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PROCEEDINGS BOOK

Edited by

Prof. Dr. Muhammad FAISAL

Alina AMANZHLOVA

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**URBAN IDENTITY AND PERCEPTIONS OF RESIDENTS IN HISTORICAL AREAS; CASE
STUDY OF ÜRGÜP**

KENTSEL KİMLİK VE TARİHİ ALANLARDA KENT SAKİNLERİNİN ALGILARI; ÜRGÜP
ÖRNEĞİ

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ABSTRACT

Conserving the distinctive qualities of the urban environment and making the appropriate judgments in this regard are crucial steps in the planning and design process. These distinctive qualities represent the urban identity. Urban identity is a multidimensional conception that incorporates social, artificial, and environmental factors and is influenced by historical processes. The first step in conserving urban identity is comprehensively identifying urban identity elements and ascertaining how residents perceive urban identity. The conservation of urban identity requires a multi-stakeholder implementation process. This study emphasizes the identity perceptions of urban residents, who are important stakeholders in preserving the identity of historical cities. In the study, while the components of urban identity were defined within the scope of the literature, the relationship between identity perceptions and demographic profiles of urban residents was examined. As a historical settlement, the Ürgüp district of Nevşehir province was the sample area of this research. In the study, the identity perceptions of 415 urban residents were questioned through a structured questionnaire, and the obtained data were analyzed statistically using descriptive statistics, the crosstabs method, and χ^2 analysis. According to the results obtained, it has been determined that the concept of "urban identity" is not fully known by many residents. While awareness of the urban identity did not change according to gender, it was determined that it changed according to age, education, and income status. In particular, it was observed that the residents' awareness increased when their education level increased. Also, the residents responded to the characteristics that formed the identity of Ürgüp as immovable cultural heritage, natural structure, civilization and history, tourism attractions, and agricultural products in the top five. The residents of the region's suggestions for strengthening Ürgüp's identity were: conserving the natural and cultural heritage, improving transportation facilities, organizing various cultural events and promoting the region, revitalizing the social life, preventing reconstruction, and ensuring the necessary security. As a result, it is predicted that defining the components of urban identity, determining the interactions of these components with each other, and at the same time taking into account the identity perceptions of the urban residents can help protect and strengthen the urban identity in urban planning and design projects. Since urban identity is a multidimensional concept, it is necessary to examine all urban identity components in detail and make future-oriented decisions with a comprehensive approach to protect and support urban identity.

Keywords: Perception, Urban Identity, Ürgüp

ÖZET

Kentsel çevrenin ayırt edici niteliklerini korumak ve bu konuda uygun yargılarda bulunmak, planlama ve tasarım sürecinde önemli adımlardır. Kent kimliği bu ayırt edici niteliklerle temsil edilir. Kent kimliği, sosyal, yapay ve çevresel faktörleri bünyesinde barındıran ve tarihsel süreçlerden etkilenen çok boyutlu bir kavramdır. Kent kimliğini korumanın ilk adımı, kentsel kimliğin unsurlarını kapsamlı bir şekilde tanımlamak ve sakinlerin kentsel kimliği nasıl algıladıklarını tespit etmektir. Kentsel kimliğin korunması çok paydaşlı bir uygulama süreci gerektirmektedir. Bu çalışmada, tarihi kentlerin kimlik korunmasında önemli paydaşlardan olan kent sakinlerinin kimlik algılarına vurgu yapılmıştır.

Çalışmada, kentsel kimlik bileşenleri literatür kapsamında tanımlanırken, kent sakinlerinin kimlik algıları ve demografik profilleri arasındaki ilişki incelenmiştir. Tarihi bir yerleşim olarak Nevşehir iline bağlı Ürgüp ilçesi bu araştırmanın örnek alanı olarak incelenmiştir. Araştırmada, yapılandırılmış anket aracılığıyla toplam 415 kent sakinin kimlik algıları sorgulanmış ve elde edilen veriler tanımlayıcı istatistikler, crosstabs yöntemi ve χ^2 analizi kullanılarak istatistiksel olarak irdelenmiştir. Elde edilen sonuçlara göre, "kentsel kimlik" kavramının birçok kent sakini tarafından tam anlamıyla bilinmediği tespit edilmiştir. Kentin kimliğine ilişkin farkındalık cinsiyete göre değişmezken, yaş, eğitim ve gelir durumuna göre değiştiği tespit edilmiştir. Özellikle, sakinlerin eğitim düzeyleri arttığında farkındalıklarının arttığı görülmüştür. Ayrıca, sakinler Ürgüp'ün kimliğini oluşturan özelliklere ilk beşte taşınmaz kültürel miras, doğal yapı, medeniyet ve tarih, turizm çekicilikleri ve tarım ürünleri olarak yanıt vermişler. Doğal ve kültürel mirasın korunması, ulaşım olanaklarının iyileştirilmesi, çeşitli kültürel etkinliklerin düzenlenmesi ve bölgenin tanıtılması, sosyal hayatın canlandırılması, yeniden yapılanmanın önlenmesi ve gerekli güvenliğin sağlanması Ürgüp'ün kimliğinin güçlendirilmesine yönelik bölge sakinlerinin önerileri olmuştur. Sonuç olarak, kentsel planlama ve tasarım projelerinde kentsel kimlik bileşenlerinin belirlenmesi, bu bileşenlerin birbirleri ile olan etkileşimlerinin tespit edilmesi ve aynı zamanda, kent sakinlerinin kimlik algılarının dikkate alınması kentsel kimliğin korunmasına ve güçlendirilmesine yardımcı olabileceği ön görülmektedir. Kent kimliği çok boyutlu bir kavram olduğundan, tüm kentsel kimlik bileşenlerini ayrıntılı olarak incelemek ve kentsel kimliği korumak ve desteklemek için kapsamlı bir yaklaşım ile geleceğe yönelik kararlar almak gerekmektedir.

Anahtar kelimeler: Algı, Kent Kimliği, Ürgüp

INTRODUCTION

The city provides an ideal environment for developing social institutions, focusing strongly on cultural values, fostering social bonds, and safeguarding human values and local and national identities. Urban identity has emerged as one of today's most critical problems (Negarestani et al., 2010). Known as an essential aspect of human relations and their reflection on physical space throughout history, the urban, the predominant settlement type of the present, is characterized as a centre of social relationships and decisions where people gather, and ideas propagate (Huot et al., 2000). Like humans, the urban has unique qualities, an identity, and a personality. Urban characteristics and distinctive components serve to set an urban apart from others. The unique values of an urban area make up its identity (Castells, 2009; Chapman & Lynch, 1962; Crang et al., 1996). Urban identity impacts a city's image, which is affected by physical, cultural, socio-economic, historical, and formal variables and has its distinctive features with varying sizes and interpretations in each city. Urban identity is expressed as a product of a great process that stretches from the past to the present and preserves urban sustainability (Lynch, 1981). This concept, which is also defined as "place identity" (Proshansky, 1978) and "sense of place" (Relph, 1976), causes the development of social identity and sense of belonging and the formation of environments that represent a certain culture and identity. Urban identity is defined as the geographic context, cultural complexity, built environment, regional traditions, style of life, and socio-economic framework developed over time (Littlefield D., 2012). As a result of this, urban identity is shaped and developed due to the interaction of many elements, including urban morphology, urban neighbourhoods/regions, streets, and other public urban spaces that can communicate and interact with each other. In this sense, new urban design projects seek approaches that strengthen urban identity. According to Gospodini, actions such as diversifying landscape elements in cities, creating different social, cultural, and functional spaces, and creating new social solidarities among the residents regarding their common or individual economic futures cause the strengthening of urban identity (Gospodini, 2004).

The built cultural heritage is one of the most important physical elements that make up the urban identity. In this regard, it is thought that revitalizing historic areas can significantly contribute to reconstructing or reinforcing an area's identity (Boussaa, 2018). However, in the formation of urban identity, there are complex relationships and interactions between the physical components of a city and the experiences, perceptions, values, beliefs and preferences, socio-economic and socio-cultural structures of its inhabitants. Thus, social relations, developing functions, and perceptions of individuals significantly

affect urban identity (Kalali, 2015; Lalli, 1992; Relph, 1976). Urban identity, which is a dynamic process that helps people connect with the city's environment, is a concept that includes personal perceptions, judgments, and experiences beyond cultural, physical, and social characteristics (Nientied, 2018). Understanding any society's socio-environmental values as well as how people and the environment interact might help with identity construction. The identity might produce a sense of place or a sense of belonging through programmed subjective mechanisms rather than merely certain physical characteristics (Cheshmehzangi & Heat, 2012). Figure 1 highlights the physical and social characteristics of urban identity.

	Historical	Natural	Artificial	Social
Historical	-	Natural characteristics that occur throughout history	Man-made historical structures and objects	Social structure formed throughout history
Natural	Historical places emerging naturally	-	Areas that stand out naturally rather than man-made	Social characteristics that occur naturally
Artificial	Present structures organized by human that reflecting history	Man-made natural areas and landscape	-	Man-made social spaces and arrangements
Social	Social movements and actions throughout history	Natural structuring with a social base	Social structure emerging by human	-

Figure 1. Urban Identity Components (Author)

The physical dimension of urban identity is related to the built cultural heritage, the city's image, and the built environment's physical components, including topographic, climatic, and landscape conditions. On the other hand, social factors are related to cultural and social characteristics. From this point of view, it is possible to detail the urban identity components as explained in Figure 2.

Historical	Natural	Artificial	Social
-	Characteristics such as geographical location, climate, flora, fauna, mountains, mines, caves, topography, groundwater, forests, sea, altitude etc.	Movable cultural heritages: such as paintings, statues, coins, archaeological artifacts etc. Immovable cultural heritages: such as castle, inn, tomb, bridge, historical road ruins, historical houses, mosque, bazaar, church, archaeological sites, historical city textures, shipwrecks, underwater ruins and cities etc.	Socio-Cultural characteristics such as language, religion, tradition, dance, music, rituals etc.
Features such as physical, biological and geological formations, natural sites, cultural landscapes with cultural dimensions etc.	-	Areas such as farmland, pasture, farms, forest parks, coast etc.	DNA, RNA and characteristics such as eyes, skin and hair color etc.
Places such as museums, cultural centers, memorial houses etc.	Spaces such as parks, recreation areas, urban landscape, ski resorts, zoo, resorts, beach, hippodrome etc.	-	Features such as private and public spaces, square, street, neighborhood, roads, landmarks, services, land use, urban boundaries, urban model, urban texture etc.
Events such as wars, actions, social movements, agreements states, etc.	Demographic features such as gender, age and marital status, population, family structure, health status etc.	Socio-Economic characteristics such as education, employment and income, urban functions, sectors (industry, service and agriculture), governance, production, transportation etc.	-
Historical	Natural	Artificial	Social

Figure 2. Urban Identity Components in Detail (Author)

Urban identity, a comprehensive and multi-component concept, needs to be evaluated and managed based on the changing perspectives of various stakeholders to be properly defined. Urban identity, culture, and space are all interconnected. In this triangular interaction, whereas identity and cultural space can be characterized as the aggregation of people, urban space displays a physical definition independent of the human. Urban culture has been largely forgotten in recent years, leading to areas lacking identity, quality, and a consistent character (Assmann & Czaplicka, 1995; Naghizadeh, 2013; Pazhuhan et al., 2015). Urban identity is destroyed in the age of globalization and modernization due to standard approaches to design spaces and structures, the use of technology materials in construction, and severe similarities between urban environments. Among the studies on urban identity, very few

EURO ASIA

10th. INTERNATIONAL CONGRESS ON APPLIED SCIENCES

August 7-9, 2022 | Ankara, Turkey

studies have been found on the perception of urban identity of city residents and how their demographic profiles affect these perceptions. In this study, the urban identity of the Ürgüp district of Nevşehir province, which has a different urban identity, and the residents' perceptions were examined through a questionnaire survey.

METHODOLOGY

This study aims to associate residents' awareness of urban identity with their demographic profile. At the same time, the study aims to develop some suggestions for strengthening urban identity as a result of the responses of the city residents. For this purpose, a survey was conducted with a total of 415 city residents in the Ürgüp district of Nevşehir province, and the data obtained were evaluated with the SPSS program. Data were analyzed by descriptive statistics, the crosstabs method, and χ^2 analysis

Case Study

Ürgüp, which has unique cultural and natural features, is a historical settlement located in the Cappadocia region of Turkey, which has hosted various civilizations throughout history, has a unique geomorphological structure as a result of volcanic activities, and contains many fairy chimneys. Figure 3 shows the geographical location of the Ürgüp.

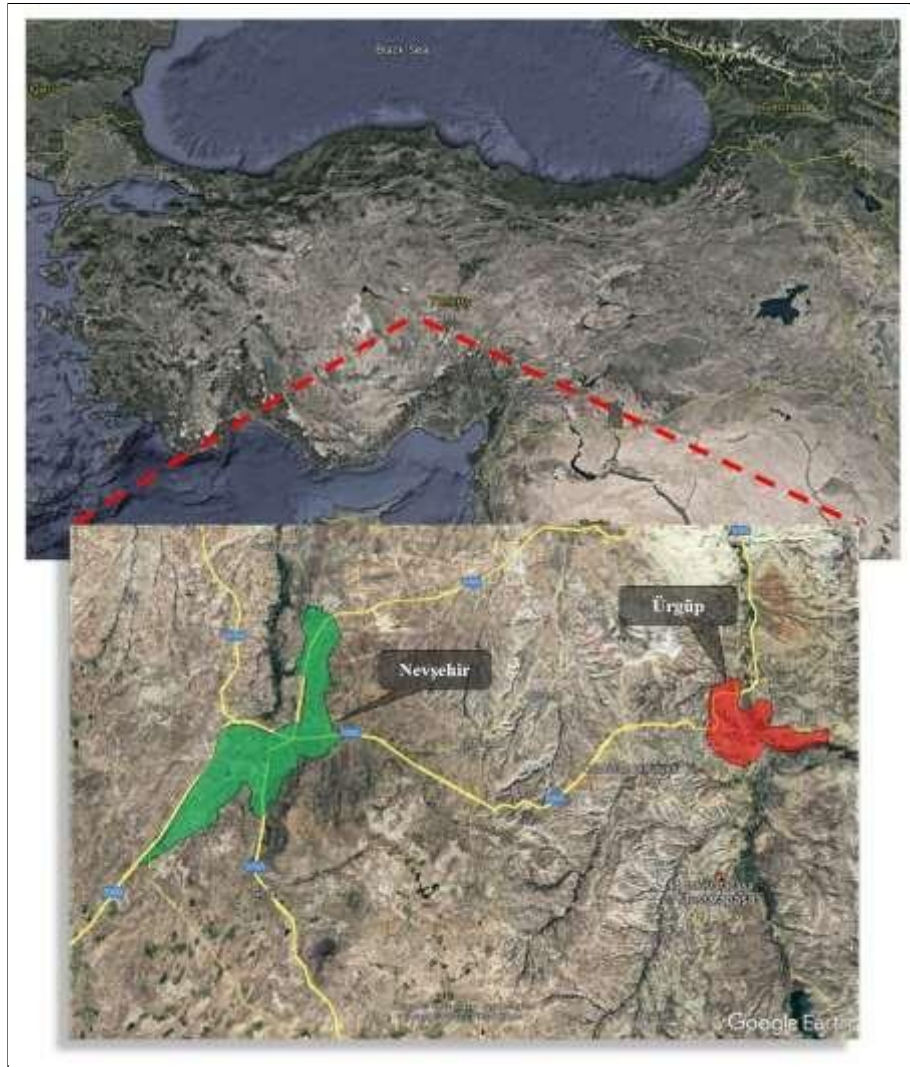


Figure 3. The Geographical Location of the Ürgüp (Author)

Ürgüp has a rugged terrain and is located approximately 20 km east of Nevşehir province, in the Kızılırmak section of Central Turkey and Central Anatolia Region. The geological structure of Ürgüp was formed as a result of volcanic eruptions. In Ürgüp, summers are hot and dry, and winters are cold and snowy. Ürgüp, the largest district of Nevşehir province, has a surface area of 574 km². There are

EURO ASIA

10th. INTERNATIONAL CONGRESS ON APPLIED SCIENCES

August 7-9, 2022 | Ankara, Turkey

one town (Ortahisar) and 23 villages in the Ürgüp district. According to the data for 2021, the population of the Ürgüp district is 36.361 (TÜİK, 2021).

Survey

A structured survey was conducted to investigate residents' awareness and perceptions of the concept of identity in the Ürgüp. The survey consists of four parts:

- 1) Demographic profile (age, gender, education, and income)
- 2) Awareness of Ürgüp identity (In the question of whether the participants were aware of the concept of urban identity, three options were offered: I know, No Idea, I don't know)
- 3) Their perception of the natural, artificial, and social characteristics of Ürgüp (Participants were asked to choose from predefined options about the urban identity characteristics of Ürgüp)
- 4) Suggestions for improving the identity of Ürgüp

The survey was conducted between April-May-June 2022, on different days and times of the week, with a total of 415 participants, 18 years of age and older, male and female. Considering the total population of Ürgüp as 36.361 people, it was determined that 415 questionnaires were valid for statistical analysis.

RESULTS

In this study section, the data were analyzed statistically using descriptive statistics, the crosstabs method, and χ^2 analysis, and the following hypotheses were questioned.

H0: There is no relationship between demographic profile and urban identity awareness.

H1: There is a relationship between demographic profile and urban identity awareness.

At the same time, the participant's responses to the components that shape Ürgüp identity were evaluated, and their suggestions were examined. SPSS program was used for statistical analysis. The data obtained from the analysis were interpreted at the $P < 0,05$ significance level.

Demographic Profiles

Demographic profile was examined based on gender, age, education, and income. Table 1 shows the statistical analyzes of the demographic profiles of the participants.

Table 1. Demographic Profiles

Gender			Age			Education			Income		
	N	%		N	%		N	%		N	%
Male	189	45,5	18-30	86	20,7	Primary school	40	9,6	Under 5000 ₺	118	28,4
Female	226	54,5	31-40	122	29,4	Middle school	78	18,8	5001-10000 ₺	141	34,0
			41-50	105	25,3	High school	150	36,1	10001-15000 ₺	84	20,2
			51-60	82	19,8	Bachelor	99	23,9	15001-20000 ₺	48	11,6
			Over 60	20	4,8	Postgraduate	48	11,6	Over 20000 ₺	24	5,8
Total	415	100	Total	415	100	Total	415	100	Total	415	100

As seen in Table 1, 45,5% of the participants are male, 54,5% are female, and the average age is calculated as 37,3. 60% of the participants are high school and undergraduate graduates. The income levels of 62,4% of participants are below 10.000 TL.

EURO ASIA

10th. INTERNATIONAL CONGRESS ON APPLIED SCIENCES

August 7-9, 2022 | Ankara, Turkey

Demographic Profiles and χ^2 Analyses

In this section, χ^2 analysis was used to correlate urban residents' demographic profile (gender, age, education, and income) with their urban identity awareness. Pearson correlation coefficient (Pearson χ^2) was analyzed at the $P < 0,05$ significance level to find statistically significant correlations. Table 2 shows the awareness levels of the participants about urban identity.

Table 2. Urban Identity Awareness

Variable	N	%
Those who do not know about urban identity	248	59,8
Those who have no idea about urban identity	32	7,7
Those who know about urban identity	135	32,5
Total	415	100

As explained in Table 2, it was determined that 59,8% of the participants did not know about urban identity, 7,7% had no idea, and 32,5% knew the concept of urban identity. Table 3 illustrates the crosstab and χ^2 analysis between gender and awareness.

Table 3. Crosstab and χ^2 Analysis Between Gender and Awareness

Gender * Awareness Crosstabulation						
			Awareness			Total
			I don't know	No Idea	I know	
Gender	Male	Count	122	15	52	189
		Expected Count	112,9	14,6	61,5	189,0
		% within Gender	64,6%	7,9%	27,5%	100,0%
		% within Awareness	49,2%	46,9%	38,5%	45,5%
		% of Total	29,4%	3,6%	12,5%	45,5%
	Female	Count	126	17	83	226
		Expected Count	135,1	17,4	73,5	226,0
		% within Gender	55,8%	7,5%	36,7%	100,0%
		% within Awareness	50,8%	53,1%	61,5%	54,5%
		% of Total	30,4%	4,1%	20,0%	54,5%
Total		Count	248	32	135	415
		Expected Count	248,0	32,0	135,0	415,0
		% within Gender	59,8%	7,7%	32,5%	100,0%
		% within Awareness	100,0%	100,0%	100,0%	100,0%
		% of Total	59,8%	7,7%	32,5%	100,0%
χ^2 Tests						
			Value	df	Asymptotic Sig. (2-sided)	
Pearson χ^2			4,041 ^a	2	0,133	
Likelihood Ratio			4,069	2	0,131	
Linear-by-Linear Association			3,924	1	0,048	
N of Valid Cases			415			
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 14,57,						

As seen in Table 3, 20% of females know the concept of urban identity, while %12,5 of males know this concept. Also, as a result of the analysis, the Pearson χ^2 value can be interpreted, and since this value is more than 0,05, the H1 hypothesis is rejected, and the H0 hypothesis is accepted. In other words, there is no statistically significant relationship between gender and awareness. Table 4 describes the crosstab and χ^2 analysis between age and awareness.

EURO ASIA

10th. INTERNATIONAL CONGRESS ON APPLIED SCIENCES

August 7-9, 2022 | Ankara, Turkey

Table 4. Crosstab and χ^2 Analysis Between Age and Awareness

Age * Awareness Crosstabulation						
			Awareness			Total
			I don't know	No Idea	I know	
Age	18-30	Count	49	13	24	86
		Expected Count	51,4	6,6	28,0	86,0
		% within Age	57,0%	15,1%	27,9%	100,0%
		% within Awareness	19,8%	40,6%	17,8%	20,7%
		% of Total	11,8%	3,1%	5,8%	20,7%
	31-40	Count	70	7	45	122
		Expected Count	72,9	9,4	39,7	122,0
		% within Age	57,4%	5,7%	36,9%	100,0%
		% within Awareness	28,2%	21,9%	33,3%	29,4%
		% of Total	16,9%	1,7%	10,8%	29,4%
	41-50	Count	59	3	43	105
		Expected Count	62,7	8,1	34,2	105,0
		% within Age	56,2%	2,9%	41,0%	100,0%
		% within Awareness	23,8%	9,4%	31,9%	25,3%
		% of Total	14,2%	0,7%	10,4%	25,3%
	51-60	Count	56	6	20	82
		Expected Count	49,0	6,3	26,7	82,0
		% within Age	68,3%	7,3%	24,4%	100,0%
		% within Awareness	22,6%	18,8%	14,8%	19,8%
		% of Total	13,5%	1,4%	4,8%	19,8%
	Over 60	Count	14	3	3	20
		Expected Count	12,0	1,5	6,5	20,0
		% within Age	70,0%	15,0%	15,0%	100,0%
		% within Awareness	5,6%	9,4%	2,2%	4,8%
		% of Total	3,4%	0,7%	0,7%	4,8%
Total		Count	248	32	135	415
		Expected Count	248,0	32,0	135,0	415,0
		% within Age	59,8%	7,7%	32,5%	100,0%
		% within Awareness	100,0%	100,0%	100,0%	100,0%
		% of Total	59,8%	7,7%	32,5%	100,0%
χ^2 Tests						
			Value	df	Asymptotic Sig. (2-sided)	
Pearson χ^2			20,262 ^a	8	0,009	
Likelihood Ratio			20,104	8	0,010	
Linear-by-Linear Association			1,879	1	0,170	
N of Valid Cases			415			
a. 1 cells (6,7%) have expected count less than 5. The minimum expected count is 1,54.						

As seen in Table 4, the Pearson χ^2 value can be interpreted, and since this value is less than 0,05, the H0 hypothesis is rejected, and the H1 hypothesis is accepted. In other words, there is a statistically significant relationship between age and awareness. Participants between 31 and 50 had higher awareness of urban identity than other age groups. Table 5 describes the crosstab and χ^2 analysis between education and awareness.

EURO ASIA

10th. INTERNATIONAL CONGRESS ON APPLIED SCIENCES

August 7-9, 2022 | Ankara, Turkey

Table 5. Crosstab and χ^2 Analysis Between Education and Awareness

Education * Awareness Crosstabulation						
			Awareness			Total
			I don't know	No Idea	I know	
Education	Primary school	Count	28	7	5	40
		Expected Count	23,9	3,1	13,0	40,0
		% within Education	70,0%	17,5%	12,5%	100,0%
		% within Awareness	11,3%	21,9%	3,7%	9,6%
		% of Total	6,7%	1,7%	1,2%	9,6%
	Middle school	Count	59	5	14	78
		Expected Count	46,6	6,0	25,4	78,0
		% within Education	75,6%	6,4%	17,9%	100,0%
		% within Awareness	23,8%	15,6%	10,4%	18,8%
		% of Total	14,2%	1,2%	3,4%	18,8%
	High school	Count	98	9	43	150
		Expected Count	89,6	11,6	48,8	150,0
		% within Education	65,3%	6,0%	28,7%	100,0%
		% within Awareness	39,5%	28,1%	31,9%	36,1%
		% of Total	23,6%	2,2%	10,4%	36,1%
	Bachelor	Count	44	7	48	99
		Expected Count	59,2	7,6	32,2	99,0
		% within Education	44,4%	7,1%	48,5%	100,0%
		% within Awareness	17,7%	21,9%	35,6%	23,9%
		% of Total	10,6%	1,7%	11,6%	23,9%
	Post-graduate	Count	19	4	25	48
		Expected Count	28,7	3,7	15,6	48,0
		% within Education	39,6%	8,3%	52,1%	100,0%
		% within Awareness	7,7%	12,5%	18,5%	11,6%
		% of Total	4,6%	1,0%	6,0%	11,6%
Total		Count	248	32	135	415
		Expected Count	248,0	32,0	135,0	415,0
		% within Education	59,8%	7,7%	32,5%	100,0%
		% within Awareness	100,0%	100,0%	100,0%	100,0%
		% of Total	59,8%	7,7%	32,5%	100,0%
χ^2 Tests						
			Value	df	Asymptotic Sig. (2-sided)	
Pearson χ^2			41,826 ^a	8	0,000	
Likelihood Ratio			41,717	8	0,000	
Linear-by-Linear Association			30,645	1	0,000	
N of Valid Cases			415			
a. 2 cells (13,3%) have expected count less than 5. The minimum expected count is 3,08.						

As seen in Table 5, the Pearson χ^2 value can be interpreted, and since this value is less than 0,05, the H0 hypothesis is rejected, and the H1 hypothesis is accepted. In other words, there is a statistically significant relationship between education and awareness. As the education level of participants increases, their awareness of urban identity increases. Table 6 shows the crosstab and χ^2 analysis between income and awareness.

EURO ASIA

10th. INTERNATIONAL CONGRESS ON APPLIED SCIENCES

August 7-9, 2022 | Ankara, Turkey

Table 6. Crosstab and χ^2 Analysis Between Income and Awareness

Income * Awareness Crosstabulation						
			Awareness			Total
			I don't know	No Idea	I know	
Income	Under 5000 ₺	Count	59	15	44	118
		Expected Count	70,5	9,1	38,4	118,0
		% within Income	50,0%	12,7%	37,3%	100,0%
		% within Awareness	23,8%	46,9%	32,6%	28,4%
		% of Total	14,2%	3,6%	10,6%	28,4%
	5001-10000 ₺	Count	82	7	52	141
		Expected Count	84,3	10,9	45,9	141,0
		% within Income	58,2%	5,0%	36,9%	100,0%
		% within Awareness	33,1%	21,9%	38,5%	34,0%
		% of Total	19,8%	1,7%	12,5%	34,0%
	10001-15000 ₺	Count	64	5	15	84
		Expected Count	50,2	6,5	27,3	84,0
		% within Income	76,2%	6,0%	17,9%	100,0%
		% within Awareness	25,8%	15,6%	11,1%	20,2%
		% of Total	15,4%	1,2%	3,6%	20,2%
	15001-20000 ₺	Count	34	3	11	48
		Expected Count	28,7	3,7	15,6	48,0
		% within Income	70,8%	6,3%	22,9%	100,0%
		% within Awareness	13,7%	9,4%	8,1%	11,6%
		% of Total	8,2%	0,7%	2,7%	11,6%
	Over 20000 ₺	Count	9	2	13	24
		Expected Count	14,3	1,9	7,8	24,0
		% within Income	37,5%	8,3%	54,2%	100,0%
		% within Awareness	3,6%	6,3%	9,6%	5,8%
		% of Total	2,2%	0,5%	3,1%	5,8%
Total		Count	248	32	135	415
		Expected Count	248,0	32,0	135,0	415,0
		% within Income	59,8%	7,7%	32,5%	100,0%
		% within Awareness	100,0%	100,0%	100,0%	100,0%
		% of Total	59,8%	7,7%	32,5%	100,0%
χ ² Tests						
			Value	df	Asymptotic Sig. (2-sided)	
Pearson χ ²			26,418 ^a	8	0,001	
Likelihood Ratio			26,684	8	0,001	
Linear-by-Linear Association			2,060	1	0,151	
N of Valid Cases			415			
a. 2 cells (13,3%) have expected count less than 5. The minimum expected count is 1,85.						

a. 2 cells (13,3%) have expected count less than 5. The minimum expected count is 1,85.

As seen in Table 6, the Pearson χ^2 value can be interpreted, and since this value is less than 0,05, the H0 hypothesis is rejected, and the H1 hypothesis is accepted. In other words, there is a statistically significant relationship between income and awareness.

Residents' Perceptions

This section of the study summarizes the characteristics that shape the identity of Ürgüp, to which the residents responded based on predefined characteristics. Table 7 summarizes the results.

Table 7. Most Characteristic Components of Ürgüp

Characteristics	Selected (%)	Not Selected (%)	Characteristics	Selected (%)	Not Selected (%)
Location	21,7	78,3	Transportation facilities	2,5	97,5
Civilization and History	62,8	37,2	Squares	4,5	95,5
Climate	3,8	96,2	Streets	2,9	97,1
Flora (Endemic)	2,6	97,4	Open green spaces	3,5	96,5
Fauna	1,4	98,6	Cultural events	1,4	98,6
Natural structures (Such as Fairy chimneys, Valleys, and Hills)	79,1	20,9	The region as a tourism attraction	54,9	45,1
Agricultural products	35,7	64,3	Theatres and cinemas	1,4	98,6
Immovable cultural heritage (Such as Churches, Mosques, and Mansions)	83,4	16,6	Gastronomy	12,6	87,4
International fair	1,4	98,6	Social life	18,5	81,5
Museums	3,7	96,3	Urban design	8,9	91,1

As seen in Table 7, the residents responded to the characteristics that make up the identity of Ürgüp as immovable cultural heritage, natural structure, civilization and history, tourism attractions, and agricultural products in the top five. Figure 4 shows the results.

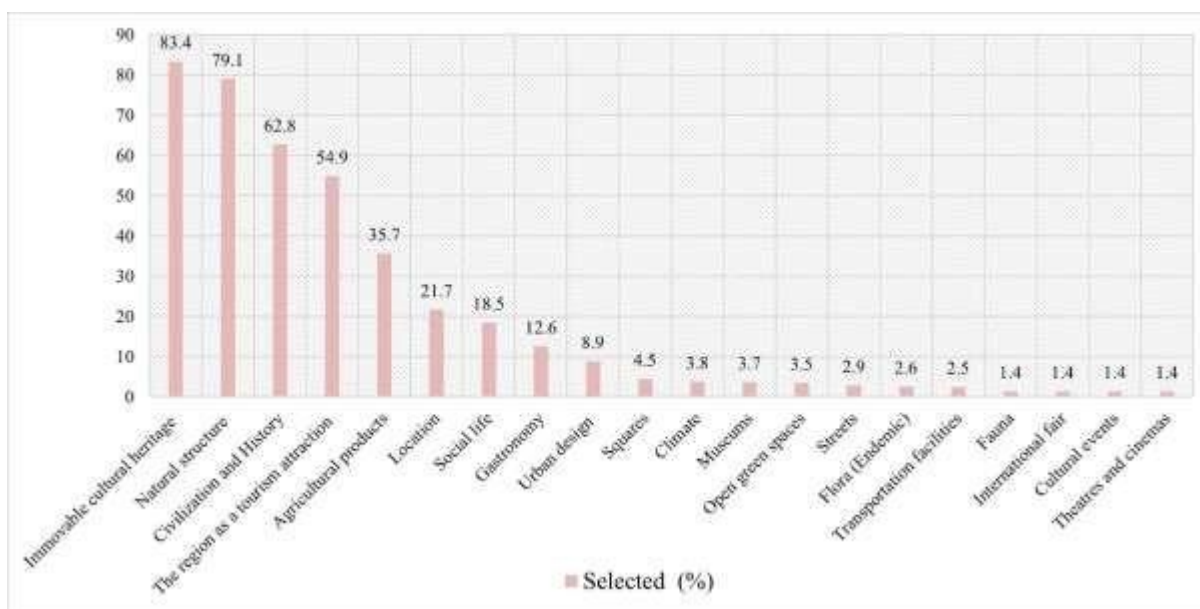


Figure 4. Most characteristic components of Ürgüp

Residents' Suggestions

In this study section, the residents' suggestions to strengthen the identity of Ürgüp are summarized. Table 8 shows the suggestions.

Table 8. Residents' Suggestions

Suggestions	(%)
Conserving natural and cultural heritage	72,8
Improving transport facilities	67,5
Organizing cultural events and promoting worldwide	55,1
Revitalizing social life	52,3
Preventing new builds and structuring	48,2
Ensuring safety	45,2

As presented in Table 8, the suggestions stated for strengthening the Ürgüp's identity responded by residents were: conserving the natural and cultural heritage with 72,8%, improving the transportation

EURO ASIA

10th. INTERNATIONAL CONGRESS ON APPLIED SCIENCES

August 7-9, 2022 | Ankara, Turkey

opportunities with 67,5%, organizing various cultural events and promoting the region with 55,1%, the revitalizing of social life with 52.3%, the preventing of restructuring with 48.2%, and ensuring of necessary security in the region with 45.2%.

DISCUSSION AND CONCLUSION

Strengthening urban identity is a multifaceted action. Therefore, such strategies should not only focus on the city's physical features but also revive and enhance the city's social and economical components. Urban planning and design projects that are successful must preserve the urban environment, meet the space's functional and aesthetic requirements, and at the same time improve residents' relationships with the built environment. Residents' opinions and impressions should be heavily considered in the decision-making process for the formation of urban identity because urban planning and design is a social and political process. Despite the fact that urban policy, planning, and design occur at various sizes, they shouldn't be separated from one another but rather should be integral aspects of a well-rounded, coordinated process. In actuality, the modernization era marks the start of policies that obliterate urban identities and isolate metropolitan areas from social activity. Local culture has been disregarded in the globalizing world. The reality is that facts are not considered in urban development schemes nowadays because of the disregard for the significance of local patterns. Recently, as a result of the interruption of historical traditions and the dominance of rapid urbanization, today's cities are experiencing a crisis of urban identity. This study aimed to draw attention to the increase in this crisis. In the study, the residents' awareness, perceptions, and suggestions of Ürgüp about urban identity were examined, and the relationship between their awareness of urban identity and their demographic profiles was investigated.

This study was carried out only in Ürgüp with a specific sample size and period. In this sense, it is impossible to generalize the study's results. However, conducting the study in a large area, with a large number of users, and in the long term will result in more consistent data. In addition, only the perceptions of the city residents were evaluated in the study. However, it is thought that more accurate data can be obtained as a result of comparative analyzes by taking the opinions of tourists and visitors from outside the district. The results obtained in this study show that different socio-economic groups have different perceptions. However, in the study, gender, age, education, and income level of users were discussed as demographic characteristics. In a more comprehensive study, characteristics such as the marital status, occupation, and residence period of the participants could be examined.

According to the research results, it was determined that most participants (59,8) did not know the urban identity concept. Also, except for people with a university education, urban identity was generally considered an unknown concept to the residents. At the same time, while there was no relationship between urban identity awareness and gender, statistically significant associations were found between urban identity awareness and age, education, and income. Ürgüp's urban identity characteristics were defined by many residents by its natural structure and cultural heritage. At the same time, the historical and cultural perception of Ürgüp was emphasized as important components that form the Ürgüp identity. Suggestions to strengthen the identity of Ürgüp were stated as conserving the natural and cultural heritage of the region, improving transportation opportunities, organizing various cultural events, promoting the Ürgüp worldwide, and revitalizing social life.

According to the results obtained, it is possible to develop some suggestions and policies in urban planning and design projects to strengthen the identity of Ürgüp:

- The best protection of the natural and cultural assets of the city,
- Providing ecological and architectural restoration with the most accurate approaches
- Correct functioning of the restored buildings in a way that does not harm the identity of the building.
- Presenting a good urban image for incoming tourists
- Ensuring safety
- Arrangement of transportation networks and elimination of traffic problems

EURO ASIA

10th. INTERNATIONAL CONGRESS ON APPLIED SCIENCES

August 7-9, 2022 | Ankara, Turkey

Future research may focus on studies that meet the perceptions and expectations of different user groups in other regions that aim to strengthen the urban identity.

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