomodation for their wishes, to keep tourism income high, and also to create employment oppourtunities and healthy environment thank to the sea holiday resorts.

Southern Antalya Tourism Development Project has been done to develop Touurism in the Mediterrenian Region which has a great agricultural potential. This project covers an area of 3 to 10 Km. in depth and 80 Km in Length.

The reasons for preference of holiday Resorts in both Turkey and Different parts of the world are fallows.

1. Provinding airconditioning in closed places.
2. Natural, historical and Cultural beauties. When we analyse these cultural, natural and historical values, we see rich cultural development in these Region. In this Region, Historical, cultural and historical values and beauties are fallows.

## KEMER REGION

The mountains of the Toros (Taurus) Range rise up immediately behind the coast, the whole length - from Konyaalti Beach to the Kirlangic Peninsula-is a national preserve, the Bey Daglari (Olympos) National Park. The history of this area, the ancient Lycian Peninsula, can be traced back to the Neolithic Age to the settlements at Beldibi The 42 km of road from Antalya to Kemer pass through spectacular mountain scenery. This resort town has been carefully designed to blend in with the surrounding scenery and offers an ideal environment for a wonderful holiday. A fully equipped Kemer marina has facilities for all activities so that yachtsmen can enjoy the unspoilt bays and beaches south of the town. Theme Park you can watch traditional craftspeople at work. The adjoining bay is a charming and delightful spot with many sports and daily entertainment facilities discreetly hidden among the pines. Kiziltepe, Goynuk (Blue Flag) and Beldibi(Blue Flag) north of Kemer and Camyuva and Tekirova (Blue Flag) to the south, are tourist centers full of various activities. The holiday villages are all designed to blend into the forest that encircles them.( <http://www.turkiye-online.com/travel/mediterranean/antalya/>)

## OLYMPOS-PHASELIS REGONS

At the foot of Mt.Tahtali (Olympos),15 km south of Kemer, the three harbors of Phaselis were once a major commercial center. The ruins of aqueducts, agoras, baths, a theater, Hadrian's Gate and an acropolis reveal the city's historical importance

The ancient city of Olympos is situated on the southern side of Mt. Tahtali. Oleander and laurel bushes shade the Olympos Valley, which you can approach by land and sea. The play of light on the quiet pools of water enhance the mosaics in the bath. A temple gate and theater also remain from antiquity. The outer walls and towers around the bay date from the Middle Ages. North of Olympos up from Cirali Beach, is Yanartas (at a height of 300 meters) where according to mythology the Lycian hero Bellerophon, mounted on his winged horse Pegasus, slew the fire-breathing monster, Chimaera. Gas which seeps from the earth burns brightly at night at this site, which the Byzantines also considered a religious area.

At Demre (Kale), the ancient Myra,(25 km west of Finike), many splendidly carved rock tombs overlook the magnificent Roman theater. St. Nicholas was the bishop of this Mediterranean city during the fourth century, and died here in 342. Every year in December the Santa Claus Commemoration Ceremony attracts many tourists who spend their Christmas holidays on the sunny coast of ancient Lycia

Dalyanagzi,the ancient harbor of Andriace, west of Demre, has a good beach for swimming and sunbathing.

Kekova is an island an hour from Dalyanagzi by sea as well as the name of a whole ensemble of picturesque islands, numerous bays and ancient cities. These bays provide natural harbors in all seasons, and yachtsmen particularly enjoy exploring the unspoilt landscape. Along the northern shore of Kekova Island at Apollonia,earthquakes have disturbed the land causing some of the ancient houses to sink under the clear water, creating a sunken city. Kalekoy Castle (Simena)

offers a bird's-eye view of the bays, inlets, islands and colorful yachts sailing peacefully on the glassy water.

## KAS REGION

Continuing west out of Kekova, you come to Kas, a lovely spot surrounded on three sides by mountains. The friendly local fishermen are happy to run a water taxi service to take you to a favorite bay, cove or beach along the coast. The mountains that surround the town provide their share of activities and sights. You can walk through forested hills to visit remote villages and ancient ruins.

## KALKAN-PATARA REGIONS

A little distance to the west is Kalkan, a lovely small hilltop town that overlooks a tiny bay. Its quaint, traditional, white-washed houses, shuttered windows and balconies garlanded with brilliant flowers that cascade to the streets below, make it the ultimate in a peaceful holiday town. Narrow winding streets lined with souvenir shops lead down to the charming marina. Every morning boats busily take tourists to one of the nearby beaches or small bays. As the sun sets it is Kalkan style to meet on the roof terraces for a drink before dinner and enjoy the comings and goings of the yachts, the business of the marina and the panoramic view.

A principal harbor of ancient Lycia, Patara is reached by following a winding mountain road before descending to the site. Here, according to mythology, Apollo was born. More concrete history reveals that this town was the birthplace of St. Nicholas. The ruins are, of course, numerous and interesting. But Patara is also a place for beach lovers. Its 22 km of pure white sand stretches as far as the eye can see, making it a natural choice for all types of beach sports. The remoteness of this undiscovered corner makes it feel like your own private getaway.

The ancient Lycian capital of Xanthos, today in the Turkish village Kinik, lies 18 km north of Patara. The theater, Tomb of the Harpies, Nereid Monument, agora, and Inscribed Pillar, among a mixture of ruins from Lycian, Roman and Byzantine times, create the special atmosphere of this site. At the holy Lycian center of Letoon, six km farther, three temples dedicated to Leto, Apollo and Artemis, familiar gods of mythology, await the exploring tourist.

## PERGE-ASPENDOS REGIONS

Wide, fertile plains parallel the endless sandy beaches east of Antalya until you come to Alanya. Abundant modern tourist facilities and well-preserved historical sites give you several options for a day's activities. An important city of ancient Pamphylian, Perge (18km from Antalya) was originally settled by the Hittites around 1500 B.C. St. Paul preached some of his first sermons here.

The theater's stage has finely carved marble reliefs; other carvings from around the city are displayed in the stadium. Amateur archaeologists will want to see the handsome city gate flanked by two lofty towers, a long colonnaded road once paved with mosaics and lined with shops, a

large agora, the public baths and a gymnasium.

#### ALTINKAYA-MANAVGAT REGIONS

An important city of ancient Pisidia, Altinkaya (Selge), northwest of the Koprulu Canyon National Park, is reached by a winding mountain road. The city walls, towers, cisterns, temple to Zeus, agora, stadium, theater, gymnasium and necropolis remain from this commercial city that stood at an elevation of 950 meters. Historians verify that Selge had direct trade with Antalya, which brought it prosperity.

Although the Manavgat Waterfalls are not high, milky white, foaming water rushes powerfully over the rocks. Next to the waterfalls shady tea gardens and restaurants make the falls a pleasant, cool resting spot, especially welcome after a day of sightseeing. You can take a delightful boat trip up the Manavgat river to explore this lovely area further.

Side, one of the best-known classical sites in Turkey, was an ancient harbor whose name meant pomegranate. Today a pretty resort town, its ancient ruins, two sandy beaches, many shops and extensive tourist accommodation attract throngs of visitors. There are numerous cafes and restaurants with a view of the sea, and the shops that line the narrow streets sell typical Turkish handicrafts including leather goods and Turkey's famous beautiful gold jewelry. The magnificent theater of the ancient city, built on colonnaded arches, is the largest in the whole area. (Closed for restoration) Other monuments include the agora, the Apollo Temple, which is situated near the sea, a fountain and necropolis. The extensive Roman baths, now a museum, houses one of Turkey's finest archaeological collections

East of Side, tucked in pine forests the holiday resorts of Sorgun, Titreyen Gol (Blue Flag) and Kizilagac are both popular for their sandy beaches and sparkling sea. The atmosphere is relaxed, the accommodation plentiful and the activities endless.

West of Side, the holiday centers of Kumkoy, Colakli and Kamelya also offer sun and sea, in close proximity to ancient sites. In the Pamphlyian Seleucia (Bucaksihlar), 15km northeast of Side, are the remains (in good condition) of Roman baths, temples, churches, a mausoleum, theatre and agora. (<http://www.turkiye-online.com/travel/mediterranean/antalya/>)

3. Transportation is easy 80 percent of these resorts.
4. The nature is perfect and environment is kept well.
5. Accommodation-catering and service for guests are fine.
6. There are enough sea sports and equipments.
7. There is a good choice of place for holiday villages.

#### **3.1 AMONG THE HOLIDAY VILLAGES WHICH ARE ANALYSED IN MEDITERRANEAN REGION**

Among the holiday villages which are analysed in Mediterranean region are,(

60 Percent have 201-300 rooms,  
40 percent have 301-400 rooms,

Interms of numberal of beds,

20 percent have 300-500 beds  
30 percent have 500-700 beds,  
30 percent have 700-900 beds,  
20 percent have more tahn 900 beds.

When we analyse the fullness ratio of thhese holiday villages in the Mediterrenian Region according to the months they have 20 percent fullness in may and june. In june they have 30 percent fullness, July and august, they have 100 percent fullness.( Laçin Ergenekon,1995)

80 percent of the tourists who come to these resorts are from Europe, 20 percent are from middle East. The holiday villages that are established in this region are established on aa area of 4-10 ha. In these holiday villages, the green area Per bad is 41-104.5 m2. The number of the Turkish people accommodated in the holiday villages in Turkey in 1992 was 159238 and number of foreginn tourist was 289.622.

It is accepted in the questionnaire by a ratio of 90 percent that with the development of tourism in the mediterrenian region the city has been developed without any plan.

#### **4.CONCLUSION**

As it was mentioned in the study that Turkey has alot of historical and natural beauties that attract the attention of many tourists especially From European Countries. It has been found out that the tourists who stay at holiday villages in the south Antalya are German. People who use these holiday villages do sports, rests, have fun but according to the studies done, the development in the tourism in this area coused on unplanned growth in South Antalya.

Accordig to results of inquires, despite it was told that there left no area lack of planning decision in the area of the South Antalya Tourim Development Project There exist unlicensed buildings and acupations in the areas of inside and outside Antalya is depend on the pact that the regon has a late planning and control mechanism in constructive applications of the Antalya Region. The municipality of Antalya shall come face to face with great discomforts and difficulties in planning and applications. Municipality of Antalya the resist against the pressures which shall exists to the form of disturbuton of land.

In this region, first the holiday villages whose orgins the European appeared and They had a positive effect on the development of other holiday villages with more investment, the holiday villages in Turkey will be affected positively, holiday villages which are analysed, in general have 900 beds. Of course there are holiday villages having more than 900 beds too. They were also analysed. These holiday villages are 100 percent full july and August. This requires building new holiday villages and the foundations of European Economic Comminity should be used for

that purpose As a result of this, Both European tourists can stay at high quality holiday villages cheaply and tourism in Turkey can develop moreover, the integration of Turkey to the Europe can be easier.

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Urban planning experience of Turkey in the 1930s constitutes a set of consistent policies and strategies. Establishment of a national economy and arrangement of the space of the nation-state were the main policies determining the major lines of policy-oriented urban planning experience in this period. Under the basic principles of Kemalist ideology, urban planning experience was based on the essential social and economic policies of statism and populism in the 1930s (1). Roots of the creation of new development centres as opposed to the economic policies of the single large city and the primacy of İstanbul can be found in the strong regional development and populist policies.