

Chapter 6


Analysing of Erzurum Winter Tourism in the European Perspective

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ABSTRACT

Erzurum is the biggest city in the Eastern Anatolian Region of Turkey. The city has gained great importance in winter tourism during recent years. Accessing to the sustainable winter city requires an innovative approach to these cities' problems in order to enhance the advantages, opportunities, and beauty of the winter season. Winter tourism is one of the good examples that provides benefits to the residents and reinforces the community's ability to attract new business. In this chapter, the conceptual framework of the topic is drawn by putting forth the concept of winter city tourism. Subsequently, EU tourism policy, its political framework, and priorities are summarised. In the next chapter, Erzurum is examined to demonstrate its potential for winter city tourism. Finally, the winter city tourism potential of Erzurum is evaluated by SWOT analysis and brought some suggestions compatible with EU Tourism Policies at five categories such as preserving solar access, designing streets, planting, parks and open spaces, colour, materials and lighting.

INTRODUCTION

During history, physical and economic factors influenced people's choices of where to settle. The physical factors include water, topography, vegetation and natural defence system. The economic factors include communication and resources (wood, fuel, iron, etc.). Good locations of favourable places allow

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maximum communication between different settlements and increase trade. On the other hand, besides these factors, there is another important factor which is climatic situation. To a considerable extent, Climatic situation and weather have shaped city form, customs and traditions of them during the time. After starting modernization in the cities, auto-oriented culture in modern urban planning has ignored the pedestrians in wintertime. In this period, the most attention is on the resources devoted to keeping streets and highways clear of snow and ice.

Winter cities are places with the long winter season, snowy, very cold weather, and harsh climatic conditions. Due to the effects of climate conditions on urban life, creating public places for supporting community life and their social relations is one of the most considerable designing issues. A responsive design based on the climate conditions, where negative effects of climate condition are mitigated, is essential for establishing a sustainable environment (Gürer, 2017, p.19).

On the other hand, one of the important attentions in urban planning is the compound of city-form and weather, particularly within the context of sustainable development and walkability (Akkerman, 2014, p.161).

One of the most important aspects in cities with long winter is the cold weather that affects the mobility of pedestrians. Cold, snow and glacial situation influence not only people's ability to walk in the winter, but also their desire to walk during the cold season. So snow, cold weather and the condition of the walking on surface are major factors in human mobility.

In recent years, one of the important attempts to generate climate-responsive in architecture and urban designing is the winter cities movement. The purpose of this movement is to establish the needs of the people who live in the areas with high snowy and cold weather, by improving the comfort of lifestyles and recognizing the human needs in order to plan and design better.

The sustainability of winter cities requires a creative and innovative approach that addresses the problems of these areas while enhancing the advantages, opportunities, and beauty of the winter season. Winter tourism is one of the good examples that provides benefits to the residents and reinforces the community's ability to attract new business.

In this study, conceptual framework of the topic will be drawn by putting forth the concept of winter tourism, winter city and liveability. Subsequently, EU tourism policy, its political framework and priorities will be summarised. In the next chapter, Erzurum will be examined to demonstrate its potential on winter city tourism. Finally, the winter city tourism potential of Erzurum will be evaluated by SWOT analysis and will bring suggestions at the local and national level to set in motion of the potential of Erzurum in the field of winter city tourism in the context of EU Tourism Policies.

CONCEPTUAL FRAMEWORK

In this chapter, to draw a conceptual framework, firstly the concepts of winter tourism will be defined then winter city and liveability concepts will be explained.

Winter Tourism

Today, winter tourism is one of the great economic importance for different regions in the world, such as Alpine regions of Europe or northern cities. In certain regions, winter tourism accounts for 20% of the created economic value and provides thousands of jobs (Yfantidou, Nikou, & Matsouka, 2018, p.

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