

CURRENT TRENDS IN DEVELOPING URBAN TOURISM

Selin Yıldız

Yıldız Technical University, İstanbul, Turkey
selinydz@gmail.com

M. Tolga Akbulut

Yıldız Technical University, İstanbul, Turkey
mtolga@yildiz.edu.tr

Abstract

The synergy of architecture and other disciplines in studies of developing tourism is significant in terms of continuity of past and future. Now architects and urban designers are working in collaboration with social sciences disciplines in the field of urban tourism. Some examples of cultural, artistic and social activities can be listed as: re-transformation of port districts, opening of new museums, new additions to the fabric of the historic city, theme parks, coastal regulations, re-use of historic structures, innovative approaches to accommodation services, production of the metropolitan centers, architectural competitions organized by central and local governments, prestige landscapes, innovative, technological and ecological approaches in architecture, festivals, design and fashion weeks, guided tours, city walks, local meetings, lectures, courses in art education, concerts, sport events, fairs, the cultural capitals. The paper analyses these works companion to tourism in detail and in a holistic sense, questions these studies in urban, economic, cultural and social movement axes. This inquiry aims to discuss current projects being carried out in İstanbul which is an important city in the world, also to offer a wide range of tips for conducting a collaborative, multi-dimensional perspective studies carried out in the field of tourism.

Keywords: Urban tourism; urban planning and design; interdisciplinary collaboration; urban regeneration.

INTRODUCTION

The period that began with the globalization affects urban development in terms of economic, political and cultural levels and has led to new structures built. The individualization of society living in urban areas, increasing the tendency towards a mixed society needs more social mobility and entertainment and cultural activities. These factors result in new transformations in urban areas. In this context, while distinctive features in tourism sector are being eliminated by the dedifferentiation of urban spaces, the concept of “travel to see different places” has begun to lose its meaning. Now, with the slogan of “being different”, the cities are working to produce various formulas to make them privileged. On the one hand new urban designs and innovative projects are for creating investment and shooting centers, on the other hand the projected new images seem to be as the new tourism objects reveal differences in the cities.

Tourism besides being an important market, especially the process and the factors of recreation of the cities for social and cultural contribution to the environment should be evaluated wisely. While advanced countries are planning their future, on the other hand they enhance the quality of the cities and realize diversifies. Works of composing new identities to the cities, allowing the participation of citizens helps to strengthen the sense of belonging.

Firstly, tourism development after 1980's is discussed shortly. Then sampled works mentioned briefly above and done towards the development of tourism are examined in more detail. In addition to this urban, economic, cultural and social movement forms of axes and the conducting ways of these studies will be questioned in a holistic sense.

DEVELOPMENT OF TOURISM SECTOR IN TURKEY AFTER 1980

The period of quantitative growth in tourism is on the year 1983 and post because the transition to Neo-liberal system and deeds set out in this direction happens in the same period. Especially with Tourism Incentive Law No. 2634 came into force in 1982, the government followed a policy of encouraging the private sector to grow. In addition, related to Mediterranean and Aegean investments, the private sector opened many hotels; bed capacities have been increased rapidly in this liberal-dominated economy period. Beside these regions in which 3s: sea-sand-sun concept is featured and mass tourism is dominated, in İstanbul, being one of the most important cities of global capital, it is seen to be organized different sizes (congress tourism, shopping tourism, health tourism) in tourism sector. Due to numerical data of "number of tourists" and "costs of income", it is seen to have a significant quantitative progress. However, depending on rapid and uncontrolled growth of tourism sector, it is possible to mention of problems. The most important causes can be summarized as the destruction of coastal areas as a result of insensitive approaches to cultural and natural values of the physical environment, unplanned and uncontrolled building production.

In addition, the data of "Overnight Stays" and "Tourist Expenditure Per Capita" are the important indicators for the sector. Despite a steady increase in the number of foreign tourists who came to İstanbul, average length of stay of foreign visitors has fallen. "It is while in 1993 was 4 nights, it is 2.4 nights in 2004 and reduced to 2.3 in 2009 as the half of number 16 years before. On the other hand, the average length of stay of foreign tourists in facilities operating certificates in Turkey is 4.2 nights in 2009" (Enlil et al, 2011:44). Such numerical data about the average length of stay show İstanbul is preferred as short-term visits. "It can be accepted as a transition point for the tourists who go to different regions and continue their destinations by staying 1-2 nights." (Enlil et al, 2011:45).

If we observe the capacity of the sector and the amount of spending per person, in terms of tourism revenues, consequently it is possible to talk over the following data. "According to this, Turkey's total tourism revenue in 2009 is approximately 21.250 million dollars and the amount of average expenditure per person is \$ 664." (Enlil et al, 2011:91). Briefly dealt with above numeric data of inadequate "Overnight Stays" and "Average Per Capita Expenditure" amounts constitutes two main topics focused in order to be developed in our country. The mainstay of this paper is about to save significant progress in tourism sector in terms of both number of short visits & overnight stays and the diversification of tourism activities depending on increase of "Urban Tourism Activities."

This paper aims to consider examples of "Urban Tourism Activities" on an international scale and bring about the clues of how these activities are being carried out.

WORLDWIDE URBAN TOURISM ACTIVITIES AND THEIR EFFECTS TO TOURISM SECTOR

While generating differences in the morphological sense with the formal and functional arrangements in line with new trends of urban tourism research agenda, the sociological and cultural context consists of a large work area. A research investigating rapid changes of tourism trends from twelve major tourism journals shows Tourist/Visitor Studies, Marketing and Special Events showed the greatest growth during the 11-year period (Ballantyne et al, 2009:150).

The synergy of architecture and other disciplines in studies of developing tourism are of great importance in terms of continuity of past and future. Now architects and urban designers have been working in collaboration with social sciences disciplines in the field of urban tourism. Some examples of cultural, artistic and social activities can be listed as:

Urban renewal projects

- re-transformation of port districts and coastal regulations
- opening new museums

- the new additions to the fabric of the historic city
- theme parks
- re-use of historic buildings
- architectural competitions organized by central and local governments
- prestigious landscapes
- producing metropolitan centers

Innovative Approaches

- innovative approaches to accommodation services (hotels with different concepts)
- innovative, technological and ecological approaches in architecture

Cultural Organizations

- festivals
- design and fashion weeks, fairs
- guided tours, city walks
- local meetings, lectures
- courses in art education
- concerts
- the cultural capitals

Sport Events

- Olympics
- world cups
- tournaments
- local races

URBAN RENEWAL PROJECTS

Re-transformation Of Port Districts

"Euro-Mediterranean Project" conducted in Marseille-France is one of the projects carried out for re-transformation of port districts (Fig.1). This project within the framework of the Barcelona protocol located in "Development Area" accepted by the European Union is one of the the most important renovation work conducted in urban scale to make a shot to center in France. This project being broad and comprehensive, began in 1996 and organized by a public agency (EPA-Etablissement Public d'aménagement) will be completed in 2012 (Akbulut & Ekşi Akbulut, 2006:42).



Figure 1: Regions where studies are being carried out in Marseille
(Source: <http://www.euromediterranee.fr/fileadmin/templates/plan-du-perimetre.pdf>).

The project partners are central and local governments, as well as local and regional chambers of commerce, Regional Trade and Industry Chamber, the Mediterranean Region Chambers of Commerce, economic and financial centers and institutes located (<http://www.euromediterranee.fr/who-are-we/public-partners.html?L=1>).

While trying to ease the center accessibility by means of projects being carried out in different regions (Train Station and the surrounding area of this region completely renewed and offices, hotels, shopping malls and housing construction is planned in conjunction with a new attraction), on the other hand there are ongoing efforts to increase the qualifications of buildings around the harbor. By the green areas, squares, car parks and new structures with high standards of comprehensive restructuring such as school buildings etc. it is being tried to increase the attractiveness of the center.



Figure 2: Place Victor Hugo and the Saint-Charles TGV Station Terminal
(Source: <http://www.euromediterranee.fr/fileadmin/downloads/32pagesanglais.pdf>).

Within the scope of the work, which includes the organization of Marseilles port district, public and private arrangements adapted to international standards are expected. Particularly, the area surrounding the castle of Saint-Jean is a new challenge with the embodiment of the inner harbor and the creation of cultural activities: (The Mediterranean and the European Museum of Civilization (MUCEM), Sea Center). Furthermore, the other goals can be listed as (Akbulut & Ekşi Akbulut, 2006:46);

- to strengthen the attractiveness of the environment by means of aquarium, shopping areas, food and beverage activities,
- to transform hangars and terraces into commercial galleries for transit passengers or tourists in the harbor in Joliette region and in front of dockyard,
- to form a new neighborhood full of with residential and green areas in the North of Arenc region.
- to transform silo structure into performance center.



Figure 3: The city, the port and the Mediterranean project
(Source: <http://www.euromediterranee.fr/fileadmin/downloads/32pagesanglais.pdf>)

Euro-Mediterranean Project not only targets tourism but also it is a good example of multi-dimensional projects in a holistic approach (Fig.3). On the one hand, it is aimed to strengthen the economic development with this project, while the life quality of neighborhood is being tried to healed and upgrade the city's urban and architectural quality by public and private projects on the other.

Opening New Museums

The Guggenheim-Bilbao Museum is one of the major focal points of the redevelopment program and architectural movement in Bilbao (Fig.4). This attraction depends on not only art performances and quality of exhibitions but also the prestige building designed by Frank Gehry. After the museum opened its doors to the public on 16 October 1997, total number of Spanish and foreign incoming travelers began to increase. According to a survey of Tourist Accommodating Establishments made by EUROSTAT, 2.5-fold increase is observed in the number of Incoming travelers to the Basque Country from January 1995 to August 1998 (Plaza, 1999:599).

Guggenheim Museum in Bilbao, which is designed by Frank O. Gehry in 1997, is a very good example of how to change the image of a city. Also it has a great contribution to create the concept of "Bilbao effect" in the architectural theory. The "Bilbao effect" concept within the framework of urban scale (cultural life: art, theater and social life: night life, eating, drinking) can be regarded as conceptual meaning of fast metamorphism (Akbulut & Ekşi Akbulut, 2008).



Figure 4: View from the old city and entrance of the Guggenheim museum (Source: Akbulut, T.).

Struggling with the economic crisis and the high rate of unemployment, Bilbao has managed to attract the attention of the world tourism with Guggenheim Museum. Actually a more

comprehensive policy of urban renewal is effective before the realization of the museum. Planning with different aspects of the city allows tourists affected by Guggenheim to find an environment with adequate infrastructure.



Figure 5: Metro Bilbao – Norman Foster (left), Zubizuri Bridge – Santiago Calatrava (right)
(Source: Akbulut, M.T.).

Since the opening of the museum, the number of visitors and overnight stays related to visits has continued to increase. The annual data titled “Number of Visitors to Guggenheim Museum Bilbao” from 1997 to 2006 shows striking increase in 1998 & 1999, after 2000 the museum had a slight loss of attractiveness, but in 2006 it accomplished to gain attractiveness. Consequently, total number of visitors has 3.3-fold increase in 10-year period. Also, due to the survey of INE (Instituto Nacional de Estadística) titled 4-fold increase is observed in “Overnight Stays of Foreign Visitors in the Biscay Province” (Plaza, 1999:599).

The New Additions to the Fabric of the Historic City

London Eye is the world’s largest cantilevered observation wheel (Fig.6). It was conceived and designed by Marks Barfield Architects and was launched in 2000.



Figure 6: A view from London eye
(Source: <http://www.londoneye.com/ExploreTheLondonEye/eCards/Default.aspx#>).

“Since opening in 2000, an average of 3.75 million visitors have experienced London’s favorite attraction each year, proving it more popular than renowned historical landmarks such as St Paul’s Cathedral (2 million per year) and even some of the internationally celebrated seven wonders of the world. The London Eye receives more visitors annually than the Taj Mahal (2.4

million per year), Stonehenge (850,000 per year) and even the Great Pyramids of Giza (3 million per year).” <http://www.londoneye.com/NewsAndEvents/News/30million/Default.aspx>).

Theme Parks

The best example for the theme parks is Disneyland, which is located 35 minutes from Paris.



Figure 7: A view from Disneyland Paris
(Source: http://www.tripadvisor.com.tr/Tourism-g226865-Marne_la_Vallee_Seine_et_Marne_Ile_de_France-Vacations.html).

“With 15.6 million visits in 2011, Disneyland Paris is the most visited tourist destination in Europe and as the top tour operator in France in terms of number of clients (Fig.7). It is stated that; 49% of the guests were from France, 13% from the UK, 12% from Benelux (Belgium, Netherlands, and Luxembourg), 9% from Spain, 4% from Italy, 2% from Germany and 11% from the rest of the world in 2011” (<http://corporate.disneylandparis.com/about-our-company/the-narrative-of-numbers/index.xhtml>).

Architectural Competitions Organized by Central and Local Governments

The program known as “Grands Projets” by French President François Mitterrand, aimed to gain architectural works for Paris between the years 1981-1998 in order to highlight the role of Paris in economy, art and politics. This program includes Louvre Pyramid, Musée d’Orsay, Parc de la Villette, Arab World Institute, Opéra Bastille, Grande Arche de La Défense, Ministry of Finance and the Bibliothèque Nationale de France, the Musée d’Orsay, La Défense Arch, and La Villette. Built with a budget of 15.7 billion Frank, its contribution to number and profile of visitors of France & Paris is inevitable.

Re-use of Historic Buildings

Re-use of historic buildings with a new function is one fairly common approach. Musée d’Orsay in Paris and the Tate Modern (Fig.8) in London, are the most successful examples of this issue. Tate Modern is a modern art gallery in London and it is based in the former Bankside Power Station was built in two phases between 1947 and 1963. The building was converted by architects Herzog & de Meuron into an art gallery.



Figure 8: A view from Tate Modern in London
(Source: <http://en.wikipedia.org/wiki/File:TateModern.JPG>).

“More than 40 million people have visited Tate Modern since its opening in May 2000. It is one of the UK’s top three tourist attractions and generates an estimated £100 million in economic benefits to London annually” (<http://www.tate.org.uk/about/who-we-are/history-of-tate>).

Prestigious Landscapes

One of the best examples of the prestigious landscapes is Parc de la Villette in Paris (Fig.9). Parc de la Villette built from 1984 to 1987, was selected over 470 international competitors, and designed by Bernard Tschumi. With Tschumi's words, it proposes a social and cultural park with activities that include workshops, gymnasium and bath facilities, playgrounds, exhibitions, concerts, science experiments, games and competitions, in addition to the Museum of Science and Technology and the City of Music on the site. During the summer, the broad playing fields become an open-air movie theater for 3,000 spectators at night. The park currently accommodates around eight million visitors for a year (<http://www.tschumi.com/projects/3/#>).

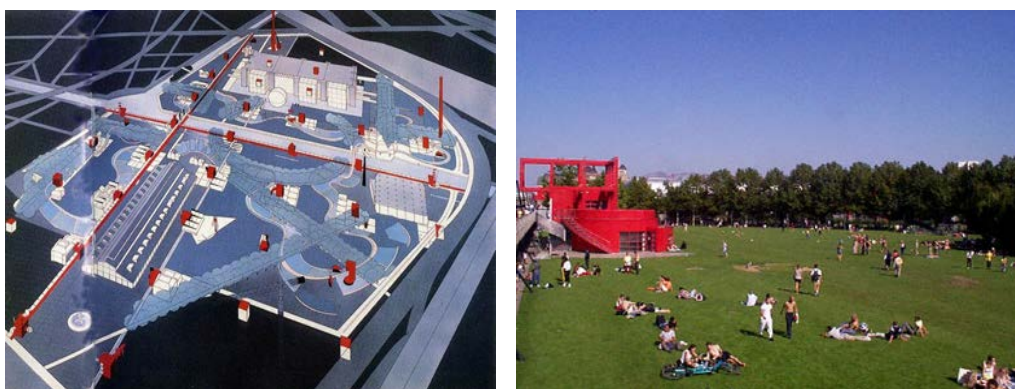
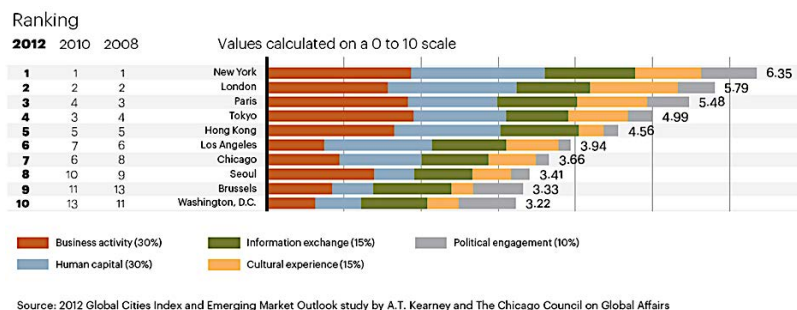


Figure 9 Bernard Tschumi, Parc de la Villette
(Source: <http://unamaquinalectoradecontexto.wordpress.com/2011/09/16/paris/>,
<http://www.phan-ngoc.com/fred/paris/html/parcvillette.html>).

Producing Metropolitan Centers

The agricultural society changed into first industrial and then information-based by the economic development process began with globalization. This transformations cause rural population decline and an increase in the population living in cities. “The Global City Index, first released in 2008 and again in 2010, is unique in that it measures global engagement of cities across five dimensions: business activity, human capital, information exchange, cultural experience and political experience (Table 1). Macro forces continue to have impact on the global influence of cities. Political power is rotating back from West to East. While New York, London, Paris and Tokyo still rank among today’s top cities, it appears that Beijing and Shanghai may become significant rivals in the next 10 to 20 years.” (Global Cities Index and Emerging Cities Outlook, 2012:2).

Table.1. Ranking of 10 cities in Global Cities Index (Source: Global Cities Index and Emerging Cities Outlook, 2012:3).



It is an inevitable reality that metropolitan centers caused by globalization have turned into centers of attraction in terms of tourism (Fig.10).



Figure 10: Views from the city center of Seoul (Source: Akbulut, M.T.).

INNOVATIVE APPROACHES

Berlin, having a promotion as a metropolitan center of Europe, has been to a great extent based on innovative architecture and urban design combined with large-scale interventions. “Especially after the demolition of the wall in 1989, the nomination of Berlin as the capital of Germany was followed by a large number of international urban design competitions concerning the redevelopment of Berlin’s declining areas close to the wall: Potsdamerplatz, Leipzigerplatz, Friedrichstrasse and Alexanderplatz (Kapitzki, 1996). Design innovations were used as the main

driving force for the transformation of declining areas into new prestigious entrepreneurial centers” (Gospodini, 2002:63).

Cultural Organizations

- **Film Festivals:** Cannes Film Festival and The Venice Film Festival are the oldest international film festivals in the world. These organizations ensure contribution of film industry to cities’ tourism by means of festivals. “Cannes population consists of about 70,000 inhabitants. Cannes tourism which is announced in 2002, the economic impact was 83,847 Fr on the Cannes Area. Over 900 screenings at the Palais, over 30,000 professionals, and over 200,000 persons came to Cannes for the Film Festival in 2001.” (Hyun, 2002:21) (Table 2).

An international film festival is one of the most representative events of cultural event and tourism. “Cannes and Venice Film Festivals show the value and potentiality of the film market and how much these cities can benefit from tourism during film festivals” (Hyun, 2002:23).

Table 2. Cannes Market and Media Statistics (Source: Hyun, 2002:21-22).

	1995	1996	1997	1998	1999	2000
Number of companies	970	1001	1420	1493	1564	1863
Participants	1951	3105	4466	4660	4941	6065
Number of participating countries	36	35	37	40	38	44
Number of films shown	423	443	481	520	511	620

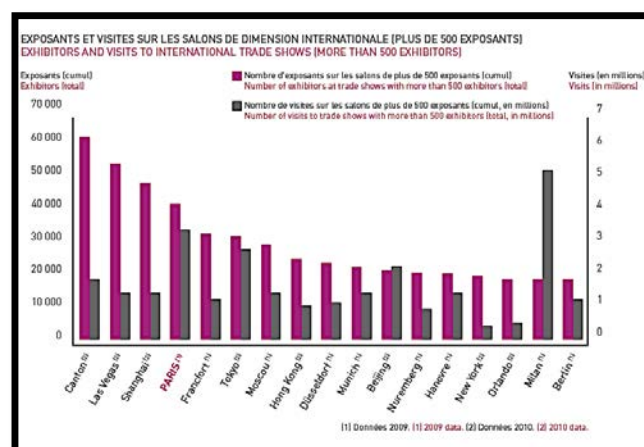
(Festival International du Cannes: <http://www.festival-cannes.com/lefestival/marche.php?langue=6002>, 2002)

	1966	1973	1984	1992	1993	1994	1995	1996	1997	1998	1999	2000
Journalists	700	1154	2762	2990	2972	3020	3183	3325	3365	3340	3279	3411
Technicians				555	753	706	498	542	564	558	614	654
Total	700	1154	2762	3545	3725	3726	3681	3867	3929	3898	3893	4065

(Festival International du Cannes: <http://www.festival-cannes.com/dwnld.php?id=2>, 2002)

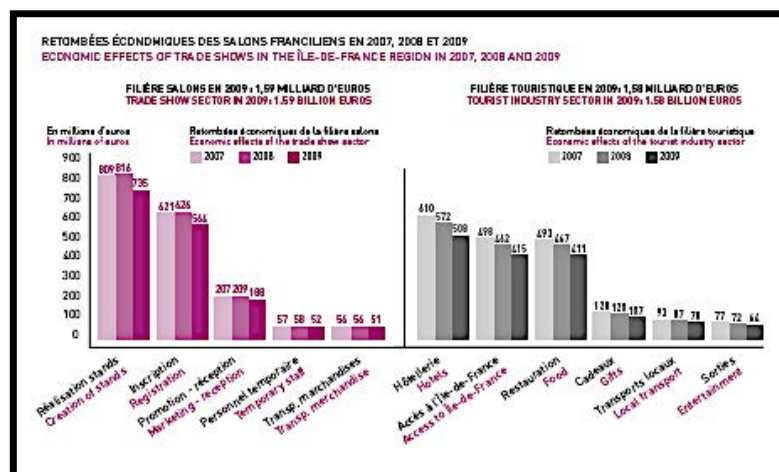
- **Fairs, Design and Fashion Weeks:** Fairs, design and fashion weeks are major organizations in terms of tourism revenues. Paris is one of the leading cities in this regard. The major cities for number of exhibitors and the visitors can be listed as Canton, Las Vegas, Shanghai, Paris, Frankfurt, Tokyo, Moscow, Hong Kong, Dusseldorf, Munich, Beijing, Nuremberg, Hanover, New York, Orlando, and Milan, Berlin (Table 3).

Table 3. Exhibitors and visits to International Trade Shows in World Cities 2010 (Source: <http://asp.zone-secure.net/v2/index.jsp?id=1203/1515/14072&lng=fr>).



“384 trade shows (207 professional, 177 open to the public) were organized in 15 exhibition main centers of Paris in 2009. These trade shows hired a gross exhibition surface area amounting to 5.3 million m² (pavilions only), hosted 87,000 exhibiting companies and 9.2 million visitors. 384 trade shows which took place at the exhibition centers in the Paris region taking part in the study generated a total spending on the part of participants (exhibiting companies or visitors) evaluated at 3.17 billion euros in 2009” (Table 4).

Table 4. Economic Effects Trade Shows in the Ile-De-France region in 2007, 2008 and 2009
(Source: <http://asp.zone-secure.net/v2/index.jsp?id=1203/1515/14072&lng=fr>).



- **European capitals of culture:** “Each year, cities chosen as European Capitals of Culture provide living proof of the richness and diversity of European cultures. Started in 1985, the initiative has become one of the most prestigious and high-profile cultural events in Europe. Studies have shown that the European Capital of Culture event has an impact to regenerate cities, raise their international profile and enhance their image in the eyes of their own inhabitants, give new vitality to their cultural life raise their international profile, boost tourism and enhance their image in the eyes of their own inhabitants.” (http://ec.europa.eu/culture/our-programmes-and-actions/doc413_en.htm).

In case of managing the process wisely, it is important for increasing the number of visitors and tourism revenues. In 2010, Essen for the Ruhr (Germany), Pécs (Hungary) and Istanbul (Turkey), in 2011 Turku (Finland) and Tallinn (Estonia), in 2012 Guimarães (Portugal) and Maribor (Slovenia), in 2013 Marseille (France) and Kosice (Slovakia), in 2014 Umeå (Sweden) and Riga (Latvia) are the European Capitals of Culture.

- **Sport Events:** Barcelona Olympic Games held in 1992, is one of the best examples of sports organizations contributing tourism. Number of hotel beds, is a significant indicator of a city's tourism potential. “In 1990, Barcelona had a total of 118 hotels, between them providing 10.265 rooms and a total of 18.569 beds. Two years later, by late 1992, the number of hotels had risen to 148, with 13,352 rooms and a total of 25.055 beds. These figures represent a rise of 35% in the number of hotel beds available. Room occupation rates in the same period had risen from 71% to 84%.” (Duran, 2002:6) (Table 5).

Table 5. Between the years of 1990-2002 the number of hotels, number of rooms, and the occupancy rate statistics for Barcelona (Source: Duran, 2002:6).

Hotel accommodation						
	1990	1992	2000	2001	2002 *	
Number of hotels	118	148	187	203	223	
Rooms	10,265	13,352	16,561	18,141	19,628	
Beds	18,569	25,055	31,338	34,303	36,901	
* <i>projections</i>						
Hotel occupation rate	1990	1992	1998	1999	2000	2001
(% of rooms)	71%	64%	81.2%	80.6%	84%	79%

There are positive effects of large-scale sporting organizations like Olympic Games to different fields' companion to tourism. After the Barcelona Olympics, statistics showed a constantly increase in the number of hotel rooms and beds. Also Olympics had a significant impact in professional work and the cruiser's tourism sector too (Table 6 & 7).

Table 6. Between 1990-2001 the number of meetings and delegates for Barcelona (Source: Duran, 2002:9).

Number of meetings and delegates				
	1990	1992	2000	2001
Meetings	373	310	1,380	1,345
Delegates	105,424	108,464	269,508	255,433

Table 7. Between 1990-2001 the number of cruiser and passengers for Barcelona (Source: Duran, 2002:11).

Number of cruiser and passengers				
	1990	1992	2000	2001
Number of ships	207	220	495	544
Number of passengers	115,137	132,807	572,571	654,806

CONCLUSION

Samples mentioned above which intended to differentiate and feature the cities are the most important problematic of conducting and planning ways of projects. The success of all projects carried out on an urban scale (in terms of the economic, social, tourism sector) is necessary for multi-dimensional perspective, "cooperation" and conducting "clearly" but unfortunately, some of the projects being submitted to the public are fully unknown by the executors of the central government until the last moment in Turkey. The details are set out and developed only by the team carrying out the project. Informing, sharing, adopting the scopes, objectives, partners and strategies of the projects to developed "Urban Tourism Activities" (brought to the agenda of the country at different scales) are of great importance in achieving the goal. The necessity of

modern and democratic governance needs to inform citizens before and after projects, to share knowledge.

By all means, each project has a professional process of production. However, the topics of deciding which projects to invest, subjects to be saved, would be the prior project have to be discussed with the related experts and variety of social platforms (all residents, civil society organizations, neighborhood organizations, associations, universities) in order to contribute to the process. As in every field studies, the practices for the development of the tourism industry, carried out on an urban scale shouldn't be top-down and in a local scale, on the contrary the outcomes have to receive by broad participation and holistic studies. Development of the tourism sector shouldn't be separated from overall development of the country or region. Also interaction and the interleaved bonds between the sectors should not be ignored. On the one hand important contributions are made to the urban fabric and urban life with the success of the projects on the other hand, these contributions are considered as a tourism object and the input of financial investments in the city are ensured through tourism incomes.

REFERENCES

- Akbulut, M. T., Ekşi Akbulut, D. (2008). "Bir Kentin İmajını Değiştirmek: Simge Yapılar ve Turizm Sektörüne Etkisi". 2. Turizm ve Mimarlık Sempozyumu/Ulusal Turizm Politikaları ve Mimarlık. Mimarlar Odası Antalya Şubesi. Dedeman Otel. Antalya. 31 Ekim-1 Kasım 2008. / Akbulut, M. T., Ekşi Akbulut, D. (2008). "Changing The Image of A City: Iconic Buildings and Effects on Tourism Sector". *Tourism and Architecture Symposium / National Tourism Policy and Architecture. Chamber of Architects- Antalya. Dedeman Hotel. Antalya, Turkey. 31 October -1 November 2008.*
- Ballantyne, R. Packer, J. Axelsen, M. (2009). "Trends in Tourism Research", *Annals of Tourism Research*. Volume 36. Issue 1. January 2009. p. 149-152.
- Duran, P. (2002). "The Impact of the Olympic Games on Tourism Barcelona: The Legacy of the Games 1992-2002". Centre d'Estudis Olímpics UAB. 2002.
- Enlil, Z., Dinçer, İ., Evren, Y., Seçkin E. (2011). "İstanbul'da Kültür Turizmi İçin Yenilikçi Stratejiler". İstanbul Bilgi Üniversitesi Yayınları. Haziran 2011. / Enlil, Z., Dinçer, İ., Evren, Y., Seçkin E. (2011). "Innovative Strategies for Cultural Tourism in Istanbul". *Istanbul Bilgi University Press. June 2011.*
- Gospodini, A.. (2002). European Cities in Competition and the New 'Uses' of Urban Design. *Journal of Urban Design*. Vol. 7, No. 1. 59-73. 2002 p:63.
- Kwon, H., J. (2002). "The Impact of Cultural Events On The Cinema and Tourism In a community, Busan: Busan's Alternative Industry to The Cinema and Tourism Industry after the Pusan International Film Festival (PIFF)". A Research Paper. 2002. submitted in a partial fulfillment of the requirement for the Master of Science degree with a major in hospitality and tourism. The Graduate College University of Wisconsin-Stout.
- Plaza, B. (1999). The Guggenheim-Bilbao Museum Effect: A Reply to Maria V. Gomez' 'Reflective Images: The Case of Urban Regeneration in Glasgow and Bilbao'. *International Journal of Urban and Regional Research*. 23- 3. P:589-592.
- Tourism in Paris (2010). Key Figures, Paris Office du Tourism et des Congres www.parisinfo.com.
- 2012 Global Cities Index and Emerging Cities Outlook. AT Kearney and The Chicago Council on Global Affairs.

Internet Sources

- <http://corporate.disneylandparis.com/about-our-company/the-narrative-of-numbers/index.xhtml> [Accessed 8 June 2012].
- http://ec.europa.eu/culture/our-programmes-and-actions/doc413_en.htm [Accessed 8 June 2012].
- <http://unamaquinalectoradecontexto.wordpress.com/2011/09/16/paris/> [Accessed 8 June 2012].

<http://www.euromediterranee.fr/fileadmin/downloads/32pagesanglais.pdf> [Accessed 8 June 2012].

<http://www.euromediterranee.fr/fileadmin/downloads/32pagesanglais.pdf> [Accessed 8 June 2012].

<http://www.euromediterranee.fr/fileadmin/templates/plan-du-perimetre.pdf> [Accessed 8 June 2012].

<http://www.euromediterranee.fr/who-are-we/public-partners.html?L=1> [Accessed 8 June 2012].

<http://www.londoneye.com/ExploreTheLondonEye/eCards/Default.aspx#> [Accessed 8 June 2012].

<http://www.londoneye.com/NewsAndEvents/News/30million/Default.aspx> [Accessed 8 June 2012].

<http://www.phan-ngoc.com/fred/paris/html/parcvillette.html> [Accessed 8 June 2012].

<http://www.tate.org.uk/about/who-we-are/history-of-tate> [Accessed 8 June 2012].

http://www.tripadvisor.com.tr/Tourism-g226865-Marne_la_Vallee_Seine_et_Marne_Ile_de_France-Vacations.html [Accessed 8 June 2012].

<http://www.tschumi.com/projects/3/#> [Accessed 8 June 2012].

Authors:

Selin Yıldız

MSc. Architect, Research Assistant
Faculty of Architecture,
Yıldız Technical University
selinydz@gmail.com

Tolga Akbulut

PhD. Architect, Assistant Professor Dr.
Faculty of Architecture,
Yıldız Technical University
mtolga@yildiz.edu.tr