

# OPEN GREEN SPACES FUNCTION IN DESTINATION BRANDING: THE CASE OF BARTIN

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**Abstract:** Open green spaces are greatly important for the creation of sustainable cities in social, cultural, economical and ecological sense. In our days, they have assumed other duties in diverse areas in addition to these properties including the creation of urban identity and destination branding. Destination branding is the indicator of the properties that differentiate that destination from other destinations and describe its natural, cultural and man-made properties. The aim of the study is to determine the principles of design for open green spaces focusing on branding and identity in the process of branding of cities on the special example of Bartın. The study has been carried out in the scope of a method consisting of five stages including literature review and obtaining data, analysis of existing open green spaces in Bartın City with land surveys, carrying out a questionnaire using the Analytical Hierarchy Process (AHP); evaluating all the data obtained and submitting the results and recommendations. In conclusion, open and green spaces are effective in the creation of destination branding and the identity of the city.

**Keywords:** Destination Branding, Open Green Spaces, Tourism

## Introduction

Urban spaces comprise the building blocks, open green areas and roads connecting these spaces. Within the city, all the spaces without any buildings on them and water surfaces are considered as open areas, while urban areas largely covered with plantation areas arranged as parks, playgrounds, play areas, sporting areas or squares to provide the citizens with the possibility of active and passive recreation are defined as green areas (Yücel, Aslanboğa, Korkut, 2008). Open green areas have multiple functions in the city that can be outlined as follows: they provide balance for the city in physical sense (mass-space), act as buffers between different utilization areas including dwellings, trade and industry, clear the air, absorb noise and dust, contribute to the protection of biodiversity, provide the city with microclimatic properties, reduces the risk of flood and erosion, facilitate circulation, provides pedestrians with safe transport possibility, provide the possibility of active and passive recreation, , contribute to the esthetic appearance of the city, and are effective in the creation of city identity (Öztan, 1968; Selitsaniotis, Nikolaou, 2009; Ely, Pitman, 2014). Together with this, trees, shrubs, herbaceous, and aquatic plants used in green areas host animals, reduce the speed of rainwater, filter the rainwater and decreases carbon emission (Vegetation in the Built Environment, 2007).

In our days, the open green areas in cities serve not only for the habitants of cities, but also for domestic and foreign tourists. Tour operators organize city tours with touristic purposes to cover especially such spaces. For example, Central Park in New York, Güell Park in Barcelona, Hyde Park in London, Schönbrunn Palace Gardens in Vienna, Alhambra Palace Gardens in Spain, Spaniard Stairs in Rome, tulip gardens in Holland, Emirgan Woods in Istanbul, San Marco Square in Venice, and the Red Square in Moscow have all become attraction points for tourists. However, lately destinations with similar natural and physical characteristics are focusing on bringing their properties that will represent them and differentiate them from other destinations and becoming a brand. The purpose here is to increase their competition power and to attract more tourists.

In the Turkish Tourism Strategy 2023 also, importance of making cities with strong cultural and natural assets to become brands and making them attraction points for tourists is mentioned among the Tourism Strategies for strengthening the tourism sector (Anonymous, 2007). Not only products, but cities, regions or countries can have brands. Characteristics that must be possessed by a product brand are outlined below. The brand name must remind the benefits of the brand. Of the properties of the product, it must remind the action or color. It must be easy to say and remember. It must be distinguishing. It must not have a bad meaning in different countries or languages. Powerful brands have a word, a slogan, a color, a symbol and a story. All these elements are effective in giving an identity to a brand (Kotler, 2011).

While branding a destination is similar to branding a product, there are also aspects that they differ. Destinations mostly attempt to become a brand by bringing their properties to the forefront to become attractive centers for tourists. Comprehensive market and consumer surveys are required to be successful when creating a brand.

Determining the target markets and positioning the brands are important (Günlü, İçöz, 2004). Characteristics such as the landscape, zoning structure, infrastructure, identity and culture are effective for branding places (Vuignier, 2015).

The brand of a destination is formed by bringing together the brand elements including name, symbol, slogan, color, architecture, cultural inheritance, language, and myths and legends that defines a destination and differentiates it from others (Taşçı, 2007). Brand both ensure distinguishing a destination from other destinations and are the quality symbol of that destination. At the same time, it provides the destination with an identity, and ensures physical and psychological attraction of tourists to that destination (Yılmaz and Çizel 2000).

Identity comprises the elements that differentiate a place from others (Lynch, 1960). Identities of cities are formed based on the natural, socio-cultural and physical identity elements (Köylü, Kiper, 2007). According to Ocağcı (1994), elements constituting the city identity are listed as elements arising from natural, humane manmade sources. Identity elements arising from the natural environment are data including the topographic structure, climate, plant cover, geologic structure and presence of water. Humane data comprise the demographic structure, corporate structure and cultural structure, which can be listed as the population structure, attitudes of individuals, cultural accumulation and experiences, thoughts and expectations related to future, equipments and requests, political, managerial and legal structure and customs and traditions. Manmade environments include buildings, bridges, squares, parks and similar made to meet the requirements of individuals (Önem, Kılınçaslan, 2005).

Another purpose of destination branding is to develop a positive image for the destination (Taşçı, 2007). Tourists form a brand image in their minds depending on the brand identity. Destination's identity and image mutually affect each other. Destination identity is developed and re-structured based on this image. Destination image is critically important in the formation of the definitive and positive brand identity (Qu, Kim, Im, 2011). Image includes the identity formed by the elements used to distinguish that place from others. Identity represents individuality and not being the same with others. Image is formed by the looker. Destination must have some practical or emotional meaning for the looker (Lynch, 1960).

According to Evans (2012), two similar stages are seen in the branding of national, regional or local historical cities. In the first of these, architectural and cultural activity areas, public buildings, dwellings and commercial buildings, shopping centers, transport facilities are re-constructed, or the existing ones are renewed. In the second stage, city design including the public areas such as parks and open areas, squares, cultural, historical and creative areas and transport roads are improved (Evans, 2015).

Ensuring the satisfaction of tourists in issues including accommodation, security and cleaning is also important to be a powerful destination brand. Tourist who leaves the destination satisfied will strengthen the brand even more. With this reason, cooperation must be ensured between public and private sectors to provide for tourist satisfaction in different areas in the destination (Bordas, 2007).

Destination brand also bears an identity and is used as a marketing tool. Since TV and radio are mostly used as communication tools, importance of music and movies for the promotion of a destination is great. Creating brands for destinations and developing strategies to protect the images can be possible by making long-term plans and implementing them. At this stage, public entities and institutions at relevant locations, representatives of the private sector, nongovernmental organizations and local people must work together and in coordination (Günlü, İçöz, 2004). Providing economical support, developing branding strategies targeting the services for the local people and tourists and determining public policies can be possible depending on such potentials (Vuignier, 2015).

Urban quality and feeling of space are effective elements on branding. Urban quality means much more as compared to the physical characteristics of buildings, open green areas and roads. The urban quality is formed by bringing the architectural form, scale, squares, open green areas, landmark, vistas and similar together with the spatial psychology. In short, urban quality is closely related to the social, psychological and cultural properties of the destination (Montgomery, 1998).

In this context, the aim of this study is to determine the principles of design focusing on branding and identity for cities in branding process on the special example of Bartın. In this context, answers have been searched for questions such as "Why is the importance of the branding process for Bartın Province?", "What is the importance of open green areas in the branding process of Bartın Province?" and "What can be done?" In conclusion, elements representing the city identity of Bartın have been determined and principles of design for open green areas have been suggested.

## Materials and Methods

The main materials of the study comprise the open green areas in the Bartın city center and Bartın Province (Figure 1). Bartın Province is located in the Western Black Sea Region between 41°37' northern latitude and 32°22' eastern longitude. Its surface area is 2143 km<sup>2</sup>, and the mean altitude is 25 m (Anonymous, 2008). Bartın Province is established on the plain formed by Kocaçay and Kocanaz Creeks that make the Bartın River. Bartın Province has 104 parks in varying sizes in the scope of open green areas. These parks have been built by the Bartın Municipality. These parks have areas such as sporting areas, playgrounds, resting places and jogging tracks (Bartın Municipality, 2014). Furthermore, old photographs of Bartın, land expeditions and data obtained through questionnaires have also been used as materials.

Since the Bartın Province has the potential of being a branded city with its civil architectural structures reflecting the Ottoman Period, shipyards for building of wooden yachts and boats, traditional handcrafts including “tel kırma” (traditional ornamentation technique special for Bartın) and local dishes in addition to its natural beauties, it has been selected as the subject matter of the study.



**Figure 1.** a) Bartın’s location (URL1, 2013).  
b) Bartın’s neighbors (URL2, 2013).

Methodology of the study has been determined after a review of the studies (Montgomery, 1998; Qu, H., Kim L. H., Im, H. H., 2011; Akpınar Külekçi, Bulut, 2012; Çelik, Gökçe, Koca, 2013) in the literature. In this frame, this study was carried out using a method consisting of five stages. The first stage was the literature review and obtaining the data. In this stage a literature review was carried out on domestic and foreign literature on subjects including open green areas and their functions, branding, destination branding, and the study area. Plans, reports and visual data related to existing open green areas were obtained from the Bartın Municipality, Directorate for Parks and Gardens. The second stage was analyzing the open green areas within the development zones of the Bartın Province with land surveys. In this stage, the then-current situations of open green areas included in the zoning sheets were analyzed on-site and observations were made. Six parks out of 104 in different sizes were included in the study. These parks were selected because they had many functions including playgrounds, sporting areas and resting areas and addressed the entire city. The third stage was the poll carried out using the AHP by the experts of the relevant stakeholders. According to Russell and Taylor (2003), AHP method is the listing of alternatives based on multiple criteria and using this list in selection. It will thus be possible to determine the brand identity and principles of design based on the questionnaire applied. Data obtained in the survey carried out by the author and colleagues (Çelik, Gökçe, Koca, 2013) were used when preparing the questions in the questionnaire. The reason for this was to determine the priority sequence of the data obtained for the identity of Bartın. It will be possible to develop the design criteria for the open green areas for branding based on this sequence. Stakeholders considered as relevant for the subject matter of the study and that the questionnaire is planned to be applied to included Bartın Provincial Governorship, Bartın Provincial Directorate of Environmental and Water Affairs, Bartın Provincial Directorate of Culture and Tourism, Bartın Municipality, Bartın University, Bartın Provincial Directorate of Environment and Urbanization and relevant professional chambers. The fourth stage was the evaluation of all the data obtained from a perspective of landscape architecture so as to overlap with the objective of the study. The fifth stage was preparation of conclusions and recommendations based on the literature review, land analyses and results of the questionnaire.

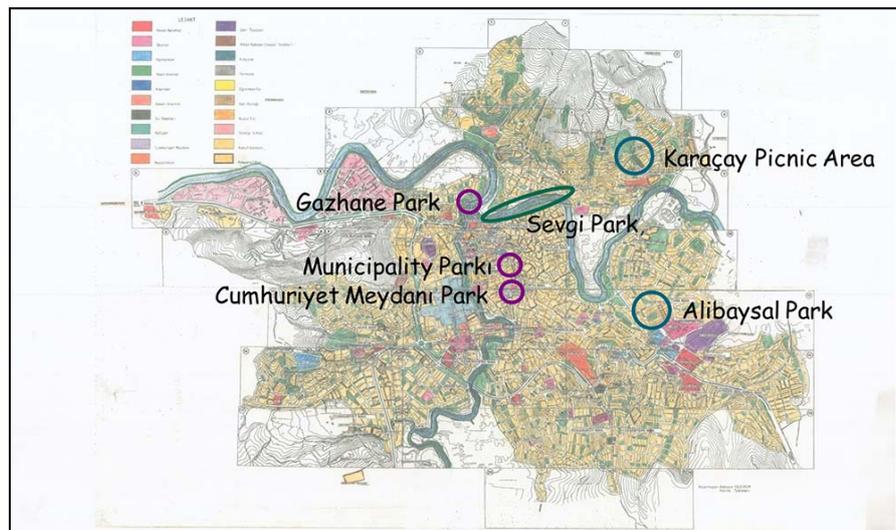
## Results and Discussion

In the frame of the functions of the open green areas in destination branding, findings obtained from relevant public entities and organizations and questionnaire are outlined below in two sections. These sections include the findings related to the Bartın City and open green areas and findings of the questionnaire.

Findings related to the Bartın City and open green areas: Bartın Province is located amongst Zonguldak, Karabük and Kastamonu Provinces and the Black Sea. City center is located in the hinterland, at a distance of 12 km to the sea. Economy of the city depends on animal husbandry and forestry. Bartın Province has four districts including the central district, Amasra, Ulus and Kurucaşile. Bartın has a marine climate with cool summers and warm and rainy winters. In the city, a natural protected area along the river banks and an urban protected area in the city center are present. Furthermore, there are 258 registered wooden houses in the central district (Anonymous, 2007).

Bartın Province has the properties of a destination with historical, cultural and natural potentials. These potentials allow diverse touristic activities. There are plateaus that serve mountain and highlands tourism including the mountains and plateaus of Uluyayla, Zoni and Ardiç. Furthermore, Mugada Lava Columns and Kastamonu-Bartın Küre Mountains National Park also serve various touristic activities including photo-safari, biking tours or bird observation with mountain tourism in the first place. Bartın has a past of 3000 years, and was first established by Gaskas in the 14<sup>th</sup> century B.C. Later, it was domineered by various kingdoms with Hittites, Lidia, Byzantine, Seljuk and Ottomans in the first place. While it was a district of Zonguldak in 1924, it was made province in 1991 (Bartın Municipality, 2014).

There are one hundred and four parks in different sizes in Bartın city that can be included in the scope of open green areas. Of these parks, Alibaysal Park, Gazhane Park, Karaçay Picnic Area, Sevgi Park, Municipality Park and Republic Square have been included in the study (Figure 2). These parks have sporting areas, playgrounds, resting areas, jogging tracks and similar areas, and they address the entire city (Figure 3). These parks have been built by the Bartın Municipality. Maintenance, repair and renewal works for parks are implemented by Bartın Municipality Directorate for Parks and Gardens.



**Figure 2.** Open Green Areas of Bartın City.

A questionnaire was carried out in the aim of the study with the participation of experts in relevant stakeholders to determine the priority levels of elements representing the Bartın city using AHP. The design principles focusing on branding and identity special for the Bartın Province were determined based on data obtained from the questionnaire. Bartın Provincial Governorship, Bartın Provincial Directorate of Environmental and Water Affairs, Bartın Provincial Directorate of Culture and Tourism, Bartın Municipality, Bartın University, Bartın Provincial Directorate of Environment and Urbanization and relevant professional chambers are the relevant stakeholders that questionnaire will be applied to. A questionnaire was held on 10 experts from these public entities and organizations. Results of the questionnaire carried out using AHP are summarized below.



Bartın River



Gazhane Park



Sevgi Park



Sevgi Park



Karaçay Picnic Area



Alibaysal Park



Cumhuriyet Square Park



Municipality Park

**Figure 3.** Bartın River and parks included in the study.

The Expert Choice (EC) program was made use of for the use of AHP method and calculations. Priority order or weights were found for main criteria with the use of this program. The questionnaires carried out were considered

as significant since the Consistency rates of questionnaires were found under 0,1. The purpose of the questionnaires was to determine the order of the main criteria. The identity components and brand components for Bartın Province, which are among the main criteria, are given in Table 1.

**Table 1:** Main criteria used in the questionnaire

IDENTITY COMPONENTS	BRAND COMPONENTS THAT CAN BE USED IN THE DESIGN		
	Color	Symbol	Slogan
Historical Buildings	Blue	Historical houses	City of rivers
River	Green	Strawberry	Amasra
Natural beauties (flora, fauna, endemic plant species, geologic formations, etc.)	White	Bartın River	City nested in nature
Strawberry festival	Yellow	Water balance	
Hidrellez festival	Red	Falls	
Traditional handcrafts including "Telkırma"	Brown		
Presence of local dishes			
River running through the city			
A city nested in nature			

Experts were asked to make evaluations between the criteria with comparisons in couples based on the basic scales given in Table 2.

**Table 2:** Priority levels and definitions to be used in comparisons in couples between the criteria

Priority Levels	Value Definitions
1	Equally important
3	Important in medium level
5	Strongly important
7	Very strongly important
9	Definitely important
2, 4, 6, 8	Intermediary values

Experts from different professions including landscape architects, architects, urban and regional planners, tourism professionals, and communication and marketing experts working in relevant public entities and organizations participated in the questionnaire. All the participants have the opinion that open green areas are important in the creation of identity. Participants listed the parks they considered important among the open green areas in Bartın with the following order: Gazhane Park, Sevgi Park, Karaçay Picnic Area, Municipality Park, Alibaysal Park and Republic Square.

The binary comparison matrix that the experts compared each basic criterion related to the identity components is given in Table 3. These values are attributed by the experts participating in the study.

Data obtained from Table 3 are summarized below. In this table, criteria given in lines are compared with the criteria in columns. These comparisons have been asked in the questionnaire in the form questions. Historical buildings have been attributed 5 points (strongly important) when compared to local dishes. However, when the criterion of historical building was compared with the criteria of natural beauties of the Bartın City, river running through the city and city nesting in nature, all these three criteria were attributed 5 points (strongly important). This value has been expressed as 1/5 because of the overlapping of lines and columns in the table. That is, importance of historical buildings is less when compared to these three criteria. Comparison of the criterion of river with the criterion of hidrellez festival had given 5 points (strongly important) and the same with the presence of local dishes had given 3 points (important in medium level). The criterion of natural beauties of the city was attributed 7 points (very strongly important) when compared to the criteria of strawberry festival and hidrellez festival. Strawberry festival was attributed 5 points (strongly important) when compared to the criteria of river and hidrellez festival. The traditional handcraft, "tel kırma" was attributed 7 points (very strongly important) when compared to the hidrellez festival. The criterion of presence of local dishes was attributed 3 (important in medium

level) when compared to hidrellez festival. However, when presence of local dishes was compared with the criteria of river running through the city and city nested in natures, these two criteria were attributed 7 points (very strongly important) and these values were expressed as 1/7 in the table. In summary, experts considered the criteria of river running through the city and city nesting in nature more important as compared to criteria of presence of local dishes, hidrellez festival, strawberry festival and “tel kırma”.

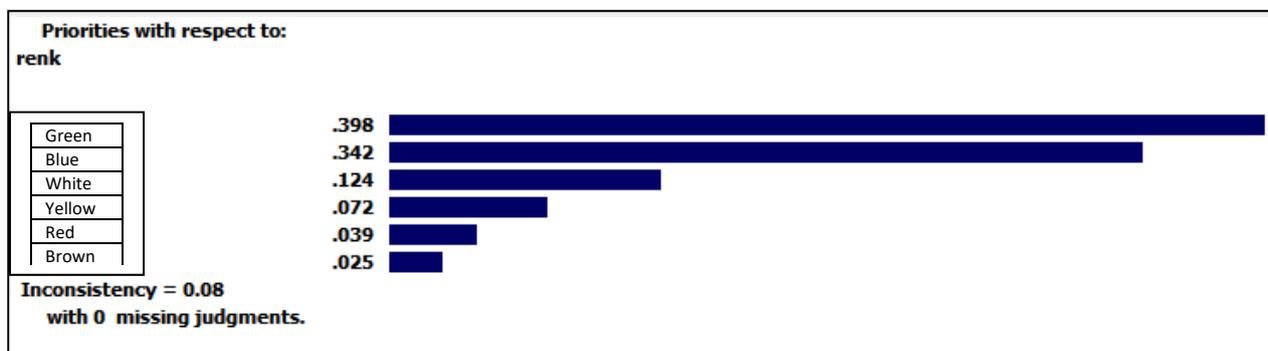
**Table 3:** Binary comparison matrix for basic criteria

CRITERIA	Historical buildings	River	Natural beauties	Strawberry festival	Hidrellez Festival	Tel kırma	Local dishes	River running in the city	City nesting in nature
Historical buildings	1	3	1/5	3	3	1	5	1/5	1/5
River	1/3	1	1/5	1/5	5	1/3	3	1/3	1/3
Natural beauties	5	5	1	7	7	5	5	1	1
Strawberry festival	1/3	5	1/7	1	5	1/3	3	1/3	1/5
Hidrellez festival	1/3	1/5	1/7	1/5	1	1/7	1/3	1/7	1/7
Tel kırma	1	3	1/5	3	7	1	3	1/3	1/3
Local dishes	1/5	1/3	1/5	1/3	3	1/3	1	1/7	1/7
River running in the city	5	3	1	3	7	3	7	1	1
City nested in nature	5	3	1	5	7	3	7	1	1

When the identity components for Bartın that can be used in the design are sequenced by experts based on weight ratios, the criterion with the highest weight (0.195) was the criterion of “river running through the city”. Other criteria were, respectively:

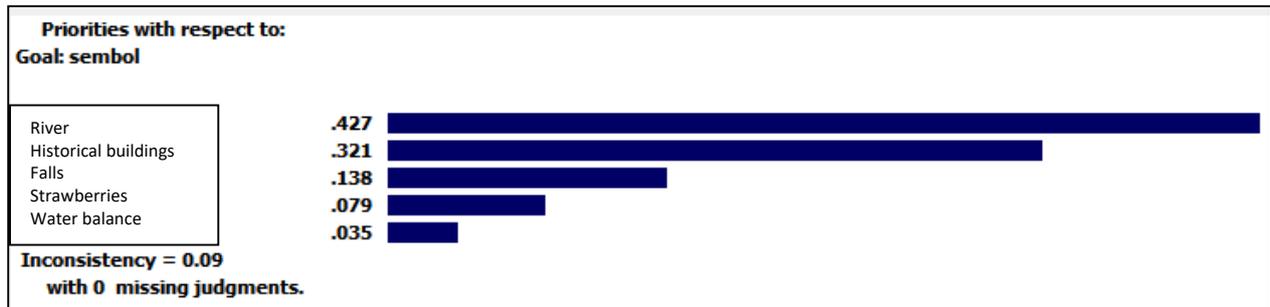
- Natural beauties (weight ratio 0,174),
- River (weight ratio 0,142),
- Historical buildings (weight ratio 0,133),
- City nesting in nature (weight ratio 0,119),
- Presence of traditional handicrafts including “Telkırma” (weight ratio 0,104),
- Presence of local dishes (weight ratio 0,055),
- Strawberry festival (weight ratio 0,041),
- Hidrellez festival (weight ratio 0,014).

Data related to brands components that can be used in the design according to experts are given in figures below.



**Figure 4.** Weights attributed to color main criteria.

Based on Figure 4, levels of priorities of color main criteria are sequences as green (weight ratio 0,398), blue (weight ratio 0,342), white (weight ratio 0,124), yellow (weight ratio 0,072), red (weight ratio 0,039) and brown (weight ratio 0,025). The sum of the weight ratios of criteria is “1”. Since the TO shown in the lowest part of the screen is  $0,08 < 0,1$ , the comparison is consistent. The first three colors considered by experts to represent Bartın are green, blue and white, in this order.



**Figure 5.** Weight values attributed to symbol main criteria.

According to Figure 5, priority levels for symbol main criteria are sequenced as the Bartın River (weight ratio 0,427), historical buildings (weight ratio 0,321), Falls (weight ratio 0,138), strawberry (weight ratio 0,079) and water balance (weight ratio 0,035). The sum of the weight ratios of criteria is “1”. Since the TO shown in the lowest part of the screen is  $0,09 < 0,1$ , comparison is consistent. Experts have selected the river, historical houses and the Falls as the symbols representing Bartın, in this order.



**Figure 6.** Weight ratios attributed to slogan main criteria.

According to Figure 6, priority levels for slogan main criteria are sequenced as Amasra (weight ratio 0,637), city of rivers (weight ratio 0,258) and city nested in nature (weight ratio 0,105). The sum of the weight ratios of criteria is “1”. Since the TO shown in the lowest part of the screen is  $0,04 < 0,1$ , comparison is consistent. Experts have selected Amasra, city of rivers and city nested in nature as the slogans that can be used in the logo representing Bartın, in this order.

In conclusion, each criterion has been compared with others in couples, and the matrix of this comparison has been considered satisfactorily consistent based on the AHP method. In the outline of all the results, the criterion “river running through the city” has the highest priority level with 0.195. Based on the color criterion, green has been found to be in the first place with 0,398 priority level. The most important criterion among the symbol criteria is the criterion of Bartın River and has a priority level of 0,427. Among the slogan criteria, the most important criterion is the criterion of Amasra with a priority level of 0,637.

Identity components and brand components for the Bartın province have been sequences based on the data obtained from the questionnaire. Based on these data, principles of design focusing on branding and identity for open green areas for Bartın are recommended as follows.

- Identity, color, symbol and slogan criteria obtained from the results of the questionnaire can be given as the definitive criteria for the design to be made for open green areas.
- Open green areas can be designed with nature as the theme.
- Photograph take areas can be created in the open green areas with the symbols of “Bartın River”, “historical houses” and “Falls” as plastic objects.

- Symbols can be used and slogans “Amasra”, “City of Rivers” and “City Nesting in Nature” can be written on flooring.
- Adventures parks with the theme of river can be constructed in playgrounds.
- Plant arrangements in green, blue and white colors can be designed.
- Designs can be developed for urban equipment elements in harmony with the identity, color and symbol components.
- Water element can be used together with plant arrangements.
- Bartın River can be made use of as a whole with its potential of transport and structure convenient for recreational organizations.
- Footing and jogging tracks, resting areas, photograph take points and playgrounds can be constructed along the Bartın River banks, and existing ones can be improved.
- Stands reflecting the civil architecture characteristics can be created in open green areas to sell traditional handcraft products and local dishes.
- Squares can be designed for open green areas to hold the celebrations such as strawberry festival or hidrellez festival.
- The Bartın logo suggested based on the data obtained is presented in Figure 7.



**Figure 7.** The Bartın logo suggested (illustration by Murat Sarı, graphic drawing by Mustafa Semih Saraoğlu).

Revising the existing open green areas according to the recommended design criteria and developing the new designs also according to these criteria are important in the branding process of Bartın. Public and private sectors, nongovernmental organizations, Bartın University and local people must work together in a multidisciplinary fashion in order to achieve success.

Although Amasra had taken the first place among the slogans that could be used for branding of Bartın in the data obtained from the questionnaire, Amasra was not used in the suggested logo. The reason for this is that the element remembered first upon mention of Bartın was Amasra till today. However, the slogan “Bartın, City of Rivers” was used with the purpose of diminishing or wiping off this judgment and ensuring that Bartın will be called with its own name and branding with its own identity components and creating its new image. The branding strategies in tourism focusing on urban landscape have been determined for the Bartın City in the study of Çelik and other (2013). In the study carried out, the colors to be used in Bartın logo depending on focusing on natural beauties of Bartın have been determined by the majority of participants as blue for the river and sky and green for nature. No sequencing of criteria was asked in the questionnaire. This sequencing was made based only on the numerical superiority of the participants of the questionnaire. In the present study however, participants were asked to sequence colors. The same colors were preferred in this study also; however, order of colors has been changed. Green has taken the first place and blue has taken the second places in this study. As regards the slogan, including the word “Amasra” in the slogan as an important destination, which is considered as a strong aspect of Bartın, and “City of Rivers” since a river runs through the city has been preferred by the participants. Sequencing of the slogan was the same in the previous study and the present study. While river and natural beauties had been preferred as symbols in the first study, river and historical houses have been preferred by the participants of the questionnaire in this study. River has taken the first place in both studies as the symbol to represent Bartın. In this scope, uses

focusing on the river and its surroundings must be developed in planning and design studies to be carried out for Bartın city landscape and open green areas, and the existing ones must be improved. Natural landscape elements included in the identity components of the Bartın City have taken their places in the front in both studies. Cultural landscape elements including historical houses, handicrafts, local dishes, strawberry festival and “Hidrellez” festival are in the second place.

## Conclusion

Open green spaces of the city, as well as many other factors are effective in the destination branding. Open green spaces are such spaces that serve the city both in functional and esthetic aspects. Use of natural and socio-cultural landscape elements reflecting the city identity for the design criteria of such spaces will positively affect branding. Increase in the recreational esthetic and physical values result in the increase in the attractiveness of cities or touristic destinations. Since branding gives rise to being preferred, national policies are being used lately for the branding of cities, regions and countries.

Furthermore, while branding imposes values on destinations such as quality and confidence, it also establishes positive relations with tourists to create brand dependence. Creating unforgettable travel experiences related to a certain destination is possible through the establishment of emotional connections between the tourist and the destination (Taşçı, 2007). Moreover, brand positioning activities must be supported by carrying out both qualitative and quantitative studies focusing on both tourism and its demand (market structure and tendencies and profiles of tourists, etc.). The entire sector including the public and private sectors and all the entities must act in cooperation action plans must be prepared and common strategies must be developed.

Lastly, the brand identity is formed together with the city identity during the destination branding. Open green areas are effective on both destination branding and creation of the city identity. Brand image is created together with identity.

As regards the brand image, the consumer/tourist attributes a meaning to the product/destination in his/her mind as a results of his/her experiences related to the product/destination and identifies with an object. Brand components, advertisements and similar issues are effective on perceptions of tourists. The short-term objective when creating the image is to influence the tourists, while the long-term objective is to be an assuring brand (Ak, Sağdıç, 2009).

## Acknowledgements

I would like to express my thanks for their support and assistance to Murat Sarı, Teaching Assistant in Bartın University Vocational High School Department of Graphics Design, who prepared the illustration of the Bartın logo suggested, and to Teaching Assistant Mustafa Semih Saraoğlu, who carried out the graphic drawing.

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