The Urban Landscape Oriented Branding Strategies in Tourism: The Case of Bartın

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Abstract:

According to the WTO data of 2013, Turkey ranked the sixth country with 35.7 million visitors of the world’s top 10 countries and ranked the ninth in terms of tourism income. These data show that Turkey has a considerable share in the world economy in terms of tourism industry. The 2023 Tourism Strategy emphasized the necessity of cooperation between public and private sector in tourism and mentioned the importance of making the cities with strong cultural and natural values the centers of attraction for tourists by branding them. Within the scope of urban landscape, plans and design projects intended for the use of tourists are produced by conserving the natural, economic and socio-cultural qualities of cities. Bartın province is chosen as the research area. It is located in the Western Black Sea Region and is 12 km from the coast. Bartın River passes through the city and the city has four districts. There are houses built in traditional architecture reflecting the civil architecture of the Ottoman period and the aesthetic understanding, lifestyle and culture. The aim of this study is to identify the urban landscape oriented branding strategies in tourism for Bartın. The study includes four phases. Its method can be summarized as: domestic and foreign literature review on the research area and the subject; implementation of a questionnaire with the participation of relevant stakeholders using Delphi method; analysis and evaluation of the findings and results, and discussion. In conclusion, the branding strategies for Bartın will have been determined with the participation of public institutions, local administrations, NGOs and representatives of private sector and universities. In addition, diversification of tourism activities, spreading them to the whole year, increasing the urban aesthetics, ensuring socio-economic development and the knowledge and experience obtained in the process being followed by similar cities are the expected outcomes.

Key Terms: Urban landscape, branding strategies, tourism, Bartın

Introduction:

Tourism, which began with the curiosity to see the traces of past civilizations and new places, to get to know different countries and to explore the natural beauty, has now diversified into nearly thirty species – particularly culture, sea and nature tourism (Anonymous 2007a). The tourism activities which were previously sea-sand-sun-based are tending to differ by the increases in individuals’ income and leisure times, they developing and being innovated by means of transportation, accommodation and communication. This increase in touristic demand has accelerated the competition among touristic destinations. That’s why; destinations which are similar to each other in terms of natural and cultural characteristics have come to improve their competitiveness by strengthening their distinctive aspects and preferring the branding.

According to the World Tourism Organization’s (WTO) data of 2013, Turkey ranked the sixth country with 35.7 million visitors of the world’s top 10 countries and ranked the ninth with $25.6539 million in terms of tourism income. These data show that Turkey has a significant share of the tourism sector in the world economy. 2023 Tourism Strategy of Turkey highlights branding cities which have strong cultural and natural values and making them points of attraction for tourists among its Tourism Strategies for strengthening the tourism sector (Anonymous 2007b).

Design projects and plans for the use of the local people and tourists terms of natural, economic and socio-cultural characteristics of cities that are protected have been produced within the scope of the urban landscape. According to Goulty (1991), the urban landscape is a three-dimensional composition of buildings, which make up the essential character of urban areas, and the cultural elements of buildings, bridges, roads, etc., which provide communication between spaces, and those of natural ones-soil, water, plant. The human factor is a point of reference in the design of the urban landscape which
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Deals with natural processes and human-environment relations. This approach brings human-environment relations, spatial use of the city, public life and experiences into the limelight of urban studies. Therefore, human communication with life spaces as a resident, the maximum use urban space and that space carries human values are important (Kaplan et Küçükerbaş, 2000). Tourism activities can be carried out in both urban and rural environments. These areas are also natural and cultural landscape areas. Thus, urban landscape-oriented tourism activities can take place in spaces where landscape planning and design are made.

The tourists mostly prefer not places to meet their needs but special destinations where they find peace. This is the starting point and the main reason to create a brand (Yüksel et Hançer 2004). The destination brand is defined as ‘name, symbol, logo, word mark or other graphic that both define the destination and distinguish it’ (Garcia et al. 2012). A brand needs to include distinctive features, that’s the product must carry an identity of its own, to be successful. For example, Niagara Falls in the United States (U.S.) has gained an identity as ‘Romance’, the city of Florence in Italy as ‘Renaissance Center’ and the state of Virginia in the United States as ‘Presidents’ Birth Center’ (Yüksel et Hançer 2004).

Destination branding creates a favorable destination image that defines it and sets it apart from others. The image can be defined as a number of consisting informed result in one’s mind. The brand image is also consumer perception of a product as it is what is kept in consumers’ mind after all. In short, while identity is created by the sender, the image is perceived by the recipient. Brand identity reflects all brand elements’ contribution to awareness and reputation. While playing an important role in creating brand identity, brand image is also a reflection of brand identity (Qu, Kim, Im, 2011).

According to Jobber 1995, factors to be considered in creating successful brands are quality, reliability, positioning, communication, internal marketing, the long-term point of view and re-positioning (Yüksel et Hançer, 2004). Relevant stakeholders in terms of branding are local community, investors, employers, students, retirees, local and foreign tourists, the media and opinion leaders, entrepreneurs, service industries, government, and exporters (Garcia et al. 2012).

According to the World Tourism Organization’s projections for the future, tourism will grow the fastest the sector in next 40 years (Anonymous, 2008). In this context, branding strategies for the province of Bartin are aimed to be determined in terms of urban landscape oriented tourism in this study. Bartin is a city of natural and cultural characteristics.

Materials and Methods:

Bartin Province has been selected as the research area (Fig. 1). It is located between the Provinces Zonguldak, Istanbul and Kastamonu in Western Black Sea Region. It is 2,143 square kilometers and its average elevation is 25 m. The city was founded on the plain formed by Bartin River and its tributaries (Anonymous 2012a).

![Figure 1. a) Location of Bartin (http://www.itusozluk.com/gorseller/t%FCrkiye+haritas%FD/181567), b) Borders of Bartin (http://www.nkfu.com/bartin-ili-hakkinda-bilgi/)](http://www.itusozluk.com/gorseller/t%FCrkiye+haritas%FD/181567)
Bartin was chosen as the research area because it showcases examples of civil architecture of the Ottoman era, reflects the culture of a bygone era aesthetics with traditionally built houses, wooden yachts and boats manufacturing, wire crafts, as well as its natural beauty; all of which mean that it has the potential to be a brand city. Research material is Bartin Province. In order to examine this material and to achieve healthy results and interpretations, secondary and primary data have been used. Books, magazines, industry reports TUSI (TÜİK) data, written materials such as reports on tourism on the subject have been evaluated as secondary data. Old photographs of the urban texture have been used. The primary data which are the original data have been obtained from surveys, observations and field trips.

The purpose of this study is to determine the branding strategies of urban landscape-oriented tourism in Bartin. Investigation included the erection of a method comprising four steps. In the first stage, the urban landscape domestic and foreign literature related to the research area and subject such as urban landscape, tourism, branding strategies have been scanned. Thanks to consultations with public institutions and organizations such as Bartin Governor’s Office, Bartin Municipality, Bartin Provincial Directorate of Culture and Tourism, Bartin Provincial Directorate of Environment and Water Affairs data of the research field have been obtained.

In the second stage, a questionnaire has been held using the Delphi method with the participation of relevant stakeholders listed in provincial protocol. Bartin Governor’s Office, Bartin Municipality, Bartin University, Bartin Provincial Directorate of Environment and Urban Planning, Bartin Provincial Directorate of Culture and Tourism, Bartin Provincial Directorate of Environment and Water Affairs and the relevant trade associations are included into the questionnaire. 31 of the 43 people believed to be related to the topic to whom the questionnaires sent have responded. In this case, 31 people from related stakeholders participated in the questionnaire. The questionnaires are based on two rounds. In the first round, the questions are about participant profile, the brand identity, image of the city, stakeholders that play a role in determining the branding strategies and their roles and responsibilities.

At the end of the first round a new questionnaire has been prepared according to the responses. The questions for this new questionnaire are selected among over 70% answered questions of the previous one, so second round is prepared. This round of the questionnaire consists of two parts. The first part consists of questions to determine the participant's profile. The second part includes 18 factors and their sub-propositions. The propositions of the factors have been asked to be answered within 10 Likert scale (1-the least to agree, 10-extremely agree). It is again aimed in this part to determine the brand identity, image of the city, stakeholders that play a role in the branding strategies and their roles and responsibilities.

Delphi technique used in this study aims to make predictions about the future, to reveal expert opinion and to achieve a consensus (Şahin 2001). Survey responses were analyzed by using SPSS 15.0 statistical software.

Reliability analysis was applied to the questions and it was found that the scale is within the limits of reliability. 95% confidence interval and 5% margin of error were taken into account. Parametric analysis methods have been used as the number of sample is more than 30 (Altunışık et al., 2010). Also frequency, mean, standard deviation, and chi-square analyzes have been applied to the propositions.

In third stage of the study the findings have been analyzed and evaluated. In the fourth stage, finally, results and recommendations have been made according to the data obtained from literature research, field studies and the results of the questionnaires.
Findings:

The findings of the research are given in two parts: Bartın Province in the natural and socio-cultural structure and the findings of questionnaire.

Bartın Province is located in the western part of the Black Sea Region, 41.37 north latitude and 32.22 east longitude. There is the Black Sea in the North and it has borders with Kastamonu in the east, Karabük in the east and South and Zonguldak in the west (Anonymous, 2008). It has 3 districts which are Amasra, Ulus and Kurucaşile. The city center is located 12 km away from the sea. Mild Black Sea climate prevails on Bartın where summers are hot and winters are cool (Anonymous 2012a).

Bartın is an important destination with its 3000 years of historical, cultural and other folkloric values as well as natural tourism resources. Bartın and its surroundings permits tourism activities in a variety of fields with their 59 km coastal beach and coves, lava columns, caves, plateaus, rivers, waterfalls and fishing as well as the historical and cultural heritage. There are 258 registered examples of civil architecture in the center of Bartın (Anonymous 2007a). There are Uluyayla, Ardiç, Gezan and Kokurdan plateaus, Mugada lava columns and Küre Mountains National Park, which is one of the world’s 100 hot spots, in the Province. There are also archaeological sites in Amasra and Güzelcehisar, and natural and urban sites located in the city center (Anonymous 2008).

Various studies have been conducted at various times for the improvement of tourism by public institutions and organizations in Bartın. Sustainable Development Plan was prepared in 2002 by the Municipality of Bartın and strategic implementation for tourism sector has been developed (Özcan, 2002). Strategic Objectives and the Provincial Development Plan 2023 were prepared in 2008 by the Governorship (Anonymous 2008). It is aimed to protect history, nature, and touristic values of Bartın in "2010-2014 Strategic Plan" prepared by the Municipality and promote and transfer them for future generations (Anonymous, 2009a).

Diversification of tourism and policies for this purpose were identified in Western Black Sea Region (Karabük-Zonguldak-Bartin) Area Plan between the years of 2010-2013 (Anonymous, 2009b). Bartın Province Tourism Action Plan has been prepared for the years between 2012 – 2016 by Provincial Directorate of Culture and Tourism (Anonymous 20011). With these studies existing tourism potential of Bartın has been evaluated by SWOT analysis, policies for the development of tourism industry have been proposed. These studies prepared by government agencies have been examined in this research study and recommended urban landscape-oriented tourism branding strategies have been developed so that they overlap with the policies.

The findings from the questionnaires are given in the form of reliability analysis, frequency analysis, mean, standard deviation, and chi-square analysis results. When reliability analysis applied to the questions of the questionnaire, Alpha reliability coefficient has been found 0.713. If the scale is between 0.6-0.8 (0.60 < x <0.80), it is quite reliable. As the study’s reliability scale is 0.60 < x <0.80, it means it is notably reliable (http://www.akademikdestek.net/).

As a result of frequency analysis of demographic factors, it has been identified that 58.1% of the 31 participants are women, the rest are men. 58.1% of people surveyed are between the ages of 26 to 35, 22.6% from 46 to 55 age range. % 51.6 of the participants has Master/ PhD education level. If respondents are ranked according to their occupation, civil servants are the greatest with 45.2%. Then comes academicians. As to income status, the top is those whose incomes are 2251-3000 with a percentage 45.2%. Of the respondents 45.2% have been living in Bartın between 1-5 years, 22.6% between 11-20 years, the rest have been living over 20 years.
Proposals on 18 factors that make up the second part of the Delphi Survey, frequency, mean and standard deviation analysis can be summarized as follows: each were asked to be evaluated Likert scale of 10. These proposals have been ranked starting with the highest score, the highest and the lowest mean and standard deviation values have been given. Thus, participants have chosen the strong sides of Bartın as the existence of important destinations such as Amasra, Inkumu. Çakrız (9.09 - 1.10), that 40% of Kure Mountains National Park is within Bartın borders, that there are highland plateaus such as Uluyayla and Arıt, that there is Bartın River and river transportation is convenient, there are handcraft and traditional civil architectural structures (6.46 - 2.63). Alternative tourism types besides cultural tourism have been sorted as nature-based tourism species (8.36-2.18), eco-tourism, and tableland tourism (7.48-2.13). Colors and symbols that can be used in Bartın logo have been chosen to be blue of the river, the sea and the sky (8.93-1.46), green color of nature (8.00-2.32). As for the slogan, "Amasra" (8.58 - 1.94) and the "city of rivers" (7.00 - 3.01) have been preferred. The natural features of Bartın have been ranked that the location of it is close to Ankara and Istanbul (8.45 - 1.76), that it has pristine natural beauty, that it is near to tourist attractions such as Safranbolu, Kastamonu, Yedigöller, that there are interesting geological formations, such as caves, canyons and that it has water potentials such as river, waterfalls, etc. (7.26 - 2.03).

Brand image perception of Bartın should respectively be its natural beauty (9.03 - 1.24), a city intertwined with nature, trans-regional river, a safe city, historical buildings, telkirma or traditional arts and crafts (7.00 - 2.70) by the participants so as to give way to the study. When ranked according to significance level, the first branding strategies is increase and diversification of promotional activities (9.43 - 1.35). Then comes increase and diversification of marketing activities, touristic product diversification and creation of alternative tourism activities, improvement of physical infrastructure (potable water, telecommunications, etc), improvement and increase of physical superstructure (parking, open green spaces, accommodation facilities, etc.), determination of brand identity and brand image (8.83 - 1.89). The idea came to the fore from the respondents that due to lack of promotion and marketing activities, Bartın cannot get enough benefit from the tourism sector.

The responses to the question ‘Who are the stakeholders that should be involved in the development of image and branding?’ are lined as local government (9.56 - 1.13), the private sector, civil society organizations, local communities, universities and public institutions (9.13 - 1.59).

The tasks of public institutions and organizations have been ranked as follows: to provide coordination between institutions (9.60 - 1.06), to invest in tourism facilities and to promote to the improvement of existing facilities, to fulfill the responsibility of improving physical infrastructure and superstructure, to provide the necessary data to determine the image and identity of brand, to create work plan and control its practices, to arrange meetings to increase and diversify promotional activities, to hold workshops and other meetings to create alternative tourism activities and touristic product diversification, to be responsible for the management and monitoring, and to do reporting and secretarial work (8.46 - 1.63).

Participants have respectively responded to the question ‘What should be the duties of the local government?’ as follows: constructions that disrupt the city skyline should not be allowed (9.70 - 0.70), urban landscape design projects should be produced, new constructions should be in tune with architectural structures in terms of scale, color, texture and so on, it should fulfill the responsibility of improving physical infrastructure and superstructure, it should provide the necessary data to determine the image and identity of brand, it should arrange meetings to increase and diversify promotional activities, it should hold workshops and other meetings to create
alternative tourism activities and touristic product diversification, it should teach people in courses to make souvenirs that will reflect urban identity (8.93 - 1.80).

Among the tasks of the University, the first one has been selected that it should make theoretical and practical research on the subject (9.58 - 0.88). Then continues as follows: it should produce urban landscape design projects, train people in courses, hold workshops and other meetings to create alternative tourism activities and touristic product diversification, provide the necessary data to determine the image and identity of brand (9.23 - 1.40).

Of the tasks that private sector should perform, these have been stated: it should continue to recruit qualified personnel (9.43 - 1.25), should increase its investment in tourism industry, prefer selling products that represent the identity of the city in gift shops, fulfill the responsibility of improving and diversifying marketing activities, continue promotional activities such as advertising, brochure printing, etc., pay attention not to sell products that do not reflect the identity of Bartın, hold meetings to increase and diversify promotional activities (8.46 - 2.17).

Participants have respectively responded to the question ‘What are the duties of NGOs should be?’ as follows: they should extend the length of stay of tourists by organizing natural and cultural activities (9.23 - 1.19), current NGOs and NGOs to be founded should support diversification of tourism together, they should hold meetings to increase and diversify promotional activities, and they should provide the necessary data to determine the image and identity of brand (8.76 to 2.04).

The tasks of local community have been ranked as they should do maintenance and repair work to the external facades of the buildings the for more aesthetic appearance of the city to (9.46 - 1.10), be able to work as volunteers, take a role in determining brand identity and image of Bartın, and pay attention to keep living their traditional culture (8.03 - 2.63).

Of the responses to the question ‘What should be done to promote Bartın?’, the first one is that promotion activities should be carried out at national and international levels to publicise it (9.38-1.22). Then comes, promotional films should be shotted and published, attempts should be made so that Bartın will be taken in domestic and foreign tour routes, posters, brochures, etc. should be printed and distributed, demo days should be held in sister cities, web promotion sites should be established, and promotion exhibitions should be organized in big cities like Ankara and Istanbul (8.80 - 1.97).

Chi-square test of independence has been applied among variables of participant profile of gender, age, duration of stay in Bartın and to the factors of ‘What are the strongest aspects of Bartın today?’, ‘What might be alternative tourism types beside cultural tourism?’, ‘What colors and symbols should be used in the logo of Bartın?’, ‘Which slogan comes first in your mind when we say Bartın?’, ‘What should be the brand image of Bartın?’, and ‘Who are the stakeholders involved in the development of branding strategies of Bartın?’. The answers to the first three of these factors have been included in the chi-square test. Chi-square test of independence is utilised so as to find out whether there is statistically significance between two variables (http://www.istatistikmerkezi.com/makale, SPSS-chi-square-independence-test, 129.html).

When the chi-square test is applied to the variable of gender and the variable of tableland tourism as an alternative beside culture tourism, it has been identified that p equals to 0.28 (p = 0.28). As this finding meets the requirement of p <0.05, it can be suggested that there is significant relationship between the gender and the proposal. Women have overscored tableland tourism than men. The chi-square test has been applied to the other proposals yet no significant relationship can be found. In this
case, it can be suggested that the gender of respondents is not effective in determining urban identity and image, branding strategies of Bartın, the roles and responsibilities of stakeholders involved in this process.

When the chi-square test is applied to variables of range of age and ‘city of rivers’, it has been found that \( p \) equals to 0.045 \( (p = 0.045) \), which means \( p < 0.05 \). In this case, there is a significant relationship between these two variables. Participants between the ages of 26-35 have overrated this the most. However, no the significant relationship can be found between age variable and other propositions which chi-square test is applied to as \( p > 0.05 \) for the rest.

The chi square test of independence has been applied to variable of ‘the duration of stay of the participants‘ and the proposal that ‘stronger side of Bartın is that it has important destinations like Amasra, İnkumu and Çakraz’. Significance value at the top of Assym.Sig column of chi-square test table is observed to be \( p = 0.114 \). As this value is \( p > 0.05 \), it can be said that there is no significant relationship between these two. The chi-square test has been applied to other proposals yet no significant relationship can be found. In this case, it can said that the duration of stay of respondents is not effective in determining urban identity and image, branding strategies of Bartın, the roles and responsibilities of stakeholders involved in this process.

Results and Discussion:

Today, countries, regions or even cities tend to put their natural, cultural and historical values forward and maximise tourism alternatives as a result of touristic demand. The reason for this choice is to increase availability and more tourists visit. So, this case makes tourism branding neccessary.

According to Cai 2002, the brand is a name, a concept, logo, sign, design, symbol, slogan, or all of them rather than one. These elements allow distinguishing services, goods or regions from those similar to them (Yüksel et Hançer 2004). Destination marketers design a brand identity of a destination with activities and features possible to be used by separating it from other competing destinations so as to brand a destination. There is a reciprocal relationship between the destination brand identity and brand image (Qu, Kim, Im, 2011). Brand image is the combination of what meaning the consumer has ascribed to the product and what they identify it with. This image is interpreted in the minds of consumers by the experiences from a variety of sources (Ak et Sağdıç, 2009). Likewise, destination brand image can be expressed as how differentiated properties and identity of a destination is perceived by consumers (İlban, 2008).

Tourism is a service and export sector besides being a unifying phenomenon in social, political, cultural and environmental aspects (Anonymous, 2007a). According to the data of 2012, the total number of foreign tourists who visited Bartın is 8668; the number of domestic tourists is 227,892. Total bed capacity of the sector is 3493. In addition to this capacity, there are 92 house pensions (Anonymous 2012b). These data show that Bartın has the potential to take a significant share from revenues with betterment and development in tourism sector. Therefore, this study is focused on determining branding strategies of Bartın in terms of urban landscape oriented tourism. In this context, a questionnaire has been conducted to relevant stakeholders in the protocol list by the method of Delphi. The results and recommendations are listed below.

Most of the respondents are female. Respondents are at the ages of 26-35, most of who are experts, and have lived in Bartın for 1-5 years. They have characterized the existence of Amasra, İnkumu, Çakraz and natural beauty as the strengths. The presence of traditional handicrafts and traditional civil architecture buildings are not thought to be very important. So, nature-based tourism activities should be given priority rather than culture tourism. Among the types of nature-based tourism can be developed in Bartın are marine tourism, underwater diving tourism, eco-tourism, cave tourism, mountain tourism,
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botanical tourism, butterfly / bird watching, river tourism, mountain tourism / nature walks, bicycle tourism (Türker, 2011). Moreover, it is suggested that street rehabilitation projects and texture protection of civil architecture structures should be made rather than restoration of themselves individually. Courses that teach traditional handicrafts can be increased and diversified.

It has been indicated by the questionnaires that the colors and symbols that can be used in the logo of Bartın are blue of the river, the sea and the sky and green of the nature because Bartın has a kind of natural beauty of its own. As for slogan, the strengths of Bartın, "Amasra" and "city of rivers", have been chosen by participants. If there will be a logo and slogan competition, these criteria can be given as prior knowledge.

As to its location, the fact that Bartın is close to metropolises such as Istanbul and Ankara, and touristic attractions such as Safranbolu, Kastamonu, Yedigöller is doomed as an advantage by respondents. It has been proposed that after consultation of tour operators, Bartın would be included into the tour routes that use any of those centers. Nowadays, it is thought that the demand for tourism of Bartın will increase due to global warming.

Respondents think that the brand image of Bartın would be “a city intertwined with nature”. Therefore, the theme of studies to take place would be this. Respondents find it the most significant that branding strategies for Bartın are to be increase and diversification of promotion and marketing activities. Determination of brand identity and brand image is in the last ranks. In this study, however, after determination of brand identity and brand image, these actions should be a kind of policy: touristic product diversification and creation of alternative tourism activities by existing natural and cultural potential, and improvement of physical infrastructure and superstructure. Thus, the identity can be traced from urban reinforcement elements. Bartın River which has potentials of transport through itself and recreational tourism can be assessed in tourism.

Respondents ranked stakeholders of brand identity and image as local government, private sector, Civil Society organizations, local communities, universities, public institutions and organizations. Tasks of them can be summarized as follows:

Public institutions and organizations should provide interagency coordination, encourage new investments in tourism facilities, and carry out the necessary responsibility in improving physical infrastructure and superstructure. The local government should not permit structuring that would disrupt skyline of the city, should produce urban landscape design projects, and continue to ensure new constructions to be in tune with civil architecture buildings in terms of scale, color, texture, and so on. The University of Bartın should do theoretical and practical research on the subject, produce urban landscape design projects, and provide lectures in training courses. The private sector should recruit qualified staff and continue to increase its investment in tourism, choose products to represent the identity of the city in gift shops. NGOs should extend the duration of stay of tourists by natural and cultural organizations, support tourism diversification with existing and newly established NGOs, arrange meetings to increase and diversify promotional activities. Local community should do maintenance and repair work to the external facades for more aesthetic appearance of the city, work voluntarily and take a role in determining the image of the brand identity and image. It is also suggested that “Identifying Strategies in Branding city of Bartın Commission” is to be established with the participation of experts from these stakeholders. This expert group should consist of landscape architects, architects, urban planners, tourism experts, art historians, archaeologists, business expert, botanical experts, and sociologists.

Respondents have respectively stated for promotion of Bartın that promotion activities should be carried out at national and
international levels to publicise it, promotional films should be shot and published, posters, brochures, etc. should be printed and distributed, demo days should be held in sister cities, web promotion sites should be established, and promotion exhibitions should be organized in mega cities like Ankara and Istanbul. To promote the province, authorized attendants should continue to participate in national and international tourism fairs like Emitt (East Mediterranean International Tourism and Travel Exhibition).

As a result of the chi-square test applied to the questionnaires, it has been found that women have overscored tableland tourism than men. Participants between the ages of 26-35 have preferred ‘city of rivers’ variable for brand image of Bartın. Young population have adopted the natural characteristics of the city they live in. No significant relationship can be found between the variable ‘the duration of stay of the participants’ and urban identity, image, branding strategies and stakeholders involved in this stage and their roles and responsibilities.

As a result, branding strategies of Bartın will be determined with the participation of public institutions, local authorities, representatives of non-governmental organizations and the private sector and university. In addition, the diversification of tourism, the spread of it to the entire year, enhancing urban aesthetics, the provision of socio-economic development, increase tourism revenues and employment in the province, the proliferation of knowledge and experience to similar other provinces are among expected results.

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