

# Research in Humanities and Social Sciences



Editors

Hasan BABACAN  
Encümen BAYRAM



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Social Sciences

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**Research in Humanities and Social Sciences**

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## **PREFACE**

Studies conducted in social fields also serve as a guide in providing meaning to everyday life. They express life itself. They facilitate viewing the world from a scientific perspective. Human-centered studies also require researchers to discover new topics and to have an interest in different fields in these topics.

In recent years, scientists focusing on their own fields and pursuing greater detail have directed different branches of science in social fields to collaborate. For these reasons, in all subjects that include a human element, scientists sometimes conduct in-depth research in their own fields and sometimes engage in multidisciplinary studies.

In the study we have prepared, nineteen different works have been collected in various fields such as law, tourism, marketing, education, history, and culture.

These studies are of significant academic value in filling gaps in their respective fields. I am confident that they will make important contributions to future research. The most important academic legacy that will be passed on to the generations after us is these research works we will leave behind. These studies will open up new horizons and provide guidance for future research.

Prof. Dr. Hasan BABACAN & Asst. Prof. Dr. Encümen BAYRAM



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# CHAPTER I

## THE ADVANTAGES AND DISADVANTAGES OF DIGITAL PROMOTIONAL TOOLS USED BY PHARMACEUTICAL COMPANIES IN TURKEY\*

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### 1. Introduction

In today's pharmaceutical industry, R&D studies are continuing for new and original products; on the other hand, national and international pharmaceutical firms put the present and new products into the service of medicine. Drug companies use different tools and methods to advertise drug products. Digital promotion tools including new and different methods have been started to be developed and used in the promotion of the products after the introduction of the possibilities of digitalization in the pharmaceutical industry. The promotion of products made in Turkey to physicians, are also utilized digital technology, in addition to product specialists (Ercan and Top, 2016).

Pharmaceutical companies through product specialists in Turkey make promotion available only to the physicians and pharmacists who are also able to use the digital tools as well (Turkish Medicines and Medical Devices Agency [TİTCK], 2015). For this purpose, the digital tools used by pharmaceutical company in the promotion activities of drug products are iPad and alike, e-Conferences (WebEx, webcast), e-Mail and pharmaceutical companies own web sites. In this respect, the opinions of the physicians about the advantages and disadvantages of the tools used in the promotions are important.

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\* This paper is based on a PhD thesis titled "The Effect of Digital Promotion Activities in the Pharmaceutical Sector on Product Awareness and Preference Behavior of Physicians: A Case Study in Adıyaman and Şanlıurfa Provinces."

The main reasons for this research are the lack of any research carried out about this topic in Turkey and to eliminate the gap in this field. Therefore, the aim of this study is to determine the opinions of the specialist physicians on the advantages and disadvantages of digital promotional tools used by pharmaceutical companies in Turkey and, find out the importance of these tools in drug promotion.

## **2. Literature Review**

According to some studies it has been concluded that physicians have found digital tools advantages and easy to access while emphasizing the importance of using digital promotional tools (Bates, Bailey and Rajyuguru, 2002; Davidson and Sivadas, 2004; Elling, Fogle, McKhann and Chris, 2002).

Boehringer Ingelheim has studied 604 physicians and 1204 patients. Ingelheim found that 47% of physicians use the internet for scientific purposes. Among physicians' sources of information, the most contributors are "scientific meetings" and "medical publications and articles." The "medical content sites" on the internet are the following important contributors in terms of sources of information on medicines. Another remarkable finding in this study is that product experts of pharmaceutical companies are seen as important sources of information. It was also found that the least source followed by doctors was websites of pharmaceutical companies (Arıkan and Benker, 2011).

According to the research mentioned above, with reference to the fact that the scientific meetings that is on the first rank, it can be considered that the pharmaceutical companies have made a significant contribution to the scientific knowledge of physicians. Yet, it is another point that most organizers of these scientific meetings are pharmaceutical companies. Pharmaceutical companies indirectly provide scientific support the meetings which they do not organize themselves by providing attendance of the physicians to the related meetings (Arıkan and Benker, 2011).

More than 250 medical questionnaires were applied in "Sermo," an online physician portal by Publicis Touchpoint Solutions (2012) which explored what physicians wanted. According to the results of this research, eighty-one percent of physicians respect educated, experienced, product experts who have the command of research environment and may add utility to them and the patients by these means. Another result is that 72% of physicians prefer "Hybrid" product specialists who can use different communication channels (e.g., face to face, telephone, video, e-detailing) and can reach them and communicate

with them at different times (e.g., during working hours, during off hours, on weekends).

iPad and similar devices are frequently used by pharmaceutical companies for promotional purposes, and physicians often look positively for promotions made with these or similar devices (Martin, 2012). French pharmaceutical industry has conducted a similar study by investigating the effects of digital marketing with 28 physicians, it has been seen that physicians find new communication tools useful and that they are quickly adapting to these new developments (such as introduction with iPad, e-detailing). Nevertheless, it is stated by specialist physicians that web conferences are the most effective means of advertisement (Andreani, Rokka, Moulins and Conchon, 2014).

According to the study “The effect of the working strategies of product experts on the medicine preferences of physicians in the pharmaceutical industry in Vietnam” named by Le Thu (2012), it has shown that the international companies give importance to the high quality and reliability for their medicines while convincing doctors to write out a prescription; on the other hand the companies working with equivalent products, define that their medicines are cheaper due to less investment in R&D to convince physicians to prescribe their product.

The effect of e-detailing in the Indian pharmaceutical sector investigated in another study (Banerjee and Dash, 2011). It deduced that e-detailing has been welcomed by physicians and the acceptance level has a growing tendency. In addition, the fact that the product experts’ visit to physicians themselves and invite them to e-detailing results further increase in the level of acceptance of e-detailing. It is also stated that digital promotion activities like e-detailing, video detailing and online forum are increasing.

Promotions made in the form of classical visits and physically face-to-face with doctors are accompanied by some difficulties such as the time problem. According to research done in America, only 20 out of 100 promotional representatives visiting doctors in the office can provide a real conversation with the doctor they plan to visit. Only 43% of those who come to the clinic can make an appointment for a meeting with the doctor, and it is only 7% of these people are able to advertise for more than 2 minutes. Another interesting result is that 8% of visits can be remembered by doctors (Schmukler and Mack, 2005). The results of this research in the USA clearly show the difficulties of the classical promotional visit and the lower chance of success of the drug promotional visit to the physicians. The situation in Turkey is not much different. As a result of

the research conducted by Tosun and Arslan Kurtuluş (2017), the effects on the prescribing decisions of the physicians in the visits were found weaker. Physicians may not be able to remember or pay much attention to the experts' visits due to patient density and the numerical multiplicity of product specialists who are working for pharmaceutical companies.

According to another study reported by Schmukler and Mack (2005) in the United States (US), 60% of physicians are making several reasons to not to meet the experts of pharmaceutical companies. This rate is reported to rise to around 80% in 2-3 years. Many visits to physicians are take place within 30 seconds or less. It is also expressed that most of the doctors' hope that e-detailing and other digital promotional tools (e-conferences, meetings, e-video etc.) will take the place of promotion representatives and that these developments will reduce the number of visits to the doctor's offices. Another study found that doctors generally receptive and lean towards these new technologies by survey of 130 physicians in the US (Boehm, 2003).

In a study about the effects of information and communication technologies on sales promotion which was conducted by Sharif (2008) in the UK pharmaceuticals sector; it was deduced that information and communication technologies are more sales-centric (focused) than customer-centric. In the research, the usage of these technologies more in sales-oriented environments is shown as the most obvious evidence (Sharif, 2008). Considering that promotional activities with e-detailing channel are products of information-informatics and communication technologies. The results of this study are becoming more significant because of the goal of promotional activities and promotional tools used in the pharmaceutical sector are to increase sales.

In 2014, a study analyzed the websites, blogs and promotional mailings and contents used by pharmaceutical companies revealed some interesting results (Freitas, Falls, Haque and Bursztain, 2014). According to the results of this research, it has been determined that pharmaceutical companies use wrong marketing techniques in their product promotions with web sites, blogs and mails. These include erasing negative information about the products, keeping the risks of the medicines and preventing open access to them, and prioritizing their advantages. These issues are very important because physicians use these web sites and blogs when deciding the treatment and they get the necessary information about health and treat their patients. This shows that wrong marketing strategies are being performed and some facts are hidden by pharmaceutical companies. Another case expressed in the survey is that organizations such as the FDA do not see these facts

and do not block the broadcast of these sites out. On the other hand, an unofficial website evaluation company (HON-HONcode) from Sweden is describes these websites, that make marketing manipulations, as objective and transparent.

### **3. Material and Method**

In this study, interview method preferred. Interview method is the most noticed method in the qualitative studies. Due to a lack of similar studies in this field in Turkey and absence of quality data, this research is intended to discover depth data by using interview method (Bechhofer and Paterson, 2000; Miles and Huberman, 2015). In this context, the advantages and disadvantages of digital promotional tools used by pharmaceutical companies have been examined in depth using semi-structured interview method.

Because of to get any comprehensive idea on the study topic and to get slightest detail about the subject, the questions such as “what”, “why” and “how” were used to the participants (Glesne, 2014; Yıldırım and Şimşek, 2013). The data was obtained from the interviews and converted into the word document were analyzed by the content analysis method.

In this study, we examined the advantages and disadvantages of the digital promotional tools used by pharmaceutical companies in drug promotion activities. These digital tools are:

- a) iPad, (promotions that is made in the form of slides with digital tools, like iPad),
- b) E-mail marketing (messages sent for promotional purposes with permission of physicians),
- c) E-conferences and meetings (live broadcasts via the internet, remote access),
- d) Web sites designed for healthcare professionals and the membership to these sites.

Ethical consideration: Oral and written information has been given to all participants before the interview and ethical approval was taken from the ethics committee for this study (Ethical number: 2017/01. Date: 05.01.2017, Hasan Kalyoncu University).

#### **3.1. Sample**

The universe of the research consists of specialist physicians working in Adıyaman and Sanliurfa and actively engaged in digital promotion activities

used by pharmaceutical companies about human drugs. A pre-questionnaire was applied to identify the physicians who are receiving drug promotion through digital tools. And as a result, the physicians who were found to be receiving drug promotion through digital tools were included to the study. Therefore, the study group of the research consists of 15 specialist physicians who works in public and private hospitals in Turkey and receives drug promotion via digital promotional tools (iPad, e-mail, e-conferences, web site membership). The all data were analyzed by using content analysis method, separating them as code, subcategory, categories, and themes.

In the study, purpose sample methods were used (Creswell, 2016). In the selection of the participants included in the sampling, it was checked if they were directly related to the research issue instead of their power to represent the universe (Neuman, 2012). As in qualitative research, the main purpose of this research is not to represent the universe, but to collect qualified data on the situation with an exploratory approach. For this reason, rather than generalize of the results, it is aimed to give detailed information about the research subject and to clearly picture the situation. Therefore, the number of participants determined for this study was considered appropriate and sufficient (Güven-Tezcan, 2017; Dilaver et al., 2021). In qualitative research, the sample is determined in line with the subject and purpose of the research. It is important to obtain detailed information about the research subject rather than the size of the sample. In qualitative studies, the quantity and size of the sample is not very important in general, since as the sample grows, the depth and quality of the data will be lost and information repetition will occur (Karadağ and Kaya, 2020). In this direction, it was planned to make interview with the participants who have different specialization branches and different years of experience from the specialist physicians working in different units (Hospital, Education and Research Hospitals, Private Hospitals) who are taking digital promotion activities in medicine. The researcher conducted face-to-face interviews with participants from eight different branches such as Internal Medicine, Cardiology, Otorhinolaryngology, Neurology, Psychiatry, Brain and Neurosurgery, Physical Therapy and Rehabilitation, and Chest Diseases.

### ***3.2. Interview Form Development***

Before the interview questions were created, the digital tools and related documents used by the companies were examined. In addition, company marketing managers were asked their opinions about the topic, their views were taken, and a draft interview form was prepared by the researcher.

Draft interview questions were piloted on specialist physicians and the necessary revisions were made on the questions. Afterwards, the scope and validity of the questions were evaluated by conducting interviews with ten expert physicians who receive digital promotional activities, two academicians, a sociologist, drug companies' managers and employees. As a result of the suggestions and evaluations of all those interviewed, some of the questions that were not considered to be contributing to the research were removed from the interview form besides some were modified. It was pointed out that the interview questions were specific (focused), easy to understand without guidance. In addition, care was taken to support the questions with alternatives and the final form was given to the interview form by the researcher (Yıldırım and Şimşek, 2013). Afterwards validity studies were carried out.

In the study, questions' validity was analyzed by using the Content Validity Ratio (Lawshe, 1975).

$$CVR = \frac{ne - \frac{N}{2}}{\frac{N}{2}}$$

CVR = Scale content validity ratio

ne = Number of experts indicating that the item is "appropriate"

N = Total number of experts

In Lawshe's "Content Validity Ratio (CVR)" method, the experts check the phrases as "relevant," "it can remain" or "not relevant" related to how well they reflect the relevant subject to be measured. The number of "relevant" responses to each phrase by the experts determines the high or low of the Lawshe coefficient. This coefficient varies between -1 and +1. If more than fifty percent of the experts noted as "not relevant" for an item, the result won't be positive, and that item must be removed. In other words, if more than fifty percent of the experts point out that a substance is "relevant," this substance has a certain degree of content validity. Thus, the degree that the measurement tool can measure the conceptual structure has been pre-evaluated by experts (Gürbüz and Şahin, 2016). In order to test the content validity, the interview form, which contains 14 items in total, was delivered to 18 experts (Table 1), including 10 specialist physicians and 8 specialists in the field, through one-to-one interviews or other means of communication (mail, phone) in February - April 2017, and their evaluations were obtained.



**Table 1:** Distribution of the Experts

Academicians	
Associate Professor	1
Assistant Professor	2
Field Experts	
Field Experts	10
Pharmaceutical Company Executives	2
Pharmaceutical Company Product Experts	3
<b>Total</b>	<b>18</b>

According to the data, since the content validity ratios (CVR) that was calculated by using the binomial distribution approach are close to +1, it was found that the questions that measure the advantages and disadvantages of the digital promotion tools in the medicine promotion were found significant statistically. The CVI (Content Validity Index) of the study was found 0.97.

After the validity of the questions has been statistically analyzed, as shown above, the Cronbach's alpha value of the codes is checked for the reliability of the codes generated during the analysis of the data using the MAXQDA, a qualitative data analysis program (Maxqda, 2017). As a result of the analysis, the Cronbach's alpha value of the codes was found as 0.96.

The closeness of the statistical data of the two analytical data to each other was significant in terms of showing that the level of validity and reliability of the study was very high.

In order to ensure the reliability and validity of the study, in the end of every meeting, a brief of the meeting was made and transferred to the participant, asked them to indicate their thoughts about correctness of the brief and so the participant's approval was ensured. Getting participant approval is a widely method used to ensure credibility of the study. In other word, it is testing whether the interviewer's perception on the interview that is transferred by the researcher understood correctly or not (Erlandson, Harris, Skipper, and Allen, 1993).

For calculating the consistency ratios of coding in study, the data regarding 3 dissimilar meetings were separately coded by a one who is both an investigator and an expert in qualitative research. The consistencies were checked by comparing the coding that is formed in a blind manner. If the consistency ratio

of codes is more than 80%, the reliability noted as convenient. In this research, the reliability found as 91%. As a result, coding in this research is considered have a high reliability (Miles & Huberman, 2015).

### ***3.3. Research Data***

When we look at the demographic characteristics of the participants; the youngest participant was 31 years old, the oldest participant was 55 years old. The lowest professional experience of participants was 2 years, and the highest professional experience was 24 years. The mean age of participants was 38 and, the mean year of work practice was 8 years.

All interviews were conducted by the researcher. Some of them were done manually (taking note with handwrite) by the researcher, but many of them were recorded with a voice recorder. The interviews performed face to face in 2017 from May to August.

When we look at the participant-based distribution of digital tools; it was found that while all the participants (100%) were getting promotion via iPad, the percentage of the ones who get promotion via e-conferences/meetings was 93,33%. The ratio of the physicians who get promotion via email marketing (e-mm) was 80% and the rate of membership to web sites was 66,66%. Physicians who interviewed were have been visiting by 10 firms on average per day and each visit lasted an average of 5 minutes.

### ***3.4. Data Analysis***

In this research, “Content Analysis Technique (CAT)” proposed by Strauss and Corbin (1990) was performed in the analysis of interviewed data and, entire data were analyzed by coding and categorizing (Yıldırım & Şimşek, 2013). Before proceeding to the content analysis stages, the raw data obtained from the interviews were read repeatedly from beginning to end by the researcher to determine the codes (Glesne, 2014; Çetin et al., 2020). In the next step, the codes that constitute a significant relation are put together to find out the categories (Miles & Huberman, 2015; Strauss & Corbin, 1990). For determining code and sub-code, categories and subcategories; the whole formed code list and interviews were assigned to the MAXQDA program. MAXQDA12 is a unique qualitative data analysis program in the computer environment, for completing coding and other analysis that will guide the findings (Creswell, 2016; Maxqda, 2017).

## 4. Findings

As a result of the interviews conducted to investigate the advantages and disadvantages of digital promotional tools used in medicine advertisement in pharmaceutical industry, obligations collected and examined under two main themes. These are (1) Advantages of Digital Promotional Tools, (2) Disadvantages of Digital Promotional Tools.

### *4.1. Findings Related to the Advantages of Digital Promotional Tools*

This section includes findings on the advantages of digital promotional tools used in drug promotion. Eighteen codes were generated for the four subcategories in this section, and a total of 126 expressions were encoded.

#### *4.1.1. Advantages of I-Pad (e-detailing)*

From the frequency and percentage shown in Table 2, the highest ratio for iPad advantages is “savings” with 37.93 percent. Some participant expressions for this are as follows:

“...Previously, brochure was being used, back then, it was a waste. After the use of digital promotional tools, this waste was reduced” (INT-D\ID4; Position: 12-12).

“Usage digital tools like iPad and the like reduce paper cost...” (INT-D\IKR1; Position: 64-64).

Secondly, 29,31% percentage values are emphasized in terms of “convenience in promotion.” It came in third with “image” rate 15,52%. Percentages rates of other codes are as follows; satisfactory content and low cost 6,90%, no advantage 3,45%. The frequencies ratios for these codes are as shown in Table 2. For the advantages of the iPad, 6 codes have been reached and a total of 58 expressions have been encoded.

Based on these data, it can be interpreted that the advantages of iPad and similar devices are mostly savings and convenience in promotion 67,24%. For these reasons, it was deduced that the use of iPad in promotions is more desirable. The result of this research coincides with the result of Publicis Touchpoint Solutions, Sermo Survey and with others (Publicis Touchpoint Solutions, 2012; Bates, et al., 2002; Davidson and Sivadas, 2004; Elling, et al., 2002). In these researches, it was emphasized that physicians find advantageous of digital tools in terms of easy access and use and, it has been stated that physicians wants digital tools to be used more widely.

**Table 2:** Frequency and Percentage Distributions of Advantages of I-pad (e-detailing)

Name	Frequency	Percentage	Valid Percentage
iPad\Saving	22	37,93	37,93
iPad\Convenience in promotion	17	29,31	29,31
iPad\Image	9	15,52	15,52
iPad\Satisfactory content	4	6,90	6,90
iPad\Low cost	4	6,90	6,90
iPad\No advantage	2	3,45	3,45
Advantages of Digital Promotional Tools \ iPad	0	0,00	0,00
Total	58	100,00	-

#### *4.1.2. Advantages of E-Conferences and Meetings (E-CM)*

When the frequency and percentage distributions are examined, it is seen that three highest values are in the codes of “scientific contribution” (24%), “high efficiency” (22%) and “the opportunity to ask questions” (18%) respectively.

The statements of physicians related to the scientific contributions, high efficiency of e-conferences and meetings are as follows:

“...we know the pharmacological effects of the advertised products already. It is a contribution when they provide literature knowledge, other than the previous one. When updating the information, you are following the current literature in this way” (INT-D\IP1; Position: 14-14).

“E-conferences create discussions with the questions and answers parts and make it productive” (INT-D\IP3; Position: 63-63).

The percentages of the other advantages are “less time loss” and “comfortable environment” (12%), “fast data transfer” (8%) and “quality presentation” (4%) respectively. Seven codes have been reached for the advantages of e-conferences and meetings and, a total of fifty expressions have been coded.

According to these results, the highest advantage rates of e-conferences and meetings can be interpreted as “providing scientific contribution,” “being highly efficient” and “having the opportunity to ask questions.” Two other significant advantages understood by the participants’ expressions are less time loss and providing fast data transfer. The conclusion obtained from this study coincides with the results of the research that is conducted by Boehringer Ingelheim which is one of the international pharmaceutical companies operating

in Turkey (Arıkan and Benker, 2011). According to the results of both research, e-conferences and meetings with scientific content have been the means that contribute to the physicians most.

#### ***4.1.3. Advantages of E-Mail Marketing (E-M)***

When the frequency and percentage distributions of the advantages of e-mail marketing are examined, it is seen that the frequency data of code “e-mm has no advantage” has the highest value of 45,45%. The participant expression for this is as follows:

“Email promotions have no advantage since company name is known. In congresses, it is said many times that e-mail address will be taken and updated information will be sent, but there is no updated information at all” (INT-D\ID2; Position: 75-75).

In the second row, the code “re-viewing” comes. The percentage value of this code is 36,36%. The participant expression for this is as follows:

“The advantage of e-mail is that you can read it again” (INT-D\ID3; Position: 63-63).

In the scope of this data, the percentage of statements indicating that there is no advantage of e-mm appears to be quite high (45.45%), the “re-viewing” code used to express e-mm’s ability to look at the data again has a considerable amount (36,36%), that is also an advantage to take into consideration. Satisfying the need for literature should also be considered as an additional advantage. For the advantages of e-mm, three codes were found, and a total of eleven expressions encoded.

#### ***4.1.4. Advantages of Websites***

Websites are another digital promotional tool used by pharmaceutical companies. The codes found for the advantages of the web sites are “easy access to database” (71,43%) and “time independent” (28,57%). For the advantages of the web sites, two codes were found and a total of seven expressions were encoded.

Moving forward from existing findings, web sites have been evaluated advantageously by physicians because they provide easy access to the database at any time. In studies on the effects of digital tools used by pharmaceutical companies, it has been found that the promotions made on the internet increase the brand awareness of the products and have advantages such as reaching the target group faster (Ekiyor and Durmuş, 2021; Arınç, 2020).

## 4.2. Findings Related to the Disadvantages of Digital Promotional Tools

In this section, the findings of the disadvantages of the digital promotional tools used in the medicine promotion are listed respectively. For the four subcategories of disadvantages seventeen codes were generated, and a total of 102 expressions were encoded thematically.

### 4.2.1. Disadvantages of I-pad (e-detailing)

When examining the frequency and percentage shown in Table 3 regarding disadvantages of promotions with iPad, it is seen that the “easy to forget” code that describes the disadvantages of iPad has the highest rate (42,86%). The participant’ expression for this is as follows:

“In terms of promotions performed with I-Pad, paper and brochures were reminders, afterwards. We could look at the brochures later in detail. The brochure was in sight, and it was a reminder. Digital is disadvantageous in this sense” (INT-D\ID2; Position: 75-75).

This express is presented by the physician of internal diseases. The internists find this kind of devices disadvantageous in promotional activities. The other disadvantages of this devices are respectively “time consuming” (23,81%), “uncontrolled presentation” (19, 05%), “boring” (9,52%) and “technical problems” (4,76%). The frequencies of these codes are shown in Table 3. In order to identify the disadvantages of the iPad, five codes found and a total of 21 expressions encoded.

Based on this data, it is possible to describe the disadvantages of the iPad as the presentations are easily forgotten, time consuming, and lead to uncontrolled presentations in the transmission of its content.

**Table 3:** Frequency and Percentage Distributions of Disadvantages of iPad (e-detailing)

Name	Frequency	Percentage	Valid Percentage
iPad\Easy to forget	9	42,86	42,86
iPad\Time consuming	5	23,81	23,81
iPad\Uncontrolled promotion	4	19,05	19,05
iPad\Boring	2	9,52	9,52
iPad\Technical Problems	1	4,76	4,76
Disadvantages of Digital Promotional Tools\iPad	0	0,00	0,00
Total	21	100,00	-

#### ***4.2.2. Disadvantages of E-Conferences and Meetings (E-CM)***

When another digital promotional tool of frequency and percentage distributions of the disadvantages of e-conferences and meetings (E-CM) are examined, it is seen that the percentage data of “technical problems” code related to the disadvantages of the e-conferences and meetings are 27,03 percent. Participants stated this problem as follows:

“Due to problems on the Internet, sometimes there are communication problems.” (INT-D\ID2; Position: 14-14).

“The technical infrastructure must be very good. Again, the speaker can be very good, the subject can be terrific, you may have brought 10 very good speakers from America, but if you don’t have the technical infrastructure, audio-visual infrastructure, none of them would work.” (INT-D\IF1; Position: 62-62).

In the second row, there are the codes of “having lunch break” (24,32%) and “taking long time” (18,92%). The rates of the other codes are “physical distance” (10,81%), “repetition of the known information” (8,11%), “no opportunity to ask instant question” and “performance decreasing” (5,41%). For the disadvantages of e-conferences and meetings, seven codes were found and a total of 37 expressions were encoded.

In summary, it is thought that the “technical problems” code, which is defined as a code to describe the technical problems, has a share of 27 percent; and it is thought that undesirable problems that may be considered important in introductions made with this promotional tool are experienced. Other important disadvantages are the positioning of these meetings are, placing them during the afternoon, the long duration of meetings, the physical distance between the speaker and the listeners, the repetition of the known, and the inability to ask an instant question.

#### ***4.2.3. Disadvantages of E-Mail Marketing (E-MM)***

The frequency and percentage distributions regarding the disadvantages of the promotions via e-mail are, “mails are not read” code is 66,67%, while the percentage of the “deleted without reading” code is 33,33%. Participants have made the following expressions related to this code:

“I cannot even take the time to look at the contents of e-mail” (INT-D\ID1; Position: 15-15).

“I do not even open the promotions delivered via e-mails” (INT-D\IKB1; Position: 86-86).

“My attitude towards promotions delivered via email is not positive. When such promotional mail arrives, I delete them without reading” (INT-D\IP3; Position: 63-63).

From this data above, it may be stated that the drug promotions performed via e-mail are not read but deleted instantly. For the disadvantages of e-mail marketing (E-MM), two codes found and a total of 18 expressions encoded.

#### ***4.2.4. Disadvantages of Websites***

When the frequency and percentage distributions on the disadvantages of web sites are examined, it is seen that the percentage of the “does not attract attention” code is 69,23%; “non-continuation” and “insufficient archive” codes have the same percentages (15,38%). Participant expressions related to these are as follows:

“I do not think your websites have been followed. A few companies gave us a password to reach the database with it, but we did not need it because it did not draw our attention” (INT-D\IKR2; Position: 69-69).

“The content of existing websites for healthcare professionals is very poor. Archives are inadequate or do not exist. Websites with insufficient content would not prefer. If the website will be insufficient, then it is better not to create in the first place. The creations up to now are built incorrectly. It is being set up; however, the content is very poor” (INT-D\IKB1; Position: 86-86).

As a result, it is noteworthy that these sites created by pharmaceutical companies for physicians are found uninteresting. On the other hand, the fact that the web sites are not constantly existed and that they have inadequate archives that are also identified as important disadvantages. As it will be explained in the proposals section, it is thought that the effectiveness of the web sites can be increased as a result of eliminating these last two disadvantages mentioned here. For the disadvantages of the web sites, three codes were found and a total of 26 expressions were encoded.

## **5. Conclusion**

Physicians pay more attention to the advantages of digital promotional tools and find it advantageous for themselves and patients to be used these promotional materials. For example, the greatest advantages of using iPad and similar digital tools in the promotion of drug products are expressed as convenience in promotion and providing saving economically. This means



that the paper brochures used in the classical presentation are no longer in use. The definition of convenience is considered as digital tools offers quick and easy access to all desired aspects of the product. The biggest disadvantage of these devices is that the information given by them is not permanent. Other disadvantages are time consuming and, causes uncontrolled presentations in the transmission of content at the time of promotion.

Another tool, e-conferences, and meetings, has high efficiency and provides scientific contribution to the development of physicians. Other important advantages of this devices are that cause very little time loss and fast data transfer. The most important disadvantages of promotions made with e-conferences and meetings are the technical problems (problems in internet connection) during the conferences, choosing the lunch break as the meeting time and exceeding the break time. Having physical distance between the speaker and the participants, repetition of the known information and having no opportunity to ask instant questions are the other disadvantages of e-conferences and meetings. The physicians of internal diseases consider the promotions performed by e-conferences and meetings as time consumer, boring and disadvantages; but surgical branches consider it as a necessity. Since at the meetings for surgical branches, videos of surgical operations are transmitted, it is stated that the long duration of such meetings is not disturbing.

In this study, the rate of expressions indicating that promotions via e-mail did not have any advantage in promoting the medicine had a rate of 45%. A significant number of physicians (66%) stated that they did not read the mails while some (33%) indicated that they deleted mails before reading. Therefore, it can be reached that e-mail promotions do not have any advantage in medicine promotion, and doctors do not respect emails sent by companies. It was determined that the most important advantage of the websites belonging to pharmaceutical companies is accessing to the database. So, the companies can use these sites effectively to make their own advertisements. On the other hand, the most obvious disadvantages of these sites were not having charm (69%) and having insufficient archive.

## **6. Suggestions**

In the perspective of the findings and results obtained in the research, the following suggestions are made for pharmaceutical companies, company employees, law makers and researchers:

It seems that e-conferences and meetings are important in terms of promotion. Therefore, it is suggested to the pharmaceutical companies and their employees that such meetings should not be held during the middle of the day, since it is a narrow time interval for physicians; and they prefer a more suitable period and place to hold such meetings. Because e-conferences and meetings are held via online, connection problems caused by the internet are seen frequently during meeting time. In order to avoid technical problems such as connection problems, it is suggested to the pharmaceutical company and its stakeholders that necessary measures should be taken in advance by testing suitable environment.

In this study, it was determined that e-conferences and meetings were accepted as promotional tools which provided the most scientific contribution compared to other digital tools. However, it has been seen as a disturbing and significant disadvantage that firms spend little time in the question-and-answer section of these meetings. Listeners are interested in asking for and responding to problems they have encountered in clinical practice. Listeners seem to trust to the speakers' knowledge and paying attention to them. Keeping the "question-and-answer" section at a sufficient size may lead to an increase in the level of knowledge of the target group of doctors, which may be positive affects for the clinic. In this respect, it is recommended that medicine companies pay attention to these issues by taking listeners' comments more seriously.

The physicians are not read the drug promotional mails persistently, sending by the pharmaceutical companies. Therefore, it is proposing especially to this companies to send the drug promotional mails to the e-mail addresses of the physicians at off work period hours. It is understood from the findings of the study that the mails sent at this time (physician's free time) are more likely to be read.

Physicians complain that the firm's website is not up-to-date and does not provide continuity. From this point of view, if pharmaceutical companies keep their website up-to-date and support it with a rich data source, they will be able to make a greater contribution to the sector's stakeholders. Thus, physicians who benefit from these sites will be able to provide more quality services to their patients. The creation of a good and rich video archive on the websites of the companies is strongly desired by the physicians. When we look at the profile of the participants who expressed opinions in this respect, it was seen that the majority consisted of physicians from surgical branches. Surgical practitioners conduct research on the Internet to determine what kind of operation they will perform and how to do it when they are preparing for the operation. Therefore,

if companies create a rich and diverse archive on the web and offer it to the service of medicine; they give important information to the physicians in terms of occupation and cause important improvements in the quality of life of the patients.

Physicians participating in this study were taking on average visit by 10 company employees per day for medicine promotion in an individual sense. On each visit, an average of 5 minutes was consuming. When it is thought that this situation is repeated every day, physicians seem to spend a considerable amount of time on the company employees who came for the introduction. The widespread use of digital devices can lead to effective, efficient time management causing less time spending for product specialist at time in the clinic. It is proposed to encourage legislators and health authorities to disseminate and facilitate the use of digital tools in medicine promotions and encourage companies to support their projects in this area. In this way, the conflict between physicians and patients, patient and company employees will be reduced; then, physicians will be able to provide more quality services to their patients.

This study was designed and implemented as qualitative research with an exploratory approach. Although important results have been achieved, it is not possible to generalize the results obtained. Subsequent researchers are advised to conduct lots of quantitative research for the results that can represent the universe.

### **Thanks**

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## CHAPTER II

# THE ROLE OF ENERGY EFFICIENCY IN ENSURING SUSTAINABILITY IN THE REAL ESTATE SECTOR IN TÜRKİYE

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### 1. Introduction

The imperatives of efficient energy use and sustainable practices are increasingly critical in today's world. Energy efficiency enables the achievement of greater efficiency with reduced resource usage and environmental impact by making more effective and efficient use of energy resources. One of the primary ways to achieve energy efficiency is optimization of energy consumption across various sectors, including buildings, industry, and transportation (Sağbaşı & Başbuğ, 2018). Additionally, sustainability aims to balance the use of natural resources while minimizing environmental degradation, thereby meeting the needs of both current and future generations (United Nations Secretary-General, 1987). Energy efficiency and sustainability are advanced through various strategies, such as transitioning from fossil fuel-based systems to renewable energy sources and altering consumption habits.



In this regard, reports and studies published by international energy agencies, academic research centers, universities specialized in environmental and sustainability studies, and governmental bodies serve as invaluable resources for understanding and promoting energy efficiency and sustainability.

Climate change has been a prominent issue since the Paris Agreement was signed in 2015. The Paris Agreement intends to keep global average temperature rises to less than 2 degrees Celsius, ideally less than 1.5 degrees Celsius. Since the agreement's adoption, participating nations have submitted their Nationally Determined Contributions (NDCs) to the UN Framework Convention on Climate Change Secretariat to establish their targets and roadmaps for reducing greenhouse gas emissions. It has been five years since the Paris Agreement was signed, and 118 nations have revised their NDCs and declared their commitment to attaining Net Zero Emissions.

The IPCC proposes limiting climate change to 1.5 degrees Celsius to reach this goal. According to the IPCC, global emissions must be cut by 45% by 2030, and net-zero emissions must be attained by 2050 (IPCC, 2018). Experts predict that if global emissions maintain at current levels, the carbon budget will be depleted by the 2030s, and the 1.5-degree temperature limit would be surpassed. Many countries have shown their support for the Paris Agreement targets, which aim to limit global warming to 1.5 degrees Celsius rather than 2 degrees Celsius and embrace the Net Zero Emissions target by 2050.

The real estate sector encompasses a process that includes the development of various types of structures such as residential, office, shopping centers, hotels, and industrial facilities, starting from the project phase and covering the entire lifecycle of real estate, including construction, sales, leasing, and management activities (Tanrıvermiş, 2017). This sector makes significant contributions to the country's economy due to its role in providing employment, directing investments into the construction and service sectors, and its connections with other sectors of the economy. However, the rapid growth and increased urbanization in the real estate sector have led to a significant issue: rising energy consumption. High energy consumption, driven by the intensive use of fossil fuel-based energy sources, contributes to an increase in greenhouse gas emissions and environmental impacts.

The real estate sector significantly exacerbates climate change, representing approximately one-third of the world's total energy consumption. The energy demands associated with functions such as heating, cooling, and lighting in buildings substantially amplify the release of greenhouse gases stemming from

the combustion of fossil fuels. Additionally, the growing trend of urbanization and heightened energy consumption within the construction industry constitute factors that augment dependence on energy imports, thus adversely affecting energy security.

From this standpoint, the introduction of energy conservation and sustainability initiatives within the Turkish real estate industry constitutes a crucial stride in mitigating the impacts of climate change (Tanrivermiş & Tanrivermiş, 2021). The construction of energy-efficient edifices, enhancements in the energy efficiency of pre-existing structures, and the promotion of renewable energy sources all have the potential to curtail energy usage and, consequently, diminish emissions of greenhouse gases. Moreover, the adoption of green building certifications and sustainable urban development strategies is anticipated to oversee and enhance the environmental performance of the sector.

Like other countries, Türkiye took a significant step in environmental measures by joining the Paris Agreement in 2021 and announcing its commitment to achieving Net Zero Emissions by 2053. However, despite this important step, it is anticipated that the current NDC is not in line with the Net Zero target. To ensure alignment with the Net Zero goal and to facilitate the decarbonization of the Turkish economy by 2053, it is essential for Türkiye to undertake adequate efforts and establish a coherent roadmap. Therefore, it is considered more appropriate to update the targets and prepare a new NDC (Şahin et al., 2021).

Looking at Türkiye's energy profile and the energy consumption and emissions of the real estate sector in line with sustainable development goals, Türkiye's total greenhouse gas emissions between 1990 and 2020 amounted to 476.34 MtCO<sub>2e</sub>, ranking it as the 17th highest emitter among 198 countries. As of 2020, this amount constitutes 0.92% of global greenhouse gas emissions. When greenhouse gas emissions per capita, equivalent to 5.65 tCO<sub>2e</sub> per person, are compared to Gross Domestic Product, it is calculated as 661.62 tCO<sub>2e</sub> per million USD GDP, placing Türkiye 110th among 198 countries (Figure 1). In terms of the ND-GAIN vulnerability index, which measures a country's exposure to the adverse effects of climate change, sensitivity, and adaptive capacity, Türkiye ranks 34th out of 198 countries with a score of 0.36 (World Resources Institute, 2023). Analyzing Türkiye's energy consumption profile (International Energy Agency, 2021), it is observed that the sectors with the highest consumption are residential, industrial, and transportation (Figure 2). Türkiye meets 61.9% of its energy consumption from sources like oil and natural gas, with only a small fraction coming from renewable energy sources

(International Energy Agency, 2023a). Concerning these data, it is evident that Türkiye needs to formulate policies for efficient energy usage.

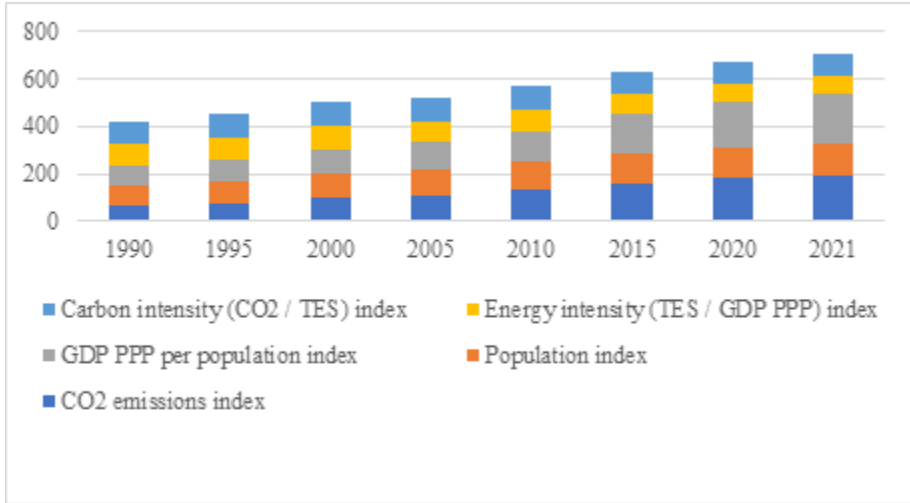


Figure 1: CO<sub>2</sub> emissions drivers of Türkiye (International Energy Agency, 2021)

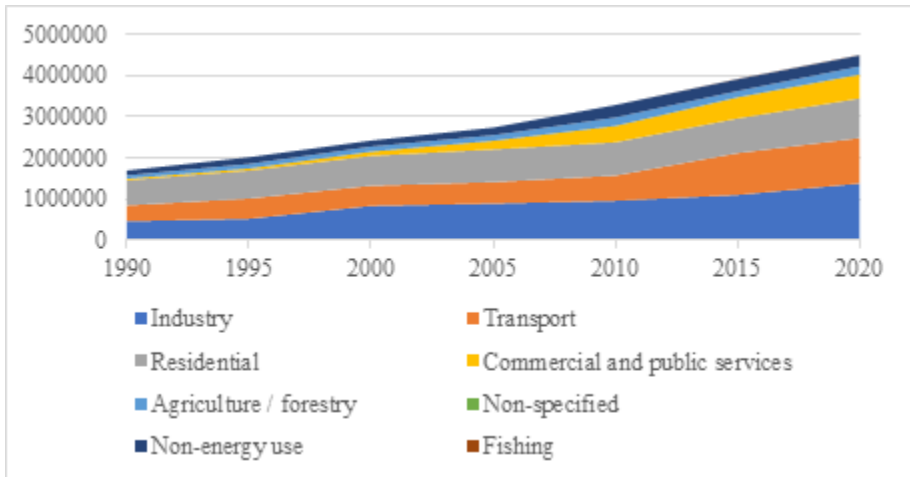


Figure 2. Total energy consumption of Türkiye by sector, 2020

In both the current era and the foreseeable future, innovations like energy-efficient windows, the mitigation of thermal bridges, and the integration of digital sensors will persist as vital components of strategies aimed at promoting energy preservation. The ongoing trend of rapid urbanization and population expansion in developing nations will drive an escalating demand for additional floor space, underscoring the imperative for a heightened emphasis on material

efficiency and energy-conservation practices (Adams et al., 2020; UNDESA, 2019). Furthermore, the escalating temperatures attributed to climate change will augment the necessity for cooling systems, making the installation of high-efficiency cooling equipment an imperative (International Energy Agency, 2023b, 2023c).

It is important to recognize that reducing energy and carbon intensity in buildings has benefits beyond mitigating climate change. One must not forget that energy expenses constitute a significant portion of household budgets (Nicholls et al., 2017; Ortiz et al., 2019; Steckel et al., 2022; Ürge-Vorsatz et al., 2020; Von Stechow et al., 2015). When managed correctly, energy-saving measures can protect low-income households from fluctuations in energy prices. Additionally, constructing new buildings with zero-carbon features is cost-effective for developers compared to retrofitting existing structures (IEA, 2019; Liu et al., 2020; Mactavish et al., 2019). Therefore, achieving success in energy efficiency practices in buildings will not only address environmental issues but also reduce energy costs and provide building occupants with a healthier and more comfortable living environment. Hence, examining how approaches to solving the issues discussed in this study can be implemented both theoretically and in practical applications is of great importance. This study aims to shed light on significant research and practices by providing a comprehensive overview of how the real estate sector in Türkiye can become more sustainable in terms of energy efficiency. It seeks to explore ways in which the sector can be made more sustainable, ultimately contributing to a better understanding of this crucial field.

The initial section of the research investigates the energy consumption patterns within Türkiye's real estate sector and their implications for climate change. Subsequently, it underscores the significance of energy efficiency practices while delving into the challenges faced in their implementation. This segment offers an assessment of the present state of the sector, encompassing obstacles and design strategies pertaining to energy efficiency in building structures, as well as the scrutiny and evaluation of energy efficiency initiatives. In the ensuing section, the focus pivots to Türkiye's energy efficiency strategy and the relevant legal framework. The research will delve into Türkiye's policies pertaining to energy efficiency, statutory regulations, and sectoral developments. The ultimate section of the study endeavors to exemplify the practical application of theoretical insights concerning energy efficiency by analyzing a specific energy-efficient building project in Türkiye. Finally, the conclusion section deliberates on critical factors essential for achieving

sustainability objectives within Türkiye's real estate sector and contemplates potential future advancements in this domain.

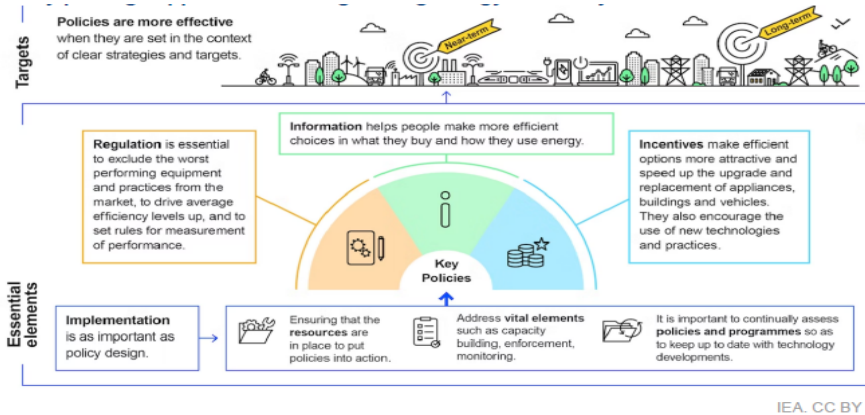
## **2. Energy Consumption in Türkiye's Real Estate Sector and Its Impacts on Climate Change**

The role of the real estate sector in climate change mitigation can be defined as reducing energy consumption to decrease greenhouse gas emissions, promoting the widespread adoption of sustainable and eco-friendly buildings, and minimizing environmental impacts to create more resilient and green structures. The real estate sector, given its significant energy consumption worldwide and its direct influence on building energy efficiency, has the potential for a substantial impact on combating climate change (Lee & Romero, 2023; United Nations Environment Programme, 2022). Regarding the real estate sector's contribution to climate change, we can categorize the factors that lead to it under four main headings: excessive land use, energy intensity in buildings, emission intensity of energy consumption, and construction-related embodied emissions (Boehm et al., 2022; United Nations Environment Programme, 2022). These factors need to be addressed to understand the sector's impacts on the climate and steer it towards a sustainable future.

The central role of buildings in the real estate sector and their long-lasting nature necessitate a more rigorous and selective approach towards energy efficiency. In this context, various practices come to the forefront for achieving energy efficiency. These include optimizing the building envelope to minimize active heating and cooling needs, using zero-emission heating and cooling technologies, designing and constructing new buildings to achieve zero carbon emissions during their operational lifespan, and reducing embodied emissions by decreasing the emission intensity of raw material production and prioritizing recyclable materials. Achieving an energy-efficient transformation rate exceeding the annual target of 2.5-3.5% set by international goals is also crucial. Given the longevity of buildings, it is imperative to avoid inefficient construction, steer clear of new fossil fuel connections, establish better insulation conditions to create lower demand for fossil fuels, and avoid subsidizing fossil fuel usage in buildings.

The effective role that the real estate sector will play in combating climate change will not only impact its own activities but also influence the widespread adoption of sustainability awareness and practices across society and the industry as a whole. Therefore, it is crucial for the sector to continually strengthen and

enhance its efforts in energy efficiency and sustainability. Enhancing energy efficiency requires the integration of technical and economic components. In this context, policy approaches to be developed will determine the effectiveness of the real estate sector in addressing the impacts of climate change through energy efficiency (Figure 3).

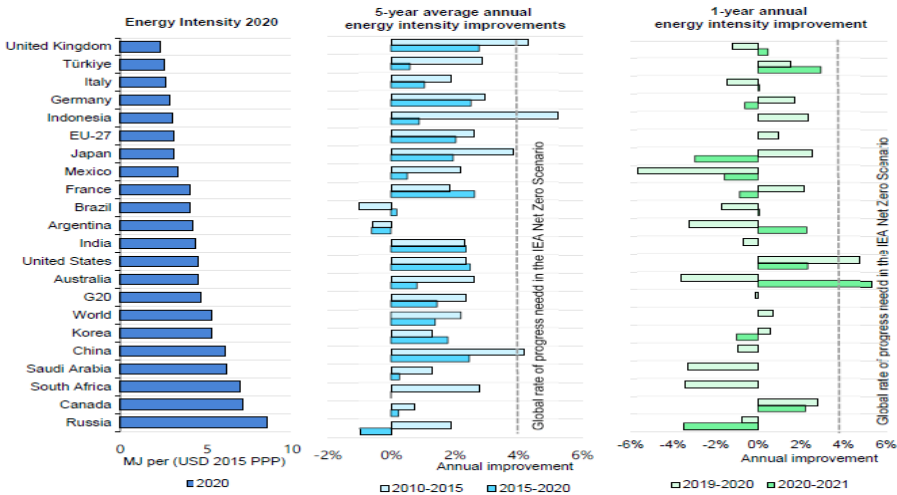


**Figure 3:** Policy package approach to strengthening energy efficiency (International Energy Agency, 2022)

In order to provide an effective solution to the current problems of the real estate sector, the proposed strategies aim to address the sustainability and environmental impacts of the sector. The outlines of these strategies are as follows: Firstly, buildings need to be assessed and improved on a global scale. Then, buildings are intended to create a favourable platform for climate action and take the lead in this area. In a competitive market, it is important to set priorities and guide them through regulations. In addition, financing models need to be revised to reduce risk and make them more accessible. Institutional capacity should be developed to accelerate this process. Finally, the sustainability of the sector can be enhanced by creating and implementing decarbonisation roadmaps. These strategies aim to contribute to the evolution of the real estate sector towards a more environmentally friendly and sustainable direction in the future.

One of the energy efficiency objectives aligned with the sustainable development goals involves enhancing energy intensity (International Energy Agency, 2023a). Energy intensity serves as a metric for assessing energy efficiency and has gained recognition in various strategic plans and programs, including the MENR Strategic Plan, Priority Transformation Programme,

Development Plans, and NEEAP. Energy intensity signifies the quantity of energy consumed per unit and is typically quantified as the amount of energy (measured in tonnes of oil equivalent or TOE) needed to generate a Gross Domestic Product (GDP) of \$1,000. A lower value indicates more efficient energy utilization. The Sustainable Development Goals (SDGs) aspire to double the global rate of improvement in energy efficiency by 2030, as calculated based on primary energy and energy intensity in terms of GDP. Evaluating the progress from 2010 to 2021, Türkiye has maintained an average pace compared to G20 nations but has fallen short of established targets (Figure 4). Nonetheless, recent data reflecting an upturn in energy intensity improvement is encouraging. While the rate of energy efficiency improvements in the building and industrial sectors worldwide has been decelerating, Türkiye has achieved a reduction of approximately 15 percent since 1990, showcasing a positive trajectory toward fulfilling the energy-related SDGs (International Energy Agency, 2023a). This underscores Türkiye’s commitment to mitigating the impacts of climate change by sustaining low energy intensity levels despite increasing energy demands driven by technological advancements and the expansion of unit floor areas.



**Figure 4:** Primary energy intensity and annual improvement in G20 countries (International Energy Agency, 2022)

Türkiye’s energy profile provides valuable insights into the energy consumption patterns within the real estate sector. As a nation, Türkiye is internationally recognized for its responsibility in mitigating greenhouse gas emissions and should actively participate in global efforts to combat climate

change. In this context, it is imperative for Türkiye to seek domestic solutions that enhance its responsiveness and adaptability to the impacts of climate change. Notably, there has been a notable shift in the distribution of energy consumption among sectors, transitioning from the residential sector towards the industrial and transportation sectors in recent years. This shift is indicative of the influence of energy policies and sectoral priorities on energy consumption trends. Consequently, there is a growing imperative to address energy efficiency and the adoption of sustainable energy sources at the sectoral level. Within Türkiye's energy consumption landscape, it is evident that diversifying the energy supply and promoting greater utilization of renewable energy sources is crucial. This strategic shift serves the dual purpose of bolstering energy security and reinforcing Türkiye's commitment to combat climate change. Although Türkiye has made strides in increasing its renewable energy generation, there remains untapped potential in this regard. In essence, Türkiye must continue to make substantial advancements in the realm of clean energy production. In terms of energy efficiency, Türkiye is on a promising trajectory compared to the global average (International Energy Agency, 2023a). Nevertheless, it would be prudent to expedite energy efficiency enhancements, particularly within the building and industrial sectors, while vigilantly monitoring sectoral transformations.

In summary, policies regarding the energy consumption of the real estate sector are considered as key factors in achieving Türkiye's sustainable development goals. Türkiye should adopt a more effective and sustainable approach in combating climate change, increase energy efficiency and further promote renewable energy sources. This can have positive impacts at both national and global level and contribute to a sustainable energy future. Türkiye's energy efficiency measures and sustainability strategies will also contribute to an effective fight against the effects of climate change and its spread throughout society and industry.

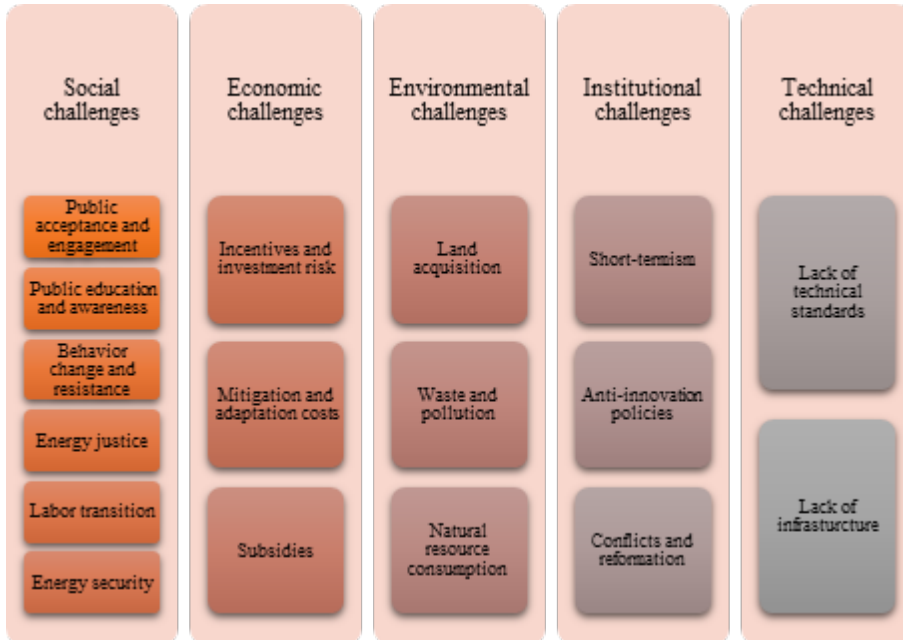
### **3. Energy Efficiency Applications, Technologies, and Challenge**

#### ***3.1. Energy Efficiency in Buildings: Challenges and Design Approaches***

The most important issue that needs to be addressed urgently for global warming and greenhouse effect problems is carbon emissions. Carbon emissions are widely produced at all stages of the building life cycle, starting from material production to building design and operation. Therefore, it is essential to rapidly



develop and adopt low carbon design methods. The problems encountered in the transition to energy efficiency are basically divided into five (Figure 5).



**Figure 5:** The framework of challenges to the low carbon energy transition (Saraji & Streimikiene, 2023)

Energy efficiency plays an important role as a key component of efforts to reduce carbon emissions in buildings. Solving problems in this area is of great importance both in combating global environmental problems and in providing economic benefits by reducing energy consumption at the local level. Moreover, energy efficient building design and practices can reduce energy costs and help us take a step towards a sustainable future. However, to achieve these important goals, a number of careful steps should be taken in terms of how design approaches should be.

In this context, the key to success in energy efficiency applications is to adopt an approach based on multiple perspectives and disciplines. It is critical to consider social, economic, environmental, institutional and technical factors at every stage of the design process. In addition, instead of focusing only on technical solutions in the design of energy efficient buildings, it is necessary to integrate these solutions in a way that is sensitive to the needs of society, economic conditions and environmental impacts. There are two approaches to energy efficiency in buildings in which the variables are effective.

Integrated building design is a process based on interdisciplinary co-operation. The integrated design approach allows all stakeholders of the design process and the technical team to look at the objectives, materials, systems and components of the project from different perspectives. This approach also ensures that various specialists, which are carried out separately in the traditional design approach, interact with each other throughout the design process (Ulukavak Harputlugil, 2016). To achieve a truly holistic approach, the objectives of building design should be considered in harmony and balance with each other (Figure 6).



**Figure 6:** Objectives to be considered in the design process (Ulukavak Harputlugil, 2016)

The integrated design approach mainly focuses on the sub-systems of the building envelope, service systems such as HVAC, electrical systems, plumbing, structural systems, internal layout and land. In this context, it differs from the traditional design approach in terms of cost, simultaneous operation and decision-making mechanisms (Table 1). Holistic building design approach includes differences compared to traditional design. Team members interact throughout the process and decisions are taken as a result of interactive processes with the participation of stakeholders. This approach ensures that cost is taken into account throughout the building life cycle, not only in the initial phase, and aims for a complete optimisation by considering the relationships between systems.

**Table 1:** Comparison of integrated building design approach and traditional design approach

Traditional design approach	Integrated building design approach
Team members participate in the process when necessary	Team members are active throughout the process
Decisions are made on the basis of the opinion of a few experts	Taken with stakeholder participation through interactive processes
Initial cost is important	Costs and benefits over the entire life cycle are taken into account
Each system is analyzed individually	For a complete optimization, the interrelationships of the systems are taken into account
Requires less time, energy and co-operation in the early stages	The most investment in time and energy is made in the first phase

Another common approach to energy efficiency in buildings is the performance approach. The performance approach is a way of thinking and working practice that focuses on what is needed and what results should be achieved, rather than on the details of how a building or building product should be constructed (CIB, 1982). Instead of defining acceptable solutions, the performance-oriented approach aims to describe the required performance in line with the requirements for individual or societal purposes.

The performance-oriented approach defines what is needed and what results should be achieved, rather than focusing on how the building or structure should be constructed. Building performance should be based on functional, environmental and integrity. This performance should include factors such as thermal comfort, indoor air quality, acoustic properties, visual quality, but also take into account elements such as flexibility, durability, structural and fire safety. Therefore, holistic approach and performance-oriented methods should be used in building design to increase energy efficiency.

Multiple perspectives and interdisciplinary co-operation are critical for successful energy efficiency applications. Approaches where social, economic, environmental, institutional and technical factors are taken into account at every stage of the design process and building performance is based on a functional, environmental integrity are necessary for reducing carbon emissions. As a result, the combined use of holistic approaches and performance-oriented methods in building design will help to promote sustainability by minimising energy efficiency problems.

### ***3.2. Monitoring and Evaluation of Energy Efficiency Practices in Türkiye***

An energy efficiency communication strategy plan has been prepared in order to monitor energy efficiency processes in Türkiye and maintain them at international standards (Department of Energy Efficiency and Environment, 2020).

To enhance nationwide energy efficiency, it is imperative not only to formulate well-informed and coherent policies and measures but also to execute these policies and measures effectively, while rigorously assessing their outcomes. Achieving this necessitates a collaborative and coordinated effort involving all pertinent stakeholders. In this vein, a framework has been devised to conduct energy efficiency initiatives, involving the active participation and collaboration of the public, private, and non-governmental sectors. This framework encompasses the identification of national energy efficiency strategies, the formulation of action plans and programs, and the proficient oversight and coordination of national energy efficiency initiatives.

For this purpose, a “National Energy Efficiency Action Plan Monitoring and Steering Committee” was established under the chairmanship of the Deputy Minister of Energy and Natural Resources. This board was formed with the participation of senior representatives authorized on behalf of the Presidency of Strategy and Budget, Presidential Economic Policies Council, Ministries of Environment and Urbanization, Energy and Natural Resources, Treasury and Finance, Interior, National Education, Health, Industry and Technology, Agriculture and Forestry, Transport and Infrastructure, Energy Market Regulatory Authority, Union of Municipalities of Türkiye and Union of Chambers and Commodity Exchanges of Türkiye (Presidential Circular No. 2019/27, 2019). This board plays an important role in ensuring the effective implementation of energy efficiency policies at the national level, monitoring the results and making changes when necessary. In this framework, it was established to coordinate energy efficiency efforts and monitor achievements at the national level.

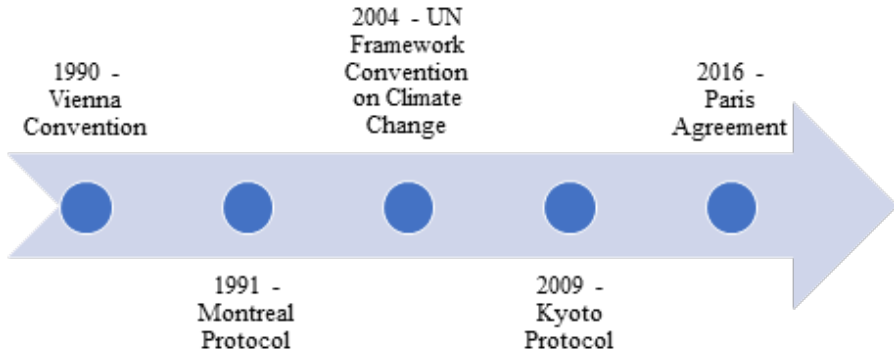
Within the scope of the Board’s activities, significant developments have taken place in the real estate sector. In this context, a working group was established to analyze the impact of thermal insulation in existing buildings and to propose support mechanisms. In addition, work on monitoring, evaluating and guiding energy efficiency activities in buildings is also coordinated within this framework. As of 2022, important steps have

been taken in the field of energy efficiency in the real estate sector. In this context, credit facilities were offered for thermal insulation campaigns, and minimum energy saving targets were set for existing public buildings. In addition, pilot projects for renewable energy applications were implemented and guidelines were prepared to disseminate these projects. The potential for transition to cost-effective, low-carbon and efficient district heating systems in dwellings by 2040 through the use of domestic and renewable energy resources was also assessed. In addition, the legal infrastructure for the establishment of the National Green Building Information System was established, the concept of nearly zero-energy building (nZEB) was defined in legal documents and nZEB criteria were determined. Efforts to ensure compliance with nZEB criteria in buildings have also been successfully completed (Department of Energy Efficiency and Environment, 2022). These developments show that the real estate sector has taken important steps in the field of energy efficiency and that the work in this field is being carried out effectively.

#### **4. The Energy Efficiency Strategy and Legislation of Türkiye**

Climate change, with its environmental, economic, and socioeconomic dimensions, is one of the most significant challenges threatening the lives of future generations, posing serious threats not only to environmental balance but also to economic stability and social welfare. In this context, Türkiye has developed a “National Climate Change Strategy” to minimize greenhouse gas emissions that cause climate change while emphasizing the necessity of international cooperation. This strategy comprises short-, medium-, and long-term goals, as well as a flexible structure that may be adjusted in response to national and international trends.

Türkiye’s vision for combating climate change includes a programme that is closely integrated with development policies in which energy efficiency is promoted, the use of clean and renewable energy sources is increased, and a high quality of life and prosperity with low carbon intensity is provided to every citizen. This vision aims to contribute to global efforts to combat climate change based on the principle of “common but differentiated responsibilities” and Türkiye’s special circumstances. In this context, Türkiye has joined various international documents to mitigate the effects of climate change (Figure 7).



**Figure 7:** International conventions and protocols to which Türkiye is a party within the scope of climate change

On a countrywide level, the Eleventh Development Plan is dedicated to ensuring an uninterrupted, high-caliber, sustainable, reliable, and economically viable energy supply. Within this plan, the objectives pertaining to energy efficiency within the real estate sector can be outlined as follows.:

- The support provided by Development Agencies will undergo restructuring, with a focus on areas such as institutionalization, innovation management, customer relationship management, enterprise resource planning, e-commerce, digital transformation, foreign trade, lean production, clean production, energy efficiency, and industrial symbiosis.

- The adoption of cogeneration systems in large industrial facilities that utilize heat will be expanded.

- To encourage and propagate exemplary energy efficiency practices, competitions will be organized to support energy efficiency projects, and the necessary legislative and technical infrastructure for their implementation will be established.

- Legislation concerning the heat market will be enacted to facilitate the nationwide dissemination of energy-efficient district heating and cooling systems and to enable heat trading.

- Processes related to the implementation of efficiency-enhancing projects will be refined, and projects with significant savings potential will receive support.

- Measures aimed at reducing carbon emissions will be developed, including strategies to enhance energy efficiency and increase forest coverage.

- In order to promote more efficient and self-sufficient buildings in terms of energy, incentives will be provided to promote energy efficiency improvements in existing buildings.

- Support will be extended to the implementation of “Green Port” initiatives aimed at enhancing energy efficiency in port activities, mitigating environmental consequences, and fostering long-term sustainability.

- Standards encompassing quality, longevity, accessibility, energy efficiency, and resilience against disasters will be established within the realm of housing construction and will be adhered to throughout the entire process.

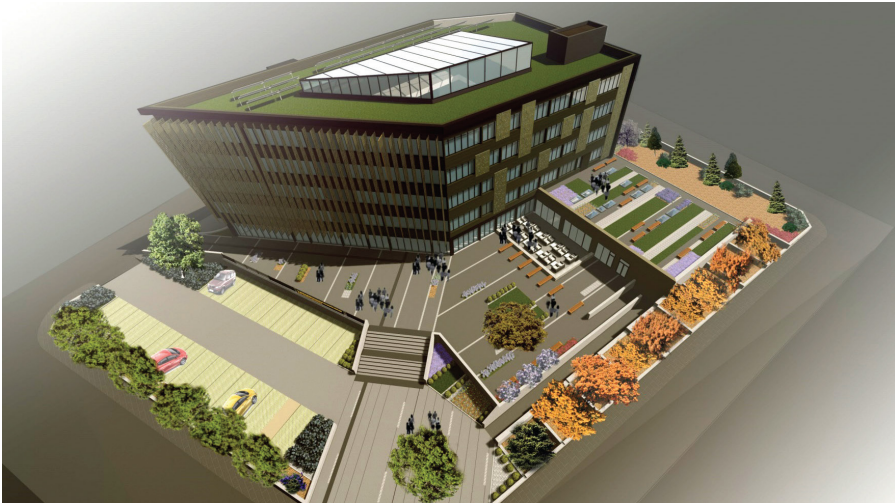
Apart from the Development Plan, energy efficiency objectives are also incorporated within the Energy Efficiency Strategy Document. This strategic document seeks to diminish energy requirements and carbon emissions originating from structures, amplify the adoption of sustainable, eco-friendly constructions utilizing renewable energy sources, and enhance the effective and efficient utilization of energy within all public sector buildings and facilities (Enerji Verimliliği Strateji Belgesi 2012-2023, 2012).

The national objectives outlined in both the Eleventh Development Plan and the Energy Efficiency Strategy Document encompass the following goals: guaranteeing an uninterrupted, high-caliber, sustainable, reliable, and economically viable energy supply; diminishing energy demand and carbon emissions from structures; broadening the utilization of sustainable and ecologically friendly constructions powered by renewable energy sources; and employing energy in a proficient and effective manner across all public sector buildings and facilities. In alignment with these objectives, Türkiye is enacting diverse strategies aimed at bolstering energy efficiency and addressing climate change. Among these strategies, there are initiatives such as endorsing energy efficiency projects and the proliferation of more efficient and self-sustaining building structures.

In conclusion, Türkiye’s national energy efficiency targets and strategy represent a comprehensive plan supported by international agreements to combat climate change. Implementation of these strategies will help Türkiye to take the necessary steps for a sustainable future.

## 5. A Case Study for Energy Efficient Building in Türkiye

In recent years, Türkiye has been conducting pilot studies in the real estate sector to fulfill the requirements of international agreements aimed at mitigating the effects of climate change (Temizer Yöntem, 2016). In this context, a handbook has been prepared for energy-efficient buildings as exemplary projects under the “Technical Assistance Project for Increasing Energy Efficiency in Buildings,” an EU project under the auspices of the Ministry of Environment, Urbanization, and Climate Change. This project is designed to enhance energy efficiency at the building level and meets the energy efficiency requirements in terms of design. As shown in Figure 8, it pertains to the Ankara Etimesgut Sincan Land Registry and Cadastre Directorate Building, which is owned by the Ministry of Environment, Urbanization, and Climate Change.

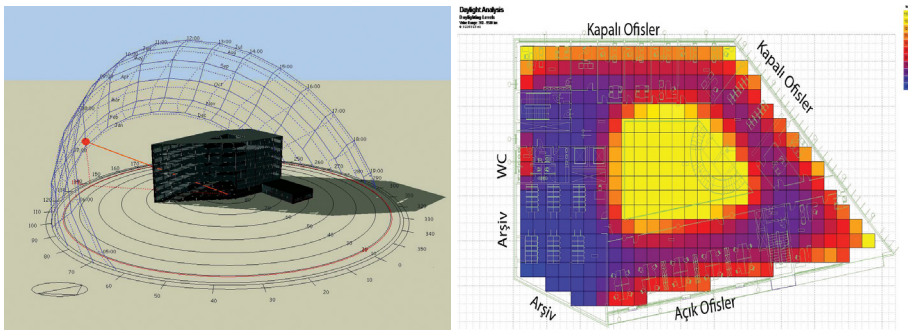


**Figure 8:** Ekodenge, Atelier Ten, and Willen Associates consortium jointly designed the Land Registry and Cadastre Directorate Building

During the building design process, functional and architectural requirements were defined using a specific methodology. Subsequently, sustainability goals were established, and the most suitable architectural preliminary design was created and translated into the building design. Following this, the stage involves defining the building’s passive, mechanical, and electrical systems and aligning them with the architectural design. The proposed structural and mechanical solutions are evaluated through energy modeling and similar analyses, while also examining the cost analyses and benefits of the building. After these stages, the design is revised to produce an improved architectural design.



As part of the project, a series of measures focused on sustainability and energy efficiency were implemented. Passive design methods were employed to reduce the building's energy consumption. Additionally, minimizing greenhouse gas emissions was a targeted objective, and maximum benefit was derived from natural lighting sources. Natural ventilation systems improved energy efficiency while regulating indoor air quality. Ground-source heat pumps were used to meet heating and cooling needs, and solar energy collection systems supported hot water production. Cogeneration systems, simultaneously addressing electricity generation and heating needs, were integrated. Graywater usage was implemented for water conservation and recycling, while photovoltaic panels contributed to electricity generation. Solar walls optimized heating and cooling requirements, and a life cycle analysis evaluated the design's environmental impacts. Building automation systems enhanced energy efficiency and user comfort, while green roofs and sunshades supported environmental sustainability. Lastly, a low-speed displacement ventilation heating and cooling system ensured energy efficiency. The building's location and its relationship with the sun were also evaluated to optimize the use of solar energy. Building orientations and façade designs aimed to maximize natural lighting and balance solar heat gain. Furthermore, positioning the archive area to the southwest was done to enhance the utilization of solar energy (Figure 9).



**Figure 9:** (a) Daylight modeling, (b) Daylight analysis

When evaluated in terms of cost-benefit analysis, it is observed that the building designed with an integrated design strategy is disadvantageous in terms of design duration, design cost, and investment costs. However, it is anticipated that effective results will be achieved in terms of unit operational costs and building energy performance (Table 2).

**Table 2:** Comparison with parameters (Temizer Yöntem, 2016)

	Traditional design	Integrated design
Design duration (month)	3-4	9-12
Design cost (% investment cost)	1	1.5 – 2
Investment cost (TL/m <sup>2</sup> )	1.000	1.200 – 1.250
Unit operational cost (%)	100	20 – 25
Energy consumption (kWh/ m <sup>2</sup> .year)	160 – 200	37

In conclusion, it is evident that the Ankara Etimesgut Sincan Land Registry and Cadastre Directorate Building, constructed in line with Türkiye's goals to mitigate the effects of climate change, meets the energy efficiency requirements from a design perspective. In the future, supporting such projects and promoting energy-efficient buildings will be crucial steps toward a sustainable future. Additionally, an abundance of scientific research on building design and construction will help address shortcomings in this area and enhance efficiency.

## 6. Conclusion

Sustainability challenges with direct implications for the real estate sector are shaping the future landscape of energy efficiency (Price Waterhouse Coopers International Limited, 2022). Factors such as escalating energy expenses, disruptions in supply chains, and a global labor mobility crisis are exacerbating inflationary pressures. The European Union's ambitious goal to reach net-zero greenhouse gas emissions by 2050 presents a significant hurdle for carbon reduction within the real estate industry. Although industry professionals largely endorse the net-zero objective, existing research suggests that the current strategies for achieving this target fall short (Boehm et al., 2022). Energy efficiency and carbon reduction are at the heart of the environmental challenges confronting the real estate sector. Measurement and reporting issues, including inconsistencies and transparency gaps, continue to hinder progress. The ongoing rise in greenhouse gas emissions from buildings amplifies the urgency for enhanced monitoring and effective implementation of energy-efficient practices.

Türkiye has taken a significant step in combating climate change by becoming a party to international agreements. In line with these international agreements, its development policies include a program that tightly integrates the promotion of energy efficiency, the increased use of clean and renewable energy sources, and the provision of high living standards and well-being to

every citizen with low carbon intensity. Türkiye's Development Plan and Energy Efficiency Strategy Document set the goals of widespread adoption of environmentally friendly buildings and the efficient use of energy in all public sector buildings and facilities. The proliferation of such practices is considered an indicator of Türkiye's commitment to combating climate change. Türkiye aims to test its ability to achieve the targeted indicators by identifying pilot regions through government initiatives. Therefore, it is of great importance that the selected pilot regions are designed with energy-efficient sustainable activities from the design stage to the construction phase, and that the resulting structures can be reported to the public transparently. Additionally, to ensure that these government-initiated projects spread nationwide, it is essential to incentivize and encourage the private sector's green building or sustainable real estate activities. Accordingly, regulations, tax incentives, and subsidies are among the measures that contribute to a sustainable future.

As part of the study, the energy consumption status of Türkiye's real estate sector and the impact of energy consumption on climate change were examined, and Türkiye's strategies related to carbon emissions, energy efficiency, and other aspects of climate change were discussed. The study revealed that, like developed countries, Türkiye has also taken significant steps in improving energy efficiency in the real estate sector and that efforts in this area are being effectively continued. However, increasing the number of pilot projects and spreading them across Türkiye, encouraging public-private partnerships, and improving supervision mechanisms will be important in terms of taking further steps towards sustainable real estate markets.

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## CHAPTER III

# GREEN MARKETING STRATEGIES: HOW TO EFFECTIVELY MARKET ENVIRONMENTALLY FRIENDLY PRODUCTS AND SERVICES TO CONSUMERS

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### 1. Introduction

It is seen that consumers are more sensitive about the environmental effects of the products they buy today. Being aware of this situation in the focus on consumer behavior, businesses attach importance to marketing strategies in terms of sustainability and environmental protection. At this point, green marketing activities emerge to deliver consumers environmentally friendly products and services. Under the title of “Green Marketing Strategies: Effective Marketing of Environmentally Friendly Products and Services to Consumers,” this study aims to examine how businesses can develop effective marketing strategies by emphasizing their environmental responsibilities and evaluating consumers’ environmental awareness.

Issues such as increasing environmental pollution, a decrease in natural resources, and the climate crisis in recent years increase the concerns of consumers and draw their attention. Consumers are also investigating the effects of products that meet their needs on the environment, starting from the production stage. At this point, businesses also apply to green marketing strategies in order to protect the environment and meet the needs of consumers. Because these strategies can also provide companies with a competitive advantage.

In the following sections of the study, the concept of green marketing is explained, and its importance today is mentioned. Under the title of



Literature Review, previous studies were examined, and then the benefits of green marketing were mentioned. It is seen that green marketing has some difficulties as well as its benefits. Difficulties are also described in this section. Although it is emphasized that green marketing strategies may differ, some remarkable green marketing strategies are included, and then the conclusion part of the study is passed. As stated in the conclusion, the effective delivery of environmentally friendly products and services to consumers means green marketing. Environmental protection is not only the responsibility of businesses but also of society. Businesses should deliver environmentally friendly products to consumers with green marketing strategies, raise awareness of employees and consumers, and protect the environment. The last part of the study also states some green marketing strategies that he can benefit from while doing all these.

## **2. Conceptual Framework**

### ***2.1. Definition of Green Marketing***

Since Hennion and Kinnear (1976) first described green marketing as “all marketing activities that serve to cause environmental problems and can serve to provide solutions to environmental problems,” the term has undergone significant modification. It is asserted that Hennion and Kinnear (1976) serve as the foundation for the green marketing concept. It is described as all marketing initiatives used to address environmental issues. It is thought that this definition is a narrow definition and has reached the present day by changing and developing over time. The change and comprehensive examination of environmental effects over time, the increasing awareness of consumers, and the green practices of companies towards consumers show that this process has changed (Peattie, 2001; Moniri et al., 2012; Dangelico & Vocalelli, 2017).

Although many people in the literature define green marketing, marketing strategies are based on environmental sustainability and social responsibility principles. The fact that consumers, who are the focal point of marketing, want to act sensitively and responsibly toward the environment causes the formation of green marketing strategies. With green marketing strategies, it aims to reduce the damage to the environment while increasing the brand value and reputation of the companies and gaining a competitive advantage. In addition, when the marketing mix elements are examined, producing, priced, promoting, developing, and distributing the product in an environmentally friendly manner is defined as green marketing (Kotler & Armstrong, 2016; Peattie & Crane, 2005; Polonsky, 1994; Dangelico & Vocalelli, 2017).

## ***2.2. Importance of Green Marketing in Today's Business Environment***

Human health and environmental protection are issues that have gained importance for people in recent years. Especially during the Covid-19 pandemic, it has once again emerged how much people care about their health. In continuing this process, people have increased their awareness of healthy living daily. They want environmentally friendly products to be produced, consumed, and recycled. Therefore, companies attach importance to green marketing to meet this demand. It is thought that the effect of green marketing will increase for future generations. For example, people no longer favor the use of plastic-based products. Because the continuation of their consumption in this direction will cause the environment to become uninhabitable in the future, at this point, since green marketing recommends producing and consuming environmentally friendly products, businesses will need to carry out their activities as green activities (Vijai & Anitha, 2020).

As the importance given by consumers to issues such as healthy living and environmental protection increases, the environmental image of companies also comes to the fore. Therefore, green marketing also gains importance. Firms try to emphasize to consumers that their products are reliable and environmentally friendly. At this point, green marketing becomes a force for the behavior of being sensitive to the environment. In addition, green marketing can use products and companies' price, promotion, and distribution activities to achieve environmental performance by transforming existing marketing tools into green marketing formats (Liskova et al., 2016).

## ***2.3. Literature Review***

Issues such as the Covid-19 pandemic, climate crisis, global warming, grain crisis, and environmental protection, which have come to the fore in the world in recent years, raise people's awareness and bring green marketing to the forefront. At this point, green marketing strategies draw attention to the protection of ecology and sustainable measures. In addition, green marketing strategies offer opportunities to businesses in terms of competitive advantage. Under the literature review title, studies on green marketing have been examined, and its benefits to businesses have been emphasized.

Green marketing strategies are not limited to environmental protection. It also aims to establish effective and efficient communication with consumers and to guide them to consume environmentally friendly products. On the other hand, businesses are trying to influence consumers with their products and

services and increase their brand reputation by creating customer satisfaction and loyalty by considering consumers' environmentally sensitive attitudes with green marketing.

According to the literature, businesses use green marketing methods to reach and influence consumers by changing the characteristics of their products and services. At this point, digital marketing and social projects can affect consumers.

Businesses can also attract the attention of consumers by adopting green practices in their products and packaging, transforming their products into environmentally friendly products, and supporting their marketing communication strategies by engaging in activities such as social projects and environmental initiatives. However, these practices must be realistic, transparent, and sustainable. Peattie and Crane (2005) draw attention to this in. By emphasizing the ecological benefits of the products, they can be effective in purchasing customers, creating customer satisfaction, and, subsequently, customer loyalty. They may also need some help in this process. It may be challenging to determine the environmental effects of products, explain them effectively to customers, and keep costs under control (Peattie & Crane, 2005).

In the literature, green marketing is also examined regarding technological developments. Technology can assist in the implementation of strategies. Technological developments such as the Internet of Things (IoT) and big data analytics can be effective in green marketing and provide convenience in many areas. By using these technologies, companies can deliver more accurate and personalized information to consumers in monitoring and reducing environmental impacts. Dangelico and Pujari (2010) emphasize in their research that using virtual product testing and simulation tools facilitates the implementation of green marketing strategies. Because in this way, environmentally friendly product design will be developed, and environmental impacts will be reduced (Dangelico & Pujari, 2010).

Creating customer awareness and perceiving environmental problems with green marketing strategies are successes for companies. Perceiving the companies' environmental efforts as transparent and authentic by the consumers will increase trust in the companies. Therefore, companies can reach consumers correctly and gain a competitive advantage in the market (Ottman, 2011).

Green marketing strategies of companies may be more than product-oriented. Strategies such as reducing the energy used in production processes, being environmentally friendly, turning to renewable energy sources, and

minimizing waste due to production also reveal green marketing. Kiron, Kruschwitz, and Reeves (2012) highlight that companies can increase their performance and reduce their environmental impact with environmentally friendly practices (Kiron et al., 2012).

Misra and Sharma's (2014) studies examine businesses targeting green consumers concerned about the environment and reflect this situation on their purchasing behavior. Their studies identify the three segments of green consumers and explore businesses' challenges and opportunities with green marketing (Misra & Sharma, 2014).

It is seen that customer awareness and perception of environmental issues also come to the fore in the success of green marketing strategies. It is seen that consumers are more sensitive to the environment and prefer environmentally friendly products in recent years. Companies try to effectively convey the environmental benefits of their products to consumers in order to differentiate themselves from other companies (Luchs & Kumar, 2017).

There are also studies on the fact that green marketing practices may cause a different perception called "greenwashing" in recent years. It is stated that green marketing practices of companies do not reflect their environmental behaviors and can be perceived as greenwashing. In the study, it was seen that perceived green laundering is also related to the interaction of consumers on companies' websites. Environmental awareness and the happiness of consumers in website interaction come to the fore (Szabo & Webster, 2021).

In a study that deals with green marketing innovation and green supply chains together, the moderator effect of green marketing was analyzed. The regulatory role of green marketing has been validated by examining environmental performance (Roh et al., 2022).

In the study on green marketing perceptions, the relationship between consumers' purchasing behavior and green advertising perception was analyzed, and the effect of environmental information on purchasing was revealed. While the green product stands out in consumer preference, it has been seen that the brand image is also effective. Companies can be successful by giving importance to green marketing in their advertising strategies (El-Nemar et al., 2023).

A green marketing mix analysis was conducted in a case study with fashion brands H&M and Levi's. This study, which focuses on digital communication, analyzes sustainability. It is seen that companies tend towards sustainable marketing strategies and direct their marketing mix to green marketing mix. It

is also seen that they do these studies by making use of the online environment (Santos et al., 2023).

As a result, Green Marketing must have some standards to be reliable and effective. Directing companies towards environmental sustainability and educating consumers about the environment will be beneficial. In addition, Green Marketing strategies are essential for companies that want to achieve environmentally friendly, sustainable practices and competitive advantage. These strategies may vary according to industries, markets, and cultural and social factors. However, if we need to make a general conclusion, it is necessary to pay attention to consumers' environmental awareness.

#### ***2.4. Benefits of Green Marketing***

When examined in terms of the benefits of green marketing, the focus is on contributing to protecting the environment. Although measures to protect the environment sometimes increase costs, they can often reduce production costs. Interventions for operational wastes provide energy savings together with recycling. The environmental friendliness of business images and strategies attracts the attention of consumers. Progress to be made by enterprises in social responsibility, environmental protection, waste reduction, energy saving, waste management, and recycling will contribute to protecting the environment and the brand image in the long run (Nemli, 1998; Durmaz & Yaşar, 2016).

It is thought that the success of the enterprises will be obtained from the benefits obtained by integrating environmental management into their organizations and production processes. It has been determined that the standards for protecting the environment increase the performance and productivity of enterprises. As a result of the applications, it has been determined that a corporate company and brand image, cost reduction, waste reduction, more customer satisfaction, and as a result, more profitability will be obtained. Johansson (2002) emphasizes that product innovation increases sales, profit, and market share, while Doran & Ryan (2012) emphasize that environmental innovation contributes to firm performance (Johansson, 2002; Doran and Ryan (2012); Hasan & Ali, 2015).

Fraj, Martinez, and Matute (2011) concluded that the green marketing strategy optimizes the marketing performance of businesses and reduces costs. At the end of this process, it is seen that companies increase their profitability. Green marketing strategies increase the operational and marketing performance of companies.

In addition to the benefits of green marketing to businesses, developing practices that encourage companies and consumers to protect the environment will increase the speed and size of the benefit.

Many benefits of green marketing are highlighted in the literature. Finally, to summarize these benefits, green marketing provides benefits such as increasing communication with consumers and strengthening customer relations, increasing customer loyalty, gaining competitive advantage, cost savings and operational efficiency, reducing costs, and increasing sales. As a result of these benefits, gifting a better environment to future people is one of the best benefits (Anand, 2013; Mishra & Sharma, 2014; Zampese et al., 2016; Vilkaite & Skackauskiene, 2019).

When the application of green marketing in the organization is examined, strategic green marketing solutions provide commercial benefits in general, and this causes business development. Tactical green marketing solutions provide environmental benefits and contribute to improving the natural ecosystem. Operational green marketing solutions provide social benefits and increased quality of life (Vilkaite & Skackauskiene, 2019).

### ***2.5. Challenges in Green Marketing***

Increasing consumers' awareness of health, environment, and nature protection also increases their interest in environmentally friendly products. Many businesses are trying to influence this consumer awareness with their marketing strategies. The green awareness of consumers also reveals some confusion. They may be skeptical about the safety of green products. Specific standards are not fully determined, making it difficult for consumers to evaluate them according to themselves. Companies should also prefer transparent and sustainable products and practices in this process.

- ***Need for Standardization:***

A much smaller percentage of marketing messages from “green” campaigns were found to be completely accurate, and there was a lack of standardization to validate these claims. Few of the green marketing messages consumers are exposed to are considered valid. There is a lack of standardization to substantiate these messages. The lack of standardization for evaluating a product as an organic product is challenging for this process. In this regard, regulatory institutions and a standard control institution should be established (Kiran, 2012).

- ***Patience and Perseverance:***

Companies and investors in this field should see these environmental practices as a significant investment resulting in long-term results. Marketers also need to see that green strategies are sometimes costly but beneficial in the long run. We are talking about a process that requires patience from both companies and consumers and will result in the long term. For this concept, which is still considered new, to be accepted by everyone, it must be determined (Singal et al., 2013).

- ***Avoiding Green Myopia***

Green marketing strategies should focus on the primary reason consumers intend to buy. Consumers need to be well-analyzed and persuaded to buy environmentally friendly products. It is not enough for the product to be a green product on its own; it must also provide customer satisfaction. A product that cannot fully meet the customer's demands will not be preferred and cause green myopia. On the other hand, if the prices of green products are too high, they may not be preferred by the consumer (Misra & Sharma, 2014).

- ***New Concept***

Consumers must believe they will contribute to protecting the environment with green strategies. Green activities need to reach large masses by convincing the consumer. In recent years, increasing awareness on issues such as health, environmental protection, and social responsibility should be maintained. Raising awareness and training consumers on this issue will be able to transform this new concept into a lifestyle (Singal et al., 2013).

In summary, although it looks positive on green strategies, it may be exposed to some difficulties of green marketing. Resources in nature that do not harm the environment are limited. Therefore, the costs of environmentally friendly products can be higher than other products. Resistance to change in organizational culture can be encountered when considered in terms of businesses. Finally, the concept of greenwashing, which is widely used in the literature, emphasizes the consumer's skepticism. Green marketing strategies should convince the consumer. The consumer should not understand green strategies as greenwashing (Qayyum et al., 2022).

## ***2.6. Strategies for Green Marketing***

Green marketing strategies refer to marketing strategies targeting green consumers. However, the same strategy may not be successful for every business. Businesses should make a good analysis of green strategies. For

example, a business should consider the importance of the green consumer and how green strategies will affect company revenues. Will the business experience financial difficulties if consumers do not accept green strategies as credible? Should answer their questions. When considered in terms of the competitive environment, the competitive situation with the green practices of the competitors should be analyzed. At this point, businesses should also analyze how different green practices can be developed in marketing, unlike others (Ginsberg & Bloom, 2004).

In the literature, green products and production processes are central to green marketing strategies. These strategies: We can examine them under the headings of green innovation, greening the organization, and green alliances. It is noteworthy that companies turn to innovative green products and develop them in their green marketing strategies. Firms can green their organizations by focusing on environmental aspects within their structure during production. They can do this by following green processes in their supply chain applications. On the other hand, besides greening the product and organization, they can make a green alliance by using these activities in a partnership (Cronin et al., 2011).

It is also stated that the marketing mix elements must be transformed to create green marketing strategies (the 4Ps of Green Marketing). If product design and development, Packaging and labeling, Marketing communications, Price, and promotion are organized according to green marketing, businesses will build their green marketing strategies on this basis.

### **3. Conclusion**

Developments in recent years have turned environmental concerns into one of the focal issues of people. Many attention-grabbing issues, such as global warming, climate crises, and the Covid-19 pandemic, are now among people's concerns. Especially during the Covid-19 pandemic process, people have become more sensitive to the protection of health and the environment. Many companies benefit from green marketing strategies for environmental sustainability. Businesses aim to develop these strategies to protect the environment and meet consumer needs (FuiYeng & Yazdanifard, 2015).

In the marketing discipline, marketing products and services by emphasizing environmental protection, environmental sustainability, and social responsibility are expressed as green marketing strategies. Green marketing activities can affect businesses, consumers, and the environment. With the speed of digital transformation, the distance between consumers has decreased, their



awareness on many issues has increased, and their feelings of acting together have developed. Green marketing has taken advantage of this opportunity to increase the awareness of both businesses and consumers about the environment and to apply marketing activities towards the environment.

Businesses play a crucial role in environmental protection and sustainability activities. They can also reduce their operational costs by combining social marketing and green marketing practices in energy-saving and water-saving issues that have attracted attention in recent years. In addition, they can reach environmentally sensitive consumers and market their environmentally friendly products and services. The increasing demand of consumers will also increase the earnings of businesses. At this point, companies not only gain physical gain but also increase the reputation of their businesses or brands. When businesses plan and implement these strategies correctly, they gain a competitive advantage against other companies in the market. Strategies should be realistic, sustainable, and transparent. As mentioned before, it can be perceived as greenwashing by consumers, and consumers' trust in businesses may decrease. In terms of the environment, green marketing strategies can have an impact on the protection of the environment and natural resources and environmental sustainability.

Many consumers want to buy environmentally friendly products and are willing to spend more than other products. Coddington (1990), Suchard and Polonsky (1991), and Myburgh-Louw and O'Shaughnessy (1994) draw attention to this point. In addition, Laroche, Bergeron, & Barbaro-Forleo, (2001) concluded in their study that women with children are more environmentally friendly than other consumers as a result of a demographic analysis of consumers (Laroche et al., 2001). behaviors and target audience determination. The fact that women who are married and have children, as mentioned above, are more environmentally friendly provides excellent convenience in determining the target audience. Thus, marketers can succeed by directing their strategies to consumers with this characteristic. At this point, it should not be forgotten that every green strategy may not be effective in all situations and that many factors, such as companies, products, target audience, and consumer profile, may have effects.

In purchasing green products, marketers should inform consumers, advertise and direct them to green products. Influencer marketing, one of the strategies that can be effective today while creating marketing strategies, will be effective at this point. On the other hand, institutions, governments, and many components within their area of responsibility should collaborate and direct

consumers towards environmentally friendly and green consumption. In terms of marketing, social marketing strategies can be effective at this point. Because protecting the environment should not only be the responsibility of businesses but consumers should be convinced that every consumer can have an impact.

In addition, affordable prices, product variety, easy accessibility of products, improvement of packaging, and increasing environmentally friendly products are also considered essential strategies in promoting green marketing (Kalaiselvi & Dhinakaran, 2021).

As a result, green marketing strategies can affect businesses, consumers, and the environment from different perspectives. Therefore, it is essential for companies to carefully plan their strategies, maintain transparent communication, and set realistic environmental goals. Green marketing can be a powerful tool to support not only commercial success but also environmental and social sustainability.

In addition, the environmental actions of companies should be controlled, and businesses should be penalized in unfavorable situations. Many businesses pay penalties for environmental issues. Therefore, in order to carry out its activities without penalty, it prefers green practices in purchasing and logistics activities, starting from the production of the products (Akkartal & Mızrak, 2023). In addition, businesses can be more efficient in their internal processes by adding Green Human Resources Management to their green strategies (Vardarliyer and Türk, 2022).

Some of the green marketing strategies to be offered to businesses are; Green marketing strategies such as the use of environmentally friendly products and recyclable packaging, the environmentally friendly image that can be seen on product packaging, energy, and water savings in their production, social responsibility projects, green advertising and marketing campaigns, education and awareness, green pricing, green business partners and green supply chain apply as strategies.

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## CHAPTER IV

# THE RELATIONSHIP BETWEEN ARTIFICIAL INTELLIGENCE AND ROBOTICS (AIR) AND ORGANIZATIONAL CULTURE IN THE HOSPITALITY INDUSTRY: A CONCEPTUAL FRAMEWORK

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### 1. Introduction

AI has become popular lately as organizations begin to adopt AIR to improve processes (Nam et al., 2021). Emerging technologies such as AI have also become a crucial element of the hospitality and tourism (Jabeen et al., 2022). In particular, the adoption of AIR for service automation at the forefront of the tourism industry is generating interest (Mingotto et al., 2021). However, the hospitality industry has been strongly affected with the advent of machines powered by AIR technologies. In this vein, the effects of these developing technologies on employees and organizations have taken their place on the agenda (Li et al., 2019). Moreover, an organization's culture and structure are influential in hastening or impeding the adoption of innovation information systems (Russell, & Hoag, 2004). At the same time, an organization's culture can ensure that employees are ready for change (Metwally et al., 2019).

It can be said that attention should be paid to the process of applying emerging technologies such as AIR to organizations. Because robotic technology can cause both positive and negative effects in the industry (Fusté-Forné & Jamal, 2021). In this sense, this research aims to present a framework for the use and adoption of AIR in the hospitality industry and its effect on organizational culture. This study offers

new perspectives for both researchers and practitioners by examining the advantages and disadvantages of AI to organizational culture in the hospitality industry.

## **2. Literature Review**

### ***2.1. AI and Robotic (AIR) in the Hospitality Industry***

The use of artificial intelligence and related technologies developed to improve service processes is increasing in the hospitality industry (NT, 2019). AI is defined as “a system’s ability to correctly interpret external data, to learn from such data and use those learnings to achieve specific goals and tasks through flexible adaptation” (Kaplan & Haenlein, 2019, p. 17). Artificial intelligence can perform tasks such as reasoning, explanation and prediction (Prentice et al., 2020). In addition, a robot is defined as an “actuated mechanism programmable in two or more axes with a degree of autonomy, moving within its environment, to perform intended tasks” (Ivanov et al., 2019).

Robots are used in hospitality industry to serve guests, sweep floors and many other tasks (Ivanov et al., 2019). As an example, Henn na hotel, the first hotel to serve with robots, opened in Nagasaki, Japan in 2015 (Ivanov & Webster, 2019). The humanoid robot Connie, which started service at Hilton hotels, provides messaging service and serves customers around the clock (Prentice et al., 2020). The restaurant named Eatsa, which is served by robots, started operations in San Francisco in 2015 (Constine, 2015). As seen, AIR technology has started to serve in the accommodation sector. In the hospitality context, service robots are generally used in departments such as front office and housekeeping (Yang et al., 2020).

### ***2.2. The Concept of Organizational Culture***

Organizational culture is defined as “a complex set of values, beliefs, assumptions, and symbols that define the way an organization does business” (Barney, 1986, p.656). On the other hand, Schein (1992) describes organizational culture at three levels: (1) artifacts, (2) espoused values and (3) basic underlying assumptions. Artifacts are visible aspects of organizational structures such as the organization’s architecture, and technology. Values are the strategies, goals, philosophies in the organizations. And finally, at the deepest level of culture, there are assumptions that express thoughts, feelings, and beliefs that are accepted without question as unconscious. As seen, definitions and explanations for organizational culture generally focus on shared values (Taha & Espino-Rodríguez, 2020). Shared

values in the organization reflect characteristics such as listening, rewarding, appreciating and caring about the well-being of employees (Asree et al., 2010). It can be said that organizational culture exists by sharing some important values about the organization by the members of the organization (Weiner, 1988).

Organizational culture is divided into three groups: bureaucratic, innovative, and supportive (Wallach, 1983). In this sense, *bureaucratic cultures* are often based on control and power (Wallach, 1983). Bureaucratic cultures are often characterized by centralized decision-making, authority, and a high degree of hierarchy and control (Claver et al., 1999). Bureaucratic cultures place an emphasis on rules, regulations, and efficiency. This culture, which is dominated by formalization and hierarchy, lacks flexibility and efficient performance is at the forefront (Berson et al., 2008). *Innovative cultures* are considered dynamic, and people with entrepreneurial traits reflect this culture (Wallach, 1983). Innovative culture includes organizational members' willingness to take risks, participatory understanding, encouraging creativity and sharing responsibility (Yusof et al., 2017). Moreover, innovative cultures encourage the exploration and application of emerging technologies and the testing of new alternatives, such as product development (Wei et al., 2013). Finally, *supportive cultures* are those in which the concepts of benevolence, equality, and trust among people prevail (Wallach, 1983). In a supportive culture, which is usually based on interpersonal relationships, mutual trust, encouragement and cooperation are at the forefront. Therefore, the success of organizations is based on cooperation among employees and an entrepreneurial mindset (Liu et al., 2022). In a supportive culture, supportive leaders who understand and feel how other people are feeling, show them interest, and help them overcome challenges by building trust are considered an important factor (Feser et al., 2015).

### ***2.3. The Impact of AI and Robotics (AIR) upon Organizational Culture***

The hospitality industry has unique characteristics that integrate hospitality, management and technology, and offer tangible and intangible products (Teng, 2011). However, the hospitality industry has been strongly affected with the advent of machines powered by AIR technologies. Organizations with strong cultures facilitate continuous improvement and adaptation by creating a variety of beliefs and norms that encourage innovation and learning in organizations (Van der Sluis, 2004). On the other hand, innovation is one of the crucial elements that affect the success of organizations (Anderson et al., 2014). An organizational culture suitable for Industry 4.0 requires openness to learning and



innovation, generating new ideas and creativity (Veile et al., 2020). According to Ziaei Nafchi & Mohelská (2020), organizations with an innovative culture are more likely to transition better and be more prepared to implement Industry 4.0. As seen, AIR technology provide various advantages to organizations. Besides the advantages AI technologies bring to the hospitality industry, there are also some disadvantages and challenges (Lv et al., 2022). This section discusses in detail the advantages and disadvantages of AI for organizations.

### ***2.3.1. Advantages of AI and Robotics (AIR)***

AIR provides many advantages to the hospitality industry for successful operational activities and *efficiency* (Yang et al., 2020). Considering that organizational culture and employee or organizational efficiency are connected (Tsai, 2011), AIR technology positively affects the business by enabling the human employee to work more efficiently instead of causing changes in their job (Pacurar, 2017). For instance, AI allows managers to build stronger relationships with their employees instead of wasting time on traditional tasks expected of them (Schawbel, 2019). Thus, thanks to AI, managers benefit organizational effectiveness by focusing more on team leadership and communication (Schnitzer, 2019). Emerging technologies such as AI help employees improve their services (Behl et al., 2021). AI systems can also enable teams to perform their tasks with more confidence, collaborate more effectively, and thus contribute to organizational efficiency (Ransbotham et al., 2021). On the other hand, one of the most important elements affecting efficiency in organizations is job satisfaction (Bektaş, 2017).

Adoption of AI in organizations positively impacts employee job satisfaction (Nguyen & Malik, 2022). Furthermore, employee job satisfaction and loyalty indicate solidarity in the organization (Tonges et al., 1998). One of the important elements of organizational culture is *solidarity* (Niemann & Kotzé, 2006). Intense teamwork and solidarity among hospitality workers are significant (Pizam & Shani, 2009). Empathy indicates solidarity. The fact that individuals feel similar emotions indicates that they share a common purpose (Bove, 2019). Considering that intelligent humanoid robots can empathize (Pepito et al., 2020), it is possible to say that AIR can benefit organizational effectiveness by increasing solidarity among employees (Jackson et al., 2020). In organizations where solidarity is high, people often trust their superiors to treat them fairly, resulting in loyalty, commitment and engagement to the organization (Rashid et al., 2004).

The effect of AIR on employee engagement is explained through McGregor's X and Y theory (Hughes et al., 2019). While theory X advocates encouraging

employee engagement through strict supervision, rewarding and punishment, theory Y advocates promoting employee engagement through autonomous management style and less supervision (Kopelman et al., 2008). Employee engagement is key to performance, productivity, profit and sustainability in organizations, and engaged employees perform better (Tenney, 2020).

AIR have many advantages over human labor and have better *performance* than human services (Samala et al., 2020; Nam et al., 2021). Accordingly, service robots can work 24/7 more than the normal human working time of 40 hours per week. They can do tedious and repetitive tasks hundreds of times without complaining (Ivanov & Webster, 2017). Considering the importance of interacting with guests and meeting their needs in the service industry, it is possible to say that AI applications can enhance service processes and job performance in the industry (Citak et al., 2021). AIR are generally welcomed by managers and employees in organizations because new technologies increase their productivity (Nam et al., 2021). Similarly, research also states that AIR can increase their productivity by making a financial impact on the hospitality and tourism industry (Tussyadiah, 2020; Yang et al., 2020). Researches have also shown that AIR technology affect employee performance by increasing employee productivity in the hospitality industry (Prentice et al., 2020).

### ***2.3.2. Disadvantages of AI and Robotics (AIR)***

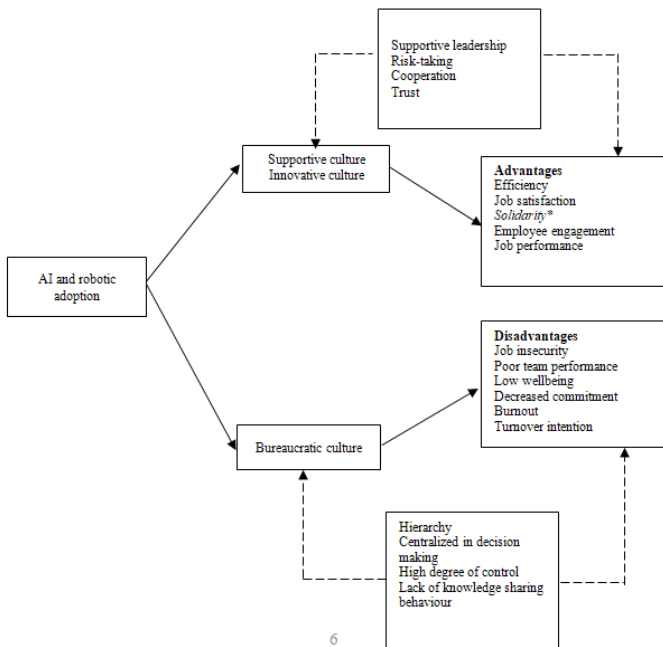
An important factor that significantly influences interpersonal behavior and perceptions in an organization is hierarchies among individuals (Lei & Rau, 2021). Fuller et al. (2006) state that an employee has a stronger sense of responsibility as his position in the organizational hierarchy rises. However, robots have also begun to be given administrative tasks such as firing and hiring employees (Yam et al., 2022). Thus, AI is considered a fundamental threat to human employment and job loss when it replaces jobs (Huang & Rust, 2018; Kong et al., 2021; Jaiswal et al., 2022). Concerns about the adoption of AI to organizations and replacing human jobs may cause employees to fear losing their jobs (Kong et al., 2021; Koo et al., 2021). *Job insecurity* may cause a number of consequences that harm organizational effectiveness (Sverke & Hellgren, 2002), such as turnover intention (Li et al., 2019; Khaliq et al., 2022), poor performance (Wang et al., 2015), low well-being (De Witte, 2005; De Witte et al., 2010) and burnout (Maslach et al., 2001; Bosman et al., 2005).

Organizational culture, on the other hand, emerges from the interactions of individuals within the organization (Klein et al., 2013). AIR are very good at

working efficiently, but they cannot replace the people who make up the team in the organization because they cannot develop a bond with people (Kumar, 2019). Because, humans are social by nature and it is hard for machines to read human's thoughts and feelings (Xu et al., 2020). In this case, if employees do not trust the robots enough, *team performance* may decrease (Khavas et al., 2020). Furthermore, high levels of AI awareness cause low organizational commitment (Brougham & Haar, 2018; Kong et al., 2021). All these factors are harmful to organizational culture because concepts such as teamwork, motivation, and commitment are one of the important elements of organizational culture (Malhotra & Galletta, 2003; Srisathan et al., 2020).

### 3. Conceptual Framework

A conceptual model has been developed in the hospitality context to offer an overview of the impact of AIR adoption on organizational culture. In this sense, the purpose of developing this conceptual framework is to highlight the effect of the adoption of AIR on organizational culture in terms of key components and drivers. This conceptual framework is presented in Figure 1.



**Figure 1:** Conceptual Framework

(\* Italic indicates topics that need to be tested in future research)

**Source:** Created by the author

In this framework, the adoption of AIR in the hospitality context is conceptualized through a process that includes a supportive culture, innovative culture, bureaucratic culture and, as a result, advantages and disadvantages for organizations. According to this framework, the effect of AI on organizational culture and the resulting advantages and disadvantages vary according to the type of organizational culture. This is because the culture and structure of an organization have the role of hastening or impeding the adoption of innovation information systems (Russell & Hoag, 2004). For example, the bureaucratic culture is seen as an obstacle to the positive behavior of the employees. Employees in an organization with this type of organizational structure may be less willing to innovate, as limited autonomy is given (Amber et al., 2019). Moreover, employees in a hierarchical structure cannot benefit from knowledge sharing and mutual learning (Torfing, 2019).

Second, innovation is linked to the development of technology (Skerlavaj et al., 2010). Organizations with an innovative culture are open to new ideas and seek opportunities to innovate. Also, innovation practices in the organization increase the probability of positive perceptions of the employee regarding firm performance (Wei et al., 2013). Innovative culture also includes willingness to take risks, widespread participation among employees, encouraging creativity and sharing responsibility (Yusof et al., 2017). Third, employees' trust in management is an important element in the adoption of innovation in organizations, because trust goes beyond employees' feelings of fear and failure and enables them to take risks (Porter et al., 1975). A supportive culture, open to knowledge, based on trust, supporting individual participation, can encourage employees to benefit organizations (Amber et al., 2019). Moreover, a supportive culture will contribute to organizational learning by supporting employees' well-being and participation in the organization (Chandler et al., 2000). Taking advantage of AI opportunities requires organizations to be supportive and innovative. Therefore, it is possible to provide organizational outcomes such as job performance, productivity and job satisfaction. Also, organizational structures that are closed to change and innovation may create results such as job insecurity, poor team performance and low well-being instead of taking advantage of technology.

#### **4. Conclusion**

The purpose of this research is to conceptually evaluate the implementation of AIR technologies from the organizational culture perspective. Accordingly, AIR affect job profiles, employee relations within the organization, employee and

organizational performance, and therefore organizational culture. The successful adaptation of the robot-human interaction to the organizations and thus the creation of solidarity is related to the organizational culture of the organizations. In other words, supportive and innovative cultures can facilitate the adoption of innovations by building trust in technology, thereby minimize the harmful effects of emerging technologies. Innovative and supportive cultures are crucial to the adoption of AIR in organizations. Because the supportive leadership, flexible organizational structure, risk-taking and trust provided by these cultures provide some positive outcomes for employees such as efficiency and job satisfaction. However, some features of bureaucratic cultures, such as hierarchy, centralized in decision making, and high control, appear as a negative element in the adoption of technology, which can lead to results such as job insecurity, poor team performance and low wellbeing. This study attempt at contributing to the scientific debate about the impacts of AI on organization culture and its related advantages and disadvantages of AI. This paper enlightens hoteliers on the opportunities and challenges that AIR technologies. Moreover, the study sheds light on its own field in terms of putting forward an assessment of the transformation in organizational culture in the age of technology, pioneering studies to prepare individuals and businesses for the new world, clarifying the possible effects, and identifying potential steps that can be taken to create a strong corporate culture.

This study includes several limitations. First, this study conceptually discussed the utilization of AIR in the hospitality industry and its impact on organizational culture. Therefore, future researchers may offer a new perspective to recognize how individuals respond to AIR and its implications in the hospitality industry employing different empirical methods. Second, this study evaluated AIR technologies in terms of hospitality industry. Future studies should explore AIR in other tourism and hospitality enterprises such as travel and recreation.

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## CHAPTER V

# TURKEY'S HISTORICAL ASSETS AND THEIR USE IN TOURISM

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### **1. Introduction**

Today, progress in the field technology have increased the sense of curiosity in people and revealed the desire to learn different places and cultures. These wishes have generated the cultural tourism. Cultural tourism got value further with globalization. Desire to go out of the routine of modern life the sense of curiosity of pas and the thought that the advantages of these will happen increased the demand for cultural tourism. The most important part of cultural tourism activities is composed of the historical remains, in the other vords, traces of ancient civilizations. These are khans, palaces, caravanserais, archaeological sites, mosques, places that have witnessed historical events and the protected national parks. These values have both historical and economical importance. Today, in addition to the awareness of historical values' protection, investments in historical tourism activities, having economic income, are gradually showing more development. Tourism is a rapidly developing sector in the world and Turkey has a great potential in this regard (Doğan, 2011:1).

In this study, the concepts of culture and cultural tourism and the sources of cultural tourism in the use of resources are explained and historical sources of tourism in Turkey.

### **2. Cultural Tourism**

Tourism is the travel of people outside their current places of residence, temporary accommodation in the places visited and activities related to meeting

the basic needs arising from travel. Tourism derives from the Latin word “tornus” (Yıldız, 2011:55). The individual who performs tourism activities is called a tourist. The beginning of tourism activities can be traced back to the early ages. The construction of houses for travelers in the ancient Egyptian and Babylonian kingdoms and ensuring the safety of the roads support this belief. With the prosperity brought by the Industrial Revolution and the convenience in the field of transportation, the desire to travel and see the world and have fun has spread to wider masses with the shortening of time and distance (Özgüç, 2007:489). The travels of famous travelers and the discoveries made as a result of these travels pioneered tourism. Likewise, the pilgrimage worship that Muslims have been practicing since ancient times can be considered as a part of tourism.

urism activities take place on the human-nature axis. These activities take place in various fields such as economy, health, sports and faith. The focal point of tourism activities is people. Tourism is a movement arising from the needs and desires of people and a set of activities in which many conditions are fulfilled to satisfy these desires. Getting to know people and their cultures in another country is an important goal of tourism (Zengin, 1999: 177).

Many values that depend on the needs of people in life vary according to the lifestyle, social structure, culture and social relations of the person (Göğebakan, n.d.50).

As people adopt the opportunities offered by the geography they live in as a way of life, they also shape this geography. The structures built, the difference in livelihood, the difference in clothing emerge as human artifacts depending on the possibilities of the natural environment. This situation leads to differences even in the same space rather than in different areas. These differences arising from the needs of people constitute “culture”. Both concrete objects such as tools, equipment, inns, baths and abstract objects such as customs, traditions and rituals constitute culture.

Cultural tourism is practiced as heritage tourism, homeland tourism, literary heritage tourism, genealogical tourism, homeland visits, death and war tourism (Doğanay,

Zaman, 2013:6). Historical resources inherited from the past are an important part of cultural tourism. Historical resources may consist of protected areas resulting from a single attraction in a remote area, as well as a collection of buildings in towns and cities or historical objects in museums (Özgüç, 2007: 140). Historical resource tourism is one of the most preferred tourism activities. However, the attractiveness of historical resources varies according to the expectations of tourists. Historians

or some types of tourists are in favor of leaving historical resources untouched and unrestored in their original form (Özgüç, 2007: 141).

Historical and cultural resources attract people with the desire to know a different culture and a sense of curiosity. Thus, historical ruins and artifacts have become universal values that are of interest to nations (Eralp, 1983:85).

The attraction of historical and cultural resources stems from the mystery of the past for people. The past is mysterious and always arouses curiosity. Curiosity about the conditions under which the events of the past took place. The desire to see how the tools and equipment of the times when technology has not yet made any progress directs people to tourism.



**Picture 1:** Culture Map of Turkey

**Source:** Url 1.

Each country has different cultural values and these values gain meaning through tourism activities. Turkey is a country rich in historical background and cultural heritage. The fact that Turkey is located between the continents of Europe and Asia, as well as its abundant sunshine, natural beaches, rich history, archeology and art reveals that it has an important place in international tourism (Köksal, 1994:10). It is possible to come across historical ruins in almost every corner of our country, which has been the center of many civilizations. For this reason, historical richness constitutes a large share among the reasons for tourists visiting Turkey. Having favorable climatic conditions and having coasts suitable for tourism allows it to attract more tourists. While these visits take place in a



certain time interval, cultural tourism can be realized at any time of the year. Although climatic conditions are important, they do not constitute an obstacle for these visits. In this respect, historical resources enable tourism activities to spread over time and space.

According to Özgüç (2007: 142);

Cultural assets can be defined with the following grouping:

**1- Buildings and their remains:** These include mansions, artists' houses, religious buildings (churches, mosques), castles, workplaces (workshops) and industrial buildings (factories). These can be found independently or as part of a community.

**2- Sites of historical significance:** This includes places where battles, religious events, political or mythological stories took place. Such places have historical value even if they bear no physical traces.

**3- Archaeological sites:** This refers to man-made artifacts that are not buildings. Tombs, former agricultural fields, standing stones, defensive structures, railways and mines fall into this category.

**4- Artifacts exhibited in a museum:** Objects collected from different sites and displayed in specialized areas (e.g. museums). This also includes old technological tools and items in vehicle or industrial museums.

The attractiveness of this classification is determined by the education and interests of tourists.

If we look at the historical resources in Turkey from a regional perspective according to the above-mentioned grouping;

### ***2.1. Marmara Region***

Although there are few ancient ruins in the Marmara region, Istanbul, Bursa and Edirne are cities rich in historical monuments and artistic works. Since Bursa was the capital of the Ottoman Empire, there are important mosques and mausoleums. The Ulucami on 16 elephant legs, the Yıldırım Mosque, the tomb of Süleyman Çelebi and the Karagöz Mausoleum, the Grand Bazaar, the Koza Han and the Emir Han are unique masterpieces of Ottoman architecture admired by local and foreign visitors.

In Edirne, another capital of the Ottoman Empire, it is possible to see a great deal of Ottoman architecture, the most important of which is the masterpiece of the great master Mimar Sinan, the Selimiye mosque, which was built between 1568-1574 by order of Selim II and consists of a Madrasa, Dar-üs Sübyan and Muvakkithan. The mosque is built on eight knitted columns and each of the minarets with three balconies in each of the four corners is reached by three

stairs and no one sees each other at the time of ascent. The minarets are thinner than the minarets of other mosques.

The most striking historical monuments in Istanbul are the palaces and mosques. The most important palaces are Topkapı Palace, Dolmabahçe Palace, Yıldız Palace, Beylerbeyi and Çırağan Palaces and Şale, Yıldız and Tiled Pavilions. The most important mosques are Süleymaniye, Sultan Ahmet, Sultan Selim, Eyüp Sultan, Bayezid, Fatih,

Valide Sultan and Şehzadebaşı mosques.



**Picture 2.** Hagia Sophia Mosque

**Source:** Url 2.

Examples of the third group classification are Bayezid and Galata Towers, Marmara

The Maiden's Tower built into the sea, Anatolian and Rumeli Fortresses are among the important historical monuments.

The most important of the many museums in Istanbul are; Kariye Museum, Archeology Museum, Turkish Islamic Art Museum. The Mosaic Museum in Balıkesir Gönen, where mosaics produced in the 5th century are exhibited, is one of the important works.

In Turkey, some areas with more touristic attractions provide the intensity of tourism movements, for example, the Sultanahmet region in Istanbul, where Topkapı Palace, the covered bazaar and the Basilica cistern are located, can be considered as a tourism area (Aktaş, 2008:11).

As an example of the second classification, the Gallipoli Peninsula and the Battle of Sakarya can be given as examples from this region.

## *2.2. Blacksea Region*

The Black Sea region is not as rich in historical ruins as other regions of our country, but there are many historical monuments visited on a city basis. In the provinces and districts of the Black Sea region, inns, bridges, castles, old church ruins built in various periods are worth seeing.

In the third class grouping according to the physical structure of the historical source; Artvin Castle built in the 16th century, Rize Castle, Zile Castle dating from the 6th century in Rize, Pazar Castle and Castle-i Bala from the 8th century, Giresun Castle dating from the 4th century in Giresun can be given as examples.

Cafer Pasha and Gülbahar Hatun Mosques in Rize, Sumela Monastery in Trabzon,

Hagia Sophia Museum, Atatürk Mansion and Yeni Cuma Mosque are examples of the first class grouping. Sümela Monastery, Orta Hisar, Akhisar and İç castle fortresses and Akçakale built in 1286 are also in Trabzon. Sumela Monastery is one of the most important religious buildings of the region, located in the district of Maçka and located in the Altındere national park area.



**Picture 3.**Çorum Hattuşaş

Çorum is a city with many artifacts and ruins belonging to the Hittite Civilization. There are 6-8 km long waters around Hattusas, which is near Boğazköy (Hattusas), Boğazkale town. In the ancient city of Hattusa, there is also Yazılıkaya, the largest of the Hittite temples.

Alaca Höyük, located in Çorum Alaca, draws attention with its 310 meters long, 227 meters wide and 20 meters high walls (Zengin, 182).

### ***2.3. Aegean Region***

This region is very rich in terms of historical and cultural values. Izmir is the richest province in terms of historical ruins in the Aegean region. There are 32 mosques and 37 masjids dating from the Ottoman period in Izmir. Mustafa Kemal Atatürk's mother Zübeyde Hanım's tomb, Atatürk statue, Journalist Hasan Tahsin statue September 9

The Martyrs' Monument and the Izmir Clock Tower in Konak Square, built in 1901

It is one of the unique examples of Ottoman architecture and is one of the examples included in the third class grouping of archaeological sites.



**Picture 4 :** Izmir Clock Tower

**Source:** Url 3.

The two aqueducts built to bring water to Izmir during the Roman period and the Aqueduct Vezir from the Ottoman period were named Vezirköprü because Vezir carried the water to the city. Another important historical ruins in and around Izmir are the House of Virgin Mary of Ephesus and the ruins of Pergamon. Ephesus Ruins are located close to the city. In addition to these, there are many more historical resources in the Aegean region. Temple of Artemis, Temple of Hadrian, Kütahya Dumlupınar Monument, Kütahya Castle are some of them. This region, which is very rich in cultural values, is one of the regions that attracts the most foreign tourists.

#### ***2.4. Central Anatolia Region***

The fact that this region is the center of Anatolian Civilizations has enabled many historical resources. This makes it have an important place in the country's tourism. Ankara Castle, the symbol of the capital, was built on a steep hill in the middle of the city (Zengin, 1999:199). It consists of two parts, the inner and outer castle. There are 20 towers on the outer walls of this castle and 42 towers on the inner castle walls.

Ankara Hacı Bayram mosque and complex were built in the 15th century. When it comes to the capital Ankara, the biggest and most magnificent work that comes to mind first is undoubtedly the Anıtkabir built during the Republican period. The first and second Parliament buildings in Ulus, State Guesthouse, T.C Ziraat Bank, Central Building, Opera House, Train Station, Ankara Ethnography Museum, Railway Museum, Yozgat Clock Tower are other historical monuments in this region. The ancient city of Gordion, located in Yassihöyük near Polatlı, Ankara, belongs to the capital of the Phrygian civilization.



**Picture 5:** Ankara Anıtkabir

**Source:** Url 4.

Ihlara Valley in Güzelyurt district of Aksaray is a unique natural and historical treasure. The different views of the rocks and the caves, which were a place where people lived in the past and became a sanctuary, impress the tourists in an extraordinary way. Some of the fairy chimneys in Ürgüp- Göreme and Avanos districts of Nevşehir were carved into churches during the Byzantine period.

### ***2.5. Mediterranean Region***

The Mediterranean region is called the region of castles and ancient cities. Traces of ancient Mediterranean civilizations can be found from Antalya to Hatay. The walls of Antalya were built in the Hellenistic age. One of the walls built in two intertwined rows is the city walls and the other is the harbor walls (Zengin, 1999:194).

Hıdırlık Tower, Antalya Castle, Antalya Castle, Red Tower and Mersin Maiden's Castle are among the important works in Antalya and constitute an example of the third class grouping. The Kesik Minaret, dating from the Seljuk period in Antalya, was built in the 6th century BC in the name of the Virgin Mary and was converted from a church to a mosque. There are the foundations of the Temples of Apollo and Athena in Side. Historical Aspendos City, Perge Ancient City and Termessos Ancient City are other historical treasures. At the same time, Antalya Demre is one of the ancient Lycian cities of BC. Here, the world-famous saint known as Santa Claus

There is the tomb and church of Nikolaos. It is considered a holy place by Christians. The ancient city of Olympos is also a Lycian city founded in the Hellenistic age before Christ.

The Lycian Civilizations Museum, where the ruins of the ancient city of Andriake, the port of Myra, are located, is the remarkable tourism place of Demre (Zayım, 2018).

### ***2.6. Eastern Anatolia Region***

The region is relatively rich in historical monuments. The Ishak Pasha Palace and mosque in Doğubayazıt, Ağrı is one of the most valuable monuments in the world and was built on a high hill. Mama Hatun Tomb from the Seljuks in Erzincan, Kars Ani Ruins are very remarkable works. The ruins in the ruins include Churches, Tombs, Inscriptions and Kümbets. Mutual influences of Islamic and Christian arts are seen on the ruins. It is frequently visited by local and foreign tourists and scientists in the summer months.



**Picture 6.** Kars Ani Ruins

**Source:** Url 5

Bingöl castle, Bitlis castle, Elâzığ Harput Castle, ruins from the Urartians are found in Harput. Kars Castle, Kars Taşköprü and Ulucami, Çifte Minareli Madrasa (Hatuniye Madrasa) from the Seljuk period in Erzurum are quite are some of the artifacts that attract visitors.

### ***2.7. South Eastern Anatolia Region***

s an example of the third group classification and one of the areas that has recently attracted the most attention in the region and attracted the attention of both local and foreign tourists; Harran Göbekli Tepe, known as the world's first temple, Göbeklitepe, which is 15 km away from Şanlıurfa, is the oldest settlement and temple in the world, built exactly 12,000 years ago.



**Picture 7.** Gobekli Tepe in Şanlıurfa

**Source:** Url 6

The most magnificent place of Diyarbakır province in the region is Diyarbakır Castle and

Walls. The length of these walls exceeds 5 km. The Great Mosque in Diyarbakır, which is said to have been built in 639, is one of the oldest mosques in Anatolia.

Undoubtedly one of the most important historical riches of Adıyaman is the ruins of Mount Nemrut. The giant statues here increase the attraction and importance of Adıyaman.

Protected areas are one of the important places where tourism activities are intense in Turkey. In terms of cultural tourism, protected areas gain more value with their unique architectural style and historical value (Doğanay, Zaman, 2013:167). There are 48 National Parks under protection in Turkey.



Picture 8. National Parks Map of Turkey

Source: Url 7



**Table 1:** National Parks in Turkey

Mediterranean Region	Golden Cradle Cave, Olympos Bey Mountains, Güllük Mountain, Kartepe- Arslantaş, Kızıldağ, Kovada Lake,, Köprülü Canyon, Saklikent, Yumurtalık Lagoon
Eastern Anatolia Region	Mount Ararat, Munzur Valley, Sarıkamış- Allahu Akbar Mountains, Nene Hatun Historical National Par, Botan Valley national park
Aegean Region	Baskomutan, Dilek Peninsula, Büyük Menderes Delta, Honaz Mountain, Marmaris, Mount Sipil
Southeastern Anatolia	Mount Nemrut, One by One Mountains
Central Anatolia Region	Aladağlar, Beyşehir Lake, Göreme, Soğuksu, Sultan Reeds, Yozgat Çamlığı, Sakarya Battlefield, Derebucak Çamlık Caves National Park, Mount Saricali National Park
Black Sea Region	Altındere Valley, Boğazköy-Alacahöyük, Hatila Valley, Kaçkar Mountains, Karagol Sahara, Ilgaz Mountain, Küre Mountains, Yedigöller , Kop Mountain Defense Historical National Park, Independence Road Historical National Park
Marmara Region	Gallipoli Peninsula, Lake Gala, Igneada Floodplain Forests, Mount Ida, Bird sanctuary, Troy, Uludag , Lake Abant National Park

### 3. Conclusion

Turkey, a culturally rich country, has been home to many civilizations for centuries with the effect of its geographical location. Being the center of many civilizations has provided a cultural richness. The importance of cultural tourism is increasing day by day among the increasing tourism activities over the years. The sense of curiosity in people attracts them to areas with cultural differences. Turkey's historical and cultural heritage has made it more attractive in the field of tourism. Turkey, which is very rich in terms of tourism activities, attracts tourists seasonally in many tourism activities, especially in coastal tourism and winter tourism. However, for cultural tourism, which includes historical resources, tourism activities can take place at any time of the year. These also

allow the economic gains related to tourism to be spread over all periods of the year and to be more. In Turkey, which is rich in historical resources, these resources are distributed almost all over the country. Since it contains many regional riches, it attracts many local and foreign tourists to each region.

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## CHAPTER VI

# HOT SPRING TOURISM: KARACASU HOT SPRINGS

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### 1. Introduction

Initially, tourism in Turkey focused mostly on coastal areas and was based on sea, sand and sun-based activities. However, over time, with the variation of consumer demands, there have been significant developments in different branches of tourism. Today's tourism sector is rapidly changing. New and various forms of tourism have started to emerge in this process, which has necessitated the differentiation of touristic products. This change has provided a better understanding of Turkey's rich touristic potential, which is not limited to the coastal regions. Mountains, rural areas, thermal regions and historical-cultural regions are now more valued in the tourism sector and tourists show more interest in such destinations. With this diversity, Turkey has started to appeal to a wider range of tourists and strengthened its position in the tourism sector. Among the different types of tourism, options such as eco-tourism, cultural tourism, health and thermal tourism come to the fore. These types, in line with sustainable tourism practices, aim to conserve Turkey's natural and cultural heritage and contribute to the development of local communities. Moreover, these types of tourism allow tourists to have more authentic and richer experiences, helping Turkey to become more competitive in the tourism sector.

Hot spring tourism activities that provide health services using thermal or mineral water resources. Historically, many ancient civilizations recognized the positive effects of thermal waters on health and used them for therapeutic purposes. Nowadays, hot spring tourism has become a global trend and

worldwide interest in this field is increasing day by day. “ Hot spring tourism, which is a branch of health tourism, is a form of tourism that includes drinking hot and cold mineral waters, applying mud and bathing, water treatment, rest and entertainment” (TUNCEL and DOĞANER, 1992: 47).

Turkey is a country with rich thermal and mineral water resources, which are used for various tourism and health services. Bolu Karacasu Hot Springs is one of these important resources and is visited by both local and foreign tourists.

## 2. Hot Spring Tourism

In order to better understand hot spring tourism, it would be appropriate to explain some terms such as hot springs, mineral water, hot mineral water and some terms such as hot springs, thermal springs, thermal springs, healing water, which are frequently encountered during the literature review.

Mineral water and hot mineral water: Waters containing at least one gram of dissolved minerals or carbon dioxide gas per liter are called mineral water, and mineral waters with a temperature above 20C° are called hot mineral water (thermal water) (ÜLKER, 1998: 117).

Thermal springs and spa: The healing waters used by building on them are called thermal springs, and the waters used without any facilities are called thermal springs (AKOVA, 2000: 79).

Thermal springs or healing water: “The waters whose temperature, taste, color and smell are different from normal drinking water and which are generally used by bathing are called healing water or thermal springs. “(AKOVA, 2000: 79).

Mineral Spring: Depending on where the word occurs, it sometimes means the water itself and sometimes the place where the water comes out (BAŞAR 1973: 11).

People have benefited from healing waters since ancient times. In ancient times, people were impressed by the therapeutic effect of healing water, built temples around these waters and considered healing waters sacred. We learn from the Torah that thermal waters were used for religious and health purposes in Madagascar, Africa and Egypt before Christ. Remains of a Germanic and Celtic hot spring at St Morits, dated to 2000 BC. In Anatolia, it is possible to find remains of hot springs belonging to the Ethiopians and the Phrygians. During the Roman period, hot springs were used by nobles, athletes and soldiers wounded in battle (ORDU 1993: 7). In Europe, hot springs and thermal waters

were not used until 18-19 century after the Roman state (AVŞAROĞLU, 1968: 10). In Anatolia, hot springs continued to be used by the Byzantines, Seljuk's and Ottomans. The healing waters used by a certain group of people during the Roman period became open to everyone during the Ottoman period.

Today, it is possible to find developed tourism opportunities in Russia, China, Japan, Algeria, Tunisia, Czech Republic, Germany, France, Italy, Spain, Austria, Romania, Switzerland, Bulgaria, Greece and Hungary (ORDU, 1993: 7). The common feature of these countries is that fault lines pass through their territory.

The water percolating from the earth to the underground increases in temperature with the natural heat of the earth. These waters gather in suitable layers under the ground and form geothermal reservoirs and come to the surface through fractures (faults) under the influence of pressure. Since each geothermal system has a different structure, the physical and chemical properties of each geothermal water are also different from each other (ÖZBEK, 1979: 27). While thermal waters are considered as cool (20-25C), warm (25-36), hot (36-40c) and very hot (40c and above) according to their physical properties (BAŞAR, 1973: 6), they are classified as sodium-chloride (salty), hydro carbonate, carbonate, sulphate, iron, arsenic, iodine, Sulphur, radon (youth waters), muddy waters and muds according to their chemical properties. Although thermal waters are generally good for diseases such as rheumatism, skin diseases and body fatigue, some thermal waters are more effective on certain ailments. For example, iodized and sulphurous waters are good for eye diseases (KAPTAN, 1997: 8).

Healing waters are generally used in places where they come to the surface of the earth naturally; however, from time to time they are also brought to the surface of the earth by human intervention. This process takes place in 3 ways:

A.) Shaft Drilling: This technique is applied where there is horizontal stratification and the ground water level is high. The material used in the drilled wells varies according to the quality of the water.

B.) Penetration Gallery: It is applied in case of a small amount of water in fractured rocks. Care is taken that the gallery does not go too deep.

C.) Drilling method: It is applied to prevent thermal water from mixing with the environment and surface waters and to increase the temperature and efficiency of the water by going deeper.

D.) Mixed Method: It is the application of drilling, penetrating and boring methods intertwined or related to each other (ÖZBEY, 1979: 12).

The water that reaches the earth through natural or human practices is collected in a reservoir called kapçak and distributed to areas of use. The purpose of using kapçak is to prevent pollution of the water obtained.

Methods of utilization of healing waters:

Healing waters are generally applied in three ways: internal treatment, external treatment and application to body cavities.

1. External treatment: bath, shower, mud bath, gas bath

2. Internal treatment: drinking, syringing

3. Treatment of body cavities: respiratory system treatment, genital organ treatment for women (ÖZBEY, 1979: 15).

Thermal baths, one of the most commonly used methods, are applied in the form of public pool baths, heavy patient baths and local baths applied only to various parts of the body such as hands, feet and legs.

Bath water should be used as it comes from the source without waiting excessively. If cooling or heating is needed, it should not be done by adding hot/cold ordinary water. In such a case, the properties of the water will deteriorate. The water can be heated or cooled by grill pipes placed inside the pool. Apart from this method, another method of cooling thermal water is to keep the incoming water in a closed environment and allow it to cool down. Here, its contact with air is cut off in order to prevent the loss of carbon dioxide (ÖZBEY, 1979: 15).

Another method of internal utilization of thermal springs is mud baths. Here, either naturally formed mud is used or, if it is thermal waters, mud prepared in machines at certain temperatures and properties is used. The mud obtained is applied to the skin or used in pool baths if it is waterier (KAPTAN, 1997: 10).

The most well-known method of internal treatment with healing waters is the drinking of mineral waters. The main thing is to drink it where it comes from. But it is not always possible to go to the source. Although its value decreases, a well-bottled mineral water can retain its properties for up to a month (ÖZBEY, 1979: 26). Another method of internal treatment is the injection of healing water into the body with a syringe, which is not a method that is used much.

In the presence of carbon dioxide or mineral water with high carbon dioxide content, the curist is exposed to the gas. Such applications are called liquid gas baths. Another application is that only the vapor of thermal water is given to a specially prepared compartment and this is called dry gas bath (ÜLKER, 1994: 9).

In addition to the above-mentioned treatments, massage, therapeutic exercises, electrotherapy, ultraviolet, short wave diathermy, ultrasound, paraffin baths, beauty treatments and diet are also used to support the treatments.

The general acceptance for the total duration of the cure treatment is shaped as 21 cures. This corresponds to a period between 15-30 days, which is one of the most important factors that distinguish spa tourism from other types of tourism (AYGEN 1979: 14; EKİCİ, 1996: 57).

### ***2.1. The Place and Importance of Hot Spring Tourism Among Other Types of Tourism***

It is desirable for tourists to spend more time in the tourist destination and stay there for a longer period of time by both tourism enterprises and administrative institutions. The length of a tourist's stay is basically related to the facilities of touristic facilities and the type of tourism practiced.

Hot spring tourism, which can be a good alternative for extending the tourism season, has the advantage of being possible in every period when the necessary infrastructure conditions are provided. While most of the employees in many other types of tourism are seasonal workers, permanent employment can be provided more easily in hot spring tourism.

The above-mentioned are the positive characteristics of hot spring tourism. In addition, the changing tourist profile is also likely to increase the popularity of hot spring tourism.

Another factor positively affecting the hot spring tourism is that some insurance companies have started to cover the costs of spa treatment.

While in Europe there is a tradition of pools dating back to Rome, in our country it is usually practiced in the form of bathing. In fact, bath culture and spa culture are intertwined. Although this bathhouse/spa culture from the Ottoman Empire was supported by Atatürk's special interest in the early years of the republic, its value was not appreciated in the following periods.

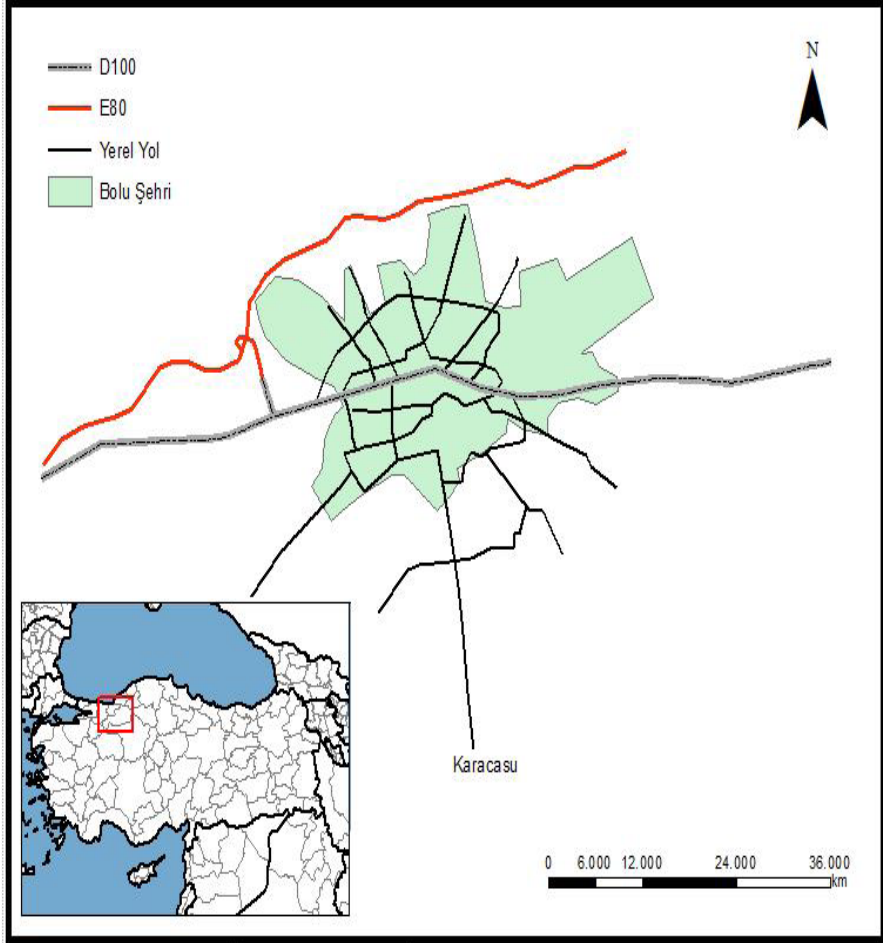
Turkey is located in a geologically young region affected by the Alpine Oogenesis. Therefore, it is very rich in thermal resources. There are over 1000 mineral water and hot mineral water sources. In this respect, Turkey ranks seventh in the world and third in Europe (WEST MEDITERRANEAN DEVELOPMENT AGENCY, 2011: 7; YÜCEL 2003: 4).

## **3. Bolu Karacasu Hot Springs**

To exemplify the above, the hot springs in Karacasu town in the central district of Bolu were selected as the study area. This region, which is rich in healing water resources, is close to highways such as D100 and E80 and



is approximately 250 km from Istanbul and 200 km from Ankara. Bolu, the closest city to the hot springs, is only 5 km away, north of Karacasu (Map 1).

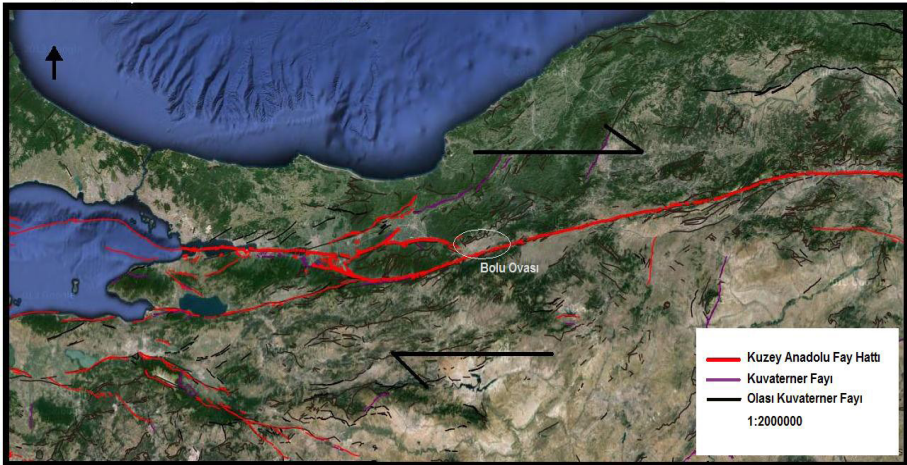


**Map 1: Bolu city and Karacasu**

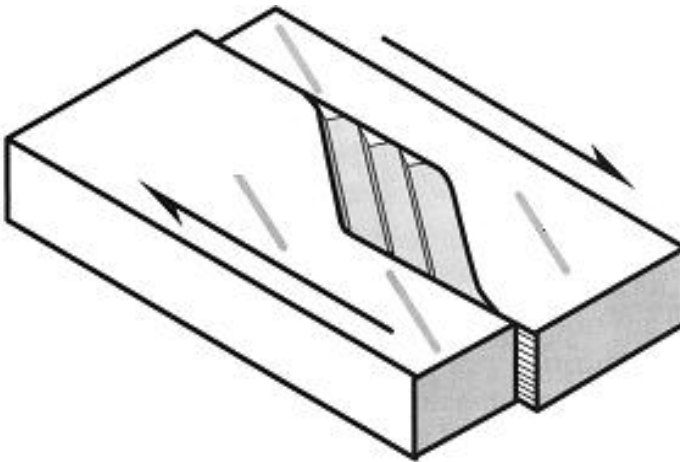
### ***3.1. Occurrence of Thermal Waters in Karacasu***

In Karacasu, hot/cold mineral waters reach the surface through fracture lines. There are many passive fault lines in the location of the hot springs. The North Anatolian fracture is a strike-slip fault. The area in the southern part of the fault moves westward and the area in the northern part moves eastward. This caused the formation of pull-apart basins where the fault bends. As is the

case in all of these basins, the Bolu basin has also collapsed to some extent, and small fractures relative to the North Anatolian fault have occurred at its margins during the collapse (Map 2, Figure 1).



**Map 2:** Pull-apart Basin Bolu Basin and Surrounding Faults



**Figure 1:** Pull-Apart Basin

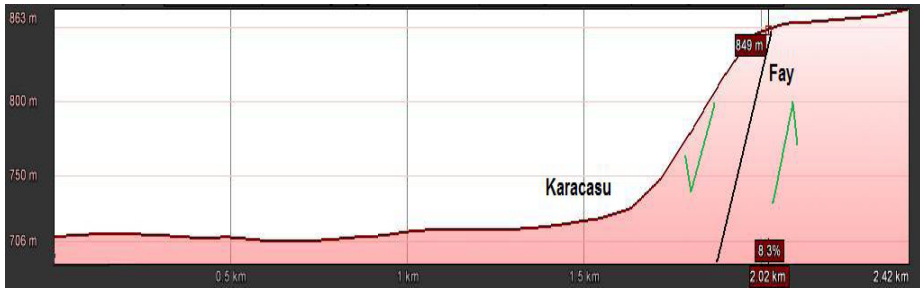
The Anatolian plate moving westward rises at the same time. The elevation of the Seben Mountains in the south of the Bolu plain is around 1600 m and the elevations in the north of the basin are around 1300 m. This uplift and subsidence movement in Karacasu is better understood when looking at the steep slopes on the edge of the plain (Photograph 1).



Source: <http://www.bolununesi.com>

**Photograph 1:** Bolu-Karacasu Road

The Seben mountainous mass south of Karacasu rises suddenly (with a slope of 48%) from the southern edge of the Bolu plain (Graph 2).



**Graph 2**

The water of the hot spring is 40-44c and belongs to the group of calevli hydrocarbonated waters. Thermal water flows from a depth of 690-710 meters with a flow rate of 55 liters per second (<http://www.mgm.gov.tr>).

The healing waters in Karacasu have been used since the 1st century AD. The facilities built during the Roman period were repaired during the Seljuk period and overhauled during the Ottoman period during the times of Yıldırım Beyazıd and Murat II (<http://www.bolukaplica.com>).

If we look at the current situation of the hot springs, the right to use the water is under the special provincial administration and the water extracted is used by two hotels, 1 hospital and two baths in the vicinity. The touristic facilities using the hot mineral water are as follows:

1. Bolu Thermal Hotel: Opened in 1979, the facility has 77 rooms. It includes applications such as thermal pool and thermal bath. In addition to classical hot spring treatment, side applications such as drinking, massage, steam room, sauna are also available. The facility also has a fitness center and 3 football fields (<http://www.bolutermalotel.com>). It is one of the places preferred by football teams during camp periods.

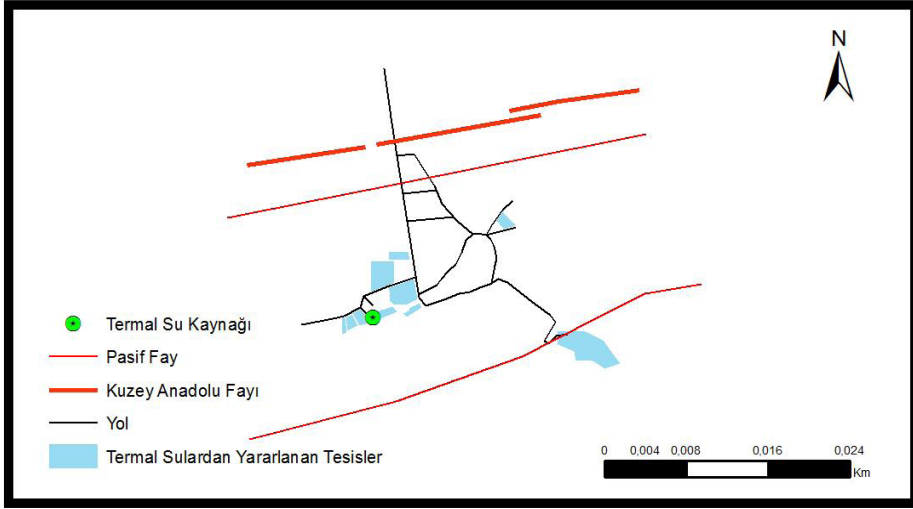
2. Karacasu Küçük Hot Spring Facility: Founded in 1985, the facility has 23 rooms and 24 duplex spa houses, each with a thermal bath (<http://www.bolukaplica.com>).

3. Bolu Physiotherapy and Rehabilitation Hospital: Founded in 1957 by the special provincial administration as a thermal hotel, the facility has been used as a hospital since 1974. It has a 225-bed capacity and has two separate thermal pools for men and women (<http://www.boluftr.gov.tr>). These pools are used not only by the hospital's own patients but also by patients staying at the Abant İzzet Baysal State Hospital in Karacasu.

4. Large and small hot spring baths: It is possible to take a shower for 10 Turkish Liras in these establishments, which have the characteristics of traditional Turkish baths.

In addition to these facilities, Narven Thermal Town, which started to be built as a health town project in 2013 and a large part of which has been completed, uses thermal water from its own land. Narven, whose new phases have started, is a very comprehensive project and allows for many activities besides thermal tourism.

Apart from the facilities described above, there are also facilities that do not have thermal water in their facilities. Although these facilities seem to use thermal waters, they emphasize how close they are to healing waters when introducing themselves<sup>1</sup> (Map 3). The main reason for not using thermal water is the price of the water they have to pay to the special provincial administration to the extent they use it.



**Map 3:** Thermal Springs, Touristic Facilities and Fault Lines in Karacasu

If we look at the bed capacities of the facilities in the region, it is possible to talk about an average daily capacity of 1200 people. Although this figure seems to be a good number for Karacasu, a settlement with a population of 2,199, the businesses attract tourists below capacity (<https://data.tuik.gov.tr/>). According to 2022 Bolu Provincial Directorate of Culture and Tourism data, the number of local and foreign tourists coming according to some enterprises is shown in Table 1. The majority of foreign tourists are Arabs.

**Table 1:** Number of Local and Foreign Tourists Visiting the Main Touristic Facilities in Karacasu throughout the Year

Hotel	Local Tourists	Foreign Tourists
Gazelle Resort Spa Hotel	8732	6436
Termal Hotel	50380	5300
Küçük Kaphca Hotel	40342	1000
Bolu Yıldız Hotel	2000	50
Eskop Hotel	13000	0

Apart from these facilities, facilities such as Mekân, Çiçek, Sefa and Çobanoğlu Pension are seasonal businesses and are closed most of the year. It was not possible to determine the number of tourists visiting these hostels annually.

**Table 2:** The Number of Tourists coming to Bolu Central District in 2022

Local Tourist	Foreing Tourist	Total
227.367	33.764	261.131

**Source:** TUIK

In 2022, the number of domestic and foreign tourists arriving in the central district of Bolu, where Karacasu hot springs are located, was higher than in other districts.

### ***3.2. Opportunities***

In order for a place to attract tourists, it must have some natural or human attractions in the first place. Then these attractions should be known and accessible (ÖZGÜÇ). Until recently, the healing waters, which are a natural attractive source in Karacasu, came out naturally from the source and were used in spas and baths. In the 2000s, the waters were started to be drawn from the source with a borehole pump and the flow rate of the water was increased to 55 liters per second. To make it more attractive to investors, Bolu Special Provincial Administration has recently drilled two new wells (Photograph 2). One of them will be used as a reserve. These new sources are 1-2C° warmer as they are extracted from deeper depths. With the new wells, the water flow rate has increased from 55 liters per second to 125 liters per second ([www.sabah.com.tr](http://www.sabah.com.tr)).



**Photograph 2:** Temperature and Flow Measurement  
in a Newly Opened Well in Karacasu

In addition to the thermal waters of the region, there are also unspoiled natural beauties of the region. The first thing that comes to mind is the natural vegetation consisting of trees such as oak and pine. These tree species not only purify the air but also the resin they secrete has a positive effect on human physiology. In all this, daily trekking tours can be made in this natural environment or it can be evaluated within the scope of hunting tourism.

Another natural feature of the region is the presence of natural mineral water resources in the north of Karacasu, where the North Anatolian Fault line passes. These waters are not high enough to carry commercial value (BOLU PROVINCIAL ANNUAL, 1967: 140). However, it can be used as drinking with the spa cure. Thus, hot spring treatment can be made more effective.

Karacasu hot springs have important opportunities in terms of transportation as well as natural resources. It is approximately two hours away from Ankara by O-4 (D100) highway and 3 hours away from Istanbul by E 80 highway. Another feature of the region is that there are important tourism attractions close enough to visit for a day. Abant Nature Park (44 km from Karacasu), Seven Lakes National Park (8 km from Karacasu), Kartalkaya Ski Center (28 km from Karacasu) and many surrounding plateaus can be visited on a day trip (Map 3).



**Map 3:** Touristic Places to Visit for a Day from Karacasu

Another positive aspect of our region: 30 hectares of land was declared a tourism center with the law dated 17.10.1993 and numbered 21731. This is an incentive for investors.

### ***3.3. Deficiencies***

As mentioned above, the region has positive characteristics in terms of natural resources and access to natural resources. However, it is not possible to talk about the desired level of development. The biggest problem seen in the facilities is that the tourism season is limited to the summer season, although the type of tourism is appropriate. This problem is mostly faced by facilities that do not have healing water because the curists coming out of the hot springs need to rest without being exposed to cold weather.

Since the tourism season in the region is not spread over the whole year, those who work in the hot springs have the status of seasonal workers.

The majority of those who benefit from the thermal springs come from the immediate vicinity and use the thermal water for daily bathing in the historical baths. The main complaint of the visitors is that the entrance fee is expensive. Not only tourists but also business owners state that thermal water is expensive. The reason for the high cost of thermal water compared to its peers is the equipment used to supply the water, the energy used and the pumping of the water.

Another negative situation is that tourists use the hot spring unconsciously. Most of the tourists stay in the hotel for a week or so and want to utilize the healing waters as much as possible during this time. This increases the risk of thermal shock and even heart attack for those with heart disease (GİRAY 1950, 23). This situation is more clearly observed in Bolu Küçük Hot Spring facilities, which have thermal water in their rooms.

## **4. Conclusion**

Some of the operating facilities in the region do not have thermal water. For this reason, the price of water, which remains idle for most of the year, should be reduced and water should be provided to these facilities.

The new Thermal Hotel to be opened can be a good advantage for the region. While the hotel will advertise itself, it will also indirectly advertise the hot spring treatment and Karacasu. In addition, it will provide most of its water from newly opened thermal springs. The capacity of the geothermal reserve, whose waters are currently used, should be well compiled and celebrated by considering the balance of conservation and utilization.



Finally, incoming tourists should also be made aware. In small brochures prepared for incoming tourists, the methods of benefiting from the thermal springs should be specified and how to benefit from the thermal springs at the maximum level should be taught.

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## CHAPTER VII

# PSYCHOLOGICAL COMORBIDITIES OF COMMON PHYSICAL HEALTH CONDITIONS IN CHILDHOOD

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### **1. Introduction**

**C**omorbidity typically refers to the simultaneous occurrence of two or more distinct disorders within a single individual (Klein & Riso, 1993). In childhood, it is not uncommon for physical health conditions to co-occur with various psychological disorders. Understanding these comorbidities is crucial, as physical and psychological conditions often mutually influence each other and significantly impact children's overall well-being (Waters et al., 2008). In this chapter, psychological comorbidities of common childhood physical health conditions (i.e., gastrointestinal disorders, chronic headache and fatigue, and obesity) will be examined in light of existing literature.

### **2. Psychological Comorbidities of Gastrointestinal Disorders in Childhood**

Gastrointestinal disorders, specifically functional gastrointestinal disorders (FGIDs) including functional dyspepsia (FD), functional abdominal pain (FAP), and irritable bowel syndrome (IBS), are conditions which include a combination of symptoms that are not explained entirely with current medical investigations (McOmber & Shulman, 2008). FGIDs represent a diverse group of chronic ailments that hold significant public health importance due to their global prevalence and their potential to impose substantial physiological

and psychological challenges on pediatric patients (Talley, 2008). As noted by Oudenhove and Aziz (2009), it is common for individuals to experience alterations in gastrointestinal function during periods of stress or emotional arousal, resulting in various symptoms that are described both in medical literature and everyday language (e.g., ‘butterflies in my stomach,’ ‘knot in my bowels,’ etc.).

Despite extensive research over the years, this patient group’s underlying causes have remained unclear (Hyams, 2004; McOmber & Shulman, 2008). FGIDs persist as prevalent conditions, presenting considerable challenges to not only affected children and their families in terms of emotional, social, and economic aspects of their lives but also healthcare professionals and the healthcare system itself (for a comprehensive review, see McOmber & Shulman, 2008).

A substantial body of both biomedical and psychological research emphasizes a close interconnection between psychological processes and gastrointestinal functioning (e.g., Oudenhove & Aziz, 2009; Wu, 2011). According to Hartono and colleagues (2012), the links between psychological disorders and FGIDs can be summarized as follows: (i) a direct relationship between stressful events and symptom exacerbations; (ii) the potential impact of psychological factors on the modulation of motor responses and visceral hypersensitivity within the gastrointestinal system; and (iii) the possibility of abnormal interactions among psychological factors, the central nervous system, and the gastrointestinal system leading to dysregulation of the brain-gut axis. This dysregulation involves hyperreactivity in the brain-gut system, encompassing receptors in the gut, the enteric nerve system, and the central nervous system (Blomhoff et al., 2001).

Among the psychological disorders frequently comorbid with FGIDs, anxiety disorders and depression stand out. Research suggests that the comorbidity rates of anxiety disorders and/or depression in pediatric FGIDs patients are notably higher, approaching approximately 50% (Oudenhove & Aziz, 2009). Moreover, Wu (2011) has identified a strong correlation between the severity of FGIDs symptoms and depression and anxiety. Specifically, heightened anxiety levels can exacerbate visceral hyperalgesia and hypervigilance in FGIDs patients, resulting in a reduced quality of life, intensified symptoms, and increased utilization of healthcare services by both children and their parents (Wu, 2011).

In addition to anxiety and depression, research conducted by Hommel and colleagues (2010) highlights that pediatric patients with gastrointestinal issues

face an elevated risk of developing substantial deficits in psychological and social functioning, as well as challenges in community and school adaptation, and decision-making or problem-solving skills, when compared to their peers.

Consequently, it can be stated that psychological disorders, particularly anxiety and depression, are frequently identified either preceding or concurrently with the onset of FGIDs in childhood (Filipović et al., 2013), and this comorbidity can pose significant obstacles to the well-being of those children (Drossman, 2016; Hommel et al., 2010).

### ***2.1. Functional Dyspepsia (FD)***

FD is one of the highly prevalent FGID, characterized by a persistent or recurrent pain or discomfort in the gastroduodenal region without any identifiable organic, systemic, or metabolic origin (Oudenhove et al., 2011). The reported prevalence of FD varies, ranging from 8-23% of the population (Dong et al., 2013). Remarkably, up to 50% of patients consulting a gastroenterologist for abdominal symptoms receive a diagnosis of a functional disorder, including FD (Haag et al., 2008). McOmber and Shulman (2008) have noted that many children frequently miss school due to the pain, nausea, and occasional vomiting associated with FD, which can subsequently lead to psychological problems. Specifically, FD symptoms exhibit a robust association with anxiety and depression, with the severity of FD demonstrating a positive correlation with the severity of depression and anxiety (Kindt et al., 2011; Liu et al., 2012). The effectiveness of antidepressants and certain psychological treatments in reducing dyspeptic symptoms in FD patients provides clear evidence of the psychological comorbidity linked to this disorder (Oudenhove et al., 2008). Furthermore, Wu (2011) reported that anxiety disorders are diagnosed in 38% of patients with FD, compared to only 4% in the general population.

While some studies on FD emphasize a strong connection between anxiety and depression (see Esterita et al., 2021 for a review), other research findings indicate that it is not depression but anxiety alone that exacerbates FD symptomatology. Specifically, greater anxiety severity has been associated with a significant increase in FD (Filipović et al., 2013; Mak et al., 2012). Similarly, Filipović and colleagues (2013) reported that anxiety, rather than depression, is negatively correlated with pain threshold and physical discomfort. Investigations into experimentally induced anxiety suggest that anxiety itself can alter gastric sensorimotor functions (Geeraerts et al., 2005), underscoring the pivotal role of anxiety in the course of FD.

## ***2.2. Functional Abdominal Pain (FAP)***

FAP is another prevalent FGID characterized by weekly abdominal pain persisting for at least two months, without any specific structural, infectious, inflammatory, or biochemical cause (McOmber & Shulman, 2008). FAP is distinguished from FD by the location of the pain and from IBS by the absence of bowel-related symptoms (McOmber & Shulman, 2008). Notably, Scholl and Allen (2007) have reported that 2-4% of all pediatric office visits are for the evaluation of abdominal pain. While the exact cause of FAP remains incompletely understood, most researchers and clinicians concur that it arises from multifactorial factors and involves an altered brain-gut interaction (Barad & Saps, 2008).

Scholl and Allen (2007) have noted that children may experience abdominal pain in response to worry or excitement, in addition to the possibility of experiencing pain due to an organic disorder or disease. Consequently, psychological disorders such as anxiety and depression are prone to co-occur with FAP, with approximately 20-50% of children with FAP experiencing clinically significant anxiety or depression (Machnes-Maayan et al., 2014). More specifically, due to the unexplained nature of their abdominal pain, both children and their parents may harbor concerns about the condition, particularly when they suspect a serious disease may have been overlooked by their healthcare provider. This lack of explanation often leads to heightened anxiety levels (Shelby et al., 2013).

Moreover, unlike FD, FAP has been found to be associated with depression. Little and colleagues (2007) reported that children experiencing abdominal pain for three months or longer, coupled with three or more nonspecific symptoms (e.g., headache, dizziness, chest pain, fatigue, back pain, weakness, racing heart, etc.), exhibit a high incidence of depression (Little et al., 2007). Consistent with these findings, children with FAP often display low levels of self-directedness, tend to internalize their feelings and worries, and ruminate over issues they cannot control, all indicative of depressive symptomatology (Scholl & Allen, 2007). Consequently, children with FAP frequently experience significant school absenteeism, family disruption, and social withdrawal, factors that can both influence and be influenced by the development of anxiety and depression (Youssef et al., 2006).

## ***2.3. Irritable Bowel Syndrome (IBS)***

Perhaps the most recognized and prevalent type of FGID, with prevalence rates ranging from 15-24% in Western countries (Dong et al., 2013). IBS is

identified as one of the most significant chronic pediatric diseases, characterized by abdominal pain or discomfort accompanied by altered bowel habits, without any organic damage such as tumors or inflammation (Dong et al., 2013; Tan et al., 2014). Specifically, it is defined as persistent pain or discomfort associated with two of the following criteria: relief with defecation, looser or more frequent stools, or harder or less frequent stools (Gros et al., 2009).

A clinical study by Lydiard and colleagues (1993) revealed that 94% of IBS patients had lifetime mental disorders, with depression and/or anxiety diagnosed in the majority of these patients (43-82%) before the onset of gastrointestinal symptoms (Dong et al., 2013; Sperber & Drossman, 2012). Similarly, although to a lesser extent, Keough and colleagues (2011) found that 50% of individuals seeking treatment for IBS met the criteria for depression and anxiety disorders. Given the strong links among IBS and psychological disorders, it is likely that children burdened with FGIDs also bear a heavier burden of concurrent psychological disorders alongside their FGIDs (Mikocka-Walus et al., 2008).

More specifically, anxiety disorders have received significant attention as one of the most notable psychological comorbidities in IBS patients (Gros et al., 2009). There is an increased frequency of IBS in patients with specific anxiety disorders, including obsessive-compulsive disorder (OCD; 35%), posttraumatic stress disorder (PTSD; 36%), and generalized anxiety disorder (GAD; 37%). Generally, the prevalence of a predisposition toward anxiety-related emotional disorders in children with IBS was significantly higher (38.14% compared to 18.96%) than in non-IBS children (Zhou et al., 2010). Furthermore, Keough and colleagues (2011) suggested that IBS patients exhibit anxiety-related psychological risk factors, such as heightened anxiety sensitivity (i.e., concerns about anxiety symptoms and autonomic arousal), indicating that they interpret physiological sensations as potentially harmful or catastrophic. Similarly, Labus and colleagues (2007) defined gastrointestinal-specific anxiety as the cognitive, affective, and behavioral response stemming from fear of gastrointestinal sensations, symptoms, and the context in which these visceral sensations and symptoms occur, leading to further declines in psychological well-being.

Additionally, IBS exhibits a strong comorbidity with depression. In a population-based sample, the prevalence of IBS was 54% in depressed children, compared to 29% in non-depressed controls (Rey & Talley, 2009). It's important to note that chronic pain can lead to depression, and conversely, depression can exacerbate the perception of physical pain, suggesting a complex interaction between somatic symptoms and symptoms of depression and anxiety (Karling et al., 2007).



Taken together, while pediatric FGIDs may exhibit variations in their course of illness, they commonly present with symptoms such as persistent abdominal pain or discomfort and functional limitations, all without an identifiable organic cause (Hommel et al., 2010), and the literature reviewed strongly underscores the significant association between these childhood FGIDs and psychological disorders, notably anxiety and depression (Oudenhove & Aziz, 2009; Wu, 2011).

### **3. Psychological Comorbidities of Headache and Chronic Fatigue in Childhood**

Headache is a commonly reported neurological symptom in childhood and adolescence, with a global prevalence (Abu-Arafeh et al., 2010; Bellini et al., 2013). It is frequently associated with comorbid conditions, particularly within the neurological and psychological realms, including depression, anxiety disorders, epilepsy, sleep disorders, ADHD, and Tourette syndrome (Bellini et al., 2013; Lateef et al., 2009). Likewise, research by Just and colleagues (2003) indicates that children and adolescents experiencing primary headaches (defined as episodic and chronic head pain without an underlying pathological cause, disease, or trauma) often exhibit internalizing problems, such as depression, anxiety, and somatization, compared to their healthy peers, leading to increased school absenteeism. These emotional and behavioral challenges are clinically significant, with one in every three children suffering from headaches requiring specialized therapy (Dyb et al., 2015; Just et al., 2003).

The underlying reasons for these comorbid conditions in young headache sufferers have not been fully elucidated (Kröner-Herwig, 2013). Shared risk factors may represent a common pathway bridging somatic and psychological domains (Dyb et al., 2015). Numerous studies suggest that adverse childhood experiences, such as loss, injuries, and a lack of social and economic resources within families, schools, and societies, may be related risk factors for headache (Holstein et al., 2009; Juang et al., 2004; Lewandowski et al., 2010).

Children and adolescents contending with both headaches and psychological problems encounter significant daily life challenges, impacting not only the children themselves but also their families (Farmer et al., 2010). This underscores the need for innovative interventions that address both the physical and psychological aspects of care for these children, including their parents and the broader family system (Powers et al., 2006).

Additionally, chronic fatigue is a common occurrence during childhood and adolescence (see Crawley, 2018 for a review). Chronic fatigue is characterized

by profound, debilitating, unexplained fatigue that does not improve with rest and is accompanied by various physical complaints that significantly disrupt daily functioning (Wessely et al., 1998). Garralda and Rangel (2005) reported high levels of comorbidity between chronic fatigue and emotional disorders, specifically depression and anxiety disorders, in childhood. Comorbid depression and anxiety disorders have been documented in between half and three-quarters of severely affected children with chronic fatigue (Bould et al., 2013; Carter et al., 1995; Crawley et al., 2009; Taylor et al., 2016). Another comorbid psychological issue observed with chronic fatigue is an elevated level of personality-related problems (Rangel et al., 2000). As a result of these comorbidities, increased school absenteeism, a sense of loss, low mood, social isolation, and ultimately a diminished quality of life are commonly reported in the literature (Crawley, 2018; Gold et al., 2009; Kennedy et al., 2010; Taylor et al., 2016).

In conclusion, it is essential to recognize that children experiencing chronic pain and fatigue with concurrent psychological disorders may have unique needs. There is no one-size-fits-all treatment approach, and individualized care should be tailored to address both their physical and psychological symptoms (Taylor et al., 2016). Early intervention and ongoing support for both children and their families are crucial for enhancing their quality of life and helping them effectively manage their conditions, ultimately alleviating the burden on healthcare systems.

#### **4. Psychological Comorbidities of Obesity in Childhood**

Childhood obesity, one of the most prevalent physical health conditions globally during childhood, is characterized by the excessive accumulation of body fat, typically assessed through measures like body mass index (BMI), in children and adolescents (Ng et al., 2014). The causes of childhood obesity are multifaceted, involving genetic, environmental, and lifestyle factors, such as an unhealthy diet (high in calories and low in nutrients), insufficient physical activity, and socioeconomic influences (e.g., Gurnani et al., 2015; Sahoo et al., 2015). Childhood obesity is linked to various severe physical health problems, including Type 2 diabetes, cardiovascular diseases, sleep apnea, asthma, joint issues, and dental health concerns, as well as psychological issues, such as depression, negative body image, social isolation, and low self-esteem. Importantly, these psychological challenges often persist into adulthood (Pulgaron, 2013; Reilly et al., 2003; Rooney et al., 2011).

Childhood obesity frequently co-occurs with psychological disorders (Pulgaron, 2013), primarily because obese children commonly experience social

stigma, teasing, bullying, and discrimination, all of which can profoundly impact their mental health (Rankin et al., 2016). Specifically, the major psychological comorbidities of childhood obesity encompass internalizing problems, mainly referring to anxiety and depression, as well as externalizing behavior problems, primarily referring to conduct issues like aggressive behaviors. Attention deficit hyperactivity disorder (ADHD), decreased health-related quality of life, and sleep problems are also notable comorbidities (for comprehensive reviews, see Pulgaron, 2013; Rankin et al., 2016).

In particular, Patalay and Hardman (2019) reported that obesity and internalizing problems tend to co-occur more frequently as children grow older, with an association between the development of BMI and internalizing symptoms from middle childhood (7-14 years of age). Similarly, a recent study by Beltrán-Garrayo and colleagues (2023) examined the associations between obesity and mental health disorders from childhood to adolescence, finding that the likelihood of having a mental health disorder in adolescence was 7.15 times higher among children with obesity compared to normal-weight children. They also observed that children with obesity continued to exhibit higher levels of anxiety, eating-related symptoms, weight-related teasing, and lower body esteem in adolescence (Beltrán-Garrayo et al., 2023). Additionally, Smith and Mason (2022) reported in their recent study that compared to healthy-weight children, those with overweight and obesity were more likely to have current or past major depressive disorder and binge eating disorder. Furthermore, obese children were more likely to have prior separation anxiety disorder, current specific phobia, and oppositional defiant disorder, while children with overweight were more likely to have posttraumatic stress disorder.

Therefore, early intervention is imperative to prevent childhood obesity by promoting healthy habits from a young age, with a focus on family-targeted intervention due to the considerable family history background of obesity. Increasing awareness and support within society to combat stigmatization is also crucial, particularly concerning the psychological comorbidities associated with childhood obesity. Ultimately, it is important to recognize that childhood obesity is a complex issue requiring a comprehensive approach that addresses both physical and psychological health.

## **5. Conclusion**

Based on the compelling evidence reviewed above, physical health conditions (particularly gastrointestinal disorders, chronic headache and

fatigue, and obesity in the current review of the literature) tend to co-occur with various psychological disorders (mostly depression and anxiety disorders) in childhood. In this context, it is strongly recommended to promote the inclusion of psychotherapy as a significant component of the treatment approach for these physical health conditions, recognizing the dual impact of concurrent disturbances on children, their families, and healthcare professionals. Additionally, future studies are encouraged to delve deeper into the co-occurrence of physical and psychological issues in childhood by investigating their underlying mechanisms, including the temperamental characteristics of affected children, parenting approaches employed in their upbringing, socio-demographic factors, as well as genetic backgrounds. Through these comprehensive studies, it would be feasible to pinpoint potential risk factors associated with experiencing psychological comorbidities alongside physical health issues. Consequently, both prevention and intervention studies would be essential in developing comprehensive strategies for improving the overall well-being of individuals facing such complex health challenges.

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## CHAPTER VIII

# FROM MANAGEMENT TO LEADERSHIP-MANAGEMENT SKILLS

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### 1. Introduction

In today's world, rapidly changing dynamics are leading organizations to reevaluate their management concepts and leadership roles. While traditional management emphasizes authority and task distribution within an organization, contemporary leadership highlights an approach that requires more interaction, flexibility, and innovation. This article will discuss the reasons for transitioning from management to leadership, the impact of this transformation on the business environment, and the fundamental changes in leadership.

Management involves processes of organizing operations, defining tasks, allocating resources, and evaluating performance within an organization (Fayol, 1916). While this approach might be effective in traditional work environments, it falls short in today's complex and rapidly changing world. Contemporary leadership, on the other hand, signifies a collaborative, vision-focused, and change-embracing approach. Leadership is not just about managing tasks but also about creating a vision, motivating team members, and managing change (Northouse, 2018).

Unlike the conventional ways of doing business, modern organizations require a more flexible and innovative approach due to constantly changing market conditions, technological advancements, and global competition. In this

context, leadership has gained more significance than management. Leadership aims to unleash employees' potential, encourage creativity, and guide teams toward sustainable success (Avolio & Yammarino, 2007).

Leadership stands out for its ability to provide competitive advantages to organizations. Contemporary leaders create a vision for the future of the organization and encourage employee participation in that vision. Additionally, leaders foster teamwork by bringing together different talents and enabling the generation of innovative solutions (Belbin, 2010).

While traditional management is based on a command-and-control approach, contemporary leadership requires more collaboration and communication. Leaders engage with team members, listen to their ideas, and strive to turn these ideas into solutions (Daft, 2014a). This shift increases employee engagement and enhances organizational flexibility.

In the changing world, leadership extends beyond internal interactions within an organization. Leaders continuously monitor the external environment, enabling the organization to better adapt to external factors. This is highly important for organizational sustainability (Kotter, 1995).

## **2. Contemporary Management Approach**

Management involves directing and coordinating activities aimed at effectively utilizing resources to achieve defined objectives (Fayol, 1916). Management encompasses functions like planning, organizing, leading, and controlling, aiding organizations in reaching their goals. Contemporary management, however, goes beyond traditional management approaches, aiming to help organizations better adapt to today's dynamic business environment. This approach has been developed particularly to meet the needs of the rapidly changing business world in recent years.

Key attributes of contemporary management include flexibility, participation, creativity, diversity appreciation, sustainability, and social responsibility (Robbins & Coulter, 2005). This approach encourages organizations to adapt quickly to changing conditions, value employee participation and collaboration, and promote innovation. Contemporary management suggests that organizations should consider not only economic success but also societal and environmental impacts. Sustainability and social responsibility principles encourage organizations to operate with a broader perspective (Carroll & Buchholtz, 2014).

These two management approaches help us understand how organizations operate in different periods and conditions, and which approaches are more suitable. While traditional management principles are maintained, contemporary management highlights new perspectives that help organizations succeed in a changing world.

Contemporary management represents a perspective that goes beyond traditional management approaches and is developed to respond to dynamic changes in the business world. This approach takes into account factors such as globalization, technological advancements, diversity, and rapid change that have emerged, especially since the second half of the 20th century. Contemporary management aims to make organizations more flexible, innovative, and sustainable. This approach encompasses the following key characteristics:

**a) Flexibility and Adaptation to Change:** Contemporary management emphasizes organizations' ability to adapt to a rapidly changing business environment. Organizations can create flexible structures to seize new opportunities and respond quickly to changing conditions (Robbins & Coulter, 2005).

**b) Participation and Collaboration:** Contemporary management encourages employee participation and ideas. Managers can make better decisions by considering employees' experiences and viewpoints. Collaboration and teamwork enhance communication within the organization and boost creativity (Daft, 2014b).

**c) Creativity and Innovation:** Contemporary management supports innovation and encourages creative thinking. By continually generating and implementing new ideas, organizations can gain a competitive advantage (Gareth & George, 2017).

**d) Appreciation of Diversity and Inclusivity:** Contemporary management values diversity within the organization and different perspectives. Diverse skills, experiences, and viewpoints contribute to finding more creative and effective solutions (Hitt, Ireland & Hoskisson, 2017).

**e) Sustainability and Social Responsibility:** Contemporary management suggests that organizations should consider their societal and environmental impacts beyond economic success. The principle of sustainability aims to leave a better world for future generations (Carroll & Buchholtz, 2014).

Contemporary management approach can help organizations sustain their competitive advantage. By focusing on concepts like flexibility, innovation, and

collaboration to succeed in a changing business world, this approach enables organizations to move forward more prepared for the future.

### 3. Leadership Skills in Management

Today, active educational institutions that produce individuals with the required skills for society's development play a crucial role in the development of societies. Therefore, every community strives to establish and improve school systems that meet their needs. How these schools that will meet these needs and ensure the development of society are managed is very important (Koçak & Eves, 2010). In an educational institution, which is an interactive environment, there are administrators, teachers, students, and parents. In this process, the most important task falls to the administrator. The concept of a manager is a person who holds the power to manage, works to achieve the goals of an organization, and manages by benefiting from the organizational structure and management process. A school administrator can be defined as the person responsible for coordinating and communicating among school stakeholders. Communication within the school reflects on everyone, whether positively or negatively (Kurt, 2015). Taymaz (2011) emphasized that effective school management that enables teachers, students, parents, and other stakeholders to work in harmony is crucial for achieving educational goals. A school administrator's management philosophy can positively or negatively affect employees' job satisfaction, organizational productivity, motivation, school climate and culture, and organizational commitment. Thus, a manager should adopt a management philosophy that values employee motivation and productivity (Başaran & Güçlü, 2018). A manager with high management skills benefits from management methods, techniques, and principles in the best way possible to coordinate resources in a coordinated manner (Demirdağ, 2018).

Leadership skills in management encompass a series of abilities and behaviors that guide an organization's or institution's attainment of its goals, motivating and influencing individuals. These skills enable managers to actively participate in the organization and lead others effectively.

**a) Vision Creation:** Creating a vision involves leaders understanding where the organization should be in the future and setting a clear direction (Kotter, 1996). This skill enables leaders to identify long-term objectives and motivate stakeholders by sharing these goals (Bennis and Nanus, 1985).

**b) Strategic Thinking:** Strategic thinking requires leaders to analyze the current situation and create plans to achieve goals by effectively utilizing resources (Mintzberg, 1994). This skill allows leaders to assess the strengths and weaknesses of the organization and enhance its competitive advantage through strategic decisions (Hitt et al., 2001).

**c) Motivation and Inspiration:** Leaders use communication skills to motivate team members and inspire them (Avolio & Yammarino, 2007). This skill involves leaders understanding individuals' value and encouraging them to work in a manner that aligns with the organization's goals (Yukl, 2010).

**d) Adaptability and Flexibility:** Adaptability enables leaders to respond effectively to changes in the internal and external environment (Eisenbeiss et al., 2008). Flexibility helps leaders adjust their strategies and approaches based on the evolving circumstances to ensure the organization's success (Sosik & Megerian, 1999).

**e) Decision-Making:** Effective decision-making involves leaders making informed choices considering available information and potential outcomes (Vroom & Jago, 2007). This skill requires critical thinking and the ability to evaluate alternatives to make the best decisions (Yukl, 2010).

**f) Conflict Resolution:** Conflict resolution skills allow leaders to address disagreements among team members and find solutions that benefit the organization (Thomas, 1992). These skills contribute to a positive work environment and improved collaboration (De Dreu & Weingart, 2003).

**g) Communication and Listening:** Communication is essential for conveying goals, expectations, and feedback (Yukl, 2010). Listening skills enable leaders to understand concerns, ideas, and perspectives, fostering healthy relationships with stakeholders (Bass & Riggio, 2006).

**h) Team Building:** Team-building skills involve creating cohesive and productive teams (Salas et al., 2005). Effective leaders understand team dynamics, allocate roles appropriately, and promote collaboration (Hackman & Wageman, 2005).

**i) Ethical and Social Responsibility:** Leadership includes promoting ethical behavior and social responsibility within the organization (Brown & Treviño, 2006). Leaders with strong ethics earn trust and respect, contributing to the organization's reputation and success (Barnard, 1938).

**j) Innovation and Creativity:** Innovation involves introducing new ideas and approaches that drive organizational growth (Amabile, 1998). Leaders with



this skill encourage a culture of creativity, leading to continuous improvement and competitiveness (Scott & Bruce, 1994).

In conclusion, contemporary management and leadership encompass various skills that are essential for success in today's dynamic and competitive business environment. While management focuses on efficient resource utilization and goal attainment, leadership emphasizes inspiring and guiding teams toward innovation and growth. A successful manager and leader possess a combination of skills, adapting their approach to the organization's needs and the challenges of the ever-evolving landscape.

#### 4. Management Skills in Education

The skills of planning and organization in educational management are essential for educational institutions to function effectively, use resources efficiently, and provide students with the best education possible. These skills encompass elements such as defining the goals and objectives of a school or educational institution, managing resources, coordinating activities, and monitoring processes.

**a) Strategic Planning:** Educational administrators determine the institution's long-term goals and plan how to achieve them through strategic planning (Bryson, 2018). This skill involves clarifying the institution's mission and vision, prioritizing goals, and optimizing resource utilization (Stufflebeam & Shinkfield, 2007).

**b) Program Development and Implementation:** Educational administrators develop and implement curriculum and instructional programs (Marsh & Willis, 2007). Program development skills include defining course content, setting learning objectives, and planning assessment methods (Kellough, 2007).

**c) Budget and Resource Management:** Educational administrators prepare, allocate, and manage the institution's budget (Lunenburg, 2010). This skill involves tracking expenditures, effectively utilizing financial resources, and setting priorities.

**d) Time Management and Schedule Creation:** Educational administrators use time management skills to plan activities and processes (Allen, 2001). Schedule creation includes identifying important dates, coordinating activities, and prioritizing tasks.

**e) Collaboration and Coordination:** Educational administrators need to establish collaboration and coordination among different departments

and stakeholders (Pettigrew & Whipp, 1993). This skill includes keeping communication channels open, ensuring the flow of information, and promoting teamwork.

**f) Performance Monitoring and Evaluation:** Educational administrators monitor and evaluate student achievement, instructional quality, and the realization of institutional goals (Leithwood & Riehl, 2003). Performance monitoring skills include data collection, analysis, and result assessment.

These skills are of critical importance for effectively managing educational institutions and ensuring that students receive the best education possible. Utilizing planning and organizational skills effectively can enhance the quality of education and support the success of the institution.

#### *4.1. Communication Skills in Education Management*

Communication skills in educational management are critical abilities for managing educational institutions effectively and establishing healthy communication among stakeholders. These skills enable administrators to communicate effectively with teachers, staff, students, parents, and other stakeholders.

**a) Clear and Understandable Expression:** Educational administrators must convey their messages clearly and understandably (Yukl, 2010). This prevents confusion, minimizes misunderstandings, and fosters a consistent understanding among stakeholders (Argenti, 2016).

**b) Empathy and Listening Skills:** Empathy allows administrators to understand the emotional state of others and listen to them more effectively (Bass & Riggio, 2006). Empathy includes understanding the needs and concerns of stakeholders, facilitating more effective communication.

**c) Nonverbal Communication and Body Language:** Administrators need to effectively utilize nonverbal communication tools such as body language, gestures, and facial expressions (Knapp & Hall, 2010). This helps in understanding emotional states and messages beyond words.

**d) Two-Way Communication:** Effective communication should be two-way, not one-way. Administrators need to interact effectively with stakeholders, answer questions, and accept feedback (Argenti, 2016).

**e) Conflict Management:** Administrators should possess the ability to manage conflicts effectively (De Dreu & Weingart, 2003). Empathetic listening, understanding different perspectives, and facilitating compromise are essential skills in this area.

**f) Communication to Large and Small Groups:** Educational administrators should be able to communicate effectively both in front of larger audiences and in smaller groups (Gardner & Barnes, 2007). This skill includes communication in different contexts such as community meetings, seminars, and trainings.

**g) Use of Multiple Communication Channels:** Administrators should be adept at using various communication channels (email, meetings, written documents, social media, etc.) effectively (Allen, 2001). This involves adapting to the communication preferences of different stakeholders.

Communication skills are considered a fundamental element for effective functioning of an educational institution and ensuring stakeholder satisfaction. These skills can enhance collaboration among leaders, teachers, staff, and parents, leading to improved educational quality.

#### ***4.2. Planning and Organization Skills in Education Management***

Problem-solving skills in educational management involve the ability to analyze encountered problems, evaluate various solution alternatives, and implement the most suitable solution. Educational administrators must effectively address challenges in areas such as improving student achievement, enhancing the school climate, and efficient resource utilization.

**a) Problem Identification and Analysis:** Educational administrators should accurately identify problems and conduct detailed analyses (Leithwood & Riehl, 2003). Problem analysis includes understanding the root causes of the issue, assessing its impacts, and generating solution proposals.

**b) Data Collection and Analysis Skills:** Data collection and analysis skills are crucial in the problem-solving process (Stufflebeam & Shinkfield, 2007). Educational administrators can better understand problems by collecting information such as student performance data and feedback on instructional methods.

**c) Generating Alternative Solutions:** Administrators need to develop various alternative solution paths to address problems (Marzano, Waters & McNulty, 2005). This stage involves fostering creative thinking, considering different perspectives, and generating a range of solution options.

**d) Solution Evaluation:** While evaluating alternative solution paths, educational administrators should carefully examine the advantages, disadvantages, and potential outcomes of each solution (Gumus, 2016). This

stage involves objectively evaluating solution options and selecting the most suitable one.

**e) Implementation and Monitoring:** Implementing the chosen solution is a crucial part of the problem-solving process. Educational administrators should monitor the effects of the solution and make adjustments as necessary (Fullan, 2001). This stage includes assessing the success of the solution and taking corrective measures if needed.

**f) Collaboration and Teamwork:** Many educational problems require teamwork and collaboration. By bringing together different stakeholders, educational administrators can develop more effective and sustainable solutions (Hallinger & Heck, 2010).

Problem-solving skills enable educational administrators to address challenges effectively, thereby improving the institution's performance. These skills can contribute to enhancing instructional quality, increasing student achievement, and supporting the realization of institutional goals.

### ***4.3. Human Relations Management in Education Management***

In educational management, the management of human relationships encompasses effectively managing interactions among students, teachers, staff, parents, and other stakeholders and establishing positive relationships. This skill is critical for enhancing the institution's success, promoting collaboration, and supporting student achievement.

**a) Empathy and Communication:** Educational administrators should possess empathy and effective communication skills (Bass & Riggio, 2006). Empathy involves understanding the emotional state of stakeholders and demonstrating understanding. Effective communication includes expressing thoughts clearly and understanding feedback (Leithwood & Riehl, 2003).

**b) Motivation and Inspiration:** Administrators should motivate and inspire teachers, staff, and students (Avolio & Yammarino, 2007). Motivation involves increasing efforts and fostering a desire to achieve goals. Inspiration involves raising stakeholders' energy levels and strengthening their belief in success.

**c) Conflict Management and Problem Solving:** Administrators need to manage conflicts effectively and demonstrate a solution-oriented approach (De Dreu & Weingart, 2003). Problem-solving skills encompass addressing problems in an understanding manner and facilitating compromise.

**d) Teamwork and Collaboration:** Administrators should foster a culture of collaboration by bringing different stakeholders together (Gardner & Barnes, 2007). Teamwork involves combining diverse skills to collaborate effectively. Collaboration enhances trust among stakeholders and facilitates the achievement of institutional goals.

**e) Leadership and Role Modeling:** Administrators should lead and set an example by establishing positive relationships (Yukl, 2010). Effective leaders create an influential model through their behavior and inspire stakeholders. Leadership includes building trust and creating a positive organizational culture.

**f) Diversity and Cultural Diversity Management:** Educational administrators should be aware of diversity and cultural differences and be able to manage them (Banks, 2019). Respecting diversity, creating an inclusive environment, and making everyone feel valued are important.

The management of human relationships significantly impacts the success of an educational institution. By establishing positive human relationships, educational administrators can create an effective learning environment, promote collaboration, and increase stakeholder motivation.

## 5. Conclusion

In conclusion, essential skills in educational management such as planning and organizational skills, communication abilities, problem-solving capabilities, and management of interpersonal relations hold critical significance for the effective administration of educational institutions and the creation of a successful learning environment. These skills assist educational administrators in achieving the objectives of educational institutions, efficiently utilizing resources, and fostering a culture of healthy communication and collaboration among stakeholders.

Strategic planning skills encompass determining the long-term goals of an institution and devising effective ways to achieve these objectives. Program development and implementation capabilities entail creating effective instructional programs to enhance student achievement. Budget and resource management involve ensuring financial sustainability and setting priorities. Time management is essential for planning activities and prioritizing tasks.

Communication skills aid educational administrators in effectively engaging with stakeholders and establishing positive relationships. Elements such as empathy, listening abilities, and nonverbal communication contribute to the successful execution of communication processes. Conflict management plays a pivotal role in overcoming communicative barriers.

Problem-solving skills enable educational administrators to analyze challenges, evaluate various solution alternatives, and implement the best course of action to address issues. These skills can contribute to the sustained success of educational institutions.

Managing interpersonal relationships is essential for fostering collaboration, creating a positive work environment, and supporting student achievement. Elements like empathy, leadership, and diversity management assist in establishing healthy human connections.

In conclusion, educational management is a complex and multidimensional process that encompasses various skills for successful execution. By developing and consistently applying these skills, educational administrators can enhance the quality of educational institutions, elevate student achievement, and support sustainable success. Therefore, continuous improvement and effective utilization of these skills by educational administrators are vital.

The transition from management to leadership signifies an evolution driven by the challenges and demands faced by modern organizations and educational institutions. Traditionally, managers have focused primarily on operational processes, resource management, and efficiency. However, in today's rapidly changing world, the transition to leadership requires managers to adopt a more strategic, visionary, and ethical approach.

Leadership entails more than just issuing orders and overseeing tasks; it involves inspiring, envisioning, empowering team members, and fostering innovation. One of the crucial steps in transitioning from managers to leaders is embracing a communication and collaboration-based leadership style. Rather than merely giving instructions, leaders share their visions, listen to their employees, and value their input.

This transition also incorporates a student-centered approach. Educational leaders aim not only to enhance students' academic achievements but also to support their personal development, social skills, and emotional intelligence. This approach signifies that leaders view students not just as learners but as individuals, striving to maximize their potential.

In conclusion, the shift from management to leadership is essential to meet the evolving needs of educational institutions and organizations. This transition necessitates that managers not only oversee operational processes but also become inspirational, visionary, and people-oriented leaders. Leadership skills and values are indispensable for supporting the sustainable success of educational institutions.

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## CHAPTER IX

# THE COMMUNICATIVE BODY: SEMIOTICS IN VIDEO ART

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### 1. Introduction

In the 1970s, the human body served as a communicative medium and a form of artistic language. This era witnessed a generation of artists utilizing their bodies to convey authentic, self-focused experiences. A decade later, body art reemerged within the artistic landscape, albeit in a transformed state characterized by technological augmentation, an inherent unnaturalness, and a fluid, mutable identity. In her seminal essay titled *Bodies and Subjects in the Technologized Self-Portrait* (1998), the esteemed art historian Amelia Jones posited that in the 1990s, the relationship between the body and the self underwent a process of individuation, primarily because of technological advancements and the proliferation of cyborg identity constructs.

In a similar way, Italian art critic Lea Vergine (2000), in her analysis of the 1990s, observed a notable surge in the phenomena of hybridization, technological integration, and shifts in identity. During this decade, the human body regained prominence as a locus for the manifestation and evaluation of multiple identities, despite being subjected to a reduced status as a distorted appendage of post-human condition and a fragmented interface with others (Vergine, 2000: 280).

Both theorists perceive the body and the self as undergoing a process of individuation that Jones calls the particularized body/self (Jones, 1999). This concept of a particularized body merits further exploration. It is important to note that the men of modernity managed to establish themselves as autonomous subjects, whereas in the postmodern era, individuals are increasingly

subsumed within a mass culture. This transformation can be understood as a natural progression, closely linked to the widespread dissemination and institutionalization of capitalism, which has become an integral part of our lives, significantly more so than during the early 20<sup>th</sup> century. (Mısır and Balta, 1998: 40)

The concept of the individual as a self-defining subject has been fundamentally transformed, largely due to the evolution of the capitalist structure, which has given rise to virtual realities. Furthermore, as articulated by Jones (1998), the emergence of cyborg identity politics has played a pivotal role in this shift. While Jones predominantly emphasized the technological dimensions of postmodern development in her approach to this ideology, it is noteworthy that both perspectives converge in their examination of the altered nature of the individual in contemporary society. She writes: “Technologies such as the computer have profoundly changed the temporal and spatial shape and meaning of our life-world and our own bodily and symbolic sense of ourselves transforming us as subjects and turning us into what I am calling particularized or techno subjects” (1998: 203) As Erol states, “while technology creates its own myth and become a projection of our endless desires of power and. Immortality” (2023: 61) art also evolves and centers around techno subjects more and more.

The objective of this paper is to elucidate the arguments articulated by Jones and Vergine in their exploration of the interplay between bodies and identities, with specific reference to the works of video artist Gary Hill, considered one of the pioneers of video art. To achieve this, I will employ a semiotic analysis to interpret Hill’s artistic creations.

### ***1.1. Methodology***

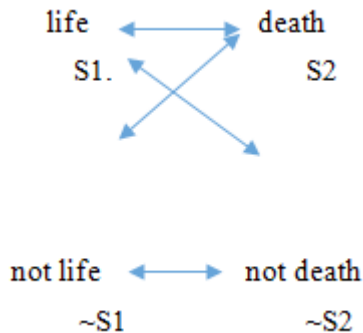
The model of the semiotic square, developed by A.J. Greimas and J. Cortes in their book *Sémiotique: dictionnaire raisonnée de la théorie de langage* (1986) represents a draft of a logical model and its schematization proposed to determine, classify, and demonstrate the abstract units that constitute the main structure of the universe of meaning and the connections between these units and their transformations. This model is a part of the semiotic project aimed at observing the process of meaning construction. The connections it serves to illustrate among abstract units play a crucial role in elucidating the primary semantic structure (comprising relations and oppositions) and the syntactic structure (encompassing the logical relationships between elements within these

relations and their subsequent transformations) (Tutal Cheviron, Çam & Kurt, 2015). Corso explains that “the semiotic system S is related to a contradictory system  $\sim$ S. We can therefore draw structural, contradictory dimensions between S1 and  $\sim$ S1, S2 and  $\sim$ S2” (2014:71).

Greimas’ own example is a simple one: opposing life (S1) to death (S2) and not-life ( $\sim$ S1) to not-death ( $\sim$ S2) (Corso, 2014:71). He then uses additional diagonal dimensions to end up with the “elementary structure of meaning” (Greimas and Rastier, 1968).

Greimas posits that all semiotic systems inherently assume a hierarchical structure and advances the notion that relationships among elements likewise emerge within a hierarchical framework. (Tutal Cheviron, Çam & Kurt, 2015). He undertakes an examination of the attributes associated with truth, falsehood, secrecy and deceit. This is what a simple semiotic square looks like:

**Table 1:** Semiotic Square Explained



In conducting a semiotic analysis of Gary Hill’s videos, the utilization of semiotic analysis methodology proves valuable. This analytical approach, often employed in oppositional analyses, facilitates the refinement of analytical classification derived from the oppositions arising from the individualized body/selfness of the postmodern man.

To achieve this, I have selected two of Gary Hill’s videos, namely *Crux* (1983) and *Inasmuch As It Is Always Already Taking Place* (1990). These videos, through the representation of oppositions, prompt inquiries pertaining to the body, spatial considerations, and the viewer’s engagement. Therefore, anchored in these three fundamental concepts and employing the semiotic square methodology, I intend to conduct a semiotic analysis of these two videos.

## 2. Gary Hill

Gary Hill (1951), widely acknowledged as a trailblazer in the realm of video art, dedicated the initial years of his artistic journey to a profound examination of the unique properties intrinsic to the medium of video. Commencing in the 1980s, his creative endeavors shifted toward a deliberate deconstruction and subsequent reconstruction of the prevailing images and ideologies disseminated by Western culture. Within this context, Hill delves into the interstitial realms that exist between the articulated and the unarticulated. Positioned at the juncture where the intellectual and material domains converge, he forges a space conducive to the development of a language -comprising visual, auditory, sensory, and interrelational elements- that paradoxically manages to be both unified and fragmented. In this manner, he nurtures an environment that facilitates the experience and contemplation of an entirely novel language.

This approach has guided his exploration of seminal works by figures such as Maurice Blanchot, Jacques Derrida, and Gregory Bateson, alongside a deeper engagement with Gnostic writings (Ferreira, 2017). Within the framework of his artistic practice, his works pivot amidst inherent contradictions and oppositions, traversing domains encompassing construction and deconstruction, speech and silence, meaning and nonsense, dialogue and misunderstanding, absence and presence as well as fragments and wholes.

## 3. In-Depth Exploration of the Video Artworks

### 3.1. *Crux* (1983-87)

In 1983, Gary Hill conceived *Crux*, a video installation laden with rich symbolism, exploring the intricate conundrums of human existence. The title *Crux* encapsulates the essence of this work, denoting both a knot of difficulty and a profound question. Hill's artistic endeavor in *Crux* entails the attachment of five video cameras and accompanying microphones to his own body, meticulously arranged in the configuration of a cross. This configuration facilitates the recording of his limb and head movements rendering a captivating visual narrative.

Upon mounting the monitors on a wall, a central void within the installation invites contemplation. The tape commences with Hill departing from the ruins of a castle, embarking on a serene sojourn through wooded landscapes to ultimately encounter a tranquil body of water, potentially an ocean. Throughout this expedition, the viewer is granted access to the nuanced movements of Hill's feet, head, and hands while the remainder of his corporeal presence remains conspicuously absent from the frame.



**Figure 1:** Crux (1983-87), five-channel video/sound installation

**Source:** Gary Hill's personal website [https://garyhill.com/work/mixed\\_media\\_installation/crux.html](https://garyhill.com/work/mixed_media_installation/crux.html)

Upon reaching the water's edge the artist enters its enigmatic depths, suspending both himself and the viewer in a state of metaphysical reflection. The auditory dimension of the installation amplifies this introspective journey, featuring a soundtrack characterized by the rustling of leaves, the branching of trees, and the whispering of the wind. This immersive odyssey unfolds over a duration of approximately 26 minutes.

It is worth noting that the initial presentation of this installation took place within an auditorium stage, followed by a subsequent exhibition within the hallowed confines of a medieval church chapel. Gary Hill's *Crux* thus emerges as a multifaceted exploration of human existence, employing video art as a vehicle for profound philosophical inquiry.

### ***3.2. Inasmuch As It Is Always Already Taking Place (1990)***



**Figure 2:** Inasmuch As It Is Always Already Taking Place (1990), sixteen-channel video/sound installation

**Source:** [https://garyhill.com/work/mixed\\_media\\_installation/inasmuch.html](https://garyhill.com/work/mixed_media_installation/inasmuch.html)

In the video artwork *Inasmuch As It Is Always Already Taking Place* (1990), a compelling visual tapestry unfolds, comprising an array of 16 monitors, each varying in size, ranging from a mere few centimeters to approximately fifty centimeters in diagonal span. These monitors collectively unveil a mesmerizing portrayal of fragmented human bodies, rendered in stark black and white. The visual composition consists of isolated body parts, encompassing shoulders, backs, mouths, ears, legs, and various other anatomical elements. Accompanying this captivating visual montage is a whispered soundtrack, aptly characterized by Gary Hill as the debris of speech. The auditory landscape also features the distinct, evocative sound of pages being turned, originating from the monitor capturing a finger engaged in reading a text.

As the viewer approaches this installation, thoughtfully positioned within a niche that almost mimics the still-life tradition, a subtle vibrational quality animates the forms of human anatomy depicted on the screens. These nuances and dynamism lead the viewer to a profound realization that these fragmented images are, in fact, evocative portrayals of living entities. The inception of this groundbreaking video installation dates to the year 1990, marking a significant milestone in Gary Hill's exploration of the intersection of art, perception, and the human condition.

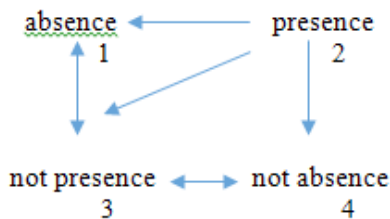
#### 4. Semiotic Analysis

The central theme underpinning these two works is the human body. Consequently, this analysis initiates with an examination of the body, subsequently progressing to an exploration of its interaction with both the spatial environment and the viewer.

##### 4.1. Interrogating the Notion of Body

In the semiotic analysis of these two works, the application of a semiotic square becomes pertinent, where the terms absence, presence, non-absence, and non-presence are vital components. This framework allows for a comprehensive delineation of the intricate relationship between body and the semiotic elements at play. As such, we arrive at the following semiotic square:

**Table 2:** Semiotic Square for Absence and Presence



In both of these videos, the human body operates within a dynamic interplay of absence and presence. In *Crux*, Hill portrays a subject characterized by fragmentation and decentering. This subject is presented on the screen as a body that simultaneously embodies presence and absence due to the conspicuous absence of its central core. In *Inasmuch As It Is Already Always Taking Place*, a human body is indeed visible, but it is fragmented into sixteen distinct pieces, thereby implying a notable absence of wholeness. From this thematic dichotomy, we can derive four meta-terms:

Term 2 specifying term 1 (truth): pertaining to the fragmented and decentered nature of the subject.

Term 3 and 4 mutually specifying each other (falsehood): referring to the notion of the body in its entirety, as an integrated whole.

Terms 1 and 4 mutually specifying each other (secrecy): relating to the conspicuous absence of the central or holistic aspect.

Term 2 specifying term 4 (deceit) signifying an intensified sense of presence.

In *Crux*, the corporeal presence of the artist serves as a medium facilitation a connection between the human subject and the external world. While this connection manifests in tangible interaction with the material realm, the artist's actions and cognitions remain somewhat detached from the totality of this material universe. As Cooke (2009) notes, the artist who seems to be initiating himself into a primitive/primordial experience is transformed into that of the martyr-pilgrim. Consequently, the artist hovers in a realm between presence and absence, embodying a fragmented and decentered subject.

The absence of the body's core in the *Crux* installation conveys the enigmatic message that the artist imparts: the notion of losing one's center in a world to which one remains an outsider. Conversely, our bodies yearn to establish an intensified presence in an attempt to overcome this sense of alienation, employing bodily elements such as gestures and voice (what one observes and hears through the monitors). However, this endeavor proves futile, a deceit in contrast to the truth signifying the loss of a sense of unity with the physical world. Consequently, it becomes apparent that we cannot speak of a human body in its entirety or as a cohesive whole.

Foucault, in his article *Utopian Body* explains that Greeks did not even have a word for the unity of the body: "Stranger still is the way Homer's Greeks had no word to designate the unity of the body. As paradoxical as it may be, on the walls defended by Hector and his companions, facing Troy, there was no



body. There were raised arms, there were brave chests, there were nimble legs, there were helmets shimmering atop heads – there was no body. The Greek word for body only appears in Homer to designate a corpse” (2006:223).

Regarding the second video, *Inasmuch As It Is Always Already Taking Place*, each screen simultaneously presents both the entirety of the body and its individual parts. Even though only the body’s constituent parts are visible and the complete body as a unified entity remains concealed, a profound sense of presence informed by absence pervades the viewer’s experience. This phenomenon constitutes the semiotic meta-term representing truth within our analytical framework. In essence, there exists an acute awareness of the absence of the fully integrated body due to its fragmentation into multiple discrete components. Nonetheless, there is a proclivity to mentally reconstruct the presence of the body as a coherent mental image. This cognitive reconstruction underscores our inherent inclination as a viewer to derive a perception of presence and wholeness from its fragmented constituent parts.

The presence of indecipherable phrases and murmurs coupled with our innate predisposition towards mental reconstruction, contributes to the cultivation of an intensified sense of presence. However, this is a deceit. Consequently, the solitude engendered by the inherently fragmented nature of the body proves insurmountable. The “not presence” of the complete body begets the absence of the body leading to a pronounced detachment and a perceptual distancing from the body’s various images. Ultimately this is the “secret” of this work.

#### 4.2. *Interrogating the Notion of Space*

We are in the world; we are in space through our bodies. In other words, the body is the link between us and the world. In *Bemerkungen zu Kunst-Plastik-Raum* (1964) (Remarks on Art-Sculpture, Space), Heidegger offers a historical definition of space:

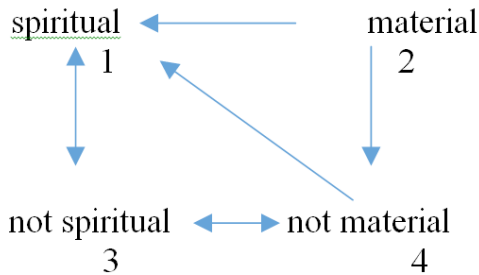
“In the Greek sense, space is seen from the body, as its place, as the container of place. Every body, however, has its own place, a place that conforms... Kant interprets this space, still and always seen in terms of the physical body, as a mode by which man represents in advance the objects that affect him. Space does not exist in itself, it is a subjective form of the intuition of human subjectivity. Despite all the differences between Greek and modern ways of thinking, space is represented in the same way, starting from the body<sup>1</sup>” (Heidegger, 2009: 19-21)

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1 The text is translated from French by the author.

In this context, the body is considered a material entity, navigating the three-dimensional expanse of space. However, it has been previously observed that the body's actions and thoughts exist in a state of detachment from the entirety of the world, imparting upon it an immaterial or intellectual quality. Consequently, in the framework of my analysis, I will employ four distinct terms within the semiotic square: material, spiritual, not material, and not spiritual. This construction results in the following diagram:

**Table 3:** Semiotic Square for Spiritual and Material



The logical operation necessitated for comprehending the relationship between these two artworks and the spatial dimension is that of contradiction. In *Crux*, the arrangement of five monitors in a cross shape upon the wall is not a coincidence. Furthermore, the site of the exhibition was within a chapel of a medieval church. This ecclesiastical space, marked by the cruciform posture intriguingly amplifies its own negation. Specifically, it effectuates a transformation from a physical or material state into an immaterial or spiritual one, thus transcending the boundaries of mere materiality. Within the analytical context, we can articulate the ensuing meta-terms:

Term 1 specifying term 2 (truth): the spatial context providing the artwork with the capacity to manifest as an object of linguistic expression.

Terms 2 and 4 mutually specifying each other (deceit): the artwork's presentation within the spatial environment as an entity of the physical world.

Terms 1 and 3 mutually specifying each other (secret): The artwork maintains an inherent detachment from its spatial surroundings, even when situated therein.

Terms 3 and 4 mutually specifying each other (falsehood): The artwork establishes no discernable relationship, either material or spiritual, with the spatial milieu.

When scrutinizing *Crux* through the lens of these meta-terms, one may posit that the gray-hued wall of the church, serving as the backdrop of the

installation, invokes associations with the material aspects of the world. The color gray, along with the austere, cold quality of the wall, may be construed as symbols of a distant and unwelcoming physicality. Paradoxically, this accentuation of the material dimension of the artwork suggests it to be a mere object of the worldly realm. However, the presence of distinct religious signifiers – the church and the cross – imbues the artwork with connotations that transcend the material realm. These symbols reinforce the conceptual shift from a primitive experience to that of a martyr-pilgrim. In essence, moving beyond the rudimentary observation that the body experiences life and death akin to a textual narrative, one may discern a profound dimension where the body emerges as an object of language, contingent upon the adept interpretation of its gestures, behaviors, and attitudes.

Similar attributes can also be discerned in *Inasmuch As It Is Always Already Taking Place*. The artwork is ensconced within a niche, resembling a still-life composition. At initial appraisal, one might posit that the installation (along with the fragmented body depicted across the sixteen monitors) pertains to the realm of “thingness” –the material facet of the world. However, this impression is deceitful, for it remains divorced from the corporeal essence of space, engendered by an uncanny disquiet elicited by the monochromatic depictions of a segmented body. This signifies the spiritual and not spiritual dimension of the enigma. As one proceeds deeper into the spatial domain, approaching the monitors, it becomes increasingly evident that the body is imbued with vitality, its constituent parts engaged in kinetic motion. The body appears to communicate through a language of gestures, thereby conveying a profound message. Consequently, the body assumes the mantle of an object of linguistic expression, with the spatial realm serving as the conduit that facilitates such expression. Within this contextual framework, Heidegger’s observations are pertinent:

“Man does not make space; space is nothing but a subjective mode of intuition; but neither is something objective like an object. On the contrary, space, to space a space, requires a man. This mysterious relationship concern not only man’s relation to space and time but the relation of being to man<sup>2</sup>.” (Heidegger, 2009: 28-29)

In short, space, through its spiritual and material relationship with man, constitutes the possibility of a transition/relation to the other.

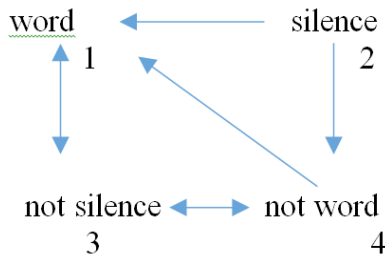
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2 The text is translated from French by the author.

### 4.3. Interrogating the Relationship with the Viewer

The artworks accentuate an interactive relationship with the viewer. It falls upon us to populate the pivotal void within *Crux*, wherein nothing but the wall exists, and to reconstitute the absent image. Similarly, in *Inasmuch As It Is Always Already Taking Place*, we are tasked with reconstructing the entirety of the body from its fragmented parts. Consequently, the viewer assumes an active role, striving to unravel the paradox between sense and nonsense, between the articulated and the spoken. Considering this, we can construct our semiotic square employing the terms word, silence, not word, and not silence.

**Diagram 4:** Semiotic Square for Word and Silence



Term 1 specifying term 2 (truth): a mental or symbolic representation.

Terms 2 and 4 mutually specifying each other (deceit): an absent or incomplete representation.

Term 1 specifying term 3 (secret): a mental representation of the artist's body.

Terms 3 and 4 mutually specifying each other (falsehood): a material representation.

In both works, the viewer is presented with the image of a fragmented or deconstructed body. At this level, due to the absence of a central or unified aspect, the artwork remains incapable of articulate expression. In terms of its interaction with the observer, it remains in a state of silence. However, this situation is illusionary in nature. It falls upon the observer to discern the clues and construct meaning from them. At first glance, it may appear that the observer is compelled to reevaluate the actor's corporeal form. From this perspective, the spectator transitions to an introspective examination of their own physicality. The image of the artist on the monitor triggers in the spectator a mental representation of their own physical being. Through this confrontation with the other, the viewer inevitably questions their own sense of identity. As the spectator assembles the fragments of *Inasmuch As It Is Always Already Taking Place* or mentally

reconstructs the absent core of *Crux*, the artwork gradually initiates a dialogue. These constituent fragments cease to exist solely as symbolic representations; they engender within the observer a fresh mental image contingent upon their method of reassembly.

## 5. Conclusion

It is equally viable to derive numerous narratives from a single image, or in this instance, from a solitary Gary Hill installation. In this investigation, my emphasis has rested upon the principle of contradiction in Hill's oeuvre, aiming to shed light on the phenomena of hybridization, technological integration, and shifts in identity within the art scene of the 1990s.

The utilization of the semiotic square as a methodological framework for semiotic analysis greatly facilitated the interpretation of the intricate codes and signs employed by Hill. Through this analytical approach, I delved into the underlying rationale and methodology that could potentially imbue these two video installations with meaning.

In contemplating future avenues of scholarly exploration, one promising direction is to embark on a comparative study. By examining the works of other artists who similarly grapple with the concept of the particularized body, we can gain deeper insights into the multifaceted dimensions of this artistic discourse. For instance, exploring James Luna's performance *Artifact Piece* (1985-1987) or *Dream Hat Ritual* (1996) or delving into the performances of Ken Stelarc, such as *Split Body* (1997) and *Third Hand* (1980), offers a fertile ground for cross-referencing and juxtaposition. These artistic expressions, much like the works of Gary Hill, provide reach material for an extended exploration of the complexities surrounding the body as a locus of artistic inquiry, technological innovation, and shifting identities, particularly within the context of the 1990s art scene.

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## CHAPTER X

# PERCEPTION OF MANAGERIAL COMPETENCIES: AN APPLICATION ON LOGISTICS MANAGERS

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### **1. Introduction**

**N**owadays, almost every organization has a competitive advantage. It has begun to realize that it needs to use its human resources very effectively in order to win. In recent years, in our country, as in the rest of the world, the number of studies on performance evaluations, one of the human resources practices that are of great importance for organizations, has gradually increased due to some problems experienced in order to increase the performance of employees. At this point, managerial processes are important. Managerial competence has become a frequently encountered term in organizational theories in recent years. Although professional competence is expected from every employee, this cannot be expected to be actually possible in terms of productivity. Company owners in the industry often perform an observation-based analysis to measure the competencies of management candidates. In the focus of competencies, managerial competencies undoubtedly attract more attention. It is possible to see managerial competencies in managerial candidates who have both a high entrepreneurial tendency and who combine managerial skills with theoretical and analytical methods. Administrative competencies are considered as characteristics that every manager should have. By being together, managers they are located management levels according to some your differences to be seen also is expected. Therefore, first of all competence and administrative competencies concept examined, management levels in terms of administrative your competencies status hand by taking conceptual One frame



has been created. More then, in line with this framework, the management levels of the managers are determined. in terms of administrative competencies aimed at perceptions has been examined.

## 2. Literature Review

Competence of the term in literature psychology, management, education, policy like different look at from their angles defined is seen. With the work of Boyatzis, he became more widely known in the field of management. It has happened. The fact that stakeholders are in different fields means that the concept of competence each The field is considered within its own scope to be taken and to be used path opened (Boyatzis, 1982). Psychologists define the concept of competence as the measurement of ability and the ability of a person to your performance own features with representation has been it can't be done In the form ; management theorists, with the improvement of individual performance functional issues such as how to best achieve organizational goals analysis definition In the form ; person resources i managers, job taking, placement, training, valuation, promotion, reward systems and employee planning methods with together strategic aspects in realization They discussed it as a technical tool used. Educators, work to your idea preparation and Defining non - formal education professionally in the form of and and aspect in politicians especially England and such as Political Parties, Labor Groups and Business Partnerships in Australia. political in processes all elements i will cover In this way, workforce the effectiveness of the market development They used it to mean (Hoffman, 1999). Boyatzis (1982) competencies "One here it is effective and on top "It is the basic characteristics of a person that give performance results ". has defined. Spencer 's (1993) In their definition of competence "Competence; criteria for effective application in a job or situation and/or on top performance necessary for causal relationships to the meaning basis of the individual are its features "expressions place is taking. Basis features ; work duties, behaviors and strengths of personality, causal relationships It means the reasons that lead to behavior. Application criteria ; whether they do their job well or not, which can be measured through certain criteria or standards. bad maker practitioners about general One guess ability to criterion to the meaning is coming. Shippmann et al. (2000)'s competency models. and in the development different experience owner Subject experts i with In their interviews, "What is competence ? Answers to the question : knowledge, skills and abilities that distinguish high performance from average performance features ; traditionally

defined knowledge, skills and abilities; constructs that help define the level of knowledge and skill ; a role or your job basis take your responsibility in realization important the one which, can be observed behave well features (Jeferett et al., 1993). General aspect competence excellent performance of get in being ay rt disturbing the one which. information, skill and attitudes including can be observed behaviors aspect is defined. This from recognition will be seen up to your competencies fly size There are: Information, skill and attitude (Dinçel, 2019). The dominant perspective in managerial practices is that competencies “universal” in this way construction is to be done, well activated and has been developed special One organizational from the context independent they should be. Universal from the approach back true if researched, McClelland’s in his studies competencies statistical methods using determined by and on top performance average from performance moon ran behaviors aspect defined by (David, 1973), Spencer’s in their research, standard professional figures for general competence profiles to determine but they cried it is seen (Dinçel, 2016). The core competencies of employees are considered personal competencies. Is being done, competencies successful managers by owner when it is whereas mostly “managerial competencies” concept is used (Abraham et al., 2001). Of companies performance, more many arrows managerial to potential and of the company of managers competencies with directly linked the one which. It depends on the quality of management. For this reason, companies have changed their management in recent years. their quality development their efforts especially also application at the level they intensify (Dinçel, 2019). Undoubtedly that organizations economic and job directed towards for reasons of managers owner what they are with competencies each time They have to care. Managerial competencies enable managers to develop “micro skills”, organization owner it happened your values or it is part of the skills. These skills are a part of other skills within the organization. It also enables values to expand and transform and business results, and at the same time performance over time develops (Daft, 2021).

Elements taken from different competency models in the literature are combined and one put together when brought managerial your competencies six in the group gathered is seen. 1. Technical competencies, 2. Work competencies, 3. Information management competencies, 4. Leadership competencies, 5. Social competencies and 6. interpersonal competencies. Competence group’s managers work in their roles generally important aspect and consideration received basis competence categories It shows. Competencies, person with

relationship hierarchically from competencies to job role-related competencies each other follow-up It does. This hierarchy one pyramid in the form of If you consider, to the top more close competencies more many arrows special work It is linked to experiences and education. Near-low level competencies it depends more on the personal characteristics of the manager and his personal characteristics as a person. Further development It is close. for this reason more the above competencies while it is easier to develop the ones at lower levels, it is more difficult to improve them. From here, competencies are technical, managerial, human, attitude, value and mental. Skill component festivals created by holistic one concept it happened the conclusion is reached. The combination of all these makes the manager more later will show behaviors and performance for one basis it constitutes on the other hand, the horizontal one closer to the base of the pyramid competencies are essential for a manager's potential performance. (Viitala,2005). In businesses jobs big or it may be small or small. top of the hierarchy lower at the level, transactional (operational) at the level to be done necessary your works side row by row top at the level of business all concern, more important, big and complicated in the works there is. Therefore managers It is not just the people who do important and great things. in businesses even small and seemingly unimportant tasks can be done effectively and efficiently. It needs to be done. Managers at all levels, including people up to, in your hand resources in effective and productive one in this way using to run a business wanted and targeted to the results by delivering is on duty. organizational hierarchy different degrees of managers just as their management skills are different, their job responsibilities are also different. Other one in words different at levels managers different they have responsibilities and this for this reason also have different skills they should be. Skills required for lower - level managers and unlike middle managers, for the middle level the skills required are also different from those of lower and upper level managers. Analytical skills are used in making organizational decisions, policies and strategies. Identifying environmental factors that are important in determining It is the ability to handle the affairs between people analytically. technical skill, various tools, methods and methods used in carrying out organizational activities technologies usage interior is skill. Human skill whereas both realization of organizational goals, as well as individual what he expects from work these are the skills that provide satisfaction. Conceptual skills are the skills that form an organization. It is the ability to see the elements as a whole (Çelik & Genç, 2013). Conceptual skill, while it is very important for

the upper management, it is very important for the lower level management. Its importance is decreasing. Technical skills are also important for lower levels. while top to the level as we rose importance is decreasing. Decision don't give skills, analytical skills and human relations skills at all levels important it happened it is seen (Ülgen and Mirze, 2007).

### 3. Finding

#### 3.1. Purpose, Importance and Hypotheses of the Research

This research purpose managerial your competencies management to the levels according to difference show me what you do not show is to be determined. This but three by movement research basis the question; Which logistics managers are considered in terms of management levels (top, middle and lower level management) managerial competent important do they see ? In the form of expression to do it is possible.

*H<sub>1</sub> : According to the ages of the managers, upper, middle and lower level managerial positions competencies they give importance between meaningful one difference There is.*

*H<sub>2</sub> : Managers's to their titles according to top, middle and lower level There is a significant difference between the importance they attach to managerial competencies There is.*

*H<sub>3</sub> : Managers's to their seniority according to top, middle and lower level There is a significant difference between the importance they attach to managerial competencies There is.*

#### 3.2. Method of research

The form used to collect data in the research consisted of 2 parts. The research was conducted on 50 managers working in various provinces, at different levels and in the logistics sector. included in the managerial competencies scale to be used in the research. materials Boyatzis's (1982), Spencer and Spencer's (1993), Shippmann et al. (2000), Levenson et al., of (2006), One of the scales developed by Scullen et al., (2003) and Robertson et al. (1999) and Management skills Profile and Center for Creative Leadership It was created using the scales developed by. This In this context, managerial competencies are expressed as a result of the relevant literature review. A total of 62 items were reached. In the scale of managerial competencies place area this substances can be seen at Table 1.

**Table 1.** Competency Items of the Research

Article	Competencies	Article	Competencies
1	Leadership	32	Study determination
2	Motivated don't	33	To innovation openness
3	Influence (effect power)	34	Creativity
4	Initiative taking	35	Warm - heartedness
5	Determination	36	Sociability
6	Vision owner being	37	Mobility
7	Control	38	Excitement call
8	Initiative	39	Cheerful being
9	Trustworthy being	40	Imagination
10	Self - confidence	41	To experience openness
11	Self control	42	Mental curiosity
12	The time Good management	43	Open be opinionated
13	Effective delegation (authority age)	44	Be frank
14	Technical expertise	45	To others Do not trust
15	Customer focused being	46	Charity
16	Cautious being	47	Low volunteer being
17	Quality focus	48	On duty loyalty
18	Person focus	49	Organised being
19	Set work	50	Written communication skill
20	Flexibility	51	Verbal communication skill
21	Rapport providing ability	52	Ability to empathize
22	To cooperation openness	53	Effective listening
23	Information sharing	54	Problem solving
24	Of the staff to the development don't help	55	Strategic thinking ability
25	Persons between relationship setup skill	56	Conceptual thinking ability
26	Organize	57	Questioning ability
27	Planning	58	Continually learning
28	Success determination	59	Researcher being
29	Aim focused being	60	To the rules fit
30	Conclusion focused being	61	Period focus
31	Risk taking	62	To the details attention don't

Scale used in the research for calculated Cronbach's alpha Its value was found to be  $\alpha = 0.978$ . The response scale is 5 - point Likert. type scale has been used. On scale one: none important Not, 5: very much Important It shows.

### ***3.3. Findings of the Research***

5-Likert type scale was used as the response scale method. On the scale 1: "Not Important at all", on scale 5: "Very important" is mentioned.

70% of the logistics managers participating in the research are men and 30 % are women.

50% of the logistics managers are between the ages of 41-50, 20% are between the ages of 31-40, and 30% are between the ages of 51 and over.

In terms of educational background, 70% of the logistics managers have a bachelor 's degree, 20% have a master 's degree, and 10% have a doctorate degree. While 25% have senior - level, 60% mid - level and 15 % junior- level job titles are seen when their seniority status is examined, 30 % have 1- 3 years, 20% have 16 years or more, 15% have 4-6 years, 15% have 13-15 years and 20% have 7-12 years. It is understood that they have seniority among them.

The managerial competence perceptions of the managers included in the research towards managerial levels were tested with factor analysis. Factor analysis is the analysis performed to reduce and clarify the data set consisting of a large number of variables. With this analysis, certain variables are gathered under one factor. By applying "principal components factor analysis "to the items in the scale with the Varimax rotation method, it was checked whether the items were loaded in theoretically expected dimensions.

**Table 2.** Factor Solution for Logistics Managers  
‘ Perceptions of High - Level Managerial Competence

Factors		Factor Loads	Percentage of Variance
<b>Human Relations and Leadership (Factor 1)</b>	To cooperation openness	.799	45,356
	Not be regular	.764	
	Written communication skill	.756	
	Creativity	.761	
	Leadership	.727	
	Devotion to duty	.732	
	Team study	.711	
	Influence (impact power)	.632	
<b>Management Skills (Factor 2)</b>	Determination	.865	11,274
	Vision possession	.850	
	Self - confidence	.823	
	Motivated don't	.785	
<b>Personal Characteristics (Factor 3)</b>	Mobility	.799	8,954
	Warm - heartedness	.739	
	Do not be cheerful	.727	
	Sociability	.612	
	Constantly learning	.585	
<b>Purpose and Action (Factor 4)</b>	Initiative	.825	7,463
	Initiative taking	.752	
	Human - centeredness	.773	
	Study determination	.622	

As seen in table 2, the top level managerial competencies Each sub-dimension gave significant results in terms of factor weights. Besides factors were named in line with literature reviews.

Person There are eight dimensions under the dimension called Relationships and Leadership factor. item, four items in the management skills and purpose and action dimensions, personal features in size whereas five article There are. top of managers level managerial competencies perceptions of direction, four four dimension and total 21 from matter is formed.

Factor analysis applied for mid-level managerial competencies as a result, the KMO (Kaiser-Meyer Olkin) value was found to be 0.763. and variance amounts of 0.50 under the one which. variables from analysis has been removed. Analysis as a result middle level managers for 21 from matter formed managerial

competencies scale, four four fact (dimension) under collected. Table 3 shows the factor solution. factors and factors loads place is taking.

**Table 3.** Factor Solution for Logistics Managers  
‘ Mid - Level Managerial Competence Perceptions

Factors		Factor Loads	Percentage of Variance
<b>Management Skills (Factor 1)</b>	Strategic thinking ability	.786	38,466
	Conceptual thinking ability	.752	
	Questioning ability	.762	
	Process focus	.655	
	Don't pay attention to details	.565	
	Organized don't	.536	
	Strategic thinking ability	.793	
<b>Clarity and Order (Factor 2)</b>	To cooperation openness	.799	25,379
	Openness to innovation	.775	
	Ability to adapt	.653	
	Not be regular	.631	
	Devotion to duty	.552	
<b>Personal Characteristics (Factor 3)</b>	Low low volunteering	.819	10,317
	Do not be cheerful	.746	
	Charity	.724	
	Lucid being	.533	
	Researcher being	.553	
<b>Influence (Factor 4)</b>	Influence (impact power)	.853	5,835
	People between relationship building skills	.835	
	Self - confidence	.729	
	Don't be cautious	.748	
	Problem solving	.519	

As seen in Table 3, managers' middle level managerial competencies directed towards their perception in four four dimension and 21 from matter is occurring. However the moment that occurs This four four factor top level managerial competence from the dimensions different it happened is seen. From here managers' mid-level management and senior management competencies from each other different aspect what they perceived to the conclusion can be reached. Middle level managerial competence dimensions, six from matter the moment



that occurs management skills dimension, per person clarity and order consisting of matter, personal features and influence from the dimensions is occurring.

Lower level managerial competencies for KMO (Kaiser-Meyer Olkin) value 0.742 aspect found, variance amounts of 0.50 Variables below were removed from the analysis. As a result of the analysis, level managers for 18 from matter the moment that occurs managerial competencies scale, five fact (dimension) under has been collected. You can see the factor solution in Table 4; Belonging to factors and fact loads place is taking.

**Table 4.** Factor Solution for Logistics Managers'  
Mid - Level Managerial Competency Perceptions

Factors		Factor Loads	Percentage of Variance
<b>Interest in Others (Factor 1)</b>	Strategic thinking ability	.803	37,295
	Conceptual thinking ability	.751	
	Questioning ability	.735	
	Process focus	.664	
	Don't pay attention to details	.531	
	Organized don't	.594	
	Strategic thinking ability	.724	
<b>Management Skills (Factor 2)</b>	To cooperation openness	.831	26,516
	Openness to innovation	.787	
	Ability to adapt	.672	
	Not be regular	.644	
	Devotion to duty	.519	
<b>Human Resources (Factor 3)</b>	Low low volunteering	.783	10,374
	Do not be cheerful	.773	
	Charity	.741	
	Lucid being	.566	
	Researcher being	.533	
<b>Flexibility and Adaptability (Factor 4)</b>	Influence (impact power)	.861	6,841
	People between relationship building skills	.869	
	Self - confidence	.783	
	Don't be cautious	.726	
	Problem solving	.512	
<b>Development (Factor 5)</b>	Organize	.921	6,460
	Becoming a researcher	.813	
	Continuous learning	.617	

Table at 4 seen like lower level managerial competencies directed towards the moment that occurs dimensions four by four from matter the moment that occurs others with three dimensions : caring, management skills and human resources. from matter the moment that occurs flexibility and rapport with development from the dimensions is occurring. Managers ' skills towards lower - level managerial competencies their perceptions top and middle to level according to difference it shows is seen.

At this point we have come this far, there is a need for hypothesis testing.

### ***3.4. Hypothesis Tests***

In order to actualize hypothesis "Single Directional Variance Analysis" has been applied.

The ages of logistics managers are grouped as 20-30, 31-40, 41-50, 51 and over. Logistics managers are valued according to their ages; top level managerial competencies ( $F=0.245$ ,  $p=0.881$ ), middle level managerial competencies ( $F=0.004$ ,  $p=0.0942$ ) and lower level managerial competencies ( $F=0.235$ ,  $p=0.937$ ) the importance they give between significant one of difference is not there it is seen. By rejecting the  $H_1$  hypothesis According to the ages of managers fly in terms of managerial level among the importance they give a meaningful difference can be expressed.

Titles of managers : senior manager, mid - level manager and lower level manager aspect coded. This according to top level managerial competencies ( $F=0.033$ ,  $p=0.929$ ), middle level managerial competencies ( $F=0.215$ ,  $p=0.837$ ) and below level managerial competencies ( $F=0.301$ ,  $p=0.711$ ) there was a significant difference between the importance they gave it appears that it is not. Three managerial positions according to the titles of the managers There is a significant difference between the importance they give in terms of level is not there can be expressed.  $H_2$  hypothesis It was rejected.

Of managers : 1-3, 4-6, 7-9, 10-12, 13-15, 16 years and coded above. Senior level of managers according to their seniority managerial competencies ( $F=2.628$ ,  $p=0.028$ ) and middle level managerial competencies ( $F=3.361$ ,  $p=0.005$ ) they give importance at levels It appears that there is a significant difference. However, lower level managerial There is a significant difference between the importance they attach to competencies ( $F=1.657$ ,  $p=0.225$ ). It appears that there is no difference. Managers ' seniority according to their seniority and the importance they attach to mid -level managerial competencies. There is a difference in the importance they give to lower-level managerial

competencies. between whereas significant one of difference is not there It is seen.

#### 4. Conclusion and Recommendations

Logistics, one of the most important building blocks of world trade, is in a very important position for global market owners. With the existence of logistics, technology continues its development and opens up space for innovation and new production. At this point, logistics managers have important duties. Logistics managers may differ in their management types according to many sectors. The logistics industry can be said to have a harsher climate than, for example, the textile industry.

Based on this study and previous studies in the literature even though they basically do the same job, managers' management they should have different managerial competencies depending on their level. It is understood. More over This without working get made Results in This judgment It supports. This according to top and middle level administrative competencies aimed at perceives four size, lower level administrative competencies aimed at perceives whereas five in size collected. However administrative levels in terms of more comprehensive administrative competence In order to reach the needs, both more comprehensive and more to work need has. This study Small One in the sample managers administrative to levels aimed at competence their perceptions emerge put for get made your results all represent managers to do should not be expected. With this together administrative your competencies new studies on examining in more detail in terms of management levels

Managerial competencies in terms of managerial levels in the literature There are very few studies examining this. Middle and lower in application examples level managers was chosen to examples more chic is encountered. However, the results obtained as a result of these studies are levels in terms of hand not taken. From this next in studies administrative your levels all including, different in sectors administrative your competencies what to be should examining of research to be done need has. Conclusion aspect This study with reached Results, managers management levels in terms of administrative Empirically, their perceptions of competencies are different. reveals.

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## CHAPTER XI

# EXAMINATION OF REPUBLIC PERIOD ACCOMMODATION FACILITIES IN INDUSTRIAL COMPLEXES: A CASE OF TÜLOMSAŞ GUESTHOUSE IN ESKİŞEHİR, TÜRKİYE\*

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### 1. Introduction

Republic period modern accommodation structures hold significant cultural heritage value as reflections of an important period in Turkey's history and architectural development. These buildings, which play a crucial role in the socio-cultural fabric of urban life, represent both modern architecture and constitute an integral part of cultural heritage due to the values they carry. Some of these structures are situated independently within cities or as part of urban fabric, while others are located within industrial complexes on the outskirts of cities, serving as guesthouses. When evaluating the values these buildings carry as cultural heritage, they encompass historical and documentary

significance, architectural and aesthetic value, as well as traditional and educational values as part of cultural identity and the lived experience.

Factories have had a profound impact on population movements and accelerated urbanization in the regions where they are situated. With their various functions, they have also served the environment and influenced societal life during the process of modernization. In the context of Eskişehir, the development of socio-cultural uses and urban relations within an industrial context constitutes one of the research topics. Industrial complexes, through the functions they have encompassed, such as housing, social services, and recreation, have transformed and enhanced societal life, cities, and their surrounding environments. Specifically, in Eskişehir, the Cer Atelier, founded in 1894 after the arrival of the railway in the city, represents the city's first industrial establishment and forms the origin of the present-day TÛLOMSAŞ complex. This study focuses on a guesthouse structure located within the TÛLOMSAŞ Industrial complex. The primary objectives of this study are to emphasize the significance of the guesthouse building within the TÛLOMSAŞ complex as a social facility, introduce its architectural features, investigate its relations with the city and contemporary structures, and analyze the building within the context of modern architecture.

The study analyses the transformation process from traditional structures with accommodation functions, such as inns and caravanserais, to modern hotels in light of emerging sociocultural typologies, while also examining the concepts of guesthouses and hotels. The objective is to provide a comprehensive understanding of the guesthouse structure, examining its functional origins, its relationships within the context of both the complex and the city on a larger scale, and detailing its architectural features alongside its temporal characteristics.

This study investigates the place of the guesthouse building, a socio-cultural structure within the living industrial heritage of TÛLOMSAŞ, within the context of Eskişehir's modern architectural heritage. Given its status as part of the still operational TÛLOMSAŞ complex and the inherently closed nature of industrial production areas, a detailed description and analysis of the building become essential. Enhancing the recognition, conservation, and transmission to future generations of these socio-cultural structures within industrial heritage complexes, which are on the verge of disappearing and constitute a part of cultural heritage, holds significant importance.

## 2. Method

Within the scope of this study, the relationship between industry and the city, and the physical spaces produced to meet the changing needs of society have been examined, with a specific focus on the guesthouse building typology in Eskişehir. Using the TÜLOMSAŞ guesthouse building as a socio-cultural structure, accommodation facilities have been investigated, and their development has been evaluated based on function, modern period, architectural characteristics, and the social reinforcement they provide.

The methodology of this study consists of collecting both visual and literary data related to Republic-period accommodation structures through a case of guesthouses located within an industrial complex in the context of modern architecture. The collected data is then analyzed and synthesized, and the selected sample case is evaluated within the framework of the subject through comparisons with similar cases.

In the initial stage, on-site documentation was conducted, and data related to the building were collected through archive research. Project documents and visuals found during documentation and archive research were incorporated into the study through both schematic representations and markings on maps. The collected and analyzed data were then integrated into the text, both visually and written. In the second stage, the TÜLOMSAŞ guesthouse structure was evaluated through a comparative study. Comparative assessments were made by creating graphs that encompassed the drawing and written description of information gathered through on-site observations and archive research.

## 3. Modern Architecture and Its Development Process

### 3.1. Modern Architecture

Hasol (1998, p. 319) defines modern architecture as an architectural style rooted in the French-derived word “modern,” which means contemporary and evolved in the 19th century as a response to the developments triggered by the Industrial Revolution. It became widespread in the first half of the 20th century, seeking direct solutions that align with the needs of its period, artistic concepts, and building technology. In studies related to Modern Architecture, the Industrial Revolution and the innovations it brought with it are considered a turning point that propelled and even initiated developments in the field of architecture (Biol, 2006).

In the early 20th century, parallel to the modernist movement that emerged in Europe, a development of modern architecture can be observed in the newly



established Republic period in Anatolia after the wars. The birth and evolution of modern architecture in the 20th century can be attributed to technical, social, and cultural changes and innovations in the material-technical-structural relationship initiated by the Industrial Revolution. Subsequent socio-economic developments led to both the emergence of new building types and a new understanding of space and form in architectural production (Bırol, 2006, 5).

The modern movement, characterized by a progressive and innovative approach, emphasized the use of reinforced concrete, steel, and glass, geometric shapes, cubic forms, and Cartesian grids. It eschewed ornamentation, stylistic motifs, and traditional roofs, with suggesting for universal validity and rationality. This evolving movement came to be known as the “international style” in the 1930s. In the 19th century, Ottoman reformers and, later, the leaders of the Republic in the 1920s and 1930s, sought to catch up with Western progress by importing institutions, forms, and techniques. Architecture served as both a symbol and a means of reform and change (Bozdoğan, 2015).

During the Republican Period, factory complexes with public investments, located outside of cities, followed a model defined as ‘company towns,’ which were developed by philanthropic industrialists of the 19th century. These company towns consist of in addition the main and ancillary production facilities and warehouses, incorporating housing, social services, and recreational areas within their compounds (Bilgin, 1998). Among the accommodation structures within these complexes, Guesthouse buildings can also be considered as part of this model.

### ***3.2. The Development of Modern Architecture***

The first of the approaches that developed in parallel with the modernist perspective in art, which included asymmetry, transparency, volumetric interpenetration (the tendency to use different geometries stacked or nested inside one another), and abstract thoughts related to essence, was Cubism. Cubism was followed by the Neo-Plasticism (De Stijl) approach, which laid the foundation for modern architecture under the name of ‘new architecture.’ This approach favored non-monumental, non-symmetrical, economical, functional, and style-independent architectural forms (Conrads, 1991).

During this period, influenced by industrial production technology and born in reaction to the pre-modern approach, Futurist and Constructivist approaches emerged, which manifested themselves not only in architecture but also in art. These two approaches played a significant role in the emergence of the concept of “machine aesthetics,” based on the fusion of function, construction, and structure.

In the early 20th century, the modern approach saw widespread adoption, particularly through the architectural movement based on the technical and artistic collaboration, which emerged at Bauhaus. Bauhaus, an institution that aimed to unite art and craftsmanship under one roof, promoted standardization and rationalization in building production with the belief that it would bring both economic gain and a higher quality of life (Gropius, 1967). This systematic approach was extensively applied in residential architecture and became dominant. This approach, based on Gropius's principles, is characterized by the use of simple geometric forms in design, an effort to control nature through strip windows, the goal of creating a visual connection between interior and exterior spaces with extensive glass surfaces, functional space planning, unobvious construction from the outside, and features like white exterior facades.

The primary principles underlying the International Style, which is considered the classical period of Modern Architecture (Birol, 2006), include rationality in design, the construction of the structure according to a system, the detachment of the building from nature, and the perception of the building as an aesthetic object reflecting human creativity. The design is characterized by simplicity and classical geometric forms, seeking perfect proportions among them (Birol, 2006, 13). Le Corbusier, one of the important representatives of the International Style, applied five principles (the aesthetic values of modern architecture: reinforced concrete skeleton system, open plan and facade design, horizontal windows, and a rooftop garden) in Villa Savoye (Figure 1). These principles were recognized as the fundamental principles of the International Style during the 1929 I. CIAM (Congres Internationaux d'Architecture) Congress.



**Figure 1.** Villa Savoye, one of the iconic works of modern architecture, designed by the renowned modernist architect Le Corbusier (Source: <https://www.archdaily.com/84524/ad-classics-villa-savoye-le-corbusier>, Access:15.09.2023)

Another prominent figure among the representatives of the International Style is Mies van der Rohe, who developed a rational architectural approach. He aimed for architectural perfection by emphasizing functional solutions and the utmost precision of details in his buildings, using pure geometries. Discipline, simplicity, excellence, order, and the creation of a universal architectural language stand out as goals in his designs. An example of this approach can be seen in the Farnsworth House and the Barcelona Pavilion (Figure 2). The concept of ‘universal space,’ developed in modern architecture, is dominant in both examples. It departs from the notion of traditional enclosed rooms and aims to establish a visual relationship between interior and exterior spaces (Tanyeli, 1993; Birol, 2006).



Farnsworth house, Mies van der Rohe, buikt in 1950 (Source:<https://www.arkitektuel.com/farnsworth-evi/> Eriřim:15.09.2023)



Barcelona Pavilion, Mies van der Rohe, built in 1929 (Source:<https://www.archdaily.com/109135/ad-classics-barcelona-pavilion-mies-van-der-rohe/>, Access: 15.09.2023)

**Figure 2.** Farnsworth House and the Barcelona Pavilion, iconic works by the modern architecture representative Mies van der Rohe.

#### 4. Findings and Discussion

In the present study, findings and discussions have been considered as a cohesive unit. The data analyzed in the findings section have been evaluated and interpreted in the discussion section. The evaluations have been made with consideration for the principles and approach of modern architecture. In these assessments, the studied structure has been compared with other structures built in the same period and style, both in terms of social reinforcements and architectural concepts. In this section, first, Republic-period accommodation structures in Eskiřehir will be examined, followed by an analysis of the TLOMSAř Guesthouse, all within the framework of the modern architectural approach.

##### *4.1. Republic Period Accommodation Types in Eskiřehir*

Cities have undergone changes over time, but the most profound transformation occurred with the Industrial Revolution. After years of war, occupation, fires, and

destruction, Eskişehir entered a stagnant period. Industrial investments made during the Republican Period brought vitality to the city. Like in the rest of the country, modernization and progress rhetoric led to examples of national architectural movements in Eskişehir's architecture (Figure 3). In this context, the Köprübaşı Palas Hotel, İstanbul Hotel, and Porsuk Turing Hotel can be cited as examples. Following national trends, hotels influenced by the rational language of the İstanbul Hilton Hotel were built. In Eskişehir, examples adhering to Vanlı's (2006) honeycomb texture description were constructed after the 1950s. The Porsuk Hotel, Gamgam Hotel, and Emek Hotel serve as examples of this (Figure 4).



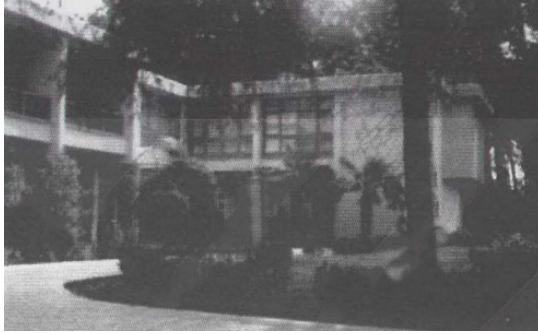
**Figure 3.** Examples of accommodation buildings constructed in Eskişehir during the early years of the Republic with modernization discourse.



**Figure 4.** Examples of hotels in Eskişehir that adhere to the honeycomb texture description, built after the 1950s.

Another type of accommodation in the Republic period includes guesthouse structures, some of which were located within industrial complexes. The construction of guesthouses primarily took place in later periods. The accommodation needs related to industry were met over time in the lodgings within the complexes, bachelor pavilions, social facilities, or surrounding

hotels, depending on the visiting guests. Later, some buildings were transformed into guesthouses. An example of such a guesthouse building can be found in the T-plan, horizontal, and vertically balanced structure of the Merinos Wool Plant Guesthouse (Figure 5), established by Sümer Holding A.Ş. in Bursa. This modern building is characterized by its simple facade, where the balance of vertical lines can be perceived, and a clear structural system, demonstrating the evolution of a factory complex (Zeybekoğlu, 2002).



**Figure 5.** Guesthouse Building of the Bursa Merinos Wool Plant (Zeybekoğlu, 2002).

#### 4.2. TÛLOMSAŞ Guesthouse

The concept of a guesthouse is composed of the Arabic word “*musāfir*” and the Persian word “*hāne*,” meaning guesthouse. In the travelogues of Evliya Çelebi, the Persian concept “*mihman*,” meaning guest, has been used to refer to concepts like “*mihmanhane*,” which means guesthouse, “*to be mihman*,” which means to be a guest, and “*konaklamak*,” which means to stay. It was a general term used for accommodation structures of that period, including caravanserais and inns. The concept of a guesthouse is not so much a typological term like a hotel but rather used as a part of an institution or settlement, within which it serves as an accommodation structure or section.

Guesthouse structures also represent the influence of Republic-period modernism and reflect the fundamental principles of modern architecture. Republic-period modern guesthouse buildings serve as tangible evidence of Turkey’s modernization and transformation process. They can be considered historical sources that reflect the transformation and modernization that took place during this period. These structures, which represent the development of modern architecture in Turkey, hold significant architectural value.

In the process of industrialization, urbanization, and modernization, evolving technologies and changing social life have resulted in the creation of

new spatial typologies. Station, post office, warehouse, office building, bank, school, healthcare facility, government institutions, shops, stores, entertainment venues, hotels, apartment-style residences, vacation homes, parks, factories, warehouses, employee housing, social service and recreational areas can be exemplified as spatial typologies. In this study, among these building types produced by Modern architecture, the guesthouse building with accommodation function has been examined within the framework of the principles of modern architecture. While the concept of a hotel, among accommodation structures, represents a spatial typology based on the function-space relationship of inns and is nourished by that design, the concept of a guesthouse can be described as a term associated with buildings such as embassies, churches, monasteries, or used as part of a complex, institution, or settlement.

#### ***4.2.1. The Architectural Features of the Guesthouse Building***

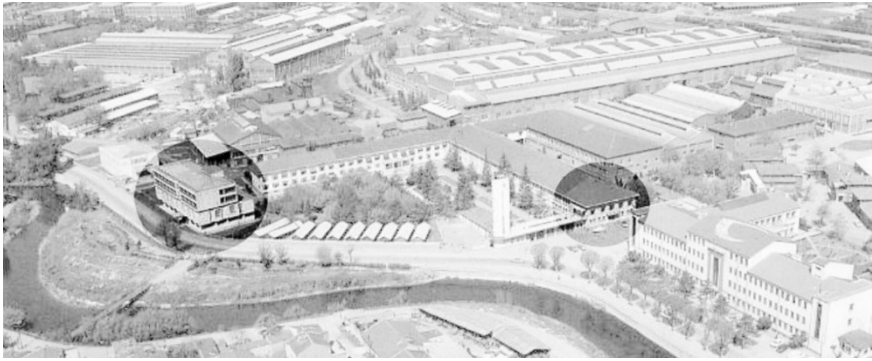
The TÜLOMSAŞ production site is an enclosed campus with two controlled entry points. Outside the campus, there are residential buildings to the southwest, residential buildings to the northeast, Demirspor clubhouse (formerly the Assembly House), and a hospital. Inside the production site, which is related to the external campus, there is the old nursery building, which is currently used as the revolution museum, and the guesthouse building. The guesthouse structure is used from both within and outside the campus in two directions. This dual-use has led to the presence of functions other than accommodation within the building.

The functions of the meeting house, which was built in 1952 and has two halls and a garden where cinema screenings, music concerts, weddings, and similar events are held and is currently used as the Demirspor clubhouse, have been consolidated in the guesthouse building. In the guesthouse building, there are two multipurpose large halls on the ground and first floors. These halls, along with the garden of the building, have served as spaces for various events. Additionally, there is a slightly smaller-sized dining room and an honor room specifically for special guests. On the ground floor, there is an amphitheater-style briefing room, and the library section and functions related to the internal use of the factory can also be exemplified. The building has storage rooms on both the ground and first floors, along with kitchen sections that serve the halls.

The rectangular plan of the guesthouse building (Figure 6) is oriented in the southwest-west and northeast-east directions, with its main entrance facing the south. The building's footprint area measures totally 812.04 m<sup>2</sup>, with sides measuring 20.10 m on the lateral surfaces and 40.40 m on the front and

rear surfaces. The hotel section, comprising the 2<sup>nd</sup> and 3<sup>rd</sup> floors, has a total construction area of 2,938.48 m<sup>2</sup>, with lateral sides measuring 15.50 m and front and rear sides measuring 42.40 m. The front and rear garden distances of the building are 7.00 m, the left side garden is approximately 40.00 m wide, and the right side garden is approximately 10.00 m wide. According to the site plan obtained in 1998, it is observed that the spacious left side garden contains elements such as a stage, a pool, and a veranda, and it is known that various events such as weddings, celebrations, and entertainment take place here.

In this study, the guesthouse building of TÜLOMSAŞ, which is one of the types of accommodation within industrial complexes in the Republic Period, will be examined in the context of modern architecture. Until the new guesthouse building was constructed, a section of the “Cer Dining Hall” building was used as a guesthouse and later converted into a dormitory (as seen in a project from 1982) (Figure 6).



**Figure 6.** Guesthouse building (on the left) and the old guesthouse section (on the right), (Yatağan, 2013).

The rectangular plan building consists of 4 plain, 1 half (lobby) horizontal plain axes and 5 plain, 1 half (lobby) vertical axes. On the ground floor of the building, there are multiple-purpose halls consisting of 3 horizontal and 3 vertical plain axes touching the front facade and the left-side facade, a kitchen consisting of 1 plain, 1 half horizontal and 2 plain vertical axes touching the left-side facade and the rear facade, including a service elevator, stairs, a material storage room, and service area, wet areas consisting of 1 plain horizontal and vertical axis touching the rear facade, a briefing room with a stage, partly terraced in an amphitheater arrangement, and a waiting room located within 4 plain, 1 half horizontal, and 1 plain vertical axes touching the front, rear, and right-side facades. There is a main entrance axis on the front facade, with an elevator added later on the left side, stairs on the right side, a chapel under the

stairs, and a technical room opening to the main hall, as well as a reception area and an office area facing the entrance door between the elevator and the stairs, and a briefing room accessible from the lobby where the rear door is located. On the rear facade, there is a door opening to the service and material storage room of the kitchen unit, and on the left-side facade, there is a direct door opening to the kitchen unit (Figure 7).

In the old projects obtained for the building, different uses have been observed. The section where the existing elevator, which was added later, is located, was previously used as a reception. It is known that the current reception area was wet areas at one point, used as a barber shop at another time, and as an office in another period. The office unit next to the reception area was also used as a barber shop at one point. The multi-purpose hall and the seating/waiting area in other projects were conceived as spaces that included a bar unit, but it is not known how much of this was implemented. The seating area seems to have been functionally utilized as a relaxation and lobby area at one point.

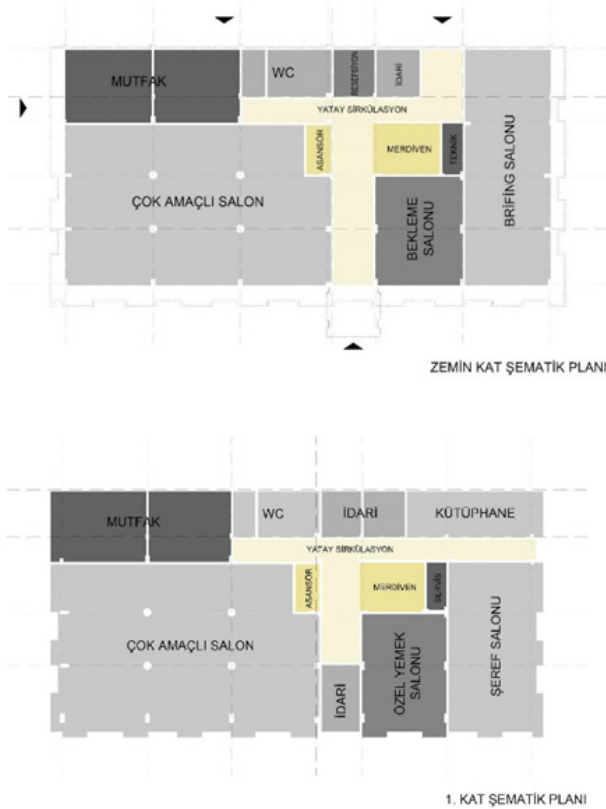


Figure 7. Schematic ground floor and first floor plan of the Guesthouse building.



The 2<sup>nd</sup> and 3<sup>rd</sup> floors of the Guesthouse building, which are dedicated to accommodation, are characterized by a grid-like pattern formed by the walls that separate the rooms, continuous balcony parapets, and the facade as a whole. The building features a simple and straightforward facade language achieved through mass movements. In the early period of the building, except for the spaces later converted into rooms, all accommodation units were designed with balconies. Due to its location at a pivotal point where the Porsuk River forms a curve, serving as the central point of the curve, the building accommodates accommodation units in three directions, considering the factor of the view, except for the rear facade (Figure 8).



**Figure 8.** Representation of the modifications on the elevations of the 1984 dated project (TÜLOMSAŞ Archive, 2019).

There are horizontal and vertical linear markings created with plaster on all facade surfaces of the building, giving the impression of joints. These markings connect and emphasize the window openings. While there is no ornamental approach particularly in the exterior space, aspects such as the detachment of the hotel mass from the ground floor, facade movements on the 1<sup>st</sup> floor, the setback of load-bearing walls from the facade line on the rear facade, and the sloping endings of the column tips can be considered within the scope of ornamentation (Figure 9).



**Figure 9.** Facade movements, joints, and column ends:  
Front facade (Left), Back facade (Right) (Doğukanlı, 2019).

#### **4.2.2. Evaluation of TÜLOMSAŞ Guesthouse Building**

The guesthouse structure was evaluated by comparing it with the Porsuk Hotel and Emek Hotel, which were obtained through competitions in the international style during the same period, based on its architectural features. In the section on social amenities, Madam Tadia Hotel, which was the subject of novels during the period when the railway arrived in the city, and the Porsuk Turing Hotel, which was built in the early Republican period in the first national architectural style, were also included.

Considering that the first industrial branch of the city was the Cer Workshop, it can be said that all of the structures are related to industry. Among the accommodation structures discussed, Madam Tadia Hotel and Emek Hotel are examples of hotels built close to transportation facilities. Porsuk Turing Hotel was built in the city's bazaar area, which was the central location of the period and had hot springs, for both those coming for hot springs and those coming for industrial purposes. Porsuk Hotel was also constructed in a region with banks nearby, close to the city center, with the function of an office building. Except for Madam Tadia Hotel, all of these buildings are positioned to visually interact with the Porsuk River. Apart from their main accommodation function, all of the buildings have acquired secondary functions depending on their location. These secondary functions include dining, office spaces, shops, open and closed parking lots, and more, depending on the specific location of each building. The guesthouse building is used both internally, from within the TÜLOMSAŞ campus, and externally, which is why it has secondary functions such as the reception hall, briefing room, library, and multipurpose halls.

All of these buildings naturally include dining-related functions such as restaurants, bars, and entertainment venues, which are typical for accommodation

structures. When evaluated from the perspective of dining, Madam Tadia Hotel's restaurant is small and on a local scale, while Porsuk Turing Hotel embraces a service from Western culture, reflecting the progressive ideology of the time. Porsuk Hotel provided Western music alongside meals in its restaurants and bars, aiming to create a cultural atmosphere beyond accommodation. Emek Hotel's restaurant and bar functions were considered a prestige indicator in society. The Guesthouse building also featured dining-related functions at different times. One common function between the Guesthouse building and Emek Hotel is the presence of meeting rooms.

It is known that events such as weddings and celebrations took place in the garden and terrace areas of Porsuk Turing Hotel, on the terrace of Emek Hotel, and in the garden and terrace of the Guesthouse building. These functions are believed to have evolved over time and influenced each other, reflecting changes in urban culture.

The examined accommodation structures have evolved over time and have been influenced by socio-cultural uses that were part of the physical development of the city, as well as by social services developed within industrial facilities and settlements. It is believed that these accommodation buildings, influenced by socio-cultural uses integrated with industrial facilities, later influenced the city and urban culture. Activities and meetings that were previously held within the industrial complex have started taking place in the Guesthouse building after its construction. The Guesthouse building's functions have impacted these accommodation structures in terms of their social reinforcements.

All of the buildings are positioned to establish visual interaction with the Porsuk River, and their plan schemes are based on Euclidean geometry, with masses in the form of rectangular prisms. Both Porsuk Hotel and the Guesthouse building are aligned parallel to the Porsuk River, while Emek Hotel is oriented at a right angle to it. The non-linear and meandering course of the Porsuk River has influenced the layout of accommodation units and diversified the accommodation schemes of the buildings.

The accommodation units in all the buildings have balconies, but in Emek Hotel, due to the building's location and the influence of the landscape factor, they are oriented in two opposite directions, which are the front and back facades. The units are distributed as follows: in Porsuk Hotel, they are spread over 4 floors, aligned in a row on the front facade, with 18 rooms per floor. In the Guesthouse building, they are on 2 floors, aligned both in a row on the front facade and perpendicularly on the side facades, with 12 rooms per floor. In Emek Hotel, they are on 3 floors, arranged in two rows on both the front and rear facades, with 18 rooms per floor.

Emek Hotel's accommodation floors are primarily dedicated to circulation elements such as elevators, stairs, and hallways, with no additional functions. In the guesthouse building, there are shared waiting areas, laundry facilities, ironing rooms, and staff rooms, among other functions. Porsuk Hotel's accommodation floor also includes similar functions. The floor plans are shown in Figure 10, presented from top to bottom as Porsuk Hotel, Guesthouse building, and Emek Hotel.

The accommodation units in Guesthouse and Emek Hotel have a width of approximately 3.40 - 3.50 m, while in Porsuk Hotel, they are slightly narrower at around 3.00 - 3.10 m. The room lengths vary with Porsuk Hotel having rooms with a length of 7.20 m, Guesthouse with 6.85 m, and Emek Hotel with 5.10 m. The room areas in all of the buildings are quite similar, but Porsuk Hotel's balconies are shallower than the others.



**Figure 10.** Schematic floor plans of accommodation levels (Porsuk Hotel, Guesthouse, Emek Hotel).

In both Porsuk Hotel and the Guesthouse, as well as the entire Emek Hotel, except for the rear facades, there are projections on the front and side facades. Porsuk Hotel and the Guesthouse have an additional floor between the ground floor and accommodation floors. The service void between these two floors is set back to the ground floor facade, emphasizing the function while separating the 1st floor from the accommodation floors. Emek Hotel, on the other hand, does not have an additional floor between the accommodation and ground floors.

Porsuk Hotel and Emek Hotel have terrace sections on their top floors. The terrace in Porsuk Hotel extends outward from the 1st floor, creating a square-plan space with a domed “V”-columned structure, which forms the entrance eave and highlights the entrance. The entrance eave of the Guesthouse is constructed similarly, with rhythmic facade movements on the 1st floor. Emek Hotel does not have an entrance eave (see Figure 11).

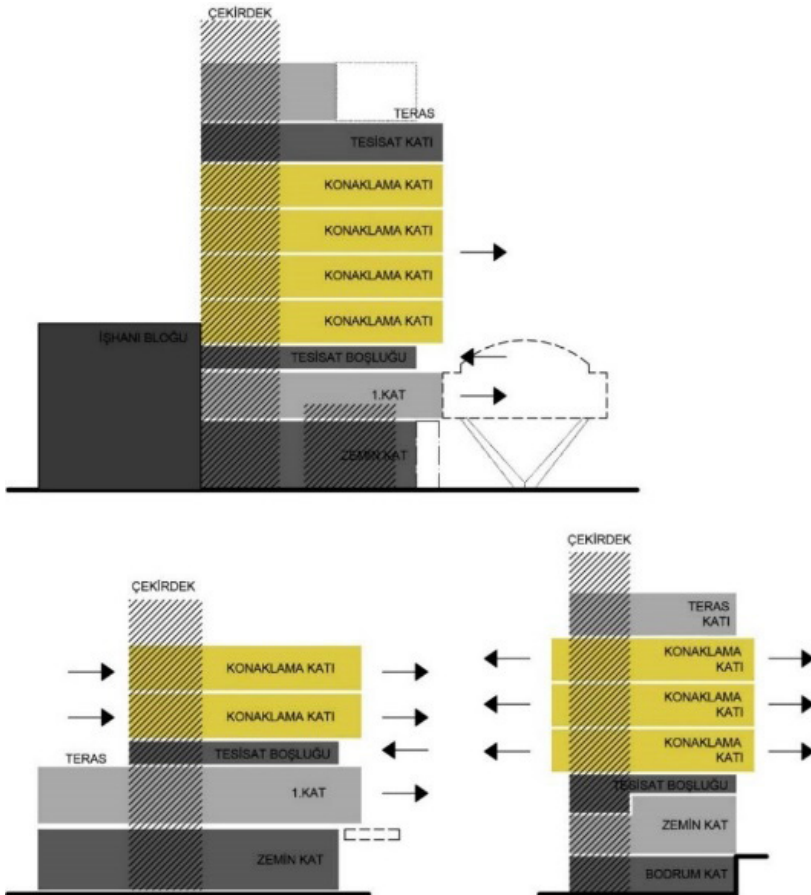
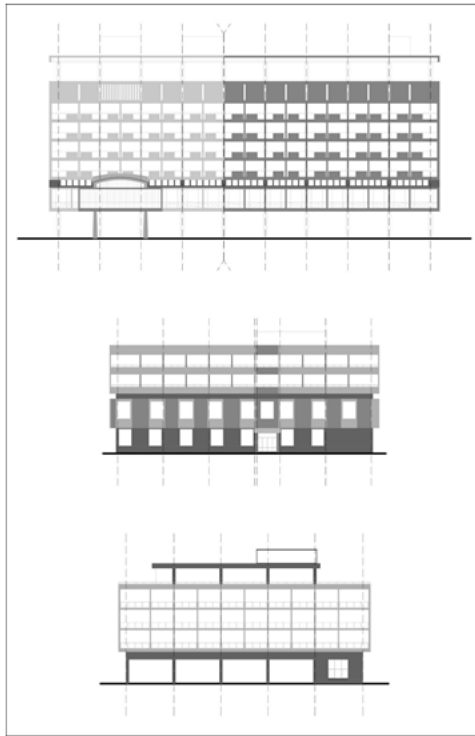


Figure 11. Massing Movement Diagram (Porsuk Hotel, Guesthouse, Emek Hotel).

The facade composition in the buildings has been created using the characteristic features of rational architecture, with horizontal and vertical lines. In Porsuk Hotel, there are vertical linear voids on the front facade section of the service floor above the accommodation units, and these vertical voids are intensified at the entrance section by aligning them with the walls that separate the accommodation units. In the Guesthouse building, horizontal and vertical fugal lines emphasize the window openings. Schematic drawings showing the front facades of the buildings are presented in Figure 12.



**Figure 12.** Schematic front elevation views of the buildings (Porsuk Hotel, Guesthouse, Emek Hotel).

Different projects for the guesthouse building have shown that the ground floor is wider, and the first floor contains more windows. Emek Hotel's ground floor on the front facade is similar to this project, featuring a transparency with extensive use of glass between horizontal and vertical supports. Porsuk Hotel's ground floor is entirely composed of glass façade, with structural elements left exposed and rhythmically protruding inside and outside, resembling the façade movements of the guesthouse's first floor.

The repetition of balcony-equipped accommodation units and the lattice structure described as a square honeycomb texture by Vanlı (2006) is observed as a characteristic feature of the front facade in all the buildings. In Emek Hotel, this texture is very pronounced due to the balcony parapets being made of glass, and the texture is formed solely by the ground floor and separating walls. The resulting balcony void is almost square in geometry. In Porsuk Hotel, the geometry of the square honeycomb texture changes slightly because some of the balcony parapets are glass, while others are made of mesh walls. The fact that the parapet walls do not touch the separating walls strengthens the perception of the square honeycomb texture.

In the guesthouse building, the semi-parapet walls with semi-glass parapet, the horizontal continuation of parapets along the facade, and the fact that the walls between rooms are set back from the facade plane disrupts the appearance of the square honeycomb texture. The voids on the facade in the guesthouse are not perceived as repeating square geometries but rather as horizontal band gaps along the facade line. In Porsuk Hotel and Emek Hotel, the balcony voids are as seen from the facade plane, while in the guesthouse, the ceiling surface above the balcony is higher than the balcony void on the facade plane. This leads to a different perception of the building elements from the facade texture.

## 5. Conclusion

In the comparing accommodation structures in Eskişehir and the TÜLOMSAŞ guesthouse building in terms of their social amenities, it can be observed that the transformation and functional changes in the examined buildings were driven by evolving needs and influenced by various auxiliary functions, distinct from the functional origins of accommodation itself. The uses that developed within industrial complexes, such as cuisine, dining, music, dance, clothing, and services, reflected Western lifestyles and were replicated in accommodation structures. It can be felt that an attempt was made to create a culture beyond accommodation.

Since all the buildings fall under the category of city hotels, they accommodate functions such as offices, shops, restaurants, casinos, and bars depending on their surroundings. Similarly, due to the dual usage from both within and outside the campus, the guesthouse building also incorporates auxiliary functions. Like Vanlı's (2006) definition of city hotels, these structures have evolved in conjunction with the social structure of their surroundings and have become integrated with the environment.

When comparing the guesthouse building with the Porsuk Hotel and Emek Hotel, which adopted international style after the national movements of the Republic Period and were obtained through competitions, it can be seen that the positioning of the buildings is based on their location relative to the Porsuk River, and their floor plans are shaped accordingly. The arrangement of accommodation units appears to be influenced by the landscape. In the Porsuk Hotel, units are arranged in a single row, oriented towards one direction due to the scenic effect. In the Emek Hotel, they are organized in two rows, facing two directions, and in the guesthouse building, they are in a U-shaped single row, oriented towards three directions. In addition to accommodation units and circulation areas, service areas are present in both the Porsuk Hotel and the guesthouse, but not in the Emek Hotel.

The sizes of accommodation units in all three buildings are relatively similar. While all buildings have balcony-equipped accommodation units, the Emek Hotel also includes rooms without balconies. Since each building has two rooms between two vertical axes, the room sizes and forms are determined by the spacing between these axes. The Porsuk Hotel has the narrowest spacing between vertical axes, while the guesthouse and Emek Hotel have similar widths. Despite the larger horizontal axis spacing in the Emek Hotel, the layout of the rooms results in it having the smallest accommodation unit area. Although their areas are similar, the units in the Porsuk Hotel are narrow and long, while those in the guesthouse are relatively wider and shorter. It is also observed that both the Porsuk Hotel and the guesthouse building are constructed as two sections separated by expansion joints based on their sizes.

The buildings exhibit functional differentiations through projections, setbacks, mass movements, and are characterized by simple, facades with a horizontal and vertical emphasis, as well as a geometric arrangement of rooms that creates a characteristic grid-like pattern. In the Porsuk and Emek Hotels, the surfaces creating the voids of the balconies are perceived from the facade plane, whereas in the guesthouse building, the ceiling surface of the balcony is located above the facade plane. The guesthouse's balcony parapets are designed as half-height walls with glass railings and because the walls between units are set back from the facade, they do not read as a cohesive whole like in the other buildings. The texture created by the balconies is perceived as continuous voids horizontally. In the Porsuk Hotel, glass is used as a second skin, serving as a continuous surface on the ground and terrace floors, creating a circular cross-section vertical support that is set back. In contrast, in the other



buildings, glass is used in a fragmented manner, as glazing between structural elements.

It can be observed that the accommodation structures have typologically evolved in relation to the industrial-urban relationships and have developed with examples of uses that have emerged in industrial settlements. They were constructed at different times to accommodate guests associated with the industry, essentially developing in connection with the industry. The buildings interacted with housing structures in factory settlements and cubic housing types that emerged in the neighborhoods around them. The use of reinforced concrete, glass, geometric shapes, cubic forms, Cartesian grids, the absence of ornamentation, style, motifs, and traditional roofs, but the use of terraces for similar functions, indicate that the buildings were influenced by the modernist movement.

The architectural language of the structure reflects the characteristics of minimalism in modern architecture with its simple and functional design. Additionally, in terms of its plan and façade composition, it follows the principles of straight lines and geometric forms in modern architecture, employing rectangular or square plans and straightforward building elements. By using modern materials and establishing a connection between the interior and exterior spaces, the structure emphasizes the principles of modern architecture, such as clean lines and geometric shapes. The design incorporates open spaces and glass surfaces that promote the use of natural light, demonstrating an emphasis on energy efficiency and environmental sensitivity. The Guesthouse structure stands as a significant example that embodies the spirit of modernism during the Republican period, reflecting modern architectural principles such as functionality, minimalism, clean lines, natural light, environmental awareness, and material selection, making it a representative of modern architecture.

**\*Note:** This study was prepared within the scope of Hakan Doğukanlı's master's thesis titled "*Accommodation facilities during the Republican Period within the scope of industrial development in Eskişehir: The case of TÛOMSAŞ Guesthouse,*" which was completed under the supervision of Assist. Prof. Dr. Kader Reyhan at the Department of Architecture, Eskişehir Osmangazi University in 2019.

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## CHAPTER XII

# THE EFFECTS OF NEGOTIATION AND PEER MEDIATION EDUCATION ON UNIVERSITY STUDENTS' EMOTIONAL BLACKMAIL, CONFLICT BEHAVIORS, AND EMOTIONAL SELF-EFFICACY

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### 1. Introduction

Being a social entity, humans engage in communication and relationships with others throughout their entire life journey, from pre-birth to death. The ability to see through another's eyes, hear through their ears, and feel with their heart enhances individuals' social interest and makes them more successful in social interactions (Gençtan, 2012). However, constantly being in communication with others can sometimes lead to disagreements (Taştan, 2006). Experiencing conflicts and disagreements is a natural aspect of communication for university students who come from different countries, cities, and cultures to receive education in the same school environment. In any social-emotional relationship, one of the indicators of emotional blackmail is when the manipulator shapes the form of the relationship, keeping one of the individuals constantly under emotional control (Forward, 1997). For the relationship to be brought to a healthy dimension, the individual must become aware of the behavior that is causing

them pain, make efforts to rectify it with negotiation skills, and establish their relationship on a more solid foundation (Kahraman, 2022). Individuals that can regulate emotional functions, establish emotional empathy, and manage their relationships by coping with the disruptions brought about by emotions (Southam-Gerow, 2014).

Emerging adults are considered to experience a period of social isolation in establishing close relationships, according to the psychosocial theory of personality development. Therefore, interpersonal relationships hold a significant place during this phase (Gençtan, 2012). It is believed that university students who can learn to establish healthy relationships can sustain this ability in other stages. It is natural for interactions among university students, who come from diverse backgrounds and cultures to pursue higher education together, to sometimes result in conflicts. Individuals' conflict resolution skills are generally associated with their perspectives on conflicts and their past experiences related to how the conflicts were resolved by the role models they observed (Yılmaz and Türk, 2020). Therefore, considering disagreements in interpersonal relationships, it is crucial to understand how the conflict is perceived and managed by individuals (Göğebakan Yıldız, 2016). When university students exposed to constructive strategies in conflict resolution experience conflicts in their lives, they are believed to approach them in a constructive manner. Conversely, those exposed to destructive strategies are thought to approach conflicts in a destructive manner. Thus, it is considered important to provide conflict resolution education to students (Kahraman, 2022). When individuals fail to negotiate in their relationships with others, dissatisfaction stemming from conflicts arises, leading to feelings of disappointment, distress, and maladaptive behaviors. The process of mediation involves two or more parties in conflict coming together under the facilitation of a mediator to find a common, effective, and fair solution to their problems (Kekeç, 2010). The mediator in this process guides the parties to resolve their issues on their own. Since negotiation skills develop over time, it can be challenging for individuals to change their problem-solving skills as they grow older. Peer mediation is a voluntary, structured process aimed at helping students acquire healthy problem-solving skills (Demir and Mertol, 2021).

When examining conflicts in university environments, it has been observed that students often resort to verbal and physical violence to cope with these conflicts (Gülkocan, 2011). Teaching university students conflict

resolution skills enhances the quality of life, enables individuals to overcome their problems (Korkut, 2002), and leads to increased academic achievement, along with the development of healthy and functional cognitions. This, in turn, supports societal development and aids in the positive purging of distressing emotions.

It is believed that the conflict resolution, negotiation, and peer mediation psycho-education program will assist in reducing the levels of emotional blackmail and enhancing conflict resolution styles, thereby increasing emotional self-efficacy. Consequently, individuals who can easily tolerate conflicts and establish healthy relationships are considered to contribute to a healthier society. Additionally, there is limited research examining the effectiveness of program on university students. This study is expected to enrich the relevant literature. Another significant aspect of the research is introducing the concept of ‘emotional blackmail’ to the Turkish academic literature. The absence of any studies on the concept in the literature has necessitated its introduction and the development of a relevant measurement tool. The aim of this research is to investigate how education influences emotional blackmail, conflict activity styles, and levels of emotional self-efficacy among university students.

## **2. Method**

### ***2.1. Research Design***

For this study, semi-experimental design was utilized. When the semi-experimental research method is examined, it involves intervention in the independent variable. By intervening in the independent variable, the effect on the dependent variable is investigated, establishing a cause-and-effect relationship. The effect of the intervention is also demonstrated through pre-test and post-test measurements.

### ***2.2. Study Group***

The experimental group consisted of 15 participants (50.0%), while the control group also included 15 participants (50.0%). Participants were selected using the easily accessible purposive sampling method, based on their presence in the region where the researcher resides. Students were entered into the study by introducing the research, issuing a call for participation, collecting applications, conducting preliminary interviews with applicants, and executing

the study with voluntary participants who made the final decision to participate. The study included 30 participants at Usak University during the 2021-2022 academic year. The majority were female (83.3%). Regarding age, the largest group was 20 years old (46.7%). In terms of academic year, most were in their third year (83.3%). Additionally, more than half reported being in a romantic relationship (53.3%).

### ***2.3. Data Collection Tools***

#### ***2.3.1. Emotional Blackmail Scale***

A revised version of the scale originally developed by Forward (1997) for adult individuals was conducted by Chen (2009). Kahraman (2022) conducted study of the scale into Turkish. The Cronbach's alpha, yielding values of .68 for the Threat subscale, .77 for the Guilt subscale, and .80 for the Blame subscale. The overall scale demonstrated a Cronbach's alpha coefficient of .84. This scale is in a 5-point Likert format.

#### ***2.3.2. Conflict Activity Styles Scale***

Conflict activity styles refer to the different definitions and ways individuals use to resolve conflicts in their lives (Prutzman, Stern, Burger, & Bodenhamer, 1988). The Conflict Activity Styles Scale developed by Johnson (1981) was used to determine which action style an individual prefers when in conflict. Karadağ and Tosun (2014) conducted the adaptation studies of the scale with 241 university students aged between 18-27. The scale comprises 35 items distributed across 5 subscales. It employs a 5-point Likert format and does not provide a single score for the entire scale, aiming to uncover an individual's predominant action styles during conflict. Subscale scores range from '5' to '35'. Internal consistency coefficients, measured using Cronbach's alpha, ranged from .72 to .79. In the test-retest application, a correlation coefficient of .81 was calculated, demonstrating the scale's reliability.

#### ***2.3.3. Emotional Self-Efficacy Scale***

Scale, was utilized to assess individuals' capacity to navigate their emotional processes effectively (Totan, İkiz, and Karaca, 2010). This 5-point Likert scale yields scores ranging from a minimum of '32' to a maximum of '160'. Higher total scores indicate a stronger perception of emotional self-efficacy, while lower scores suggest a limited or inadequate perception.

## ***2.4. Data Collection***

The data collection process for this research was conducted in compliance with ethical guidelines. Permission was granted by the Dokuz Eylül University Scientific Research and Publication Ethics Committee, as indicated by decision number E-87347630-640.99-67685. A brochure introducing the program was created to reach voluntary students. This brochure was shared in social media groups consisting of students during the 2021-2022 academic year, and a call was made for participation. The study began by securing informed consent from willing participants, who were then divided into experimental and control groups. Prior to initiating the first module of the program, both groups completed the ‘Personal Information Form, Emotional Blackmail Scale, Conflict Activity Styles Scale, and Emotional Self-Efficacy Scale’ as a pre-test. Subsequently, the experimental group engaged in the program over an 8-week period. At the conclusion of the 8-week program, both groups retook the ‘Personal Information Form, Emotional Blackmail Scale, Conflict Activity Styles Scale, and Emotional Self-Efficacy Scale’ as a post-test.

## ***2.5. Education Program***

The Conflict Resolution, Negotiation, and Peer Mediation Psycho-Education Program was TUBITAK project by Özmen, İrem, Türnüklü and Kaçmaz (2014). The program encompasses a student workbook and an instructor’s manual. After obtaining permission for implementation from the developers of the program, all necessary documents for the program’s content and application were also obtained from TUBITAK.



<p><b>Module 1. Nature of Interpersonal Conflicts</b></p> <p>Articulate a definition of conflict, grasp the essence of interpersonal conflicts, acknowledge the advantages inherent in interpersonal conflicts, recollect various types of conflicts, and comprehend the underlying causes of conflicts.</p>
<p><b>Module 2. Causes of Interpersonal Conflicts and Conflict Resolution Strategies</b></p> <p>Capability to appreciate that conflict is an inherent aspect of human relationships, discern the diverse types of conflicts stemming from different sources, and grasp the necessity of employing appropriate conflict resolution strategies tailored to the specific causes of conflicts.</p>
<p><b>Module 3. What is Interpersonal Negotiation?</b></p> <p>Ability to articulate the concept of negotiation, elucidate its objectives, understand the process of negotiation, and proficiently apply negotiation strategies.</p>
<p><b>Module 4. Steps of the Negotiation Process</b></p> <p>Capability to both elucidate and effectively apply the steps involved in the negotiation process.</p>
<p><b>Module 5. What is Interpersonal Mediation?</b></p> <p>Define mediation, distinguish it from other conflict resolution approaches, outline the essential personal qualities required for a mediator, articulate the significance of mediation in the constructive, peaceful, and restorative management of interpersonal conflicts. Elucidate the responsibilities, goals, and role of a mediator in the process of managing interpersonal conflicts.</p>
<p><b>Module 6. Personal Skills Required for Effective Mediation</b></p> <p>Capacity to elucidate and put into action the skill of proficient listening. Ability to retrieve the notion of reflective listening and actively engage in its application. Furthermore, you will comprehend the advantages of employing reflective listening and adeptly surmount communication hurdles. You will recognize the pivotal significance of adeptly phrased inquiries in mediation, pose pertinent queries, and expound upon the diverse categories of open-ended questions pertinent to mediation sessions. Additionally, you will explicate the pivotal role of linguistic proficiency in mediation and clarify the paramount importance of safeguarding confidentiality. You will also be proficient in elucidating the necessity of maintaining a professional detachment when dealing with conflicting parties. Furthermore, you will competently delineate the apt utilization of humor and drama within mediation. Lastly, you will be adept at articulating the cruciality of possessing patience, resilience, and a positive outlook as indispensable attributes in mediation.</p>
<p><b>Module 7. Steps of Mediation</b></p> <p>Both elucidate and effectively implement the six steps involved in mediation.</p>
<p><b>Module 8. Mediation Applications</b></p> <p>After this module, you will be able to conduct mediation sessions.</p>

**Figure 1:** Education Program (Özmen, İrem, Türnüklü & Kaçmaz, 2014).

### 3. Results

The Cronbach's Alpha was calculated for the data collection tools used to assess emotional blackmail, conflict resolution styles, and emotional self-efficacy levels of students.

**Table 1:** Cronbach's Alpha Internal Consistency Coefficients for Data Collection Tools

Sub-dimensions	Cronbach's Alpha	Items
Threat	.755	4
Guilt	.790	5
Blame	.861	5
Total Emotional Blackmail	.856	14
Avoidant Approach	.760	7
Coercive Approach	.775	7
Facilitative Approach	.852	7
Conciliatory Approach	.793	7
Defensive Approach	.857	7
Emotion Regulation Capacity	.752	9
Using Emotions Supportively in Thinking	.836	8
Understanding Emotions	.843	8
Perceiving Emotions	.864	7
Total Emotional Self-Efficacy	.888	32

The reliability levels for the emotional blackmail scale are as follows: .75 for the threat, .79 for the guilt, and .86 for the blame. For the conflict activity styles scale, the reliability levels are as follows: .76 for the avoidant action style, .77 for the coercive action style, .85 for the facilitative action style, .79 for the conciliatory action style, and .85 for the defensive action style. Regarding the emotional self-efficacy scale, the reliability levels are as follows: .75 for the emotion regulation capacity, .83 for the use of emotions supportively in thinking, .84 for the understanding emotions and .86 for the perceiving emotions. The obtained values being above .60 indicate that the scales are reliable (Kayış, 2008).

**Table 2:** Mann-Whitney U Results on Emotional Blackmail

Measurement	Groups	N	Rank Mean	Rank Sum	U	<i>p</i>
Threat	Experimental	15	15.00	225.00	105.00	.753
	Control	15	16.00	240.00		
Guilt	Experimental	15	16.77	251.50	93.50	.419
	Control	15	14.23	213.50		
Blame	Experimental	15	15.40	231.00	111.00	.950
	Control	15	15.60	234.00		
Emotional Blackmail Total	Experimental	15	16.30	244.50	100.50	.617
	Control	15	14.70	220.50		

As illustrated in Table 2, no statistically significant differences emerged in the total scores of threat [ $U=105.00$ ,  $p>.05$ ], guilt [ $U=93.50$ ,  $p>.05$ ], and accusation [ $U=111.00$ ,  $p>.05$ ]. No significant distinction was noted in the overall scores derived from the emotional blackmail scale between university students in both groups [ $U=100.50$ ,  $p>.05$ ]. This outcome suggests that students in both groups exhibit similar levels of emotional blackmail.

**Table 3:** Mann-Whitney U Results on Conflict Activity Styles

Measurement	Groups	N	Rank Mean	Rank Sum	U	<i>p</i>
Avoidant	Experimental	15	16.83	252.50	92.50	.401
	Control	15	14.17	212.50		
Coercive	Experimental	15	15.20	228.00	108.00	.848
	Control	15	15.80	237.00		
Facilitative	Experimental	15	17.03	255.50	89.50	.336
	Control	15	13.97	209.50		
Conciliatory	Experimental	15	16.97	254.50	90.50	.356
	Control	15	14.03	210.50		
Defensive	Experimental	15	18.17	272.50	72.50	.095
	Control	15	12.83	192.50		

There is no differences in conflict activity styles between the groups. This suggests that both groups share similar preferences in handling conflicts. This similarity in pre-test scores indicates their equivalence for examining the impact of conflict activity styles.

**Table 4:** Mann-Whitney U Results on Emotional Self-Efficacy

Measurement	Groups	N	Rank Mean	Rank Sum	U	<i>p</i>
Emotion Regulation Capacity	Experimental	15	16.37	245.50	99.50	.588
	Control	15	14.63	219.50		
Use of Emotions Supportively in Thinking	Experimental	15	17.63	264.50	80.50	.177
	Control	15	13.37	200.50		
Understanding Emotions	Experimental	15	18.47	277.00	68.00	.063
	Control	15	12.53	188.00		
Perceiving Emotions Formun Üstü Formun Üstü Formun Altı	Experimental	15	17.47	262.00	83.00	.219
	Control	15	13.53	203.00		
Total Emotional Self-Efficacy	Experimental	15	17.53	263.00	82.00	.204
	Control	15	13.47	202.00		

There is no differences in emotional self-efficacy between the groups. This suggests that both groups have similar levels of emotional self-efficacy. The resemblance in pre-test scores indicates their equivalence for investigating the impact of emotional self-efficacy levels..

**Table 5:** Wilcoxon Signed-Rank Test on Emotional Blackmail in the Experimental Group

Groups	Pre-Post Test	N	Rank Mean	Rank Sum	Z	<i>p</i>
Threat Pre-Post Test	Negative Rank	13	7.27	94.50	-1.973	.048
	Positive Rank	2	12.75	25.50		
Guilt Ön Pre-Post Test	Negative Rank	14	7.93	111.00	-2.908	.004
	Positive Rank	1	9.00	9.00		
Blame Pre-Post Test	Negative Rank	11	9.09	100.00	-2.279	.023
	Positive Rank	4	5.00	20.00		
Emotional Blackmail Pre-Post Test	Negative Rank	12	8.75	105.00	-2.558	.011
	Positive Rank	3	5.00	15.0		

Difference was found in threat [ $Z=-1.973$ ,  $p<.05$ ], guilt [ $Z=-2.908$ ,  $p<.05$ ], and blame [ $Z=-2.279$ ,  $p<.05$ ], as well as in the total scores obtained from the emotional blackmail scale [ $Z=-2.558$ ,  $p<.05$ ] for the students in the group. This finding indicates that the post-test scores of students differed significantly from their pre-test scores in terms of emotional blackmail. This suggests that the dispute resolution, negotiation, and peer mediation psycho-education program had a positive impact on reducing the levels of emotional blackmail among the students.

**Table 6:** Wilcoxon Signed-Rank Test Results on Conflict Activity Styles in the Experimental Group

Groups	Pre-Post Test	N	Rank Mean	Rank Sum	Z	p
Avoidant Pre-Test	Negative Rank	11	7.68	84.50	-1.399	.162
Avoidant Post-Test	Positive Rank	4	8.88	35.50		
Coercive Pre-Test	Negative Rank	14	7.93	111.00	-2.908	.004
Coercive Post-Test	Positive Rank	1	9.00	9.00		
Facilitative Pre-Test	Negative Rank	6	8.08	48.50	-.252	.801
Facilitative Post-Test	Positive Rank	8	7.06	56.50		
Conciliatory Pre-Test	Negative Rank	2	5.75	11.50	-2.602	.009
Conciliatory Post-Test	Positive Rank	12	7.79	93.50		
Defensive Pre-Test	Negative Rank	3	4.50	13.50	-2.454	.014
Defensive Post-Test	Positive Rank	11	8.32	91.50		

In Table 6, significant differences emerged in certain conflict activity style coercive [ $Z=-2.908$ ,  $p<.05$ ], conciliatory [ $Z=-2.602$ ,  $p<.05$ ], and defensive [ $Z=-2.454$ ,  $p<.05$ ] - for the students. However, no significant distinctions were observed in the avoidant [ $Z=-1.399$ ,  $p>.05$ ] and facilitative [ $Z=-.252$ ,  $p>.05$ ] conflict activity style. This suggests that the dispute resolution program positively influenced the use of coercive, conciliatory, and defensive conflict activity styles. The program had no significant effect on facilitative and avoidant conflict activity styles.

**Table 7:** Wilcoxon Signed-Rank on Emotional Self-Efficacy in the Experimental Group

<b>Groups</b>	<b>Pre-Post Test</b>	<b>N</b>	<b>Rank Mean</b>	<b>Rank Sum</b>	<b>Z</b>	<b>p</b>
Emotion Regulation Capacity Pre-test	Negative Rank	3	7.33	22.00	-2.160	.031
Emotion Regulation Capacity Post-test	Positive Rank	12	8.17	98.00		
Use of Emotions Supportively in Thinking Pre-test	Negative Rank	4	6.13	24.50	-2.020	.043
Use of Emotions Supportively in Thinking Post-test	Positive Rank	11	8.68	95.50		
Understanding Emotions Pre-test	Negative Rank	10	8.80	88.00	-1.593	.111
Understanding Emotions Post-test	Positive Rank	5	6.40	32.00		
Perceiving Emotions Pre-test	Negative Rank	3	8.00	24.00	-2.054	.040
Perceiving Emotions Post-test	Positive Rank	12	8.00	96.00		
Total Emotional Self-Efficacy Pre-test	Negative Rank	3	4.83	14.50	-2.586	.010
Total Emotional Self-Efficacy Post-test	Positive Rank	12	8.79	105.50		

In Table 7, significant differences were observed in emotion regulation capacity [ $Z=-2.160$ ,  $p<.05$ ], use of emotions supportively in thinking [ $Z=-2.020$ ,  $p<.05$ ], perceiving emotions [ $Z=-2.054$ ,  $p<.05$ ], and the overall score of the emotional self-efficacy scale [ $Z=-2.586$ ,  $p<.05$ ]. There is no difference in the understanding emotions [ $Z=-1.593$ ,  $p>.05$ ]. The psycho-education program was found to positively impact the enhancement of emotion regulation capacity, using emotions supportively in thinking, and perceiving emotions, while showing no effect on understanding emotions.

**Table 8:** Mann-Whitney U Results on Emotional Blackmail in Groups

Measurement	Groups	N	Rank Mean	Rank Sum	U	<i>p</i>
Threat	Experimental	15	12.23	183.50	63.50	.040
	Control	15	18.77	281.50		
Guilt	Experimental	15	12.33	185.00	65.00	.047
	Control	15	18.67	280.00		
Blame	Experimental	15	11.93	179.00	59.00	.025
	Control	15	19.07	286.00		
Emotional Blackmail Total	Experimental	15	12.30	184.50	64.50	.045
	Control	15	18.70	280.50		

A difference was found in threat [ $U=63.50$ ,  $p<.05$ ], guilt [ $U=65.00$ ,  $p<.05$ ], blame [ $U=59.00$ ,  $p<.05$ ] and emotional blackmail scale [ $U=64.50$ ,  $p<.05$ ]. The program had a positive impact on reducing the levels of emotional blackmail among the students in the experimental group.

**Table 9:** Mann-Whitney U Results on Conflict Activity Styles in Groups

Measurement	Groups	N	Rank Mean	Rank Sum	U	<i>p</i>
Avoidant	Experimental	15	14.00	210.00	90.00	.338
	Control	15	17.00	255.00		
Coercive	Experimental	15	12.33	185.00	65.00	.048
	Control	15	18.67	280.00		
Facilitative	Experimental	15	17.40	261.00	84.00	.232
	Control	15	13.60	204.00		
Conciliatory	Experimental	15	18.90	283.50	61.50	.032
	Control	15	12.10	181.50		
Defensive	Experimental	15	11.27	169.00	49.00	.008
	Control	15	19.73	296.00		

A difference was found in coercive [ $U=65.00$ ,  $p<.05$ ], conciliatory [ $U=61.50$ ,  $p<.05$ ], and defensive [ $U=49.00$ ,  $p<.05$ ], for the students in the both

groups. But there is no significant differences in the avoidant [ $U=65.00$ ,  $p>.05$ ] and facilitative [ $U=84.00$ ,  $p>.05$ ] conflict activity style.

**Table 10:** Mann-Whitney U Results on Emotional Self-Efficacy in Groups

Measurement	Groups	N	Rank Mean	Rank Sum	U	<i>p</i>
Emotion Regulation Capacity	Experimental	15	19.63	294.50	50.50	.010
	Control	15	11.37	170.50		
Use of Emotions Supportively in Thinking	Experimental	15	19.33	290.00	55.00	.016
	Control	15	11.67	175.00		
Understanding Emotions	Experimental	15	17.80	267.00	78.00	.149
	Control	15	13.20	198.00		
Perceiving Emotions	Experimental	15	20.10	301.50	43.50	.004
	Control	15	10.90	163.50		
Total Emotional Self-Efficacy	Experimental	15	20.00	300.00	45.00	.005
	Control	15	11.00	165.00		

A difference was found in emotion regulation capacity [ $U=50.50$ ,  $p<.05$ ], use of emotions supportively in thinking [ $U=55.00$ ,  $p<.05$ ], and perceiving emotions [ $U=43.50$ ,  $p<.05$ ]. There is no difference in the understanding emotions [ $U=78.00$ ,  $p>.05$ ] in terms of post scores. The psycho-education program had an effect on increasing emotion regulation capacity, use of emotions supportively in thinking, and perceiving emotions, while having no effect on understanding emotions.

#### 4. Discussion

In this study, the question “What is the impact of the dispute resolution, negotiation, and peer mediation psycho-education program on university students’ emotional blackmail, conflict action styles, and emotional self-efficacy levels?” was investigated. According to the literature, experiencing emotional blackmail reduces an individual’s sense of well-being (Liu, 2010), as well as their thinking style skills (Kadhim-Hadi, 2021). Moreover, a high negative relationship between emotional blackmail and university adjustment has been identified (Al-kreimeen, Alghafary, & Samawi, 2022). In this study, activities



were conducted on learning to respond constructively to agreement with students in the program, as well as components necessary for healthy communication. It is believed that understanding and advancing communication by respecting the needs, desires, and values of others in close relationships contribute to the reduction of emotional blackmail levels. The psycho-education program not only helped individuals acquire constructive conflict resolution skills but also strengthened their ability to better understand others, enabling them to continue communication with love and compassion without resorting to emotional blackmail.

Erikson suggests that for university students in the stage of intimacy versus isolation, close relationships hold a significant place during this period. It is an expected situation that university students, who engage in close relationships with their families and surroundings, encounter emotional blackmail behaviors, which include common forms of manipulation in their close relationships. The closeness of the scale scores taken from the dimensions of threat, blame, and guilt of emotional blackmail being close to each other indicates that university students face all dimensions of emotional blackmail in their close relationships. As there is no research on determining the level of emotional blackmail in studies conducted in Turkey, no comparison could be made. A study (Al-kreimeen, Alghafary, & Samawi, 2022) shows parallels with the current research findings by obtaining medium-high scores from the emotional abuse scale used to determine emotional blackmail. Similarly, a study conducted by Kadhim-Hadi (2021) reveals the presence of emotional blackmail in the close relationships of middle school students. It is thought that students continue their education independently may increase the likelihood of encountering emotional blackmail in their relationships, which may provide them with a high level of intimacy and closeness. Studies on emotional manipulation and communication indirectly support the current research findings (Köroğlu, 2021; Topçu, 2018).

Secondly, in this study, it can be said that the program had an effect on reducing the use of coercive and defensive conflict resolution styles and increasing the use of compromise conflict resolution styles among the students.

Individuals tend to use different conflict resolution styles in different types of conflicts. Through this training, students learned to express their thoughts about their values when they encounter a conflict, gained insight into approaching conflicts based on values, and acquired skills such as working towards creating a future focus in situations where past events may have caused conflict, shifting from blame to constructive change, creating a shared understanding of what

an ideal relationship should be like, and identifying what kind of changes are needed in the other person's behavior to improve perceptions about each other. These skills helped the students make changes in their conflict resolution styles, focus on concrete interests, and create awareness of mutual trust. It is known that conflict studies support students in using constructive conflict resolution strategies (Çetin, Türnüklü, & Turan, 2014; Türnüklü, 2007; Yıldız, 2016).

Although each individual tends to use a dominant conflict resolution style, it is normal for individuals to approach different conflicts with different conflict resolution styles since each relationship contains different dynamics. This explains the absence of a dominant conflict resolution style among the students, and the closeness of the mean scores of all conflict resolution style dimensions. Studies examining the conflict resolution styles of university students indicate that students use similar conflict resolution style scores (İkiz & Çatal, 2019; Öksüz & Öztürk, 2016). In other studies, it was determined that students use all conflict resolution styles at similar levels (Çevik, 2017; Yılmaz, 2021). The training indirectly contributed to their school performance, as it is considered essential for better school performance to develop functional conflict resolution styles (Saiti, 2015). Additionally, it is believed that the training received in this study indirectly contributed to the participants' preparation for the professional education process. Studies have shown that the collaborative conflict management style is positively related to managers' self-efficacy levels (Mehrad, 2019) and that individuals who witness hostile behaviors in the environment tend to adopt a conflictual action style, which increases their likelihood of experiencing cyber victimization (Hawdon, Costello, Ratliff, Hall & Middleton, 2017).

## **5. Recommendations**

Considering that training programs are believed to enhance students' emotional self-efficacy levels, it has been observed that these trainings contribute to regulating emotional functions, establishing emotional empathy, and coping with the disruptions brought about by emotions. It is thought that the utilization of such trainings in different studies would be beneficial. Taking into account the positive impact of negotiation skills on increasing emotional self-efficacy, and consequently, on academic achievement and mental-physical health, it is believed that implementing emotion- and value-based conflict resolution practices is crucial in nurturing healthy individuals. This should be considered in various studies and research endeavors. Subsequently, it is considered essential

that the follow-up measurements to be conducted will be crucial in revealing the long-term effects of the program.

As demonstrated in various samples across the literature, the benefits of teaching negotiation skills to university students have been proven to extend over the course of several years. Providing university students with training in these skills increased their levels of conciliatory conflict resolution style. These skills contribute to the establishment of a peaceful and democratic learning environment, fostering the development of healthy and functional cognitions. Moreover, the enhanced academic and social skills are thought to support societal development and enable the healthy management of distressing negative emotions. In this context, training programs can be introduced in undergraduate and postgraduate programs, offered as standalone courses, or integrated into guidance and counseling centers for both practice and research. This approach will facilitate wider access to these achievements for a greater number of university students.

Considering that the program is believed to aid in the development of constructive conflict resolution styles in university students, it is anticipated that such practices will contribute to the cultivation of individuals who can easily tolerate disagreement and establish healthy relationships. Teaching the management of interpersonal and/or intra-familial conflicts, as well as emotional blackmail, arising from different reasons, values, or communication patterns in family, marriage, spousal, career, and addiction counseling, either through offering training to counselors and counseling trainees or by incorporating it as an elective course in curriculum, will not only enhance their therapeutic skills but also contribute to their self-efficacy levels.

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## CHAPTER XIII

# SYSTEM JUSTIFICATION THEORY AND THE ROLE OF PERSONAL RELEVANCE AND CONTROLLABILITY

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### 1. Introduction

In the realm of social psychology, the motivations behind why individuals uphold and rationalize existing social systems have remained a long-standing puzzle. Introduced by Jost and Banaji (1994), System Justification Theory offers a compelling perspective that sheds light on this complex phenomenon. This theory posits that people possess a fundamental inclination to defend and legitimize the prevailing social order by perceiving it as legitimate and beneficial. Unlike previous psychological theories (e.g., social identity theory) that delved into ego-justification and group-justification, System Justification Theory introduces the novel concept of system-justification—an intrinsic motivation to uphold the status quo.

In the scope of this chapter, we embark on an exploration of System Justification Theory. One of the novel dimensions of our exploration involves considering personal relevance—a variable that shapes individuals' reactions to societal inequalities. Our investigation examines the idea that personal relevance



plays a central role in determining whether an individual's approach to a social issue is characterized by strong involvement or dismissive detachment. In addition, we shall probe the influence of controllability—the extent to which individuals perceive their ability to shape future outcomes—as a subtle influence that connects with personal relevance, either heightening or tempering the tendency for system justification. We propose these factors as critical variables that have a significant impact on individuals' tendency to justify the system.

## **2. Overview of System Justification Theory**

At its heart, System Justification Theory (Jost & Banaji, 1994) presents a departure from traditional explanations concerning the persistence of social inequalities, introducing an alternative perspective that enriches our understanding of human behavior within the fabric of society. This theory contends that individuals are not solely driven to validate their personal self-perception and group affiliations, but also to endorse the existing social structure itself. Importantly, this theory does not seek to negate the relevance of established frameworks; rather, it emerges as a complementary and expansive framework. As elucidated by Jost, Banaji, and Nosek (2004), System Justification Theory does not aim to supplant prevailing theories; rather, it stands poised to fill the gaps discerned within them. Social Identity Theory (Tajfel, 1978; Tajfel & Turner, 1979) casts light on ego and group justification, yet its contribution to system-justification remains limited. Social Dominance Theory (Sidanius & Pratto, 1999) encompasses both group-justification and system-justification; however, it doesn't treat them as isolated concepts. Instead, it recognizes them as interconnected facets. System Justification Theory steps into the breach, addressing the distinct components of system justification that previous theories may have overlooked or underexplained.

With a two-fold focus, System Justification Theory directs its attention towards understanding the interaction between societal compliance and disagreement (Jost et al., 2004). The first aim is to uncover the underlying reasons for supporting the existing order, even when it contradicts individual and group interests. The second objective explores the outcomes of embracing the status quo, especially for marginalized groups. Over the past fifteen years, numerous research investigations have come together to unravel these main objectives, each contributing to a comprehensive understanding of the dynamics of system justification.

In pursuit of the primary objective, the reasons behind the tendency toward system justification emerge through cognitive, motivational, and social aspects. On a cognitive level, this inclination arises from a desire for an organized and structured worldview, compelling individuals to establish positive relationships with social institutions (Lucas, 2009). This inner drive fuels a natural urge to support the existing order, as it becomes woven into the societal fabric. In terms of motivation, the belief in a just world theory (Lerner, 1980) takes a central role. People are inherently inclined to believe in a world characterized by justice and fairness, leading them to employ cognitive mechanisms when faced with instances of injustice. These mechanisms help reconcile such inconsistencies, thus justifying the prevailing system (Lerner, 1980). As this motivation becomes internalized, individuals actively seek alignment between the prevailing societal structure and their notions of justice, even when faced with evident disparities. The influence of social factors, particularly the impact of mass media, further amplifies the tendency toward system justification (Ferguson & Hassin, 2007). Repeated exposure to media content that emphasizes social disparities cultivates familiarity, ultimately leading to the internalization of the existing order. The portrayal of victims in a negative manner by the media further strengthens system justification (Napier, Mandisodza, Andersen, & Jost, 2006), solidifying the belief in the legitimacy of the current societal framework.

The latter objective is associated with the outcomes of system justification. The effects of system justification are far-reaching, profoundly influencing both individual mindsets and broader societal dynamics (Jost et al., 2004). As individuals engage in defending and rationalizing the established societal structure, a range of outcomes becomes apparent, shedding light on the complex interplay between psychological motivations and communal norms. A significant result of system justification is its pivotal role in upholding the existing social fabric. Regardless of an individual's affiliation with advantaged or disadvantaged groups, there's a tendency to view political, institutional, and economic frameworks as legitimate, even when these structures perpetuate inequality (Jost et al., 2004). This phenomenon reflects a widespread desire for stability and continuity, driving individuals to endorse the established norms that support the status quo.

Furthermore, the inclination toward system justification becomes stronger when individuals perceive threats to the prevailing order (Jost et al., 2004). When faced with impending change, the urge to protect the status quo intensifies. This reaction carries significant implications, potentially slowing

down societal progress and transformation. Instances where change could bring positive outcomes despite challenges might be hindered by the instinct to uphold the existing order, driven by the impetus of system justification. Of particular interest is system justification's ability to provide comfort in the face of inequality (Napier et al., 2010). As individuals validate the system, they experience a decrease in moral outrage and guilt concerning societal imbalances (Wakslak, Jost, Tyler, & Chen, 2007). This phenomenon is particularly notable among dominant groups, who use system justification to rationalize their dominance and absolve themselves of responsibility. Across various domains, from politics to personal interactions, the effects of system justification extend to diverse areas. Its influence reaches fields such as law, economics, and gender roles, shaping attitudes, behaviors, and policies (for a comprehensive review, see Jost & Hunyady, 2002).

Emotions also play a significant role in shaping how individuals respond to societal norms and their tendency to engage in system justification. According to System Justification Theory, while disadvantaged and advantaged groups experience emotions differently, the underlying reasons behind these emotions intersect when it comes to system justification (Jost & Hunyady, 2005). For individuals in disadvantaged groups, system justification acts as a way to reduce frustration and inner conflict. People facing systemic inequalities seek ways to make sense of these disparities and protect their emotional well-being. Engaging in system justification becomes a method to ease discomfort and the frustration that arises from societal gaps (Lucas, 2009). On the other hand, members of advantaged groups may experience a reduction in guilt due to system justification. As these groups justify existing inequalities, they absolve themselves of moral responsibility for perpetuating imbalances. This dynamic highlights the interaction between emotions, psychological defense mechanisms, and the power dynamics within society (Wakslak et al., 2007). However, despite System Justification Theory's insights, there has been limited exploration of emotions within the context of personal relevance and controllability. Existing literature has not fully uncovered the connections between emotions and these factors (Lucas, 2009). This interesting aspect invites further investigation into whether personal relevance and controllability play distinct roles in the emotional aspect of system justification.

Within the realm of system justification theory, a notable focal point pertains to out-group favoritism. As expounded by Jost et al. (2004), this phenomenon involves the inclination to internalize and perpetuate inequality. Numerous

research endeavors, summarized by Jost et al. (2004), provide support for the existence and repercussions of out-group favoritism. A particularly intriguing observation emerges, where privileged individuals tend to exhibit a stronger tendency for in-group favoritism in implicit measures compared to explicit ones, while disadvantaged individuals tend to manifest a greater preference for out-group favoritism in implicit measures over explicit ones. Interestingly, this trend persists even when disadvantaged groups display in-group favoritism in explicit measures. This finding underscores a significant implication—often, the propensity to uphold an unequal system or engage in system justification is most pronounced among low-status groups, who endure the effect of the system's inequities.

Expanding the scope beyond in-group and out-group dynamics, system justification theory provides a framework to comprehend stereotype content by considering complementary stereotypes (Jost et al., 2004). For instance, studies conducted by Kay and Jost (2003) reveal that exposure to complementary stereotype examples, such as 'poor but happy' or 'rich but dishonest,' is associated with higher system justification scores. This pattern extends to the realm of gender issues, particularly when exploring benevolent sexism (Glick & Fiske, 2001). When individuals are exposed to complementary gender stereotype examples like 'communal but not agentic,' a similar elevation in system justification scores is observed (Jost & Kay, 2005).

Additionally, the realm of system justification theory brings to light a captivating phenomenon known as the depressed-entitlement effect (Major, 1994). This effect explains the perceptions and attitudes of individuals from lower-status groups who, despite possessing comparable qualifications and achievements, tend to believe that they deserve fewer rewards or benefits compared to those from higher-status groups. In experiments where women and men collaborate and subsequently allocate a predetermined reward, women often assign themselves a smaller share and allocate more to their partners, even if they have outperformed their partners. (e.g., Major & Testa, 1989; Major, 1994). This pattern is consistent with findings from studies where participants work individually and distribute funds solely to themselves (e.g., Jost, 1997). Building on this premise, Pelham and Hetts (2001) conducted research on individuals employed in low-paying jobs and found that individuals in low-status positions internalize inequality, regardless of gender, suggesting an amplified sense of entitlement among men.

Given these findings, Blanton, George, and Crocker (2001) introduced a cognitive perspective, demonstrating that low-status groups tend to express feelings of depressed entitlement concerning past work rather than future work. This tendency, they argue, stems from the human need to justify past efforts rather than future ones. Nevertheless, this interpretation overlooks a crucial aspect—individuals lack control over past events. When past experiences engender cognitive dissonance, avenues for change are limited; consequently, individuals resort to justification to alleviate this dissonance. This underlying theme—controllability—will be further elucidated in subsequent sections.

System justification theorists (Jost & Hunyady, 2002) are keen to emphasize that they do not assert that disadvantaged group members will invariably justify the system or inequalities. Typically, members of high-status groups are more predisposed than their low-status counterparts to justify inequality (Jost & Thompson, 2000). However, when the salience of ego-justification diminishes, disadvantaged group members become more likely than their privileged counterparts to justify the system (Jost, Glaser, Kruglanski, & Sulloway, 2003). Nonetheless, instances can arise where ego or group justification motives supersede the system justification motive. Moreover, circumstances may lead to an overlap of these three types of motives, resulting in individuals navigating multiple systems (Blasi & Jost, 2006). In essence, system justification theory remains open to these motives without discarding them. However, as gleaned from the body of system justification literature, there exists no unanimous consensus regarding when or under which conditions one form of justification might outweigh the others. This study presents personal relevance as one potential explanation for this intricate issue.

With its two-pronged goals and multifaceted explanations, System Justification Theory offers a comprehensive perspective for understanding the foundations of defending and validating societal norms. In the subsequent sections of this chapter, we delve deeper into the specific aspects of personal relevance and controllability, examining their interactions within the context of system justification.

### **3. Personal Relevance and System Justification**

The concept of personal relevance could hold a significant position within the context of system justification, offering insights into the factors that shape individuals' responses to societal inequities. Personal relevance indicates how directly an individual is affected by a specific issue or social disparity

(Breckler et al., 2006). It is a powerful influence on how individuals approach and engage with prevailing societal norms. When people perceive an issue as highly pertinent to their own lives, they tend to engage in systematic thinking, thoughtfully considering the implications and outcomes associated with the matter (Breckler, Olson, & Wiggins, 2006). Furthermore, as highlighted by Nemeth and Rogers (1996), individuals tend to seek additional information when a topic holds significant relevance to them, thereby fostering divergent thinking. This heightened involvement reflects the passionate engagement linked with personal relevance, often motivating individuals to invest emotional and cognitive resources into understanding and addressing the issue. On the other hand, when an issue is seen as having low personal relevance, individuals are more likely to rely on heuristic thinking (Breckler et al., 2006). This cognitive approach involves mental shortcuts and simplifications, allowing for quick judgments without delving deeply into the complexities of the matter. Consequently, individuals facing situations of low relevance might lean towards dismissing or downplaying societal inequities, inadvertently creating an environment conducive to system justification.

In existing literature, several studies (e.g. Sears & Funk, 1991) propose that self-interest plays a limited role in determining the direction of social attitudes. Conversely, some researchers criticize this assertion (e.g. Crano, 1997; Chong, Citrin, & Conley, 2001), contending that the low correlations observed may stem from participants' lack of awareness or underestimation of personal consequences in these studies. These critics argue that studies effectively priming self-interest or personal relevance should yield higher correlations. Amid this scholarly debate, it appears that researchers converge on a shared viewpoint that self-interest, typically invoked through personal relevance manipulations, predominantly heightens cognitive processing intensity (Darke & Chaiken, 2005).

The study conducted by Liberman and Chaiken (1996) aligns with this perspective, revealing that individuals in high-relevance conditions tend to exhibit more negative attitudes towards impending tuition hikes in the near future compared to distant future scenarios. Similarly, they displayed more positive attitudes towards banning nuclear power plants in their own state as opposed to a distant state. These findings resonate within cognitive literature, where neurological reactions differ based on whether moral transgressions occur to oneself or someone else (Berthoz, Grezes, Armony, Passingham, & Dolan, 2006). Furthermore, evidence suggests that people interpret events in

an egocentric manner (Gilbert & Gill, 2000) and are less attuned to injustices faced by others (Epley, Kaysar, Van Boven, & Gilovich, 2004). Research by Ham and Bos (2008) also demonstrates that individuals draw stronger justice inferences when events concern themselves rather than someone else, and when they involve a friend rather than a stranger.

Consistent with prior research, it is apparent that personal relevance influences individuals' approach to events. When a topic holds high relevance for individuals, their responses and actions may be driven by self-interest. In contrast, in low-relevance situations, they might be more inclined to overlook the scenario. Building on this foundation, a hypothesis emerges: when confronted with systemic inequality, individuals who are directly affected by it and those who are not would adopt distinct approaches. Individuals with low or no relevance to the inequality would be more likely to resort to heuristic processing, bypassing comprehensive consideration of the inequality and readily justifying it. However, those directly affected by inequality would not easily dismiss it. This departure from the premises of system justification theory, which occasionally posits that the strongest inclination for system justification emerges among disadvantaged individuals (Jost et al., 2004), brings forth an alternate perspective.

The interplay between personal relevance and system justification adds a crucial dimension to our understanding of individuals' interactions with societal norms. Those who feel directly impacted by inequalities are more likely to adopt a critical stance, examining and challenging the legitimacy of the established social order. On the other hand, individuals who perceive themselves as distant from these issues might be more prone to supporting and rationalizing the status quo. The absence of personal relevance reduces the urgency to question or confront societal norms.

#### **4. Controllability and System Justification**

Controllability, a psychological concept rooted in the perception of agency over future events, plays a crucial role in shaping individuals' responses to prevailing societal norms. It refers to the extent to which individuals believe they can control specific aspects of their lives (Anderson & Arnoult, 1985), and it influences how they interpret their ability to influence and navigate their environment. The connection between controllability and system justification stems from the understanding that individuals tend to rationalize the existing social order when they feel they lack control over their circumstances. This

connection aligns with the idea of learned helplessness, where individuals who perceive a lack of control over adverse events become passive, unable to challenge or change their situation (Myers, 2002). Seeing an event or aspect of life as uncontrollable can lead to feelings of hopelessness and resignation (Henry, 2005). For instance, when elderly individuals become resigned to helplessness, they perceive a lack of control over various aspects, such as losing loved ones or aging itself (Rodin, 1986). Underlining the significance of controllability, Anderson and Riger (1991) emphasize that it offers insight into people's sense of agency to shape future outcomes. This sense of learned helplessness extends to societal norms, where individuals who feel powerless to bring about change may turn to system justification as a way to cope with their lack of agency. Justifying the system becomes a psychological mechanism to alleviate the discomfort that arises from realizing one's inability to make a difference.

Two approaches in the literature merit attention. Firstly, Bandura (1986) posits that individuals can learn helplessness by observing others facing uncontrollable situations. Secondly, individuals can mitigate feelings of helplessness by reflecting on prior positive experiences (Altmaier & Happ, 1985). These explanations can be applied to the realm of gender roles. Extensive research on gender issues contends that women experience gender-based inequalities (Lorber, 2005). As previously discussed, individuals with lower status tend to engage more in system justification, a trend also observed among women. However, differentiating among women based on their degree of controllability seems logical. In certain communities, women might internalize notions like 'my husband can both beat and care for me' or 'cleaning the house is my responsibility because I'm a woman'. Historically, due to limited economic independence and societal pressures, some women felt powerless to change this order and instead accepted and internalized the inequality. Their lives offered minimal control, and they learned helplessness by observing uncontrollable events, as Bandura theorized. While such women exist today, societal changes are evident. Divorce rates increase annually, reflecting greater economic independence for women and exposure to positive experiences. As women gain more control over their lives, they engage less in system-justifying behavior and may even choose divorce to escape inequality.

Another study by Gürşimşek and Göregenli (2005) supports controllability approach: Teacher candidates justifying the education system less as they perceive greater control over it, revealing a negative correlation between system justification and controllability. Similarly, Heflick (2005) poses the question of



whether death row inmates support the system, a query also explainable through the lens of controllability. According to the study's hypothesis, individuals facing the imminent loss of control (death row inmates) would exhibit the strongest system justification tendencies. Moreover, the relationship between controllability and system justification has implications for both marginalized and privileged groups. Marginalized groups, perceiving low controllability over their circumstances, might engage in system justification to cope with feelings of helplessness. Conversely, privileged groups could use their perceived control to rationalize the system, relieving themselves of responsibility for perpetuating inequalities (Wakslak et al., 2007).

As we navigate the complex realm of controllability within the context of system justification, the interplay between personal relevance and controllability becomes a central theme. The following sections will tap into the connection between these variables, providing insights into how individuals' assessments of their control over societal matters shape their attitudes and actions.

### **5. Intersection of Personal Relevance and Controllability**

The interplay between personal relevance and controllability introduces a multifaceted perspective into the fabric of system justification. These two variables converge, causing effects that extend beyond individual psychological processes to influence broader societal dynamics. When personal relevance aligns with a sense of high controllability, a fertile ground for rejecting system justification emerges. Individuals in this space are more prone to actively challenge prevailing inequalities. This interplay signifies agency and empowerment, as those who perceive both personal relevance and control are positioned to contest the status quo. The belief that change is not only aspirational but attainable fosters an impetus to effect social transformation. In contrast, when personal relevance and controllability align at a low level, a tableau for system justification unfolds. In such cases, heuristic processing often takes precedence, prompting individuals to dismiss or belittle societal inequalities due to a perceived lack of influence. This mindset might incline individuals toward a more passive acceptance of the existing social order, a stance stemming from their reconciled sense of powerlessness.

The coordination of personal relevance and controllability extends its influence across various domains, including gender roles, socio-economic disparities, and systemic injustices. As individuals navigate these realms, their perception of personal relevance and control serves as a guiding principle,

determining whether they challenge or embrace the norms they encounter. By examining this intersection, we gain insights into the mechanisms that underpin individuals' interactions with societal norms.

### **6. Empirical Inquiry: Personal Relevance, Controllability, and System Justification**

Exploring the interconnected relationships between personal relevance, controllability, and system justification, empirical investigation emerges as an illuminating path of inquiry. By examining how these factors intersect and influence individuals' attitudes and behavior, we gain insight into the mechanisms driving the defense and validation of societal norms. A recurring theme that emerges from studies underscores the close link between personal relevance and controllability. When individuals view an issue as personally significant, they often perceive a degree of control over it (Breckler et al., 2006). This simultaneous elevation of agency and engagement frequently propels individuals toward an active stance, motivating them to challenge prevailing norms when the change is feasible. However, when personal relevance, with its sense of limited impact, aligns with a perception of low controllability, a scenario conducive to system justification can arise. Those who feel detached from the realm of societal concerns and lack transformative agency are more likely to embrace the status quo, reconciling their sense of powerlessness. The fusion of these factors becomes fertile soil for the cultivation of inequality justification.

Across a diverse spectrum of contexts, empirical inquiries illuminate the convergence of personal relevance and controllability, influencing individuals' responses to societal norms. In the realm of gender roles, for instance, women who perceive their lives connected to societal inequalities may be more disposed to challenge traditional norms when they recognize the potential for change within their reach. Conversely, women who find themselves detached and disempowered may gravitate toward endorsing and rationalizing existing gender norms (Jost & Banaji, 1994).

These empirical findings unveil the complex interplay of personal relevance, controllability, and system justification. They underscore the significant role of these factors in shaping individuals' beliefs and actions concerning societal norms and inequities. As we plunge into these dynamics, we gain a deeper understanding of the motivations guiding individuals' interactions with the prevailing societal order and the potential for transformation it holds.

## 7. Implications for Individuals and Societies

The convergence of personal relevance, controllability, and system justification uncovers layers of significance, yielding profound implications for individuals and the fabric of societies. The interplay of these variables collectively shapes attitudes, actions, and societal convictions, ultimately exerting a transformative influence on the trajectory of societal development.

For individuals, understanding the interplay between personal relevance and controllability offers a lens to comprehend their motivations and responses to prevailing norms. This understanding provides insight, empowering individuals with a deeper grasp of societal issues and enhanced sense of agency. When a matter holds personal relevance and a sense of control is present, individuals are more apt to challenge inequities and catalyze change. Yet, when these factors lead to system justification, individuals may inadvertently become architects of the status quo. Equipped with this awareness, individuals can make informed choices and engage intentionally with societal norms.

On a larger societal scale, the ramifications of this understanding seep into the very foundations of change. The connection between personal relevance and controllability permeates the collective mindset, influencing the willingness to contest or condone prevailing norms. Societies that nurture a sense of personal agency and relevance become breeding grounds for change agents, confronting inequalities and sculpting paths toward a greater equity. On the contrary, societies that undermine personal relevance and erode perceptions of control might unknowingly perpetuate disparities and hinder the march of progress. Moreover, this understanding becomes a toolbox for interventions and initiatives, designed to reshape the social landscape. By addressing personal relevance and nurturing feelings of controllability, societal leaders can bolster individuals' determination to question norms and initiate change. Approaches that cultivate a sense of agency over societal destinies can trigger a cascade of transformative efforts, propelling societies toward equality and justice.

In summary, the interplay between personal relevance, controllability, and system justification unveils the motives and mechanisms guiding individuals' interactions with societal norms. This journey, navigated through empirical explorations and theoretical insights, has illuminated the ways in which these variables harmonize, shaping attitudes, behaviors, and societal beliefs.

## 8. Conclusion

Exploring the connections between personal relevance, controllability, and system justification reveals the potential for valuable research and practical application. As we delve into the relationships among these variables, new avenues of investigation emerge, promising a deeper understanding of the interplay between the human psyche and societal dynamics.

One area for future research involves examining how *context* shapes the interplay between personal relevance and controllability. Different societal contexts, cultural settings, and historical periods could significantly influence how individuals perceive their ability to make an impact and their relevance in relation to prevailing norms.

Furthermore, the adaptability of personal relevance and controllability presents opportunities for intervention and transformation. Can interventions be crafted to enhance individuals' sense of agency in addressing societal issues, motivating them to take a more active role in challenging inequalities? Could educational efforts be tailored to increase personal relevance, equipping individuals with the tools to question the status quo? Exploring these possibilities offers the potential to develop strategies that facilitate genuine societal change.

In conclusion, the fusion of personal relevance, controllability, and system justification acts as a crossroads where psychological motivations and societal convictions intersect and intertwine. Through empirical investigations and theoretical frameworks, we seek to understand the complex interplay that shapes individuals' thoughts and actions within the context of societal norms. Recognizing the significant influence of personal relevance and controllability opens the door to a future characterized by societal progress, equality, and an unwavering pursuit of equity.

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## CHAPTER XIV

# EXPORTIVE-ENGINEERED MIGRATION AS A WEAPON: THE CASE OF SYRIAN REFUGEES IN TURKEY

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### 1. Introduction

One of the primary responsibilities of all states in the international system is to ensure the rights to life and security of their citizens residing within their borders while refraining from actions that threaten regional and global peace. Nevertheless, states can lead their nations to conflict from time to time because of the policies they pursue. Such situations can create conditions that endanger both regional and global security, ultimately triggering forced migration movements (Hoffman, 1995; Adelman, 1992; Dowty & Loescher, 1996). Dowty (1989) asserts that nearly half of the world's refugees today have left their countries because their governments either compelled them to migrate or failed to prevent their displacement. Therefore, although contemporary refugee movements are commonly associated with various political causes such as civil wars, autocratic regimes, ethnic discrimination, and repressive governance, it is imperative to recognize that governments of the source countries can systematically engineer these movements, a phenomenon described by Greenhill as 'exportive engineered migration.' According to Greenhill's exportive engineered migration approach, source countries may encourage forced migration to consolidate their power by purging political opponents within the country or disfitting and destabilizing states in which they have tension.

Employing Greenhill's exportive engineered migration as a theoretical framework, it argues that the Syrian civil war initially allowed the Assad regime to eliminate political dissidents within the country and design a post-war state in accordance with its demographic preferences. Furthermore, it asserts that the regime weaponized Syrian refugees<sup>1</sup> against Turkish government, which maintained a steadfast stance on the removal of the Assad government, pursued an open-door policy towards Syrian refugees, and supported the Syrian opposition.

## **2. Manipulation of Refugees in States' Foreign Policy Goals**

In the century we live in, international migration mobility has become a phenomenon that shapes both domestic and foreign policy decisions of states as well as their regional relations. Castles and Miller (1998) define this phenomenon as the 'politicization of migration' (p. 9). In particular, Loescher (1996) emphasizes that the use of mass migration movements as a foreign policy tool by states in line with their national interests is not a new phenomenon. For example, host countries may adopt a welcoming attitude towards refugees to embarrass the governments of countries that produce forced migration, align with their foreign policy interests, and aim to damage their international prestige (Teitelbaum, 1987). During the Cold War, European states pursued a generous immigration policy towards refugees fleeing communist regimes, such as the Soviet Union, Afghanistan, Cuba, and Vietnam, instrumentalizing them for their political and ideological interests (Crisp, 1999). Additionally, host countries can use refugees as an important instrument to overthrow governments in source countries, providing not only asylum but also arming them (Adelman, 1992). For example, the US administration supported Cubans in removing the Castro regime from power, the Indian government supported Bengali militias to overthrow the Pakistani government, and Arab states armed Palestinian refugees to challenge Israel's presence in the region (Weiner, 1992, p. 16). Again, after the Soviet Union's occupation of Afghanistan, nearly 3 million Afghans sought refuge in Pakistan, prompting the US, China, and Arab countries to assist the mujahedeen resistance in ending the Soviet presence in Afghanistan (Loescher, 1996).

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<sup>1</sup> Although Syrian citizens are officially granted temporary protection status in Turkey with the Law 6458 on Foreigners and International Protection, they are defined as refugees in this study since they left their country due to a well-founded fear.

On the other hand, the governments of the source countries can also employ forced mass migration movements as strategic instruments. They do so to implement their policies domestically and to place foreign states that oppose them in difficult situations. Weiner (1992) underscores that civil wars and the resulting forced migration movements cannot be solely attributed to existing structural problems within a country. When considering the bigger picture, governments systematically create forced migration to realize the ideal of a society comprised of politically compliant, obedient citizens. In other words, governments in source countries may use forced migration to purge opposition elements within a nation (Dowty, 1989; Gibney, 2004; Weiner, 1992).

For example, in the 1980s, Cuba encouraged emigration to the United States to reduce the number of political dissidents in the country (Dowty, 1989). Furthermore, other groups, such as the Bengali Hindus from Pakistan and the Cuban middle class under the Castro regime, were forcibly displaced for similar reasons (Weiner, 1992). Source countries also promote migration to create culturally homogeneous societies within their borders. Prime examples include the Chinese in Vietnam, Indians and Pakistanis in East Africa, Tamils in Sri Lanka, and Bahais in Iran (Weiner, 1992, p. 8). Finally, at times, source countries may employ forced migration as a means to prevent foreign states from interfering in their internal affairs (Weiner, 1992), exert political pressure on politically opposed countries, or destabilize them politically (Dowty & Loescher, 1996; Teitelbaum, 1987). Therefore, refugee movements can also play a significant role in the deterioration of bilateral relations between countries and escalate conflict (Lischer, 2017; Loescher, 1996; Maluwa, 1995).

On the other hand, the instrumentalization of refugee movements by states for their foreign policy interests brings a number of risks. For example, host countries can encourage more people to leave their countries by implementing a generous admission policy for citizens of those countries affected by humanitarian crises, aligning it with their political interests (Loescher, 1996). Furthermore, the question of whether arrivals are indeed victims of war or pose a security threat to the host country is a source of concern for host states in the context of mass asylum movements (Lischer, 2017).

### **3. Greenhill's Theoretical Approach: The Weaponization of Migration**

In her well-known work "Weapons of Mass Migration," Greenhill (2010) describes the weaponization of migration as the strategic engineering of migration or coercive engineered migration, which refers to population outflows

that are strategically induced or manipulated by state or non-state actors to achieve political or military objectives. In coercive engineered migration, states or non-state actors incite migration flows to alter the political behaviors of target states or obtain concessions from them.

Greenhill argued that coercive engineered migration can take three distinct forms. *Dispossessive Engineered Migration* involves the seizure of the outgroup's territory or possessions, or the elimination of said group(s), which are perceived as threats due to their ethnic, political, or economic dominance. *Militarized Engineered Migration* is typically employed during times of war and aims to weaken the military capacity of the opponent while enhancing one's own military capacity. *Exportive Engineered Migration*, which is also relevant to this research, refers to migrations undertaken either to fortify a domestic political position within the country—by expelling political dissidents and other domestic opponents—or to destabilize foreign governments (Greenhill, 2010, p. 14). In the realm of strategically engineered migration, three distinct challengers have emerged: generators and agents, provocateurs who directly induce and manipulate migration outflows, and opportunists who exploit conditions during migration crises. Generators are easily identifiable and characterized by their lack of power and undemocratic nature compared to their targets. Unable to exert effective influence over the target state, they turn to strategically engineered migration as a means to coerce the state into altering its political or military stance or gaining leverage against it (Greenhill, 2010, p. 23). Greenhill pointed out that the state's use of refugees for strategic purposes is not a recent development. Since the enactment of the Geneva Convention, states and non-state actors have orchestrated at least 75 migration outflows to achieve their political, military, and economic objectives (Mediendienst Integration, 2021). However, some scholars contest Greenhill's metaphor, arguing that viewing refugees as weapons could obscure the reality that they are individuals in dire need of international protection. Such characterization might lead them to be perceived as security threats by receiving countries (Marder, 2018, p. 6).

#### 4. Turkey-Syria Relations from Past to Present

Historically, Turkey-Syria relations followed an up-and-down course until 1998, when the Adana Agreement was signed between parties. In 1939, the Sanjak of Alexandretta was annexed to Turkey, but Syria could not accept this territorial loss, and continued to consider Hatay as its national territory.

The dispute over the sharing of the Tigris and Euphrates waters, Syria's support for the PKK terrorist organization (Aras & Köni, 2002, p. 52-53), and the two countries being in different ideological camps during the Cold War period were the main problems that prevented the development of bilateral relations (Aras & Mencütek, 2015, p. 198). In September 1998, relations between the two countries were strained over the PKK issue, and the Turkish government warned the Syrian government that it would face military operation if it did not stop its support for the PKK. In the face of this development, the Syrian government backed down, and with the Adana Agreement signed the same year, the Damascus government declared that it would prevent the PKK from operating in Syrian territory and would not provide any arms, logistical, or material support to the organization (Makovsky, 1999, p. 4). In 2000, Turkish President Ahmet Necdet Sezer attended the funeral of Syrian President Hafez al-Assad, marking an important step towards the normalization of bilateral relations. The "zero problem" policy with neighbors, developed by Ahmet Davutoğlu, who served as Foreign Policy Advisor to the Prime Minister's Office between 2002 and 2009 and as Foreign Minister between 2009 and 2014, created a new roadmap for the government in terms of re-establishing problematic political and economic relations with Middle Eastern countries (Görgen, 2020, p. 41). In addition to Turkey's desire to pursue a more active foreign policy in the Middle East, the emergence of an authority vacuum in the region following the US invasion of Iraq in 2003 and concerns that this chaotic political environment would have a negative impact on the Kurdish populations of the two countries as well as the political pressure exerted by the US on Syria were the main dynamics that brought the two countries closer together (Maden, 2011, p. 37). In 2004, Syrian President Bashar al-Assad made an official visit to Turkey, marking the first official presidential visit in the history of the two countries (Raptopoulos, 2004, p.7). Many bilateral cooperation agreements have been signed between the two countries, ranging from the signing of a Free Trade Agreement to the lifting of mutual visas (Polat, 2018).

Popular protests that began in Tunisia in December 2010, demanding human rights, fair governance, and free elections against oppressive and corrupt governments, quickly spread to other countries, including Egypt and Bahrain, with a domino effect. This wave of change, which originated in the region, reached Syria in March 2011. Several key economic factors have contributed to the outbreak of the Syrian Civil War. These include a severe drought in

Syria between 2007 and 2010, high unemployment and inflation rates, income inequality (Goldsmith, 2011, p. 51), and economic policies pursued by the Syrian government that favored certain segments of society (Goulden, 2011, p.197). Arbitrary arrests and human rights violations committed by the Syrian intelligence service Muhaberat within the country were another significant factor that precipitated the outbreak of the Syrian Civil War (Aksu Kargin, 2018).

When the Arab Spring process began, the Turkish government declared that it would align itself with the right side of history, supporting democratic governments that considered their people's legitimate demands rather than favoring authoritarian regimes (Cebeci & Üstün, 2012, p.15). However, when this political change spread to Syria, European countries called on Bashar al-Assad to step down from power, while the Turkish government hesitated to make hasty decisions due to the rapidly developing socioeconomic relations between the two nations in recent years. They deemed it appropriate to continue negotiations with the Damascus Administration. To this end, Turkish Foreign Minister Ahmet Davutoğlu met with Syrian President Bashar al-Assad in August 2011, urging him to consider the legitimate demands of Syrian people. Initially, the Damascus government attempted to place people by introducing token reforms in response to political crises. However, as the political upheaval in the Middle East led to the overthrow of long-term leaders in Libya, Egypt, and Tunisia, the Syrian crisis evolved into a life-and-death struggle for the Assad government. Consequently, the Damascus government chose to respond to peaceful protests with violence, gradually plunging Syria into civil war.

Faced with these developments, the Turkish government stated that the Assad regime had lost its legitimacy and announced the suspension of its relations with Syria as of September 2011. This decision was made due to the failure of face-to-face negotiations and the Damascus administration's insistence on solving the political crisis in Syria through violence (Koyuncu, 2014, p.21). Additionally, the Turkish government declared its support for Syrian opposition to the Assad regime (Öniş, 2014). To this end, it initially supported the creation of an international organization called "The Friends of Syria" (Oktav, 2015, p.6). On June 1-2, 2011, the opposition came together for the first time in Antalya and established the Syrian National Council on October 2, 2011 (Salik, 2011, pp. 28-29). Furthermore, the AK Party government began supporting the Free Syrian Army, which was founded by officers who left the Syrian army to engage in an armed struggle against the Assad administration. This development paved

the way for the Turkish government to confront the Assad government directly (Gökçe & Hatipoğlu, 2021, p. 5).

The AK Party government's backing the Syrian opposition was interpreted by the Damascus administration as Turkey pursuing a neo-Ottomanist policy in the Middle East (Cebeci & Üstün, 2012, p. 19). On the one hand, the Turkish government supported Syrian opposition to the Assad regime, and as of September 2011, Prime Minister Recep Tayyip Erdoğan stated that they would impose sanctions on Syria, leading to the closure of the Turkish airspace for Syrian planes carrying military equipment (Tür & Hinnebusch, 2016, p. 173). Furthermore, Foreign Minister Ahmet Davutoğlu stated on August 24, 2012, that the Assad regime had lost its legitimacy and that the time required for the government's fall was merely months or even weeks (NTV Haber, 2012), which drew a reaction from the Damascus administration (Salik, 2011, pp. 27-28).

The Turkish government also stated that it could not remain silent about the humanitarian tragedy in Syria and announced that it would implement an open-door policy for Syrian refugees. This generous immigration policy decision towards Syrians was influenced by various factors, including Turkey's humanitarian concerns regarding human rights violations and escalating violence in Syria. Anticipating political changes in the region due to the Arab Spring, the Turkish government believed that the Assad regime would not survive and that Syrian refugees would soon be able to return to their country under a new government (Kirişçi & Ferris, 2015, p. 4).

It is also stated that the Turkish government's positive approach to Syrian refugees is based on the expectation of both the removal of the Assad regime from power and the shaping of post-Assad Syria, aligning with Turkey's political interests (Abdelaaty, 2021, p. 2836). Since mass refugee movements can become a source of political embarrassment for countries that produce migration (Maluwa, 1995), the Turkish government has envisioned that this humanitarian approach to refugees could draw the world's attention to both the refugee issue (Korkut, 2016) and human rights violations committed by the Assad regime.

On the other hand, while Turkey stated that they would adopt an open-door policy towards Syrians, they also emphasized that 100 thousand Syrian refugees represented a 'psychological threshold' for them. They clarified that it was not possible for them to accommodate more Syrians than this number (Karaca & Dinçer, 2013, p. 1). In response to these developments, the Assad government weaponized forced migration mobility, following a strategy that Greenhill refers to as "exportive engineered migration."



## 5. The Syrian Regime's Weaponization of Migration: Syrian Refugees in Turkey

After the Turkish government announced its adoption of an open-door policy towards Syrians fleeing Syria, hundreds of thousands of Syrian citizens sought refuge. Turkey's welcoming attitude towards Syrian refugees was perceived as a manipulation tactic by the Damascus government (Memişoğlu & Ilgit, 2017). As Turkey increasingly highlighted the refugee issue on the international stage, portraying itself as a nation providing assistance to Syrian war victims, the perception that the Damascus government was responsible for massacres and human rights violations in Syria solidified in the eyes of the international community. This not only diminished the Syrian government's international reputation but also heightened the possibility of international intervention in Syria.

As mentioned earlier, states that have tensions with neighboring countries instrumentalize refugees to exert pressure on them (Weiner, 1992). Just as Cuba facilitated the emigration of its citizens to the United States in the 1980s in response to economic sanctions imposed by the United States (Gibney, 2004), the Assad government, faced with the harsh foreign policy stance of the AK Party government, intensified the humanitarian dimension of the war in Syria and employed Syrian refugees as tools against Turkey. Consequently, the Damascus government aimed to eliminate its domestic political opponents on the one hand and, on the other, exert political pressure on Turkey and destabilize it through the mass migration of Syrian refugees, ultimately aiming to force a change in the Turkish government's foreign policy stance. For example, the AK Party government's cooperation with Sunni Muslim countries such as Qatar and Saudi Arabia in managing the Syrian crisis (Ferris, Kirişçi, & Shaikh, 2013, p. 33) have created a perception within the Assad government that a sectarian motivation underlies Turkey's harsh approach towards the Syrian government. Furthermore, the fact that 90% of the citizens fleeing Syria are Sunni Muslims (Ferris, Kirişçi, & Shaikh, 2013, p. 22) and Turkey's warm reception of Syrian refugees have been effective in attracting a significant portion of refugees to seek asylum in Turkey.

On the other hand, the Assad government, cognizant of the predominantly Sunni composition of refugees and their diminishing faith in the legitimacy of the Damascus regime, has blocked key areas of Syria to prevent the return of these refugees. Additionally, they have occasionally resorted to terrorist acts aimed at rendering these areas uninhabitable (Hokayem, 2016). For instance,

the Syrian government deployed Shabiha units, mainly comprising Alawites, into regions with opposition and civilian populations, employing violence and intimidation tactics against the inhabitants (Hof & Simon, 2013, pp. 18-19; Qaddour, 2013, p. 75). This has further driven civilians to flee the region and seek refuge in neighboring countries, particularly Turkey.

The Damascus government also carried out airstrikes and bombing attacks on opposition-held areas, leading to the dehumanization of the region (Kinninmont & House, 2014) and the destruction of opposition-held areas through the enactment of over 50 laws after 2011 (Daher, 2019). Additionally, the Damascus administration started to carry out construction activities in certain regions and neighborhoods of Syria without the consent of the residents, aiming to prevent the return of refugees by altering the demographic structure of the region in accordance with its plans. The demographic structure established by Bashar al-Assad in Syria by his own hand may facilitate the consolidation of his rule and the maintenance of control over the country if he remains in power (Zisser, 2019, p. 5). For instance, with Law No. 3 issued in 2018, the Syrian government asserted that certain neighborhoods suffered extensive damage. As a result, they closed these neighborhoods and prevented civilians from returning. This practice was implemented across various parts of the country, effectively obstructing the return of refugees (Daher, 2019). For example, the regulatory plan applied in the al-Qaboun region hindered refugees from returning to their homes, particularly after the expansion of the destruction zone (Baladi & Khalifa, 2020). Consequently, the Syrian government, through its military operations targeting these opposition-held areas, not only cleared them of opposition elements and forced their inhabitants to migrate but also exacerbated the humanitarian burdens of neighboring countries, particularly Turkey, due to the influx of forced migrants.

Once again, the establishment of ISIS in April 2013 was initially welcomed by Bashar al-Assad. It was believed that the radical nature of ISIS would diminish support for Syrian opposition and that the international community would view the Syrian government as a more reasonable choice to remain in power (Harris 2015, p. 16). Specifically, the Damascus administration supported the strengthening of organizations such as ISIS and Jabhat al-Nusra, enabling these groups to combat the Free Syrian Army (Erendor, 2016, p. 353). The blockade of the Kobane region by ISIS initiated the migration of Kurdish people to Turkey (Abdelaaty, 2021, p.2835). Furthermore, conflicts in the Idlib region led to nearly one million people fleeing within three months seeking asylum in Turkey. Turkey,

already hosting 3.6 million Syrians, stated that it lacked the capacity to accept more refugees (Aydın-Düzgit, Balta & O'Donohue, 2020, p. 11).

### **6. Turkey-EU Relations Under the Shadow of the Syrian Refugee Crisis: One Step Forward, Two Steps Back**

The AK Party government's generous immigration policy towards Syrian refugees not only earned Turkey the admiration of the international community, but also used this humanitarian crisis as an opportunity to demonstrate its ethical superiority compared to other states (Polat, 2018). In fact, when the first mass migrations from Syria to Turkey began, the Turkish government declared that they were not interested in foreign aid and wanted to prove to the world that they were both a regional power and a country capable of managing humanitarian crises on their own (Aras & Mencütek, 2015). In addition to strengthening its international prestige, Syrian refugee migration was also considered a tool by the Turkish government to rebuild relations with the European Union (Memisoglu & Ilgit, 2017, p. 16). However, as the scale of migration from Syria gradually increased, Turkey started to call for foreign aid in 2012. The European Union countries, which followed an indifferent approach to the drama of refugees in the early years of the humanitarian crisis in Syria, considered Turkey, a strategic partner in managing this mass migration influx when nearly one million irregular migrants, including Syrian refugees, arrived at European borders in 2015.

On the other hand, to restart accession negotiations with the European Union and enable the activation of foreign aid to meet the needs of Syrian refugees, Turkey engaged in discussions with the European Union, and signed an Agreement on March 18, 2016. In exchange for Turkey's efforts to curb irregular migration to Europe, the EU committed to providing Turkey with six billion euros (3+3). This funding was intended to address the requirements of Syrian refugees, restart membership negotiations with the EU, and grant visa liberalization to Turkish citizens by the end of June 2016. While this agreement has provided Turkey with some economic relief in meeting the basic needs of Syrian refugees, it is worth noting that, in light of Turkey's expenditures for Syrian refugees since the onset of the humanitarian crisis in Syria, the foreign aid received remains insufficient. Furthermore, despite substantial progress in controlling irregular migration to European Union countries through this treaty, Turkey's expectations of accelerated progress in the membership process and visa liberalization for its citizens, as anticipated by the European Union, have not been fully realized (Aksu Kargin, 2023).

### **Social Reactions to Refugees and Safe Zone Initiatives**

In the initial years following the outbreak of the civil war in Syria, and as Syrian refugees began to arrive in Turkey in small groups, the Turkish people, driven by a sense of religious brotherhood, viewed Syrians as victims of the war and extended a helping hand. However, as the number of Syrians gradually increased over time and refugees took longer to return, they began to contribute to various socioeconomic challenges in Turkey. Consequently, Turkish society's initial sympathy towards Syrian refugees gradually transformed into social discontent. The devaluation of labor, especially after the arrival of Syrian refugees, resulted in the unemployment of some Turkish citizens who primarily worked in the informal labor market alongside Syrians (Aksu Kargin, 2016; Kirişçi, 2014; İçduygu & Diker, 2017), the subsequent rise in food and rent prices (Özdemir, 2017), and an increase in social issues such as begging (Erdoğan, 2015), as well as child brides (Aksu Kargin, 2016; 2018), all of which have been primary factors contributing to dissatisfaction with Syrian refugees. The economic crisis, which began to be felt in 2018, the shutdowns brought about by the COVID-19 pandemic, the accompanying unemployment problem, the depreciation of the Turkish lira against foreign currencies, and the resulting decrease in the purchasing power of Turkish families have led Turkish society to consider that Syrians may also have an impact on this economic crisis (Shaherhawashli & Güvençer, 2021). Owing to the continuous increase in the number of refugees seeking asylum in Turkey, the burden of the cost of this humanitarian crisis on the Turkish economy, and the uncertainty surrounding when the political situation in Syria might improve, the Turkish government unofficially decided to end the open-door policy in 2015 (Donelli, 2018, p. 3).

However, Syrian refugees have started to become part of Turkey's domestic politics, as Turkish society views Syrian refugees as a source of the recent increase in economic and security problems (Akman, 2022, pp.105-106). Until 2015, Syrian refugees were not prominently featured on the agenda of Turkish politics. However, since 2015, with the rising number of refugees attempting to travel to Europe through Turkey, Syrian refugees have increasingly become a focal point in the country's politics (İçduygu, 2017, p. 28). In the March 31, 2019 local elections, the AK Party suffered a significant loss of votes in metropolitan provinces, which was interpreted by the AK Party government as a political consequence of the unrest caused by Syrian refugees in Turkish society (Erdoğan, 2019, p. 21). Notably, major opposition parties in Turkish politics, such as the CHP (Republican People's Party), have stated that if they

win elections and come to power, they will engage in diplomatic discussions with the Assad administration (Demirtaş, 2020) and initiate the immediate repatriation of Syrian refugees (Şahin-Mencütek & Tsourapas, 2023, p. 7).

In the twelfth year of the war, the political situation in Syria still did not offer hope for the mass return of Syrian refugees. However, dissatisfaction with Syrian refugees in Turkish society poses a risk of growth. Additionally, Syrian refugees are being instrumentalized in Turkish politics by opposition parties, who are trying to wear down the government politically by stating that the AK Party government's wrong foreign policy decisions in Syria have led to this mass migration. In light of these developments, President Recep Tayyip Erdoğan began to change his discourse on Syrian refugees in 2018 and has started taking steps to ensure the return of Syrian refugees to their countries.

Greenhill argues that countries that are the targets of migration may decide to conduct military operations against the countries that produce migration in order to stop these migration flows, or they may create a threat that they will do so (Greenhill, 2016). In line with Greenhill's approach, Turkey launched a military operation in northern Syria on August 24, 2016, to eliminate the ISIS threat in northern Syria and to prevent the establishment of a Kurdish corridor under PKK/PYD control.

The main purpose of this military operation, called the Euphrates Shield, is to clear the region of these terrorist organizations that have gained strength by taking advantage of the authoritarian vacuum in northern Syria and to ensure the safe return of Syrian refugees to their countries by creating a safe zone in these areas cleared of terrorism (Başaran, 2017). Thus, it is thought that the socioeconomic and cultural discontent caused by Syrian refugees in Turkish society will be reduced. Furthermore, on January 20, 2018, Turkey launched a second military operation in Syria under the name of the Olive Branch, which, similar to the Euphrates Shield operation, aimed to eliminate the growing terrorist threat in northern Syria and clarify the region of terrorist elements, transferring refugees to the safe zone to be created (Erdoğan, 2019, pp. 20-21).

After the Syrian Civil War began, regional and global powers intervened in this political crisis to protect their interests, both in Syria and the wider region. Consequently, the crisis gradually transformed from a civil war into a proxy conflict, with regional and global powers playing their strategic cards in Syria (Salari, Amiri, Bavand & Barzegar, 2022, p. 118). As the influx of Syrian migrants steadily increased, the Turkish government called upon the United Nations to establish a safe zone within Syria. This appeal was first made in

March 2012 and reiterated in August 2012 (Korkut 2016). However, Russia and China opposed this safe zone proposal for the resettlement of Syrian refugees. This opposition left neighboring countries, especially Turkey, grappling with the predicament of hosting Syrian refugees. The significance of the Tartus port for Russia's presence in the Middle East, its substantial arms trade, and its enduring alliance since the Cold War era serve as primary factors motivating Russia's support for the Assad government's survival (Şen & Şahin, 2020, p. 251).

Since 2015, Russia has conducted military operations in direct collaboration with the Damascus administration against the opposition forces in Syria. Russia has also exercised its veto power to block decisions and measures proposed by the United Nations Security Council, particularly regarding whether international intervention should take place in Syria (Sandıklı & Çakmak, 2014, p. 27). Russia's support for the Assad regime through ground and air strikes has exacerbated the humanitarian crisis in Syria. The regime's ability to hold out longer than expected, coupled with reduced international pressure on Assad due to the emergence of ISIS as well as Russia's active involvement in the Syrian conflict, has contributed to the protracted nature of the refugee problem in Turkey (Erdoğan, 2019).

Turkey, which aimed to establish a no-fly zone in northern Syria and relocate Syrian refugees, had to engage in negotiations with Russia to execute both Operations Euphrates Shield and Olive Branch (Aydın-Düzgüt, Balta, & O'Donohue, 2020, p. 11). On the other hand, Iran, like Russia, offered political support to the Assad regime and deployed Revolutionary Guards to the region to fight alongside Assad's forces. This support stemmed from Syria's crucial role as an ally in Iran's rivalry with Saudi Arabia and its facilitation of the strategic passage of weapons to Hezbollah (Kinninmont & House, 2014, p. 4). In conclusion, the Syrian Civil War underscored that Turkey operates in a medium-sized state rather than as a global actor. Therefore, Turkey must consider regional balances in its actions (Aras & Mencütek, 2015, p. 206).

However, Turkey's suggestion to oust the Assad regime and facilitate the voluntary return of Syrian refugees through military operations faced opposition from both the United States and European nations. They were skeptical about the potential positive effects of military intervention in Syria, and their economic challenges further deterred them from considering such an option (Kinninmont & House, 2014, p. 3).

Furthermore, the Turkish government attempted to unite the Syrian opposition to the Assad regime. However, the polarization of the opposition

along ideological, political, and economic lines has resulted in international efforts to unite the opposition (Kinninmont & House, 2014). The Syrian National Council, founded in Istanbul with Turkey's initiatives, struggled to formulate a cohesive and effective policy against the Damascus government. This was primarily due to ethnic, sectarian, and ideological conflicts within the council. Consequently, it failed to garner support from international public opinion (Erendor, 2016, p. 351).

## 7. Conclusion

In the 21st century, the number of refugees is increasing worldwide, and these waves of forced migration significantly impact the politics and national security of both countries of origin and host nations (Loescher, 1996). As the Syrian civil war entered its thirteenth year, hundreds of thousands of Syrian citizens have lost their lives due to the conflict, while millions of others have been internally displaced or sought asylum in neighboring countries and even some European nations. According to the UNHCR data, as of September 2023, Turkey is hosting 3.28 million (UNHCR, 2023b), 5.2 million Syrians who have become refugees worldwide (UNHCR, 2023a), making it the country with the highest number of refugees in the world.

When the civil war in Syria began, the Turkish government suggested that the Damascus government should respond positively to Syrian people's demands for reform. However, the Damascus government perceived this political crisis as an existential issue and preferred to suppress popular protests through violence. In response, the Turkish government suspended relations with the Assad government and announced that it would support Syrian opposition and implement an open-door policy for Syrian refugees. On the other hand, Prime Minister Recep Tayyip Erdoğan and Foreign Minister Ahmet Davutoğlu predicted that Assad rule in Syria would soon end.

In implementing an open-door policy towards Syrian refugees, the Turkish government also assumed that Bashar al-Assad would not be able to withstand internal and external pressure for an extended period, ultimately leading to his downfall. Simultaneously, through this generous immigration policy, Turkey aimed to bolster international prestige and pave the way for membership negotiations with the EU. On the other hand, the Assad administration believed that Turkey was using the Syrian refugee issue as a means of building an international coalition against the Syrian government, potentially paving the way for military intervention.

This study employs Greenhill's concept of 'exportive engineered migration' as a theoretical approach. It analyzes how the Syrian regime encouraged and manipulated refugee outflows from Syria with two primary objectives: to eliminate political opponents and to destabilize the Turkish government due to its steadfast stance against the Assad regime's survival. To achieve these ends, the Syrian government conducted military operations in areas held by opposition forces, causing significant damage to deter opposition forces from returning. Additionally, the Assad government deployed Shabiha troops in regions with opposition forces and civilians, using intimidation tactics to compel the population to migrate. Furthermore, the Assad government implemented settlement laws, which made it challenging for refugees to return. Consequently, on the one hand, the Assad government has spurred the exodus of opposition figures from Syria. On the other hand, it has singled out Turkey, known for its welcoming immigration policy and support for the Syrian opposition, as a target country, distinguishing it from other neighboring nations hosting Syrian refugees, such as Lebanon, Egypt, Jordan, and Iraq.

Although Turkey was initially reluctant to provide foreign aid in the face of this mass influx of refugees, it started calling for foreign aid as the financial burden of migration gradually increased. The Turkish government, which believed that its generous migration policy at the beginning of the Syrian crisis would have a positive impact on Turkey's accession process to the European Union, did not receive the support it had hoped for from Europe to manage the Syrian refugee crisis. Furthermore, America's unwillingness to directly intervene in the Syrian civil war, Russia and Iran's support for the survival of the Assad regime, and the veto of Turkey's demands for a safe zone by Russia and China at the United Nations have prevented the return of Syrian refugees in Turkey. In addition, the Syrian government has tried to keep the forced migration movement alive in the wake of increasing internal conflicts and attacks against civilians, while attempting to put the AK Party government under political pressure. The fact that Syrian refugees, initially believed to be temporary guests, have been unable to return to their country for over 12 years has resulted in significant challenges in both the social and economic spheres in Turkey. This has led to a shift in the Turkish public's sentiment from initial sympathy towards Syrian refugees to growing dissatisfaction. The unresolved question of whether Syrian refugees will eventually return home has also opened the door for instrumentalization in Turkish politics. Opposition parties, such as the CHP, have linked the Syrian refugee issue to the AK Party government's adventurous policy in Syria and its



open-door approach. In particular, the AK Party's loss of vote in metropolitan cities during the 2019 local elections was interpreted by the government as a political reflection of Turkish society's dissatisfaction with Syrian refugees. Since 2018, the AK Party government has been actively working to expedite Syrian refugee repatriation. They launched cross-border operations aimed at both eliminating terrorist elements in northern Syria and facilitating the resettlement of Syrian refugees in areas cleared of terrorism.

Greenhill argues that weaker political actors strategically employ refugees to exert political pressure on their target states (Mughal, 2016). When political crises arise, strong states may find themselves compelled to alter their stance towards weaker states. Initially indifferent to the weaker state's politics, the relatively strong target state may eventually opt for negotiations or recognize certain privileges that were previously off the table (Greenhill & Shiffrinson, 2022). In the context of Turkey-Syria relations, although the AK Party government initially estimated the longevity of the Assad government at the onset of the Syrian crisis and based its decisions on this estimation, the expected scenario failed to materialize. With the assistance of Russia, today, the Assad government regained control most of the country, establishing itself as a significant player in post-war Syrian restructuring. Conversely, by encouraging forced migration to Turkey in response to the AK Party government's unwavering stance, the Assad government aimed to coerce the target state to revise its position and soften its unyielding stance, as Greenhill suggests.

At this point, although the Turkish government initially advised the Assad government to consider the reform demands of the Syrian people at the outset of the war, these persuasive efforts proved fruitless. It became evident that the Turkish government had a limited influence on the Assad government (Aksu Kargin, 2016), and the perception that Turkey was a leading country in the region did not reflect reality (Oktav, 2015, p.18). Furthermore, the fact that Turkey has become home to 3.6 million Syrian citizens due to mass migration from Syria, along with the economic, social, and political pressures resulting from this situation, prompted the AK Party government to reassess its foreign policy regarding Syria.

In recent years, Turkish President Recep Tayyip Erdoğan has stated that there is nothing wrong with the intelligence services of both countries meeting to halt the conflict in the region (Reuters, 2019). Former Foreign Minister Mevlüt Çavuşoğlu also mentioned that Turkey would recognize the Assad regime in Syria if elections were conducted democratically (Reuters, 2018). On July 17,

2023, President Recep Tayyip Erdoğan declared that they were open to talk with Bashar al-Assad but emphasized that the fight against terrorism in northern Syria would continue. Meanwhile, Bashar al-Assad stressed that negotiations could not commence unless Turkey withdrew from Northern Syria (BBC, 2023). In conclusion, the Turkish government, which was initially asserted during the Syrian Civil War that the Assad government had lost its legitimacy and was not inclined towards bilateral talks, has now signaled its willingness to engage with the Syrian government if necessary. This change in stance was based on the effects of the mass refugee movement that Turkey has faced over the past 12 years.

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## CHAPTER XV

# THE PEER EDUCATION MODEL IN GASTRONOMY EDUCATION APPLICABILITY

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### 1. Introduction

Many teaching models have been developed in order to transfer information to students in education. It is seen that teaching knowledge and skills by using these models can be more efficient. The peer education model is one of these education models (Gürbüz and Bostan Sarıođlan 2022). Recently, the Peer Education Model has been widely used in higher education (Nestel and Kidd, 2003). When the relevant literature is examined; Peer Education studies are defined by names such as Peer Counselling in some studies, Peer Tutoring in some studies, and Peer Assisted Learning in some studies. Considering the purpose of all such education models; it is seen that the work done is the same, that is, it is a peer-guided education model.

Akran is a word of Arabic origin. The meaning of the word is “age equivalent, peer, boydaş” (TDK). In general terms, peer; age, gender, education, status etc. It is used to describe people who belong to the same social group



in terms of different aspects (Karadağ, 2003). Peer education is a term that describes a collaborative teaching and learning strategy. Students actively and equally participate in the discussion and feedback process, guiding each other, sharing practices. The pedagogical roots of the peer education strategy lie in theorists such as Piaget and Perry (Secomb, 2007).

## 2. Peer Education Model

Peer-assisted teaching is a teaching method that aims to improve the academic and social skills of individuals, in which one individual teaches another individual the subject determined through the transfer of experience in a master-apprentice relationship using materials. Peer teaching is a teaching method in which students help each other and learn by teaching. According to Gaustad, peer teaching is a group teaching process that is defined especially for students with special educational needs.

Peer education is known as the sharing of knowledge and experiences among individuals who have a common experience and are close in age. It aims to assist students in developing the knowledge, attitudes and skills necessary for positive behavior change through the creation of accessible, cost-effective and effective psychosocial support. In the field of health, the method used to prevent the spread of risky behaviors among adolescents is becoming widespread in the field of education as well. Peers consisting of individuals in the same age group with the same psychosocial experience are more successful in understanding and supporting each other.

It is envisaged that it would be very beneficial to make this method available to students who are preparing for central exams. Because the use of this method as a consultancy in the preparation process for the exams is a new development and is open to evaluation. The main point here lies in the fact that individuals who have had the same exam experience recently and have been successful share this experience with other students who are in the process of preparing for the exam and provide them with psychosocial support. With the provision of mutual understanding and correct approaches, it is inevitable that the motivation to prepare for the exam will be maximized (Sarioğlan et al., 2021).

If we look at the history of peer education, peer education has become a frequently used method, especially in order to improve and protect the health levels of adolescents. Scientific studies in this area have supported the idea that

peer education-centered approaches are more successful than teacher-centered education methods. Behavioral changes provided by peer education are based on some social theories in the background. According to the social learning theory, which is one of these theories, individuals imitate other individuals by considering them as role models. According to this theory, peers learn by repeating the behavior patterns of their role model peer educators (Sariođlan and Sezen, 2017).

Peer education is given by the peer educator and some qualifications are sought in this person. A peer educator is primarily responsible for being a good listener and allowing the other person to express themselves as they are. He/she should have leadership characteristics that will increase the motivation of the person he/she advises, encourage him/her and implement the right decision and behavior patterns. It should not be forgotten that peer educators are role models for the peer groups they teach. In addition, they should have a high awareness and awareness of what kind of counselling and guidance they should provide for the other help that the student may need. More specifically, it is very important to pay attention to the leadership abilities of peer tutors. Identifying and selecting peer trainers with sufficient self-confidence, technical competence, compassion and communication skills accepted by other peers are very important elements of the success of the training program (Sariođlan, 2016; Sariođlan, 2014).

### ***2.1. Peer Teaching Process***

The peer teaching process consists of five steps. Demirel explains these steps of peer teaching as follows (Demirel, 2003 cited in Koç, 2020: 26):

1. Identifying peer groups
2. Providing necessary information to students who are in the role of instructors
3. Giving training on how to use the materials prepared by the teacher
4. Peer groups working according to plan
5. Follow-up and guidance of the teacher's group work during the process.

After the subject of peer education and the place where it will be done are determined, peer educators should be determined. Peer trainers should be selected from volunteers with the following characteristics. The characteristics that peer educators should have (Karadađ, 2003; Topping, 1996; Babadođan, 2002; Karadođan, 2004);

1. Must be able to establish good interpersonal relationships, including listening skills,
2. Must be someone accepted and respected by the target audience,
3. Must have a non-judgmental attitude,
4. Must have the self-confidence and potential required for leadership,
5. Must have the time, energy and willingness to work voluntarily,
6. Must have the potential to be an exemplary individual for their peers.

Things to consider in peer education application:

1. Goals should be clearly stated,
2. The application purposes of the peer education model should be explained to the peer educators,
3. The peer educator should be allowed to create the tools and equipment he will need, or these tools should be provided to him,
4. Learning guides related to the subject should be created,
5. The role and responsibilities of the peer educator should be explained to him,
6. Before the peer tutor training, the competencies of the peer tutors for the selected skills should be reviewed,
7. Possible problems that peer educators may experience during peer education should be determined in advance and how to solve these problems should be discussed with peer educators,
8. Peer educators should be informed in advance that they can consult the advisor/observer lecturers when they encounter any problems during the implementation,
9. Instructors during the peer education implementation; advisor and should be available to intervene when necessary.
10. After peer education is completed, the learning levels of peer learners should be evaluated (self-assessment/professional educators/peer assessment etc.) (Topping, 1988; Sazak, 2003).

## ***2.2. Peer Tutorial Models***

### **1. Grade-Wide Peer Teaching**

In this model, the whole class is divided into pairs or groups of more students (the number of students should not exceed 5). These groups are formed from students of different ability levels.

Students take on the role of teacher, learner or both teacher and learner in the group. This model needs to be well structured. This model includes the teacher's direct guidance, competing teams, and grading.

The whole class participates in the structured peer tutoring activity. It is applied twice a week or more, for about 30 minutes. Groups are changed weekly. The choice of students in groups is flexible. Groups can be formed according to the academic performance level or proficiency level of the students.

## **2. Peer Teaching for Different Age Groups**

In this model, an older student is paired with a younger student to learn a skill. The older student should have high academic success and developed behavioural, social and adaptive skills.

For example, a sophomore could be paired with a kindergartener to show them how to get to the canteen, how to wait in line, and where to sit. In this model, the roles of teacher and learner do not change. The older student is the instructor, and the younger student is the learner. The important thing is to learn collaboratively together.

The trainer model's appropriate behaviour asks questions and encourages the development of study skills. This model can be useful for students who are disadvantaged and have learning difficulties.

## **3. Peer-to-Peer Instructor**

In this model, two or more students take on the role of both instructor and learner. Roles change with each session and equal time should be allocated for each role.

Usually, the student with high academic performance is matched with the student with low academic performance. A group or individual reward system can be created to encourage and increase learning.

In this model, students in the role of instructor prepare teaching materials so that students in the role of learners can reach the goal determined by the teacher; monitors, evaluates and rewards the learning process of his friends. This process is carried out under the guidance of the teacher.

## **4. Same Age Peer Teaching**

In this model, two students in the same age group are matched. There may be an age difference between students. Students may be at the same ability level,

or a student with high academic performance may be matched with a student with low academic performance. When students with the same ability level are matched, both students' knowledge of the concept or subject will be at the same level. These students can take on the role of both teacher and learner. Students in the same class can be matched, as well as students in different classes.

## 5. Peer-supported learning strategies

In this model, students of the same ability level are matched. Students change their roles as instructor and learner in line with their learning needs.

For example, one of the students may take the role of instructor in a science-related subject, while the other student may take the role of instructor in a mathematics-related subject. In this strategy, groups are flexible and can vary depending on the discipline and subject. All students could be both teachers and learners at different times and in different tasks.

### 2.3. Peer Teaching Features

- Peer teaching is successful if a highly structured plan is prepared by the instructors.

- Classroom teachers should set goals according to their classroom schedules and evaluate student competencies regarding the materials in which students are successful or unsuccessful.

- Teachers should carefully select content and ensure students' content is complete.

- The frequency and duration of teaching should be carefully considered, depending on the chosen activity and lessons.

- Systematic education is important for an effective peer teaching program. Older children may become impatient, bossy, or teasing younger children when you leave them to peer teaching. Untrained instructors do not give correct and regular responses, corrective feedback, rewards to students, and do not act friendly before and after teaching.

- These trainers should receive training in positive verbal and non-verbal (active listening, speaking, praising) skills, giving clear and understandable instructions, providing corrective feedback, being patient and calm.

- Trainers should be taught the purpose of the program and their responsibilities. Responsibilities include attending class on time, providing positive rewards, being reliable, maintaining high-quality work, and recording information with the student.

## ***2.4. Benefits of Peer Education***

- Peer teaching adapts to students' own learning steps, perception levels and learning styles.
- In the peer teaching process, feedback and correction are given instantly. Therefore, basic misconceptions can be quickly identified and corrected.
- Students can successfully complete a learning task at their own pace without being compared to faster learners.
- More attention and emotional support is provided to children with greater emotional needs.
- Peer teaching reduces competition and creates a more supportive classroom environment. Studies have found that peer teaching in reading and mathematics increases achievement twice as much as computer-assisted education and three times more than classrooms with small class sizes.
- Peer tutors better understand the problems of other students of the same age because they have cognitive characteristics.
- In addition, peer tutors become better models of study skills such as concentrating on studying effectively, regulating study habits and asking questions.

## **3. Applicability of the Peer Teaching Model in Gastronomy**

In a study on Peer Teaching: Applying interactive initiatives in preparation for the workplace in the Culinary Sector, a peer teaching model was applied to first- and second-year students of the gastronomy and culinary arts department. The aim here is to teach the experience and knowledge that second year students have learned to first year students, while enabling them to learn, while also having the opportunity to practice their leadership and food service skills. After these courses, data were collected from the students who were taught through a questionnaire. According to the survey results, it is seen that the answers are predominantly positive in all learning outcomes. It was found that over eighty percent of peer students learned 'a little' about management and over sixty percent learned most about technical skills from their peers.

Students were also asked to provide feedback on what they liked and disliked about the peer teaching experience. Some of the peer tutors found it rewarding to see their peers succeed and improve their skills. Other teachers felt they had a special role that required more responsibility. They felt that their communication skills had improved and they gained more experience

in building human relations and educational experience. ‘Peers are easier to understand because the more they understand and learn like us, the better they understand and know how to explain,’ one teacher said. They felt that it was interactive and that they could develop closer relationships with peer tutors. Sharing experiences also led to positive experiences.

#### **4. Discussion**

The peer education model is an educational activity based on the social learning theory developed based on the fact that students interact and communicate with their age groups and identify with their educator peers. It is thought that increasing the communication skills of gastronomy and culinary arts students with similar age groups, upper classes, graduate students and reducing the master-apprentice relationship to these peers will increase their learning skills. Bulte et al. (2009) examined medical students in two different countries, where a group of medical students they chose as their close peer teachers or trainers were educators. The study did not fully explore the benefits and potential challenges of graduating or graduating medical students instructing the young medical student. However, information provider, role model and facilitator seem to be appropriate roles for peer learners and teachers. Given the demands of future doctors to serve as both resident physicians and educators for patients, peer teaching during medical school appears to be an important consideration of the curriculum. In this context, it will be possible to state that the definition of “master - apprentice” in the gastronomy and culinary arts department will be more positive by utilizing the knowledge and experiences gained from peers during the teaching phase.

The curricula of the courses in which the students who have successfully come to the fourth grade of gastronomy and culinary arts education are doing their thesis work under the name of the graduation project related to their departments are also seen. In these projects, students study the topics they have chosen individually or in groups. In the theses in which group work is done, they communicate with their peers who have experience from previous years or continue their studies by division of work with their groupmates. These studies are planned to strengthen the communication between students, and they are expected to fulfil the duties or responsibilities given in the division of labour. Generally, in such studies, a group leader reveals himself without election and provides a strong communication in direction. In his research, Wang (2016) collaborated with students and peer tutors to create an online book project in

groups for the “Introduction to Linguistics” course at Hong-Kong Institute of Education in order to promote peer teaching and learning. Wang allowed students to peer-edit and peer-review each other’s academic work online. Peer teaching sessions were also arranged according to the content of Wikibook. As a result of the research, it has been determined that the Wikibook project has shown to be an effective way to promote peer teaching and learning in higher education.

Akkus et al. (2016) in their study, can the peer education model be used as an effective model in preventing substance addiction in high school youth? based on the question. According to the results of the research, it has been determined that peer education has a positive effect on the self-efficacy and knowledge perception level of the participants, and that the difference between the students with the education model and the students who are not applied is significant. Chen and Yang (2020) have extensively examined peer education for purposes ranging from health promotion to participant empowerment. In the research, a model was applied to reintegrate marginalized individuals into society, and in this model, the active discourses of peer educators provided great benefits to the participants. Nurmala et al. (2021), in their study, they combined the subject of substance addiction with the peer education model and applied it to students and reached similar results.

Gastronomy and culinary arts education is basically practice-based. Students gain culinary skills by applying the teachings of academics or instructor chefs. Individuals who are introverted and have lower social communication skills than active students in the application phase may have difficulty expressing themselves to their teachers or supervisors regarding questions, opinions or any subject. In this regard, the peer education model can have a positive result, where students have the position of educator-taught with people at their own level. Şenyuva and Akince (2020) examined in their study that the peer education model can be used as an effective method to strengthen nursing education. In the study, the failure of nursing students to find role models in their clinical practices, the inability of their superiors to deal with students sufficiently due to their busy work schedule, etc. reported that he had difficulties. However, a well-planned model enabled nursing students to increase their knowledge, skills and awareness, adaptability, develop healthy behaviours or change behaviour. It is stated that it is important in terms of increasing the self-confidence of the students, providing them with a positive hospital experience, preventing conflicts, increasing the academic success and satisfaction of both parties, as well as preparing them for professional life.



Ernst and Kneavel (2020) developed a peer education program to improve knowledge and reporting in university athletes in their research. In this program, a focus group was prepared from male and female athletes and the content of the training was explained. For peer education, they brought together peer educators and students, from whom the relevant literature knowledge was transferred. Students are guided to get the best out of their peers' education, support, knowledge and equipment. As a result of the study, it was determined that the students made the best use of the peer education model and experienced improvement in their communication with their peers. The effects of this development on academic achievement have also been observed. It is observed that students receiving gastronomy and culinary arts education receive similar support from their age groups in their internship training. It is possible to say that trainee students are more comfortable communicating with their peers working in other positions and are more open about questions such as asking questions and expressing themselves.

The peer education model can be applied to individuals from all age groups and can provide positive contributions as long as the education of the trainers is given importance. So much so that Henström et al. (2022) studied a peer education model for parents in their study. In the study, a group was opened on a social media platform to provide parents' child education and development, and individuals from similar age groups and individuals with children in the same age range were allowed to participate. In this study, it was observed that individuals support each other by sharing similar problems or positive communications with other parents. It is seen that in most universities that have gastronomy and culinary arts departments, alumni network platforms are created to transfer knowledge and experiences, share job postings and share information from within the sector with students who are already students or graduates.

The communities formed under the name of "gastronomy club" consisting of students from the gastronomy and culinary arts department are another example of the peer education model. Gastronomy clubs are societies established by students from the president, vice president, treasurer, and members from within and outside the department. In these clubs, students come together with their fellow students and fellow students studying in other departments. The club keeps its peers dynamic and increases their interest in the department with various activities (interviews, trips, panels, workshops). It is possible to talk about "gastronomy clubs" as a useful example of communication with similar age groups, which is the basis of peer education. However, in this regard, there

is a difference in participation in the activities of the person who becomes the president with the election and the president who is elected without the election. A similar study on the subject is Zambuto et al. (2020) carried out by in the study, the behaviours and attitudes of volunteer peer trainers and randomly selected peer trainers towards their peers were examined. While it was determined that the compulsory peer educators had difficulties in communication and were not useful, a positive benefit was observed between the individuals who were voluntarily peer educators and the participants. The positive impression that the volunteer peer educators try to put forward in order to be useful is among the other results of being bullied by the obligatory ones.

## **5. Conclusion and Recommendations**

As a result, it is thought that the peer teaching model will be applicable in gastronomy education. Teaching a student who has knowledge and experience to a student who does not can provide a more comfortable environment for the student in terms of learning. While learning gastronomy and culinary arts education, it is an education suitable for the teaching model. Therefore, the communication established with the upper classes here can improve the communication learning ability with the upper class or similar age range in practical internships. In addition, gastronomy education can be seen as positive because it provides opportunities for the student who teaches, such as refreshing their knowledge, using leadership and management features in the field of cuisine, due to the fact that it is an education based on practice and skills. It is considered appropriate to use it as a useful educational model for students with leadership qualities to direct their other friends and for their peers who have difficulty in expressing themselves to act comfortably.

Although the peer education model has a belief that it will lead to many positive results, it may also experience some negativities. The most obvious situation among these is the negative attitude towards other students due to the responsibility given to peer educators. It is possible for peer tutors with low awareness and insufficient knowledge and equipment to see themselves as superior, humiliate other students, and compare themselves with the main teachers. In other words, the student who is a peer tutor may be too authoritative to disturb the student he teaches, and the learner may refrain from this aspect, or the learner may not find the peer tutor sufficient and want to receive training from a professional.

It would be correct to state that academics also have a lot of work to ensure the applicability of the peer education model in gastronomy and culinary arts education. While academics are making efforts to develop positive activities and models in order to increase the quality of education; Considering that it is not possible to increase the experience and experience when it is revealed that not being able to go down to the age group level and the distance to the dynamic structure of the sector, it will be beneficial to train students for peer education in this model.

Some suggestions for the applicability of the peer education model are also given below:

- For peer education, trainings can be given primarily to academicians with the aim of guiding them.
- Peer trainers' education can be updated periodically.
- By making a sample study of the peer education model, the findings obtained as a result of the model can be examined and studies can be made on the deficiencies.
- Universities where the peer education model is applied can be selected as pilot universities and their progress can be followed.
- Studies based on quantitative data can contribute to the literature.

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## CHAPTER XVI

# RE-EVALUATION OF UNIVERSAL DESIGN PRINCIPLES IN 21ST CENTURY BUILT ENVIRONMENTS: A DESIGN-BASED ANALYSIS AND APPROACH

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### 1. Introduction

This study discussed presenting a customized approach proposal for the built environment by carrying out a theoretical examination of the principles and guidelines of the “Universal Design (UD)” approach. The concept of universal design first used by Ron Mace in the 1970’s, developed an approach that includes all users (Null, 2013). Mace describes UD as “the design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design. (Mace, 1997). Although there are criticisms of the expression “to the greatest extent possible” in the definition, this broad scope also finds its response in the fields of discipline and application. As stated in the Council of Europe 2009, UD finds its response in many fields such as psychology, education, socio-cultural, professional, and architectural (Council of Europe, 2009).

As an abstract concept, the built environment can be called the general intervention of human hands in the physical environment (Lawrence & Law, 1990). As stated by Larkin et al. (2015), they advocate the need to expand the user focus, support different collaborations, and diversify the methods and suggestions put forward so that universal design can be applied more easily in the built environment (Larkin et al., 2015). On the other hand, Carr et al. (2013) mentioned that universal design practices in the built environment are a necessity

for the ageing world population. Despite the evaluation of UD in every field for its global and interdisciplinary purpose, the general principles and guidelines set forth need to be customized for the built environment. Thus, it is aimed at opening the specialization of UD's principles and directives to the fields for discussion.

The social, technological, legal, and environmental changes in the world have led to the differentiation of both the philosophical discourse and the physical practices of the design discipline in less than a decade (Preiser, 2011). The concept of universal design can also be evaluated as a discipline that is affected by these changes. Although the concept of universal design is quite common in Europe, it was first used by Ron Mace in 1985 (D'souza, 2004). According to Mace (1988), universal design is "the design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design". Following Mace's descriptive statement, the term universal design has come to the fore and has been accepted and defended by many national and international organizations (Imrie, 2014). In this context, the Institute for Human-Centered Design (2011), one of the mentioned organizations, states that the underlying feature of universal design is "the design of places, things, information, communication, and policy to be usable by the widest range of people operating in the widest range of situations without special or separate design".

Even based on the definition of universal design (UD), many studies argue that this approach is not universally constructed (Bringolf, 2008; Imrie, 2012). Although the expression "to the greatest extent possible" in the definition of UD contradicts the scope of the approach, the limitation of the built environment is mentioned here (Harrison & Dalton, 2013). In addition, a limited approach framework is presented to increase participation in the built environment beyond UD constraints (Imrie, 2012). Crews and Zavotka (2006) argue that UD should be considered as an intellectual approach and should not be considered in a completely applicable way (Crews & Zavotka, 2006). Although the outputs of the UD approach become important in practice, it is unclear how to evaluate the usability of the built environment "to the greatest extent possible" (Heylingen, 2014).

Within the scope of UD, many societies and organizations create regulations to reach the greatest extent possible" (CRPD, 2017). UD has assessments of both advantages and disadvantages regarding laws, enforcement, regulations, and legislation. The most important advantage of the regulations in UD is that designers and practitioners must take care of the needs of the disabled in the physical environment (Bringolf, 2008). One of the disadvantages of the laws and regulations addressed in UD is that they are not sufficient to facilitate the

tasks of designers (Choi et al., 2006). In addition to the shortcomings of the regulations for practitioners, another disadvantage is that these regulations are designed only with the disabled in mind (Bringolf, 2008). As a result of the literature review, it is thought that examining UD together with the SWOT analysis and the seven principles and sub-directions created by Mace (1982) will be useful in providing theoretical and practical determinations of UD.

## 2. Re-evaluation of Universal Design Principles

It may be useful to reconsider the principles of the UD approach from the literature reviews. In the endeavour to reassess universal design principles, a foundational imperative emerges, necessitating an in-depth comprehension coupled with a rigorous critique of these principles. This dual process of cognitive assimilation and analytical scrutiny stands as an essential precursor to strategic decision-making and progressive refinement. Through this scholarly examination, latent constraints are unveiled, avenues for augmentation are discerned, and a framework for adaptability is cultivated to address the evolving tapestry of societal dynamics, technological innovations, and shifting user exigencies. This holistic *modus operandi* ensures the enduring pertinence and the incremental efficacy of universal design principles, thereby facilitating the conceptualization of environments and interventions that authentically resonate with the intricate spectrum of human experiences. The subsequent table outlines the prioritized UD principles that have been applied in this context and are recommended for implementation.

**Table 1:** Principles of UD and Descriptions

[P]rinciples of UD		[D]escription of The Principle
P1	Equitable use	Useful and marketable to people with diverse abilities
P2	Flexibility of use	Accommodates a wide range of individual preferences and abilities
P3	Simple and intuitive use	Easy to understand, regardless of the user's experience, knowledge, language skills, or current concentration level.
P4	Perceptible Information	Communicates necessary information effectively to the user, regardless of ambient conditions or the user's sensory abilities.
P5	Tolerance for error	Minimizes hazards and the adverse consequences of accidental or unintended actions.
P6	Low physical Effort	Be used efficiently, fatigue. and with a minimum of fatigue
P7	Size and Space for Approach and Use	Appropriate size and space are provided for approach, reach, manipulation, and use regardless of the user's body size, posture, or mobility.



As Null (2013) stated, UD principles introduced in the 20th century is far from meeting 21st-century approaches and are ‘concrete’ (Null, 2013). While this study seeks a UD approach for the current century, it also argues that this search should be addressed specifically to disciplines and practice areas. Universal design (UD) principles have been developed over the years to create environments that are accessible to everyone, regardless of their abilities. These principles were introduced in the 20th century and have been influential in shaping design approaches for decades. However, some critics argue that the UD principles developed in the past are no longer adequate for meeting the needs of the 21st century. One reason for this criticism is that the original UD principles were developed in response to the needs of people with physical disabilities and may not adequately address the needs of people with other types of disabilities or impairments. For example, the principles may not take into account the needs of people with cognitive or sensory disabilities, which have become more prominent in recent years. Another reason for this criticism is that the original UD principles may not be adaptable to the rapidly changing technological landscape of the 21st century. With the rise of digital technology, there is a growing need to create environments that are not only accessible in a physical sense but also in a digital sense. This may require new design principles and strategies that go beyond the original UD principles.

Additionally, some critics argue that the original UD principles are too focused on creating “concrete” solutions rather than taking a more flexible, adaptable approach. In other words, the original principles may be too rigid in their approach to design and may not allow for the kinds of innovation and experimentation that are necessary in today’s fast-paced, ever-changing world. Despite these criticisms, it is important to note that the original UD principles still have value and can serve as a solid foundation for future design approaches. However, it is also important to recognize the limitations of the original principles and to continue to develop and refine new design strategies that are better suited to the needs of the 21st century. By taking a more comprehensive approach to UD design, we can create environments that are truly inclusive and accessible to all.

### **3. Design-based Analysis and Approach**

In the research study, SWOT analysis was used, which is a strategic planning tool used to assess the strengths, weaknesses, opportunities, and threats of a project. In this context, first of all, indexed articles were searched in the

literature. Concepts developed for UD in these articles are illustrated in a matrix table with a SWOT analysis. The analysis examines both internal and external factors to provide guidance when making strategic decisions. Strengths and weaknesses represent the internal factors of the UD concept, while opportunities and threats represent the external factors. Subsequently, the insights garnered from the SWOT matrix were harmonized with the tenets and directives of universal design (UD) and synthesized to contribute to the novel model proposition. This synthesis serves to discern competitive advantages, sculpt strategic imperatives, and prefigure potential vulnerabilities within the constructed framework.

**Table 2:** Evaluation Criteria For SWOT Analysis

<b>Evaluation criteria for strengths of UD</b>	<b>Evaluation criteria for the weaknesses of UD</b>
<ol style="list-style-type: none"> <li>1. What are the advantages of UD?</li> <li>2. What are the uniqueness's of UD?</li> </ol>	<ol style="list-style-type: none"> <li>1. What are the points for improvement in UD?</li> <li>2. What are the challenges of UD?</li> </ol>
<b>Evaluation criteria for opportunities in UD</b>	<b>Evaluation Criteria for Threats of UD</b>
<ol style="list-style-type: none"> <li>1. What are the potentials that UD has?</li> </ol>	<ol style="list-style-type: none"> <li>1. What are the barriers to UD?</li> </ol>

When the strengths of UD are examined, it is observed that these aspects have advantages and unique benefits. In this context, Null (2013) argues that universal design offers an economical [S1] and marketable [S2] approach. So much so that products and environments designed without discrimination against users will offer low costs as they do not require customization. In addition, he thinks that UD is aesthetic [S3], thanks to the pleasing solutions realized without discrimination against the user (Null, 2013).

When examining the weaknesses of UD, the disadvantages of the approach, the points for improvement, and the criticisms within the approach, are included in this coverage. In contrast to Null's perspective (2013), Winance (2014) posits that the requirement within UD to design products and environments universally accessible to all may result in a reduction of diversity (W1) (Winance, 2014). Although UD's policy guidelines tend to include diversity, this approach is only focused on function [W2]. (Winance, 2014). Imrie (1998), on the other hand, states that no effort made with the UD approach can be fully inclusive for every user [W3] (Imrie, 1998). Parallel to this situation, Winance (2014) argues that UD contains initiatives that

are contradictory and seem unlikely to be fully implemented [W4] (Winance, 2014). Although there is an idealistic understanding that UD has designs that solve all the possibilities that users may encounter, Vanderheiden (1996) argues that it is not possible to create a product that can be used by everyone in all circumstances. In addition to the strengths and weaknesses of UD, there are some opportunities that the approach offers outside of the theoretical and practical areas. The foremost aspect concerns the endorsement by Lid (2014) of advocating for equal participation opportunities for users. While UD offers equal participation opportunities, it also supports these opportunities with laws and regulations (Lid, 2014). Furthermore, the structure of UD derives its sustenance from the amalgamation of diverse disciplines and application domains, as asserted by Lid (2014). With the interdisciplinary approach [O2] and applications, the opportunities it can offer to the widest extent will also develop. Another opportunity is that, as Ware (2004) argues, the constraints of the built environment and the products of UD aim to simplify and make the environments legible [O4] by using colour and texture contrasts. According to the Institute of Human-Centered Design (2011), UD is one of the solutions offered for a more inclusive world where all people have equal opportunities for independence, autonomy [O3], and participation. Although the above-mentioned features of the opportunities of IP are found in the literature, similarly, the threats to the approach can be considered as follows: Firstly, as Winance (2014) argues, the ‘universality’ in the main concept of the approach tends to reduce the diversity of users [T1] (Winance, 2014). Similarly, Heylingen (2014) defines UD as ‘utopian’ [T2] (Heylingen, 2014). Also, the UD seems to provide possibilities for countering the design’s barrier to users. Nevertheless, certain commentators voice their reservations regarding the efficacy with which the principles and practices put into effect counter discrimination through design (Imrie, 2012).

**Table 3:** SWOT Analysis (Strengths-Weaknesses-Opportunities-Threats)

<b>[S]trengths</b>	<b>[W]eaknesses</b>
Economic[S1] Pleasing design[S3] Marketable[S2]	Reduction of diversity [W1] Function-oriented [W2] Conceptual contradiction [W3] Difficulty of implementation [W4]
<b>[O]pportunities</b>	<b>[T]hreats</b>
Interdisciplinary opportunity [O2] Equal participation [O1] Autonomy [O3] Legibility [O4]	Lack of customization [T1] Utopian [T2] Discrimination [T3]

Universal design is characterized by its inclusivity, flexibility, safety, usability, aesthetics, and sustainability. It aims to create environments that are accessible to a wide range of users, eliminating barriers to access. Flexibility; allows for various uses and adaptability to different needs, while safety; prioritizes reducing injury risks and assisting with balance, mobility, and orientation. Usability is a key strength, focusing on ease of use and intuitive use. Aesthetics is also a key aspect, focusing on visually appealing and enjoyable environments. Sustainability is a priority, focusing on environmentally friendly designs that minimize waste and promote conservation. Overall, the universal design's strengths can be assessed through these evaluation criteria.

Universal design has several weaknesses, including higher cost, complexity, incompatibility with existing infrastructure, limited compatibility with design aesthetics, and the potential for over-standardization. Cost is a significant barrier for individuals on a limited budget, while complexity can be challenging for individuals with cognitive or developmental disabilities. Incompatibility with existing infrastructure can be assessed through retrofitting or redesign. Limited compatibility with design aesthetics can be assessed by integrating universal design features into the overall design scheme. Over-standardization can be avoided by customizing universal design features to meet specific user groups' needs. Overall, these evaluation criteria help assess the weaknesses of universal design and identify areas for improvement.

Universal design offers several strengths and weaknesses, including cost savings, complexity, compatibility with existing infrastructure, limited compatibility with design aesthetics, and the potential for over-standardization. Cost savings can reduce the need for costly retrofits or specialized accommodations, while complexity can make environments more accessible to a broader range of users. However, complex designs can be difficult to understand and maybe a barrier for individuals with cognitive or developmental disabilities. Incompatibility with existing infrastructure can be challenging, and limited compatibility with design aesthetics may be challenging in historic buildings or luxury residences. Over-standardization risks leading to the same design for all environments, regardless of their unique requirements or contexts.

**Table 4:** The Approach Proposal for UD in The Context of the Built Environment

Basic Approaches	Descriptions	Goals to Achieve/Why to Achieve
(1) Humanist Use	Equitable built environment [P1] that promotes equity in its use, fostering social inclusion, mitigating discrimination, and upholding fundamental human values. [O1]	In the 21st century, humanist principles emphasize creating just-built environments that promote equality, and social inclusivity and safeguard fundamental human values. This aligns with the pursuit of compassion, equity, and individual worth.
(2) Integrative Use	Involves a straightforward approach that combines contemporary methods and technologies through functional needs of design and perceptual considerations for user experience. [W1]	The universal scope should be determined at the beginning of the design. Integrative use combines contemporary methods and technological advancements, design needs and user experience [W2]. It becomes discriminatory when it lacks contemporary solutions and limits its focus to disadvantaged groups [W3].
(3) Sensitivity To Perceptual Differences	Sensitivity to both physical and perceptual differences, understanding the faculties of the five senses, including user perception, and defining flexible and transformable approaches [T1]	Laws and regulations are handled according to physical differences. Universal design within the built environment should not limit users in this way [O1]. For a flexible and transformable approach; physical, perceptual and virtual reality an environment needs to be considered. [W1]
(4) Safe Use And Evacuation	A safe environment should be created for users with all physical and perceptual differences, and all users should be considered for safe evacuation. [W1]	Evacuation of disabled and differently-abled users should be considered within the scope of the universal design approach [W1]

(5) Encouraging Use	The built environment should avoid introducing complexities into the execution of functions and, where design conditions require it, deliberately facilitate such complexities and encompass sustainability. [W2]	The built environment should adopt a strategic approach to avoid functional complexities and provide a smooth user experience. It should also be easily adaptable and sustainable to design conditions that require complexity. This approach encourages purposeful use and encourages efficiency in responding to user needs.[S3]
(6) Ethical Use	It cannot ignore the problems of the 21st century; it cannot emphasize the disadvantages of any user; and the built environment should maximize its efficiency at different scales.	Design should adhere to the principles of sustainability, prioritize improving accessibility for disadvantaged communities, and ensure economic feasibility [S1]. The use of exclusion based on cultural, linguistic, religious, or economic inequalities should be eliminated [S3], and universal access with design ethic values should be provided.
(7) Multiple Processes	The design, construction, use, and inspection of the built environment require a multi-participatory process. Interdisciplinary and interprofessional cooperation [O2] should also be established to enhance quality assurance in both design and construction. [W4]	There is no mechanism controlling the sustainability of universal design, and it is not clear who is responsible for its implementation in laws and regulations [T2]. In this process, there should be regulations for the field, and roles should be clearly defined in these regulations [W3]. The integrativeness of the process should be increased, and different fields of practice and discipline should work together [O2].

The effectiveness of universal design in the 21st-century built environment is influenced by various factors. Inclusive design should be a fundamental aspect that involves different user groups in the design process and prioritizes their

needs. The proposed approach should emphasize a user-centered, participatory approach that focuses on user needs and preferences. Technological developments such as virtual reality and augmented reality will increase the effectiveness of universal design. Environmental sustainability is very important as it minimizes the impact of the built environment on the natural environment. User-centered design involves working with users to understand their needs and preferences, resulting in products and environments that are not only physically accessible but also aesthetically valuable, socially engaging, and emotionally satisfying. Collaboration between different stakeholders, such as urban planners, engineers, architects, interior designers, and manufacturers, is essential to incorporating universal design principles into the built environment. Education and awareness campaigns can help promote universal design principles and their widespread adoption. Cultural sensitivity is important in this respect, as cultural norms and expectations can influence the design of the built environment. Economic considerations should be taken into account, as universal design should be affordable and accessible to all users. By addressing these factors, designers and authorities can ensure that the built environment is more inclusive and accessible to all users.

The provided conclusions encompass a comprehensive range of principles and considerations to underscore the efficacy of universal design in the built environment. The interplay of these conclusions highlights the paramount importance of aligning design practices with humanist values, promoting inclusivity, and safeguarding human dignity. The concept of integrative use emerges as a foundational principle, advocating for a balanced approach that combines contemporary methodologies, design requirements, and user perceptual experiences, thus addressing both functional and aesthetic dimensions. The emphasis on sensitivity to perceptual differences underscores the need to holistically accommodate physical, perceptual, and virtual realities, echoing the call for a comprehensive approach that goes beyond physical barriers.

Safety and evacuation considerations further underscore the universal design's scope, stressing the need to ensure safe environments for users across varying abilities and ensure their equitable evacuation. The principle of encouraging use encapsulates the notion that design should simplify functional execution while accommodating complexity when necessary, ultimately leading to purposeful use and enhanced efficiency in addressing user needs. Ethical use emphasizes design's responsibility to address contemporary challenges, eliminate discriminatory practices and adhere to sustainability and economic

feasibility, thus enabling the possibility of creating ethical environments that prioritize societal equity.

The call for multiple processes underscores the collaborative nature of universal design implementation, stressing interdisciplinary and inter-professional cooperation. This emphasizes that universal design's success requires concerted efforts across various fields, advocating for streamlined regulations, clearly defined roles, and a harmonized approach to bring about a sustainable and inclusive built environment. Collectively, these conclusions pave the way for a more holistic, ethical, and inclusive approach to design that is compatible with the needs, and lifestyle challenges of the 21st century.

#### **4. Conclusion and Discussion**

In this study, the literature on universal design was reviewed as the main source and the discussions in the literature were examined. It is believed that the inclusive stance of Universal Design is too general in both theory and principles and that it is unlikely to achieve its goal in its all-encompassing form. In addition, the universal design approach already offers strengths and opportunities. This study argues that by evaluating the weaknesses and threats together with the strengths and opportunities, a new approach for the field can be developed. The need for the field to specialize in the universal design approach is understood from the criticisms in the literature and legislation and regulations. These approaches do not correspond to the design and housing approaches of the 21st century. The 20th-century universal design approach meets frameworks such as disability and ageing. In this study it is believed that "as far as possible," user participation should be enhanced through universal design, in accordance with the continuity and necessity of the relationship between people and space. This statement highlights the importance of specialization and the need for a more comprehensive approach to universal design in the 21st-century built environment. The criticism is that current legislation and regulations promoting universal design are too limited in scope and only consider disability and the elderly, neglecting other factors that are critical to effective design and housing. This statement suggests that a new approach to universal design is needed that takes into account the evolving relationship between people and their environment. In this regard, the study argues that user participation should be increased as much as possible. This means that individuals and groups affected by the design of a space should be involved in the design process from the outset to ensure that their needs and preferences are taken into account. Overall



the proposed approach suggests that a more specialized, comprehensive, and participatory approach to universal design is needed in the 21st-century built environment to meet the changing needs of individuals and communities.

In this context, by presenting a model proposal on how the principles of universal design in the built environment can be updated for the 21st century with the data obtained as a result of the SWOT analysis, this study opens the discussion to the necessity of customizing the principles and guidelines for the fields of universal design and perhaps even the laws and regulations. In this way, universal design will be removed from being utopian (Heylingen, 2014) and become applicable for its lofty purpose. This statement suggests that a model proposal could be developed for updating the principles of universal design in the built environment for the 21st century. The model proposal is based on data obtained through SWOT analysis and the aim is to spark a discussion about the need to customize the principles and guidelines for the different fields of universal design. The current laws and regulations related to universal design are criticized for not meeting 21st-century design and dwelling standards and being limited to disability and elderliness. First, it is important to understand what is meant by “universal design.” Universal design is an approach to designing products, buildings, and environments that are usable by people with a wide range of abilities and disabilities. The goal of universal design is to create products and spaces that are accessible to everyone, regardless of their physical, sensory or cognitive abilities.

One of the main criticisms of current universal design laws and regulations is that they focus too much on physical accessibility and not enough on other aspects of design. This can result in products and environments that are physically accessible but not necessarily usable or comfortable for all individuals. Another criticism is that current laws and regulations tend to focus on minimum requirements rather than encouraging innovation and creativity in design. This can result in a lack of progress in universal design, as designers may simply aim to meet the minimum requirements rather than pushing the boundaries of what is possible. A third criticism is that current laws and regulations tend to be reactive rather than proactive. In other words, they tend to address issues after they have already arisen rather than anticipating and preventing them in the first place. This can result in a patchwork of solutions that are not always effective, efficient, or user-friendly. Finally, it’s worth noting that the way that we approach universal design is changing rapidly as technology advances and our understanding of human needs evolves. Therefore, for inclusive universal

design, the laws and regulations have to be flexible, adaptable, and sustainable. This will allow us to keep up with changing needs and continue to make progress in creating products and environments that are truly accessible to all individuals. The proposed approach aims to increase user participation to the greatest extent possible and emphasize the continuity and necessity of the relationship between humans and space. This would move the concept of universal design from being utopian to becoming more applicable for its inclusive purpose. The proposed approach represents an innovative approach to universal design that seeks to increase user participation in the design process. This approach acknowledges that the needs and preferences of users are diverse and that their input is crucial in creating truly universal designs.

Another key feature of the proposed approach is the emphasis on the continuity and necessity of the relationship between humans and space. This means that the design process considers not only the physical accessibility of a product or environment but also the emotional, social, and cultural factors that can impact how individuals interact with it. By taking a more holistic approach to design, products and environments can be more engaging for users and better reflect their needs and values. By focusing on user participation and the continuity of the relationship between humans and space, the proposed approach can make universal design more accessible and applicable in practice. By emphasizing user participation and the continuity of the relationship between space and the creative products and environments, they can be more comprehensive and user-friendly. This can help to ensure that universal design is not just a legal requirement but a meaningful and effective approach to creating accessible and inclusive products and environments.

In conclusion, the universal design approaches of the 21st century have the potential to increase user participation, emphasize the continuity and necessity of the relationship between humans and space, and make universal design more applicable in practice. It is possible to argue that by evaluating the weaknesses and threats along with the strengths and opportunities, new approaches can be developed. This is because a comprehensive analysis of the strengths and weaknesses of a particular approach or system can provide insights into areas where improvements can be made or where potential risks may exist. In the case of universal design, an analysis of the weaknesses and threats might reveal potential challenges related to cost or retrofitting existing structures, while an analysis of the strengths and opportunities might highlight the potential benefits of reducing barriers to access or creating more inclusive environments. By

considering all of these factors together, it may be possible to develop a new model or approach that builds on the strengths while addressing the weaknesses.

In this way, a comprehensive analysis can help identify areas where further research or development is needed and can provide a framework for making informed decisions about the design and implementation of universal design principles. By taking a balanced approach that considers both strengths and weaknesses, it may be possible to create more effective and sustainable models for creating accessible and inclusive environments. The process of developing a new approach would involve taking a comprehensive approach to analyzing the strengths and weaknesses of the existing model, identifying areas where improvements can be made, and considering potential opportunities and threats. The proposed and discussed approaches are thought to support the relationship between the built environment and universal design philosophy in the complex interaction between design processes and the evolving dynamics of the 21st century. The diversity of the modern world testifies to the profound influence of technological advances, sustainability imperatives, environmental factors and user experiences, while the proposed approaches can harmonize with these facts.

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## CHAPTER XVII

# A CRITICAL APPROACH TO MOVIE OF LADY MACBETH (2016) IN THE FRAMEWORK OF LITERATURE AND CINEMA

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### 1. Introduction

Who is this Lady Macbeth that appeared before the audience in 2016? *“In virtue of her unshaken resolution and her superior resource, Lady Macbeth is regarded as the dominating influence in this awful record of crime, and it may indeed be doubted whether any part of equal length, -for counted by actual lines, it is one of the shortest in all tragic drama, -has ever left so strong a stamp on the popular imagination.”* (Carr, 1889:5) When looking at the academic studies that are usually conducted on the subject of Lady Macbeth; Rebekka Lohse’s study<sup>1</sup> which examines the characters mentioned in the title in detail, talks about why these characters are still more popular today, that is, why they have actually become universal. Sabine Buchholz’s article<sup>2</sup> also analyses how the feminine state is damaged in a male-dominated environment and what kind of mental delusions it causes, and draws a portrait of Lady Macbeth’s mental health, which is deteriorating due to the oppressive mechanism of the patriarchal order. Lukas Jan’s study<sup>3</sup> discusses the similarities between fictional and real femininity, the connection and representation of the political and cultural discourse of femininity with the identity of Lady Macbeth.

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1 See also. Rebekka Lohse. (2016). Lady Macbeth, King Duncan and The Witches, Why Are The Characters of Shakespeare’s Macbeth Still Discussed Today?

2 See also. Sabine Buchholz. (2008). The Controversial Character of Shakespeare’s Lady Macbeth.

3 See also. Lukas Jan. (2018). The Different Representations of Lady Macbeth’s Character and Performance in a Stage and a Film Production.

In 1865, Katherine marries Alexander Lester, who is around twenty-five years her senior, and moves to Northumberland to live on the estate of the merchant Lester family. Katherine's life is controlled by strict limits imposed by Alexander and his father, Boris. She is not allowed to interact to strangers, go outdoors, or read books. In brief, Katherine is isolated from every person, thought, and idea from the outside world and therefore her life and marriage are founded on the act of "not doing." When it comes to "doing something," all that is expected of her is to get pregnant and give birth to an heir who will continue the family name. However, considering that Alexander's interest in Katherine consists of watching his wife nude while she turns her back on him, it is quite difficult to live up to this expectation. The most major aspect that considerably disrupts the daily routine that almost has the appearance of a ritual is the fact that Alexander and Boris have left the estate for a variety of reasons and have been distant for a time. Katherine's life space is physically limited by the walls of the house in which she lives. When her father and husband, the controlling elements on both the estate and her life, leave the property, her life space widens. And as time passes following the departure of these two patriarchal figures, she draws closer to Sebastian, one of the farm labourers. The cumulative impact of Katherine and Sebastian's sexual connection illustrates the transforming influence of a sexual relationship, which is the spontaneous bravery that will change inactivity into action as the relationship unfolds. After this moment, the "do not" condition that was imposed on Katherine by her husband and the father figures transforms into a "do" impulse that is led by Katherine's wishes. First, Katherine murders Boris, then she murders Alexander, and ultimately, she murders Alexander's illegitimate kid Teddy, who arrives out of nowhere. *"When we approach the problem of the somnambulism of Lady Macbeth, it must be remembered that the sleep-walking scene does not stand isolated and alone in the tragedy, but that it is the definite and logical evolution of lady Macbeth's previous emotional experiences and complexes. In other words, she is not a criminal type or an ambitious woman, but the victim of a pathological mental dissociation arising upon an unstable, day-dreaming basis, and is due to the emotional shocks of her past experiences. Lady Macbeth is a typical case of hysteria; her ambition is merely a sublimation of a repressed sexual impulse, the desire for a child based upon the memory of a child long since dead."* (Coriat, 1983:29) Lady Macbeth is the second film directed by British director William Oldroyd<sup>4</sup> of theatrical origin

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4 See also. Jonathan Romney, "Rising Stars of 2017, Film director William Oldroyd", available at: <https://www.theguardian.com/film/2017/jan/01/rising-stars-2017-film-director-william-oldroyd-lady-macbeth>

and the first feature film screenplay written by playwright Alice Birch.<sup>5</sup> The film had its world premiere at the Toronto International Film Festival on September 10, 2016 and was nominated for the 14th British Independent Film Awards in 2017. The screenplay, which was adapted from Nikolai Semyonovich Leskov's<sup>6</sup> 1865 – dated novella *Lady Macbeth of Mtsensk District*<sup>7</sup>, has several changes as compared to the original text; nonetheless, the views of cinema reviewers about these differences are in line with the paradigm that is prevalent now. While the vast majority of reviewers believe that the parts of the original story<sup>8</sup> that were cut from the screenplay were superfluous, many of them argue that the decision to cut those parts was inspired by a feminist ideology and was the most effective way to emphasise Katherine's desire to be independent.

## 2. The Difficulty of Being Sincere within the Framework of the Film's Feminist Rhetoric

Is feminism, which gained momentum on fundamental issues such as the right to vote, equal opportunity in education, and property rights beginning in the second half of the 19th century and later became a theoretical framework, a sufficient justification for legitimising three different murders that were committed one after the other? It is possible to assert that neoliberalism has been more successful in one respect given that the term “feminist” was selected by Merriam-Webster<sup>9</sup> as the word of the year in 2017. It is not integrative as it

5 Alice Birch. She is a British playwright and screenwriter. Birch has written several plays, including *Revolt. She Said. Revolt Again*, for which she was awarded the George Devine Award for Most Promising New Playwright, and *Anatomy of a Suicide* for which she won the Susan Smith Blackburn Prize. Birch was also the screenwriter for the film *Lady Macbeth* and has written for such television shows as *Succession*, *Normal People*, and *Dead Ringers*. available at: [https://en.wikipedia.org/wiki/Alice\\_Birch](https://en.wikipedia.org/wiki/Alice_Birch)

6 *Nikolay Semyonovich Leskov*, pseudonym Stebnitsky, (born Feb. 16 [Feb. 4, Old Style], 1831, Gorokhovo, Russia—died March 5 [Feb. 21], 1895, St. Petersburg): Novelist and short-story writer who has been described as the greatest of Russian storytellers. available at: <https://www.britannica.com/biography/Nikolay-Semyonovich-Leskov>

7 In this powerful and brutal short story, Leskov demonstrates the enduring truth of the Shakespearean archetype joltingly displaced to the heartland of Russia. Chastened and stifled by her marriage of convenience to a man twice her age, the young Katerina Lvovna goes yawning about the house, missing the barefoot freedom of her childhood, until she meets the feckless steward Sergei Filipych. Sergei proceeds to seduce Katerina, as he has done half the women in the town, not realizing that her passion, once freed, will attach to him so fiercely that Katerina will do anything to keep hold of him. Journalist and prose writer Nikolai Leskov is known for his powerful characterizations and the quintessentially Russian atmosphere of his stories. available at: [https://www.goodreads.com/book/show/58043.Lady\\_Macbeth\\_of\\_Mtsensk](https://www.goodreads.com/book/show/58043.Lady_Macbeth_of_Mtsensk)

8 See also, “*The Hudson Review, A Magazine of Literature and Arts*”, available at: <https://hudsonreview.com/2013/02/the-lady-macbeth-of-mtsensk/>

9 **Merriam-Webster Dictionary**: any of various lexicographic works published by the G. & C. Merriam Co.—renamed Merriam-Webster, Incorporated, in 1982—which is located



is claimed to be in accordance with the “break into pieces and market” policy of neoliberalism; rather, it is disintegrating in today’s social media feminism, which views feminism only as a women’s movement and reduces the issue to gender difference by ignoring the theoretical foundations. The feminist movement, which has a tendency to read any line in favour of women in which the term “woman” is uttered, contradicts itself, particularly in nations like Turkey where it is unable to fully complete the development of the social state function. In countries like these, the various needs of society are almost always at odds with one another. For instance, a person may argue that legal sanctions, such as “lifelong alimony payment,” which prevents women from participating actively in the working life and places the responsibilities of the state on the shoulders of men, are women’s rights while at the same time demanding various conveniences to ensure the active participation of women in the working life. However, the same person who admits to being a victim and believes that he or she is entitled to speak on their behalf because of their lack of education cannot understand why thousands of women in their second marriage prefer an imam marriage over an official marriage, knowing that they will be deprived of all the legal protections that the marriage has provided to the woman, just so that the alimony from the first marriage is not cut off. In a nutshell, the rote mentality devoid of theory, which does not consider what these sorts of demands, which seem as “rights” from the outside, cause in reality, perceives individuals first as women or men, and interprets all kinds of movements towards physical integrity via gender. This one-sided viewpoint, on the other hand, transforms the action into an issue related to gender and creates a deadlock. Because in the end, the behaviour that has to be fought is not simply the killing of women, but also the act of murder itself as well as the conditions that make it possible for it to occur. In a similar manner, the behaviour that needs to be combated is not just sexual abuse against women, but also sexual abuse itself that harms a person’s bodily integrity, regardless of whether she is a woman, a man, or a kid, in addition to the psychological and social infrastructure that this behaviour results from. However, it is precisely at this time when neoliberalism triumphs, since the saleability rate of murder and abuse is far lower than that of femicide and abuse of women. All of the news programmes, movies, books, dramas, memoirs, studies, and compilations that are not just about women but, in any case, about the victimhood of women—in fact, all of the goods that centre on

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in Springfield, Massachusetts, and which since 1964 has been a subsidiary of Encyclopædia Britannica, Inc, available at: <https://www.britannica.com/topic/Merriam-Webster-dictionary>,

women's victimisation—are effectively promoted and raise the capital's profit day by day. The consumerist culture, which treats everything from birth to death as an issue of gender, is blind to the fact that the majority of the product's intended population is female, while the majority of the capital owners pushing the product are male. More specifically, the emotion-driven collective female ego, which is inflated by social media posts every day, is incapable of providing a reasonable answer by analysing the masculine systems of economy, religion, law, or the state, which are much too complicated to be reduced to a single chromosome.

While hundreds of thousands of individuals throughout the globe are raped, killed, or subjected to a variety of forms of torture every day, at the same time hundreds of thousands or even millions of people continue to share millions of messages on social media about these rapes, murders, and forms of torture. The addition of several tags underneath the posts, such as “do not touch my womanhood” or “down with your manhood,” has no effect on the exterior world, but it does provide an odd pleasure in the person's interior world. More tags indicate a greater number of engagements, which leads to a greater level of satisfaction. The influence that a satisfying experience in a virtual environment has on one's ego is comparable to the effect that consuming a delicious meal has on one's physical body. Furthermore, both are addictive in the sense that they fulfil and provide pleasure. Just as the quantity of food consumed at each meal rises with time, so does the amount of time spend on social media and the number of interactions. The more visible the obesity in the body, the more invisible the obesity in the ego is, and although the expansion in the body is seen by society as a flaw that destroys perfection, the discourse created by the expansion in the ego and the image it produces is regarded as perfection. The mind's capacity to perceive, understand, and produce solutions is diminished in direct proportion to the size of the ego. The greater the ego, the smaller the mind. When the amount of interaction and engagement on social media increases, what decreases is not the number of individuals who are abused or murdered, but rather the quality of information, value of truth and faculty of judgement that is required for creating new perspectives and solutions.

Obviously, we can't conclude that this impasse and the condition of perpetual dialogue that never leads to a resolution is a phenomenon that is exclusive to certain nations and communities. Neoliberalism is a global concept, more akin to a massive supermarket than a carpet spread under any thought. The only difference is that the things on the shelves are abstract concepts and ideas

rather than tangible stuff. Along with dozens of core items such as feminism or socialism, there are hundreds more things – just like freedom to choose one’s gender, sexual liberation, anti-vaccination, global warming, veganism, biopolitics, ecology, wellness, sustainability, and sustainable economic growth – on its shelves that include these basics yet seem unconnected from the outside. The amount of product variety offered by neoliberalism is so extensive, and the amount of time available to consumers is so limited, that the desire to be the best, most just, and most accurate rapidly and easily precludes the absorption of the knowledge that is acquired. Even while it is simpler to get information than it was in the past, the knowledge necessary to recognise, comprehend, and interpret the connections, or, to say it another way, the intellectual infrastructure, cannot be formed. In this hypothetical supermarket, for example, someone carrying sexual exploitation in their shopping bag may refuse the offer, claiming that such issues are irrelevant when offered economic exploitation. It’s the same as the individual who claims they don’t like oranges but yet eats orange confectionery every day. After all, is there anything an orange isn’t capable of doing? Neoliberalism breaks into pieces and transubstantiates. If it is possible for capitalism to take oranges, convert them into orange juice or orange jam, and then sell these products at a higher price, then it is possible for neoliberalism to advertise justifications to make anything that contains oranges more desirable. *‘One orange a day is a good choice if you’re trying to eat healthily. A preference for organic oranges is a good way to eat healthily without sacrificing longevity. Choose organic orange juice if you want to eat healthily but don’t have time to prepare toilsome meals. We know you don’t care for oranges, but would you at least consider purchasing this orange printed kitchen apron?’* And Merriam-Webster has decided that “orange” should be the word of the year.

This neoliberal supermarket is virtually a transformation hub. Not just the orange, but everything else undergoes a shift and transformation as a result. Katerina Lvovna, who appears in Nikolai Semyonovich Leskov’s work, enters one of the supermarket test chambers and emerges as Katherine Lester in Lady Macbeth. After all, a ruthless killing machine’s consumption rate is obviously lower than that of the deserving victim who revolted against toxic masculinity. Therefore, the Russia of 1865 in Leskov’s novel is transformed into England of 1865 in the film, and the ruthless Katerina, who eliminates every obstacle in her path for the sake of her own desires, is transformed into Katherine, the rightful victim who murders in order to be free in a society that is dominated by men. The degree and quality of determination that each of the two female characters

have is the major factor that sets them apart from one another. Katerina's preferred method of murdering is to do it of her own free will. On the other hand, Katherine is compelled to murder for one reason or another, while she is free to not kill anybody at all if she so chooses. On the other hand, the condition of imperativeness is not direct or immediate as it is in the case of self-defense; rather, it is indirect. All of the alterations that were made to the narrative were done so with the intention of making Katherine's choice "relative-mandatory," and the movie comes to a conclusion with a fictitious conclusion that justifies her choice. In other words, all of these changes were made to the plot in order to make it appear as though the choice Katherine made was the only reasonable one.

### **3. Lady Macbeth Image (2016) Between Literature and Cinema**

In the movie, Katherine saves herself by saying that Anna and Sebastian committed the murders she committed together with Sebastian, but in Leskov's text, Katerina and Sergey are exiled in Siberia as a result of these murders. The events of the exile and what occurred after them are not included in the plot of the movie. The elimination of these elements from the storyline, which film critics regard to be "superfluous," is seen as a triumph for Oldroy and Birch, and film reviewers applaud the alterations that Oldroy and Birch have made to stress women's independence much more effectively. However, the major reason for the exile sentence not being included in the scenario is that the plot was relocated from Russia to England. The original text sets the story in Russia in 1865. With the modifications to the law that it enacted in 1847 the Russian Empire made the penalty of exile a common form of punishment. Additionally, the practise of sending criminals to work camps known as *katorga* maintained its existence for a long time after the 1917 Revolution under the term *gulag*. When it is examined the way in which the law is applied in England, we find that the alternative to the death sentence is exile, which originated as the punishment known as "extraction" in Anglo-Saxon law but has since evolved into its current form. Since the second half of the nineteenth century, this method, which was actively applied within the framework of the colonisation movements of the seventeenth and eighteenth centuries, has lost its effectiveness. Even if both the man and the woman are sentenced to the same amount of time in prison because of the demand for labour in the new colonies, Russia does not differentiate between the sexes when deciding who should be exiled. In contrast, England does differentiate between the sexes when deciding who should be exiled. When it is taken into account the many ways in which

the legal systems of Russia and England vary from one another, we see that the exile part of Leskov's work cannot be transferred to England so long as the year 1865 is insisted upon. Therefore, the omission of a substantial portion of the prose from the screenplay is not owing to the director or screenwriter's "feminist sensibilities," but rather for technical reasons. It is entirely by decision that what occurred during the exile is excluded from the screenplay. Because of this choice, the original ending of the story, in which Katerina killed herself by committing another murder because of her desire to possess Sergey, was changed in the film in a way that parallels today's social media feminism. Additionally, all of the murders that Katherine committed, with an implicit narrative, were legitimised under the umbrella of rebellion against a patriarchal structure, and the character's suicide and a series of events that caused it were excluded completely from the film. Because there was no mention of exile, the political void that was left in the narrative was filled by introducing themes of race and class inequalities that were not included in the original text of the book. It is possible to say that the filling materials are in accordance with the marketing principles of the neoliberal supermarket. Because in today's world it is not sufficient for a film to include only the "women's desire for freedom," it must also include other issues in order to attract more attention from intellectual circles. In this instance, the character Anna, who was not present in the original text and is portrayed as Birch's ingenious invention, successfully assumes this function and, with the additional characteristics that she possesses (black woman, maid, mute-victim of slander), expands the list of "social problems touched upon" by the movie.

Another example of this endeavour is how the nephew Fedor Zakharov Lyamin from the text of Leskov was reimagined in the film as the illegitimate kid Teddy. In the movie, Katherine and Sebastian are seen murdering Katherine's husband Alexander and then burying him in a hidden location. The abrupt appearance of the illegitimate kid Teddy draws far more notice than Alexander's disappearance, despite the fact that the former has not been seen for a considerable amount of time. Sebastian, who plays the part of the owner of the estate by donning Alexander's clothing, is compelled to retreat to the barn when Teddy and his grandma get home. Katherine's life is once again restricted as a direct result of Teddy's existence, as he is also Alexander's legitimate successor. On the other hand, Katherine discovers out she is carrying Sebastian's kid and quickly develops an empathetic attachment with Teddy as she finds out she is pregnant. This link is severed when she discovers that Sebastian is expressing

interest in Anna, one of the other people who work on the farm. In order to reclaim Sebastian's attention, Katherine strangles Teddy, who poses a threat to Sebastian. When one looks at the original text, it becomes clear that the person who unexpectedly came and caused tension in the relationship between Katerina and Sergey was not a "illegitimate" kid but rather Fedor Zakharov Lyamin, the nephew of Zinovey Borisych, Katerina Lvovna's husband. And Fedor does not seem as an heir who will take Katerina's inheritance away; rather, he appears as a shareholder who in the future will reduce Katerina's capital in half. In point of fact, Katerina and Sergey strangled Fedor to death because Katerina, who now assumes full control of the administration of the property, would suffer a loss of reputation in the eyes of the other businesspeople in the area as a result of the drop in her assets. The transformation of stakeholder nephew Fedor Zakharov Lyamin into the illegitimate black boy Teddy is an extremely successful manoeuvre because it leads to the establishment of an equation. This equation states that a boy who suddenly appears without having to do anything (even if he is illegitimate) by being simply a male person limits the life of a woman.

Therefore, the "non-existence" of the white lady in comparison to the presence of the illegitimate black boy simply due to the fact that she is a female is an acceptable explanation for the loss of that child for a reason such as death? Obviously, it is up to the audience to decide what they want to do. There is, however, an extra option available for people who are unable of comprehending any rationale for terminating the life of a child: Katherine is expecting a child. From this point of view, it should not come as a surprise to anybody that a mother would do whatever in her power to safeguard the future of her unborn child from the possibility of being replaced by an illegitimate child. Furthermore, if the nephew in the original text was preserved as a nephew in the film, the legal superiority of an illegitimate black child over a white woman would not be materialised, and the murder of the child, who posed no threat to Katherine in terms of inheritance, for the sake of commercial reputation (as in the original text) would be incompatible with the freedom *mise-en-scene* drawn throughout the film.

Another significant distinction between the book and the movie is that Katerina's dreams and visions are not shown in the movie at all. In the later parts of the novella, the state of boredom and melancholy in the Russian countryside, which is repeatedly emphasised in Leskov's text, is reflected as a series of supernatural experiences that Katerina goes through. This demonstrates how the state of "doing nothing" gradually transforms a person's mood swings, which is reflected to the reader with the novella's outputs. The supernatural events in

question do not appear in the movie in any way, shape, or form. As a result, the most creative aspect of the plot is not at all addressed in the film, and the emotional disturbance that develops in the backdrop of the murders is totally mirrored in the film as a “woman’s longing for independence.”

#### 4. Conclusion

As a consequence, the story in Leskov’s text was not adapted for the film; instead, the film changed the story in Leskov’s text for today’s social media feminism and presented the audience with manipulative consumption material. To interpret the differences between the script and the original text as “an emphasis on women’s liberation” is most likely the result of ignorance caused by a lack of research, as well as the tendency to turn everything about women into consumable products and read these products in favour of women and profit from this reading.

The fact that the interior designs of the film are influenced by Vilhelm Hammershøi’s<sup>10</sup> interior paintings lends the picture a visual touch and aesthetics. The typical feature of Vilhelm Hammershøi’s paintings is that the top notes elicit emotions of mystery, sorrow, and tension. His minimalist interior paintings significantly reflect the painter’s symbolist, lyrical approach. The paintings, which are examples of contemporary Scandinavian art and expressions of Scandinavian spiritual structure, are austere representations of women’s daily lives. The film’s visual success may be attributed to the pictorial story established by director of photography Ari Wegner<sup>11</sup>, which is based on the paintings of Danish painter Vilhelm Hammershøi’s.

It not only reverses the traditional narrative in terms of light, camera angles, and scene composition, but it also includes the aforementioned sorrow, monotony, and daily routine into the film. Ari Wegner converted the original

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10 Vilhelm Hammershøi, was the last great painter in Danish nineteenth-century art. He painted against a background of modern experience, but his painting never broke with the basic rules that had defined the point of departure for the pictures of the Danish Golden Age. His work therefore has a distinctive, striking character which expresses both his independent artistic temperament and a longing for the Golden Age whose foundations had been reduced to ruins. available at: <https://ordrupgaard.dk/en/udstillinger/vilhelm-hammershoei/>

11 Ari Wegner: ACS, is an Australian cinematographer. Her work includes films such as *Lady Macbeth* (2016), *True History of the Kelly Gang* (2019), and *Zola* (2020). In 2021, she served as cinematographer on *The Power of the Dog* for which she received widespread critical acclaim including an Academy Award nomination for Best Cinematography, becoming only the second woman to do so in the award’s 94-year history. available at: <https://www.themoviedb.org/person/1615123-ari-wegner?language=tr-TR>

story's black comedy<sup>12</sup> ambiance into a gloomy tale with the cinematographic storyline she devised, achieving uniqueness that earlier adaptations could not attain. Although the screenplay modifications make it hard to compare the picture to Andrzej Wajda's version (1961)<sup>13</sup> or Roman Balayan's adaptation (1989)<sup>14</sup>, the film is much more cinematographically gratifying than both adaptations.

**Table 1.** Similarities between the scenes of the Lady Macbeth and Wilhelm Hammershoi's paintings<sup>15</sup>

Movie Scenes	Paintings
	
	
	
	

12 Black comedy: a film, play, etc. that looks at the funny side of things that we usually consider to be very serious, like death and illness. available at: <https://dictionary.cambridge.org/tr/sözlük/ingilizce/black-comedy>

13 A heavy-duty though murky morality tale based on the 1865 novella *Lady Macbeth of Mtsensk* by Nikolai Leskov, *Sibirski Ledi Makbet*—which, incidentally, has nothing to do with *Macbeth*—is a turgid, arty melodrama, made in Yugoslavia, by Poland's Andrzej Wajda. Its unhappy protagonist is Katerina Izmajlova, who in Tsarist Russia is eventually sent as prisoner to Siberia for dastardly murders that may or may not (*see below*) somewhat provide an index of the restricted nature of her life in a patriarchal society. available at: <https://grunes.wordpress.com/2009/09/23/siberian-lady-macbeth-andrzej-wajda-1961/>

14 *Lady Macbeth of the Mtsensk District* (Russian: *Леди Макбет Мценского уезда*, romanized: *Ledi Makbet Mtsenskogo uyezda*) is a 1989 Soviet drama film directed by Roman Balayan, based on the eponymous novella by Nikolai Leskov. available at: [https://en.wikipedia.org/wiki/Lady\\_Macbeth\\_of\\_the\\_Mtsensk\\_District\\_\(film\)](https://en.wikipedia.org/wiki/Lady_Macbeth_of_the_Mtsensk_District_(film))

15 Wilhelm Hammershoi's Paintings, available at: <https://www.wikiart.org/en/wilhelm-hammershoi>



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## CHAPTER XVIII

# AN ANALYSIS ON THE NATION-STATE

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### 1. Introduction

**A**lthough the phenomenon of the modern state, which emerged in the historical process as a political organization of social life, entered the literature in the sixteenth and seventeenth centuries, the phenomenon of the state has come into existence in different forms with social life in every period. The politically organized state of the state, which is one of the indispensable elements of social life, has an identity that reproduces itself. In this context, all state forms, from city-state identity to feudal state structure, from modern state organization to nation-state, have existed in the historical process in accordance with the spirit of the age and political-social realities. Changing political and social conditions and needs have led to changes in the functions and structure of the state and these conditions have determined the state's social role, functions and effectiveness. While the state had a fragmented political and social structure in feudal times<sup>1</sup>, with the dissolution of the feudal society, the state gained modern momentum as a centralized and differentiated structure. While the dominance of the state and the use of power in the feudal period were shaped around a tripartite division between the king-overlord-clergy; this structure evolved into a centralization of sovereignty with the absolutist administrations strengthened as a result of the changing political, economic and social structure and relations. In this respect, factors such as political fragmentation, weakness of legal structures, the effectiveness of the

<sup>1</sup> In the feudal period, power was embodied as a shared power between the king, the lord and the clergy. In this period, this fragmented state of power became one of the political and social characteristics of the feudal period as a serious handicap before the sovereignty of the state.

specialized organization and the development of early capitalism, especially in the emergence of the modern state, are pointed out (Tilly, 1975: 31). This process has embodied itself in the modern state identity by creating political and social change. The bureaucratic apparatus based on a division of labor and specialization, which is based on a rational basis in the Weberian sense with the modern state, has very important functions in the state's becoming a dominating, penetrating and transforming power.

While the political/social structure and form of sovereignty were based on understanding the subject in the premodern period; there was political sovereignty and organization based on the national identity, which was shaped on the basis of citizenship in the process and with various dynamics in the modern period. The transformative effect of the nation-state, which is the state paradigm of the nineteenth century, as the owner of absolute sovereignty and authority, which is used over time with the claim of the citizen and his interests; is undoubtedly directly related to the capacity and ability to produce and use the tools that build national identity. The citizenship rights and freedoms mentioned here are built on a relationship between duties and responsibilities (Pierson, 2000: 203).

In particular, the joint concentration of power, in other words, political, administrative, legal, military, etc. With the centralization of power, the capacity of the concentration of power to intervene in the social sphere, to change and transform it and to establish and develop a sense of belonging to itself, has increased and made it permanent (Pierson, 2000). Therefore, a state identity that started with the modern state, became clear, expanded and became permanent, transforms into a nation-state identity capable of intervening in every field since the nineteenth century and becomes a political organization that creates its "sanctities" and fortifies them over the identity of the "nation". This state paradigm, which constantly reproduces itself with Hobbes's "Leviathan" metaphor, positions itself at the forefront of the stage of history and empowers itself with its whole being in every projection of the political/social field. The main argument of this study is to put forward an approach that the identity of the nation-state, over a period of time, was built on the foundations of the modern state in the nineteenth century. In this context, it is aimed to examine and evaluate the nation-state paradigm with its constructive elements, by pointing out the existence of very important effects of the political, economic, social and ideological dynamics of the nineteenth century along with the process itself.

## 2. The Modern State Phenomenon

The modern state represents an identity that represents a centralized political power instead of the fragmented power structure of the feudal period and has the capacity to transform the social sphere. The modern state is defined as the institutionalized state of political power (Saygılı, 2010: 61). Therefore, the modern state, in a sense, reflects the heavy institutional identity of the political power and administrative structure. According to Weber, the modern state; it is a political organization that has a monopoly of using violence on a defined territory (1995: 93-94). The monopoly of using violence is important in terms of establishing the sources of legitimacy as well as determining the sovereignty area of the state. There is a close link between sovereignty and the monopoly of using violence. On this axis, the modern state has five basic features as a political organization. These features are generally; a) Sovereignty: The state has absolute and unlimited power because it is above all other units and groups in the society, b) Publicity: The state is ‘public interest-based in contrast to the individual interest-based existence of private institutions (family, private enterprise, union, etc.), c) Legitimacy: It is a general opinion that the binding decisions of the state are taken for the public interest or common good, d) Domination: State authority is supported by coercion. The state must have the capacity to ensure that the law is obeyed and that those who break the law are punished. This feature of the state is defined as a monopoly of violence; e) A Union based on Territory (Country): The jurisdiction of the State takes place on a certain territory. In this context, it includes everyone living within the borders of the state, whether they are citizens or not (Heywood, 2018: 102). These features also determine the scope of the state’s sovereignty and authority as the founding elements of the modern state<sup>2</sup>.

Sovereignty is seen as the most defining feature of the modern state. While Bodin defines sovereignty as the highest, absolute and most permanent power over citizens (Ağaoğulları et al. 1994: 19), he sees sovereignty and the existence of the state as identical. In this context, Hobbes interprets sovereignty as the sum of their wills reduced to a single will by people. Accordingly, he explains that sovereignty is “the ability of one of them to use the power and possibilities

<sup>2</sup> In the formation of modern state philosophy, the contributions of thinkers such as Niccolo Machiavelli and Thomas Hobbes are important. These names, while laying the milestones of the modern state’s becoming a sovereign power and having the right and authority to speak, also tried to put forward an approach towards the sanctification of an omnipotent state. Niccolo Machiavelli and Thomas Hobbes, who examine the modern state through a political reality and try to put it on a strong foundation, wanted to show the basics of the state being a sovereign actor.

of all of them, as he deems appropriate, for the peace and tranquility of each of them and for their common defense namely, through the covenants that the members of a large community make with each other” (Hobbes, 1993: 130). Gramsci, on the other hand, offers an important approach to how domination takes place and explains it in terms of ‘force’ and ‘consent’. According to Gramsci, the state legitimizes and uses its force with its instrumental powers, the army and the police, but it establishes the state power not only through force but also through social consent. The instruments of social consent are institutional structures such as parliament, political parties and courts (Beriş, 2006: 61). The structural tools of the modern state thus give the state the right and authority to speak. Here, the consent produced by political institutions, which are the instruments of consent, expresses a formal reflection of the sovereignty of the nation, which has a meaning in representative democracy.

Therefore, sovereignty, constitutionality, citizenship, impersonal power, rational bureaucracy, taxation and legitimacy are embodied as the characteristics of the modern state (Pierson, 2000: 24). At this point, Mann establishes a close relationship between the phenomenon of citizenship and the military and administrative requirements of the modern state and the politicization of social life (Mann, 1993). It should be noted that with the modern state in the seventeenth century, administration and/or power depersonalize (Creveld, 1999: 127), so the institutional identity and organized state of sovereignty and authority becomes flesh and bone.

While the modern understanding of the state is defined in a legal sense; it refers to a sovereign state power internally and externally, to the territory of the country with definite borders, to all its members in social terms, that is, to the people of the state. State sovereignty is structured with the forms of positive law and the people are in a sense the bearers of the legal order that is valid within the state domain (Habermas, 2012: 15-16). In this way, the relationship between the modern state and its nation and the mutual powers and responsibilities have been embodied within the framework of the nation-state paradigm within the boundaries drawn by positive law.

The concept of the modern state found its concrete counterpart in French absolutism (Meiksins, 2007: 45). A modern state is a state form formed as a result of the historical reconciliation (historical bloc) made by the commercial bourgeoisie with the kingdoms, which got stronger with the weakening of feudalism. This form of state gained serious power as centralized powerful kingdoms. Centrally powerful kingdoms have become powerful rulers of the

modern state apparatus by rational bureaucratization, consolidating power, creating legitimacy and homogenizing the population (Wallerstein, 2015: 193). To open a parenthesis; Karl Marx and Friedrich Engels make it clear in the famous maxim of the communist manifesto that “the executive power of the modern state is nothing but a committee that manages the general affairs of the whole bourgeoisie”. On the axis of this thought, political power is defined as the organized power created by one class over another class, which is the hegemony of the bourgeois class over the working proletarian class in the capitalist system (Marx and Engels, 2004: 25).

With the effect of modernity, the state has gained a modern identity and this process has provided an acceleration to the nation-state phenomenon with the structural change of the state. In other words, the dynamics that came into existence with modernity revealed the modern state and then the nation-state as a political organization. In the historical process, the modern state, nation and nation-state have transformed from the subject to the citizen, from the local to the nation, from metaphysics to positivism and from a feudal society to capitalist society in the “formation and development”. So economic, legal and social change is, framed by a political organization. The basic dynamics of modernization and capitalism, have produced important results in the effectiveness of the modern state.

### **3. Prerequisite of Existence “Nation Building”**

In the historical process of the nation-state, the modern state and nation phenomena have important content and functionality. In this context, it should be said that it may be meaningful to look at the nation-state paradigm through these facts. First of all, what is a nation and what does it mean? There are different approaches and definitions regarding the phenomenon of nation. Therefore, a national phenomenon, which is shaped by the difference in content and approach regarding the concept of nation, is defined through different approaches in the literature. Politically, the nation represents both a group as a community of individuals and a political individual relative to other nations (Leca, 1998: 13-14). A nation is defined as a volitional formation formed as a result of a social ‘contract’ as a result of a historical process. According to Kılıçbay, the nation is a historical construction. It emerged in the historical process. It is the product of the willful efforts of people, it has emerged as a result of the imposition of nature, so it is based on doctrine, not belief. As a historical construction, the nation is evaluated as a voluntary phenomenon. This phenomenon is based on an ideology



within intellectualism, namely the ideology of nationalism. This historical construction expresses the transition of societies from a diverse and fragmented structure to a holistic and monist structure for common life (Kılıçbay, 1996: 90). Therefore, the nation is a manifestation of social and political organization. The nation that emerged voluntarily gained an identity as a result of a common religion, language, history, tradition-custom and cultural dynamics and became embodied in the context of common goals and objectives. In particular, the process of nationalization gained momentum through language and showed a significant development with the transformation of history, culture and tradition (Yıldırım, 2006, 185).

From another point of view, the nation phenomenon is defined as ancestry communities fused with settlements and neighborhoods in terms of geography, common language, customs and traditions within the framework of the state but the non-political organizational form (Habermas, 2012: 18), then passing through various phases to the state is articulated. In this framework, the nation is considered as a cultural entity, as communities that speak the same language, have the same religion and are connected by a common past. In this framework, the nation has content shaped by the idea of nationalism (Schulze, 2005: 151; Heywood, 2018: 175). With this content, the nation acquires a political identity within the state and becomes an essential element of the nation-state. In other words, the idea and identity of the nation provide a sense of direction, give a sense of community, assert superiority and thus create a sense of belonging (Schulze, 2005: 154). This identity carries a content that is shaped and functional on the axis of mutual rights and responsibilities. The nation is expressed in a broader context as a community of people who share a nation's historical land/country, common myths and historical memory, a mass public culture, a common economy and common legal rights and duties (Smith, 1991: 14). In other words, the nation, as an integrated human community through a 'common past experience', is shaped within a world of meaning by being considered within the founding elements of the state. Nation identity also carries an important functionality in terms of creating a sense of belonging to the state. In the sense of a community with a sense of belonging within the state, the nation produces important functions within the framework of common values. While the nation expresses an intense sense of belonging with a strong emotional aspect, it provides communication between people who share these values and experiences through common values and experiences on a certain land (homeland), facilitates and clarifies mutual interactions (Poggi, 2008: 36-37). The idea that the source of political

sovereignty is itself, due to the founding character of the nation, comes into existence in this process (Şahin, 2009: 135-136). On this axis, nation also means a political community shaped by a common origin, at least a common language, culture and history. The transformation of the people of the state into a nation in this historical sense takes place only in the concrete structure of its unique way of life (Habermas, 2012: 16).

However, the approach that the nation is imaginary, invented, artificial communities is heavily voiced by thinkers such as Benedict Anderson, Eric Hobsbawm and Ernest Gellner. According to Anderson, the nation is an 'imagined' political community. The nation is imagined as sovereign because the concept was born in an age when enlightenment and revolution were divinely ordained, eroding the legitimacy of hierarchical dynastic estates. However, the nation is imagined as a community, because there is a deeper and horizontal design of comradeship that brings the nation into existence before the existence of inequality and exploitation relations that actually exist in every community. This design also creates a sense of belonging and consciousness (Anderson, 1995: 20-22) and Hobsbawm emphasizes that the nation is an 'invented' artificial phenomenon by emphasizing the elements of artificiality and invention so this is social engineering. For Hobsbawm, the claim that nations are a natural, God-given way of classifying people, an innate political destiny, is a myth. For Hobsbawm, nationalism sometimes takes pre-existing cultures and transforms them into nations, while sometimes it invents nations out of nothing and often completely destroys pre-existing cultures. In short, nationalism precedes nations on the analytical plane. Nations do not create states and nationalisms, nationalism creates nations (Hobsbawm, 2010: 24). Gellner, on the other hand, states that the nation was formed in the age of nationalism. According to Gellner, nationalism is not a product of nations, on the contrary, it is nationalism itself that creates nations (Gellner, 1992: 104-105). According to these thinkers, the nation takes its place on the stage of history as a phenomenon that was fictionalized and invented in a certain period of time.

The idea of the nation as cultural communities and the idea of the nation as political communities, which are two basic categorizations in the name of building the nation, have a very common usage area. While nations are classified as cultural communities and political communities, this categorization also builds the philosophical infrastructure of different nation-state forms. The idea of a cultural nation is an approach that was adopted by the founding names of German romanticism such as Herder and Fichte, especially in eighteenth and

nineteenth-century Germany. According to Herder, the creational characteristics of each nation are determined by its natural environment, climate and physical geography, which in turn shape a people's lifestyle, work habits, attitudes and creative tendencies. Along with these, he emphasizes the importance of language and states that people's unique traditions and historical memories are embodied in language. Therefore, according to Herder, every nation has a folk spirit (Volksggeist), which reveals itself with songs, myths and legends and provides the source of a people's creativity (Heywood, 2018: 176). For Fichte, on the other hand, language is a constituent element. According to Fichte, the most important value for a nation is language because language is the knowledge of the nation (Candan, 2015: 181). In this context, German nationalism has an anti-enlightenment approach and romantic premises and is based on the idea and approach of an ethnic and cultural nation (Kadioğlu, 2003: 285). This approach puts forward the idea that the nation is an organic/living being. This understanding keeps the nation alive in the distant past of history by defining it in a more limited area.

While the first examples of nationalism took place in the American and French Revolutions, these two revolutions together constitute a new political system model that puts the ideas of citizenship and popular sovereignty into practice (Bottomore, 1987: 60). An important element of this political system is a political nation. The political and civil nation approach, on the other hand, includes civic ties and political affiliations. This approach defines the nation with civic identity in a territorial framework rather than cultural and ethnic identity (Brubaker, 1992). In this context, the vision of a nation becomes concrete with the nationalism born from the French Revolution. With this constructivist thought, the idea that sovereignty belongs to the nation becomes universal. This approach is based on the idea that the nation is not an organic but an artificial/invented entity (Heywood, 2018: 176-180). Therefore, the nation becomes a common denominator of the political/social field, as a citizen of the state, with the idea of nationalism in the upheavals of the nineteenth century. While the political and civil nation approach has an inclusive and therefore universal content because it builds a citizenship-based belonging, the cultural nation understanding has a more narrow scope and content because it emphasizes ethnic identity in an intense tone and therefore is exclusionary and restrictive. Besides this categorization, Tilly also mentions two kinds of nationalism. One of them is defined as "state-led nationalism" and the other as "nationalism trying to establish a state. First, the state is the main actor in the nation-building

process and tries to form allegiances with its intervening tools. In the second, the representatives of the nation act with the idea of building a separate status and state. At the heart of both nationalist ideas is the idea of creating belongings through homogenization (Tilly, 2005: 56). In this framework, modernity has had an effect that homogenizes and standardizes political, administrative, economic and socio-cultural structures. It is important that people living within the borders of the state become citizens of the state by having defined identities, because the state is aware that it is in the interest of establishing a rational relationship through a homogeneous nation and community of citizens. Therefore, standardization and homogenization have been deemed necessary in terms of political and social policies, both for the modern state and the nation-state. In this process, there is a close interaction between modernism and state philosophy.

When the nation is considered through a modernist approach, the effects of modern time phenomena and processes such as capitalism, industrialization, the establishment of modern states, urbanization and secularization come into question (Özkırıklı, 1999: 98). Within the framework of this approach, the form of political organization that provides the formation of national identity begins to take place in the modern state. The modernizing state also leads to a transformation in the way of nationhood. While the individual-state relationship in pre-modern social structures is based on the understanding of the subject, in the modernization process, especially in the nineteenth century, the individual gains an identity as a citizen shaped around the concept of a nation (Kandeger, 2016: 47). The creation of national identity comes into existence as a mandatory requirement by the modern state within the stability of the capitalist economic order as well as the political structure. Undoubtedly, the coexistence and interaction of phenomena such as the expansion of trade with capitalism, the formation of cities, individualization and industrialization are important in the nationalization process (İnaç and Sada, 2021: 8). In this context, the nineteenth century coincides with a period in which bourgeois capitalism and the strengthening nation-state mutually influenced each other. It is important that the capital and the state come together in the emergence of the nation-state (Karatani, 2017: 290). Because it is of vital importance that the nation-state and capital establish a union in accordance with their needs so that the nation becomes homogeneous and transforms into its national identity and that it becomes the stakeholder of the political and economic order through belonging. In this framework, one of the most important dynamics that brought

about the nation-state is undoubtedly the political and organizational structure that emerged with the bourgeoisie. The bourgeois class, which becomes stronger and plays a dominant role in social class relations, becomes a driving force in the emergence of the nation-state. The bourgeoisie aims at the nation-centered organization of the state to dominate the market and commercial relations as a result of the goods it produces, to influence the political power, to produce policies suitable for its interests and to make it sustainable (Kandeger, 2016: 25). At this point, it should be noted that the fragmented power structure of the feudal period and the existence of a political/religious struggle led to the emergence of the modern state. Therefore, sovereignty has allowed the formation of a strong identity as the basic foundation of the modern state. The nation-state emerges as a needed political organization as a result of capitalist powers, modernization dynamics and political, economic and social revolutions. While the political and social structures shaped by the political effects of the French Revolution, which were the main dynamics of the nineteenth century and the economic effects of the Industrial Revolution, were transformed with the nation-state; the nation-state begins to become a powerful actor on these structures.

#### **4. The Political Paradigm of the Nineteenth Century “Nation-State”**

The words state and nation were fused together as a nation-state after the revolutions at the end of the eighteenth century (Habermas, 2012: 17-18). In a sense, the nation-state is a modern phenomenon of the last two centuries and differs from the absolutist state in this respect (Schlesinger, 1994: 281). The concept of absolute sovereignty is seen as an important feature of the modern state. For Hobbes and Bodin<sup>3</sup>, the condition of existence of this state, as an indispensable element of stability and order, becomes a part of the identity of the modern state and from there, it is articulated to the identity of the nation-state.

The nation-state is defined as a kind of modern phenomenon that has the legal right to use force within a demarcated territory and aims to unite the people under its rule by homogenizing, creating a common culture, symbols, values and reviving traditions (Guibernau, 1997: 93). The nation-state, which is shaped as the state paradigm of modern times, creates a nation [citizen] identity that

<sup>3</sup> Thomas Hobbes sees an understanding of absolute sovereignty within the framework of supreme authority necessary for political and social order and stability as well as security. With a similar approach to Jean Bodin, he evaluates sovereignty as an indispensable absolute and defends the indivisibility and continuity of sovereignty (King is dead, long live the new king). For detailed information, see Thomas Hobbes, *Leviathan*, (Trans. Semih Lim), Yapı Kredi Publications, İstanbul.

integrates differences around identity through a homogenizing approach with the influence of modernity and is realized through nationalities. At this point, the nation, as a concept that defines the human community, comes into existence through a common land, 'homeland', language, religion, myth, culture, economic order and legal rights and duties (Smith, 1991). In other words, the nation, as an integrated human community over a 'common past experience', is shaped within the founding elements of the state. When the nation-state emerged, two basic elements came to the fore. The first is political loyalty has evolved into a new form of power and the second is the transformation of the individual and society created by modernization into a compatriots (citizen) identity by gaining a political identity. Within the framework of this change, the nation-state has built a form of political and social relationship on the basis of citizenship (Aydm, 2018: 235).

The nation-state is a political organization and political community, which is linked to each other by citizenship and nationality ties that overlap with political organization. As a political ideal, it includes the understanding of "each nation is a state, only one state for the whole nation" as crystallized in Mazzini's discourse (Heywood, 2018: 196). The nation-state is expressed as a form of corporate governance that maintains an administrative monopoly over a certain area and imposes administrative power by law through the direct control of domestic and foreign means of violence (Giddens, 2008: 165). This approach, with Weberian content, is considered as a result of the state's monopoly of violence. Giddens sees the formation of nation-states in the historical conditions of the nineteenth century, although their roots go back several centuries. He emphasizes that capitalism plays a leading role in the formation of conditions that mature the nation-state (Giddens, 2008: 183). Monetization and taxation policies point to the overlap of the nation-state paradigm with the relations between the commodification of products and labor and capital (Giddens, 2008). Another phenomenon that matures the nation-state is the communication and storage of information as an administrative power. In other words, it is the separation of transportation with the electronification of communication and the classification and extensive documentation of the information collected by the administrative purposes of the state (Giddens, 2008: 235-236). The influence and power of the nation-state in the nineteenth century should be considered together with the developments in this century. The factor that makes it easier to determine the power of the policies to be implemented through official statistics is the process of making citizenship homogeneous.

In the general framework of the nation-state, territoriality in the sense of having definite borders; sovereignty in the sense that the state can penetrate within its borders; centrality in the sense of the uniqueness of the power and authority to speak on behalf of the public, to distribute resources; nationality in the sense of common duties and responsibilities, values and belongings; it is defined by a political structure shaped by the identity of citizenship within the framework of constitutional boundaries (Yurdusev, 2012: 64).

Although the 1648 Treaty of Westphalia has been referred to as the foundation of the nation-state, this treaty has historical significance as a treaty establishing the modern state in Europe. The nation-state, on the other hand, has an important functionality and identity as the form that the modern state took in the nineteenth century. Because the most important political dynamic that created the nation-state and put it into flesh and blood is undoubtedly the American and French Revolutions. Especially in the name of nationalism, these revolutions lead to the founding results of the nation-state. The ideas of equality, freedom and fraternity of the French Revolution emerged with a citizenship that transcends ethnic identity, evolved into the French nation, which was a conqueror in the military field, with the motive of exceeding its own borders and was shaped by nationalism (Ayđın, 2018: 235). The name of nationalism, these revolutions lead to the founding results of the nation-state. Especially the French Revolution is important in terms of inventing both the nation-state and the modern institution and ideology of national citizenship (Saygılı, 2010: 91). In this framework, the foundations of the nation-state are generally evaluated in relation to the ideology, approach and basic dynamics of the French Revolution. In this context, according to Bottomore (1987: 59), the emergence of the first nation-states in Western Europe and North America is based on two main conditions. The first is for the absolute monarchs to develop a modern central administration in the period from the sixteenth to the eighteenth century and the other is for those who live on a certain piece of land, see themselves as having a different ethnic and cultural character and struggle to establish a government based on popular sovereignty instead of dynastic rule. It is the birth of nationalism that brought the idea of self-determination to life. The French nation-state, which emerged with the 1789 revolution, is important in terms of showing the rest of continental Europe the modernity of a nation based on individual freedom, equality and a cosmopolitan framework (Aksoy and Arslantaş, 2010: 35).

On the way to go the nation-state, it is important to consider the capitalist formation, which creates a serious dynamism in the modern state, because

capitalism has an important functionality in this process. The capitalist process, which creates a serious dynamism in the modern state on the way to the nation-state, also has an important function. The bourgeoisie, which became stronger as a result of the production relations and changing commercial understanding that caused the disintegration of feudal societies, weakened feudalism. The strengthening bourgeoisie aimed at the nation-centered organization of the state to achieve its aim of dominating the market and commercial relations and keeping the political power as a result of the goods it produced. Therefore, the economic interests of the bourgeoisie, which are strengthened as one of the reasons that bring about the nation-state, are decisive. The bourgeois class, which is getting stronger and playing a dominant role in social class relations, has been a driving force in the emergence of the nation-state. In this context, capitalism, classification and citizenship show a parallel development. Along with capitalism, the national market economy also revealed social classification and gradually triggered the citizenship-based nation-state to gain reality and effectiveness on the axis of individual rights and freedoms. The individual is no longer a subject but a citizen in the context of rights and freedoms. This identity is related to the involvement of the nation-state in the living space. The formation and realization process of the nation-state has been experienced together with multi-faceted social and economic formations (Sağ and Aslan, 2001: 177). In the feudal period, while the individual was dependent on the land and subject to his master and thus deprived of various rights and freedoms, the changing political and economic structure, mode of production and mobilization brought the individual into the identity of a citizen and enabled him to gain a new identity with the nation-state.

Therefore, the nation-state represents the most concrete form of the transition from a feudal, fragmented political order to a centralized one (Erozden, 1997: 128). Now, the citizen as an individual becomes a central identity, albeit instrumentally, in the shaping and development of the political and social structure. It is instrumental because there is a broad ability of the state to intervene in the shaping of its identity “in accordance with its rational foundations”. From this point it shows, to specify without going beyond the limits of the study, it is the state of shaping, transforming and acquiring an identity within the framework, especially as Baumann means in the metaphor of the “gardening state”.

While the new political structures, social relations and economic systems that emerged as a result of the dissolution of feudal social structures



played an important role in the emergence of the nation-state, it should be noted that these relations also brought about various social norms. In this context, the emergence of political organizations and the political actors' production of politics over individuals have been the structures that triggered nationalization. In the process, the nation-state, which is the form of the central strong state structure that started with the modern state in the nineteenth century, shows a form of political organization that fortifies its sphere of influence through "nationalities". The nation-state, which has many characteristics of the modern state, becomes the dominant power of the politics of creating "nationalities" with its strong, systematic and penetrating organizational structure. Therefore, by creating a culture and identity, the nation-state constructs how and in what way individuals define themselves, shapes individual and collective living spaces and makes individuals the prototype of this identity and culture (Hirst and Thompson, 1998: 214-215). One of the reasons for the gathering of different identities under the umbrella of supra-identity is to create the nation-state and to provide continuity to it. Therefore, the existence of a national identity and placing citizenship at the center of this identity are of vital importance for the nation-state (Ağaoğulları, 2010: 343).

The process of building national identity constitutes an important policy area for the nation-state, especially in terms of establishing a sociality that acts in unity and integrity through "national symbols". According to Lipson, when people unite around national symbols, they no longer think as Athenians, Romans, or Christians, but as Americans, French, or Russians, they live, act and if necessary die this way in war (Lipson, 1973: 421). Therefore, the most important part of the nation-state identity is inherent in the idea of creating a national identity. In this context, the ideology of nationalism, as an important idea in terms of "national identity fortification", becomes an important reference source. In line with these developments and ideological approaches, the nineteenth and twentieth centuries are characterized as the age of nation-states. This definition builds itself through a political, social, legal, economic and socio-cultural change. The founding discourse of this constructive field is seriously functional as a nationality. In this context, a structure is established with modernity within the framework of basic discourses and approaches such as the national state, national economy, national (standardized) law and national identity. Is the reality of the nation-state, shaped by the national identities, structures and ideas of the modern state, defined as a 'constructed/invented' phenomenon or expressed as

a 'living entity' by thinkers such as Anderson and Hobsbawm?<sup>4</sup> ultimately this situation; it becomes a political organization with a significant transformative effect as a powerful form of state.

The emergence of the nation-state has taken place in many stages with the driving force of various factors. Rokkan considers this process as having four stages. The first stage is from the fifteenth century to the French Revolution. This phase is the formation phase of the [modern] state. This process is the period in which economic, political and cultural integration takes place at the level of the elite. The second stage is the inclusion of the masses in the system. It is the role played by the army, the school and the new mass media as channels of contact between the center's elite and the periphery. It is also the new sense of identity created by the same channels before the masses. This new identity has resulted in conflict with the dominant identities created by churches, denominations and local elections. The third stage involves the transition of members of society from 'subject to citizenship' in the functioning of the political system. This situation can be considered as the organization of political parties, the institutionalization of the guarantee given to the opposition, that is, the more functional the political sphere and the expansion of its sphere of existence. The most important dynamics of this stage are the achievement of industrial and national revolutions and the conflicts they have created. With the national revolution, conflicts occurred between the dominant culture and the marginal minority culture on the one hand and between the central state authority and the churches on the other. The conflicts that were the product of the industrial revolution resulted from the conflict between the ruling class and the bourgeoisie, which was embodied in the property interests in the land and between the employers who owned the property and the workers-tenants. The last stage is the stage of expanding the administrative apparatus of the state. At this stage, the increase in the means of redistribution, the expansion of services aimed at ensuring public welfare, the implementation of policies aimed at equalizing the economic conditions at the national level and the increase in the influence of the state (cited by Rokkan: Sarıbay, 1998: 73-74). These four stages, the interaction between the center and the edge, took place in three dimensions, through four channels such as law, military, culture and economy. The first dimension is the dependence between

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4 Thinkers such as Benedict Anderson and Eric Hobsbawm, who define the concepts of nation and nation-state as artificial, manufactured and invented structures, evaluate the ideology of nationalism as a founding thought in this context. For detailed information, see Benedict Anderson, *Imaginary Communities: The Origins and Spread of Nationalism*, Metis Publications, Istanbul; Eric Hobsbawm, *Nations and Nationalism*, Ayrıntı Publications, Istanbul.

the center and the edge. The tools and institutions that provide this dependency are religion, language, local governments, the army and cities.

The second dimension is the internal and external resources that make up the basic elements of the center. The third dimension includes the differences and similarities that the change process shows from society to society. The interaction between the center and the edge has brought along a certain structure and function differentiation in the historical process. These differentiations have emerged in the form of economic and technological, military and administrative, judicial and legislative, religious and symbolic. In this framework, economic and technological differentiation has revealed cities as a structure that hosts local industrial and commercial organizations. Other types of differentiation have revealed the army as a control organization for external conflicts, the judiciary as an institution for resolving internal conflicts and churches as a structure representing local religious understandings/interpretations (cited by Rokkan: Sarıbay, 1998: 75).

For the nation-state, territorial and political integrity are important elements in order to ensure sovereignty and authority on the one hand and to establish unity on the other. While political integrity includes the inclusion of individuals forming the nation into the political structure by shaping them with their citizenship identity and their integration within the framework of the nation, territorial integrity has an equivalent scope to the homeland (Erözden, 1997: 116). The nation-state, which is a product of modern times, creates nationalities in the name of establishing territorial unity, while at the same time, it provides motivation over a certain territory within the borders it establishes sovereignty and authority. The fact that the most important tool of this motivation is nationalism also creates functionality that facilitates motivation in order to build nationalities. In this context, nationalism, as a very useful ideology for the nation-state, has a significant share in bringing differences together (Şahin, 2009: 133).

This ideology has created the dynamics of the nation-state paradigm, as it turns the elements and discourses that will keep people together within the country into a superstructure. Therefore, the ideology of nationalism gains a widespread use in terms of constructing the basis of structures belonging to the nation-state such as national identity, citizenship and homogeneity. Moreover, the idea of nationalism and the sense of belonging needed by the modern state are tried to be realized with this ideology and in a sense, it produces a successful result, therefore it also has an effect that produces loyalty to the state

(Morris, 1998: 42). In this respect, there is no doubt that the founding effect of nationalism is at the focal point of the understanding that the nation is an organic entity and/or an artificial, invented fiction, which are the two basic approaches to the construction of the nation. Because nationalism assumes a founding role in taking the place of national identity on the stage of history.

Another factor that determines the sovereignty and authority of the nation-state, its area of influence and power is undoubtedly the capacity of the state. In a sense, the nation-state is a phenomenon that can be evaluated with the expansion of state capacity. The modern state gains a serious influence in the social field by expanding its capacity in every field in the process. Michael Mann evaluates the issue of the expansion of state capacity through despotic and infrastructural power. Mann's basing state power on despotic power and infrastructural power is important for the state and political power to dominate and gain influence. In this context, Mann defines the despotic power of the state as the monopoly position of the central organization operating with economic, ideological and military power actors on a certain piece of land and the infrastructural power as the ability of the state to penetrate the society (Mann, 1993: 59). Michael Mann explains the state's greater penetration into society with the development of the state's infrastructural power and it's being determinant. McAdam, Tarrow and Tilly, on the other hand, describe state capacity as the level of control by state officials over people, activities and resources within the state's territorial jurisdiction (McAdam et al. 2001: 78). In this context, power elements make the nation-state's ability to have a say in a wide range from the formation of national identity to the transformation of social organization. It can be said that while the modern state, as a political actor, has sovereignty and authority, has the capacity to intervene in all areas of life within its borders, especially for its own needs, by considering the needs of social forces in general. Of course, it should be noted that in the 19th century, it transformed into a nation-state structure by creating "partnerships" and "nationalities" suitable for its own structure. In the historical process; it should be emphasized that the idea of enlightenment, capitalism and nationalist ideology contributed to the strong construction of the nation-state identity and that the state of mutual interaction played a role in shaping this state paradigm.

## 5. Conclusion and Assessment

Although an approach to the coexistence and simultaneity of the modern state and the nation-state in the same time period has been adopted in the

literature, the nation-state paradigm coincides with the intersection of the modern state in the nineteenth century. In this context, the ideology of nationalism has had important functions in producing the repertoire in terms of the articulation of the modern state with the nation-state and being the dominant political actor. In the historical background; The first of the dynamics affecting the modern state and nation-state paradigm was the approach and values put forward by the philosophy of Enlightenment. The approach of the Enlightenment that sanctifies the human mind and the “power” of this holy mind over the worldly one undoubtedly paved the way for the creation of a new form of state and society along with a new human type. In this intellectual climate, strong approaches to the fact that the source of power and sovereignty is on the ground, laid the groundwork for the modern state and later the nation-state to be a playmaker on the stage of history.

The emergence of modern nation-states is undoubtedly Western Europe-centered. This state paradigm, which is based on the experience of Western Europe in particular, includes all life components in its sphere of influence; within the framework of the conditions imposed by political, administrative and economic purposes, it can homogenize identities and the practices of these identities related to daily life in certain patterns. On this axis, according to Tilly, nation-states are more easily established in Europe because the cultural homogeneity of Europe stands out as a determining factor compared to other parts of the world (Tilly, 2001: 23).

In the words of Baumann (2003: 34), the modern state includes the metaphor of the “gardening state” in a sense. In this metaphor, the modern state is considered a political force that aims to transform the people under its rule into an orderly society in harmony with the laws of reason. In a sense, this has produced a result that allows citizens to obey him in order to ensure order and security. The state, whose mission is to provide security and peace at home and abroad, on the one hand, assumes the guardianship of security and peace, on the other hand, it can create insecurity. In this process, it can be said that the economic and social structure that changed with the French Revolution and the industrial revolution clearly revealed the need for nationalization in terms of state and capital. With the nation-state paradigm, political, social, economic and legal structures have been reshaped according to this paradigm and made suitable for the needs. In fact, the nation-state is both the cause and the result of a comprehensive change. The nation-state model is a political organization model that has emerged in the stage of history as an effort to harmonize the needs of

the state with the needs of social actors. This paradigm has broadened its sphere of influence by gathering the people living on the land around a “consciousness of belonging” under the national identity, gaining the power to penetrate the political and social sphere. It should be emphasized that; the carrier elements that build this consciousness are based on common language, history, cultural values and symbols. The nation-state, which knows the best of everything for its citizens, has defined and subordinated many fields from politics to economy, from law to social field, from culture to daily life practices, through certain patterns. Therefore, the nation-state has come into existence as a historical actor in which the understanding of creating homogeneity is represented with all its inclusiveness, competence and intensity of the means of intervention. The mutual interaction of political dynamics and economic dynamics has created an effect that strengthens the sovereignty area of the state and has increased the area and density of administrative tools. Because, while the material foundations of the penetrating power of the centralized state were obtained with the support of the capitalist powers, the centralized and strengthened modern nation-state built the infrastructure of the markets needed by the economic powers. In short, the nation-state continues to maintain its power and ability to speak out as the most fundamental national and international political actor in the twenty-first century, with its wide capacity and competence.

The national character of the sovereignty has made the state and the nation identical and the political society has been tied to the consent of the nation as the founding will. But here the nation is passive, not active. The owner of the sovereignty is himself and the right to use is in the hands of the “representatives”. It should be noted that both state paradigms, whether it is a modern state or a nation-state, aim to create an identity that is dependent on itself and can be intervened continuously, as opposed to creating a free and dominant nation and citizenship identity. In other words, while the content of nation and citizenship consists mostly of duties, responsibilities, obedience and loyalty, rights and freedoms are defined in a legal framework. Therefore, the attitude of the nation-state is to maintain a national identity defined by certain patterns and to ensure loyalty and obedience to this identity in every field. In a way, this is considered political citizenship. At this point, nationalism has a function that motivates the nation and directs it to spiritual pleasures instead of material pleasure (Aydın, 2018: 243). Therefore, the emotional commitment needed by the state is produced in this way. Along with the construction of national and civic identities, the impact of the center on the environment is also in question. Therefore, when the

modern and nation-state is evaluated as a whole, it can be said that establishing homogeneity and creating a common denominator provides many benefits for the state.

It should be especially emphasized that the foundation of the modern state is based on the element of sovereignty. Now, while sovereignty becomes secular, discursively, sovereignty is defined by the nation. The idea that the source of sovereignty is the nation has an important meaning for the modern state. But here the sovereignty of the nation is equated with the sovereignty of the state and/or power. It is possible to see a reflection of this situation in the nation's sovereignty approach of the Jacobins during the French Revolution. The Jacobins' approach to direct national sovereignty evolved into representative sovereignty in the following process (Ağaoğulları, 2015: 621-625). Sovereignty has come to have a different content and world of meaning with the nation-state. Now, the people, who are the owners of the sovereignty, begin to be represented through the parliament, one of the modern political structures, through representative democracy. This change in content is important because this change also made political participation through national identity and citizenship possible only in a formal and instrumental sense. Especially through representative democracy, the authority to use political power is realized in a context that is considered together with the state. In this context, what Bodin and Hobbes mean by sovereignty is realized in this situation. Not only is the issue of basing sovereignty on the nation, but also the meaning of citizenship tries to be subordinated to the state and political power and this effort is largely successful.

An important ability of the nation-state has been its power to create a community of emotionally committed citizens. In the formation phases of this power, nationalism more than fulfills its share in producing motivational sources. In this process, the concept of "homeland" is reproduced in accordance with the nation form, making the nation-state a powerful actor. Here, a mutual "interest" relationship emerges. Because there is material and spiritual wealth that the capitalist state transfers to its citizens through the exploitation relationship inside and outside. A meaningful unity of nation and citizenship and the emotional ground of these identities with the state is established with the "other". The nation, therefore, has a broad meaning for the state. While the affiliations needed by the nation-state are thus obtained, financial resources are obtained in relation to the capitalist system. In particular, there is a mutual dependency between the capital owners and the state in terms of the need for the continuity of the system and meeting the needs of the state. The factor that determines the income of

the state from the capital owners is the bureaucratic power and capacity of the state, the ability to wage war on the basis of the monopoly of violence and the compelling tools to ensure the security of property.

In a sense, the sovereignty of the modern state has been considered together with the expansion of its administrative capacity. This expansion caused the society to be under audit and control. The need for national identity emerges at this point. For that nationalism plays a key role in meeting this need (Calhoun 2012). In the nineteenth century, the nation-state succeeded in perpetuating this structure, as the expansion of the modern state capacity produced a result that greatly expanded the state's audit and control over the social organization. Control and audit over the citizens, which is an important feature of the nation-state, fulfill many functions. Taxation of citizens, conscription, adoption of official ideology, homogenization, standardization of the population, etc. therefore, the nation-state has the function of political and social engineering. While these policies are made to ensure social security, stability and order, they also increase the tools and techniques of intervention on the social organization.

The fact that the nation-state has definite borders, has a relatively large population and geography, in other words, its territorial nature has undoubtedly produced a result that reduces the level of political participation and means of citizens and weakens their decision-making opportunities. But on the other hand, the nation-state represents a power that has the capacity to make decisions and implement them by being at the center of politics. Therefore, the idea of representative democracy has a function that makes nation-state citizenship passive rather than active, because political participation has no meaning beyond being instrumental and establishing legitimacy. The nation identity, which emerged as the founding element of the nation-state, embodies in this process an identity belonging to a dependent relationship and the "symbolic" meaning world of the power field of the state. However, nation-state citizenship includes consent, loyalty and obedience (Erdoğan, 2017: 188-189). Therefore, citizenship is defined by the nation-state as a defined identity and is reproduced according to the needs of the nation-state.

Finally, the ideas and approaches put forward for the modern nation-state in the theoretical framework basically express the power of the state to intervene in every field. This state identity, which constantly reproduces itself, has the capacity to strongly perpetuate its existence by reproducing its dominance over the social organization through determined categories. Especially within the framework of state capacity, phenomena such as technological developments,



capitalist dynamics and the ability to have a say inside and outside have created the possibilities and conditions for it to be a dominant political actor. Although there is a debate about the weakening of the power of the nation-state with globalization, the nation-state is still the most effective and decisive force in solving social needs and national-international problems.

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## CHAPTER XIX

# OTTOMAN MUSEUM AS A TOOL IN THE CULTURAL REPRESENTATION OF WESTERNIZATION

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### **1. Introduction**

The Ottoman Empire endured as a formidable empire in world history from the 14th century until the early 20th century. During this extended period, the culture, art, and historical riches of the Ottoman Empire formed a substantial legacy that carried traces of many civilizations. This rich cultural heritage of the Ottoman Empire has been preserved and displayed through Ottoman Museology.

Ottoman Museology has a history that extends back to the later periods of the Ottoman Empire, with its roots tracing even further to the founding years of the empire. In the early years of the Ottoman Empire, sultans and state officials began collecting artworks and valuable objects brought from the conquered regions. These items were gathered through war spoils, gifts, or special commissions.

### **2. Historical Development of Ottoman Museology**

The beginning of museum activities in the Ottoman State is subject to various dates. Some researchers trace the origins of museum activities back to the time of Mehmed the Conqueror (Fatih Sultan Mehmed), while others point to the year 1846, which is officially recognized as the establishment year of museums. In 1846, thanks to the efforts of Fethi Ahmed Pasha, the Governor of Tophane-i Amire, some Byzantine inscriptions and ancient artifacts were

transported to Hagia Irene (Aya İrini), marking the start of the first ancient artifact collection (Aslan, 2009, p. 17). During this initial museum initiative, the artifacts were divided into two collections, known as Mecma-ı Asar-ı Atika and Mecma-ı Asar-ı Esliha. At that time, the collections were not open to the public but could be visited with special permission. In 1776, Jean-Claude Flachat and in 1812, the British traveler E.D. Clarke had the opportunity to see the collections at Hagia Irene. The name “*museum*” was officially given to this place in 1869, referred to as Müze-i Hümayun or Müzehane-i Hümayun (Çal, 1997, p. 39).

During the reign of Sultan Suleiman the Magnificent, the first official museum was established in the Topkapı Palace in Istanbul. This museum played a significant role in showcasing the rich cultural heritage of the Ottoman Empire by opening up the palace’s extensive collections to the public (Hisar, 2010, p. 47).

In the late 18th century, a new museology movement inspired by Europe emerged in the Ottoman Empire. During this period, the concepts of museums and collecting that were developing in the West spread to Ottoman territories. Sultan Selim III encouraged museological activities, leading to the reorganization of collections at the Topkapı Palace. Furthermore, artists and collectors from Europe came to the Ottoman Empire to start collecting artworks (Gerçek, 1991, p. 81).

In the mid-19th century, the number of museums in the Ottoman Empire increased. Under the leadership of Sultan Abdülmecid, new museums were established in Istanbul, primarily aimed at exhibiting and preserving works of art. At the same time, private collections from various regions of the Ottoman Empire were also made accessible to the public (Çal, 1997, p. 41).

Although museum activities in the Ottoman Empire began in the second half of the 19th century, the collection of ancient artifacts dates back to earlier times. Hagia Irene Church, which had been used as an arsenal since the time of Mehmed the Conqueror, housed weapons and outdated military equipment seized as spoils of war. This marks the foundation of the Military Museum. Additionally, it is known that Mehmed the Conqueror collected various artifacts from the Byzantine era, such as sarcophagi, column bases, and capitals, in the inner courtyard of Topkapı Palace (Edhem, 1932, p. 27).

On the other hand, while it is known that the Sacred Relics and the belongings of previous sultans were preserved in the Ottoman palace, it is difficult to attribute a museum concept to these practices. These items were preserved out of respect and reverence for the Islamic religion and ancestors.

Moreover, it can be argued that the only places resembling museums in the Ottoman context were tekkes (sufi lodges) and türbes (tombs). In türbes, the belongings and clothing of the deceased individuals were displayed, along with copies of the Quran (Kur'an-ı Kerim) (Atasoy, 1983, p. 218).

In the final years of the Ottoman Empire, museological activities expanded further, and efforts to establish museums in a modern sense increased. However, the collapse of the Ottoman Empire after World War I and the establishment of the Republic of Turkey influenced and transformed museological activities. During the era of the Republic of Turkey, Ottoman Museology was merged with modern museology principles to continue the preservation of the cultural heritage of the Ottoman Empire (Gerçek, 1999, p. 37).

In conclusion, Ottoman Museology played a significant role in the historical development of the Ottoman Empire. This museological tradition contributed to the preservation of the rich cultural heritage of the Ottoman Empire and its transmission to future generations. Additionally, Ottoman Museology has been utilized as an important tool in cultural representation and identity formation processes (Hisar, 2010, p. 72).

In light of the information provided above, it can be observed that the first official and serious efforts related to museology in the Ottoman Empire began in the 19th century. Prior to this period, the activities related to museums could be evaluated as efforts to preserve the cultural heritage of the dynasty and objects considered significant from a religious perspective or, to a greater extent, as attempts to protect the values of the past in line with the personal interests of rulers (Hisar, 2010, p. 73).

The 19th century is also significant as it coincides with the Westernization process of the Ottoman Empire. In Europe, two major events, the French Revolution and the Industrial Revolution, had negative consequences for the Ottoman State, compelling it towards Westernization. Among statesmen and intellectuals of the era, there was a debate about the necessity of adopting not only the scientific, military, and technical aspects of the West but also its social, cultural, economic, philosophical, and political elements (Ogan, 1947, p. 23).

One of the most prominent Western-origin institutions that emerged during this period was the museum. The first official regulations in the field of archaeology were also established during the same era. Until Osman Hamdi Bey's time, Ottoman museology remained superficial despite well-intentioned initiatives, but it was institutionalized during the period of Osman Hamdi Bey and his brother Halil Edhem Bey (Ogan, 1947, p. 24).



The Ottoman Empire began to lose its superiority against the West, which made significant advancements in science, technology, art, and culture through the Renaissance, Reformation, and geographical discoveries, starting from the 16th century. The solution to this problem was sought in the improvement of the military, and the idea of Westernization emerged primarily as a transformation of adopting Western military technology and warfare strategies (Aslan, 2009, p. 2). Two major events that left their mark on the 18th and 19th centuries, the French Revolution and the Industrial Revolution, resulted in the Ottoman Empire losing more of its power in relation to Europe.

The wave of nationalism brought about by the French Revolution led to uprisings among minorities, prompting reforms and regulations in military, social, and administrative fields to suppress these revolts. In contrast to the growing economies of European states during the Industrial Revolution, the Ottoman economy, unable to industrialize, neared collapse due to capitulations, wars, and lost territories. This necessitated the adoption of Western-style reforms (Önder, 1995, p. 43).

The Westernization movements gained a new dimension with the Tanzimat Edict of 1839, and the prevailing idea among statesmen was that simply improving the army with Western methods in the military field would not eliminate the existing problems. In the 19th century, the reports prepared by ambassadors sent to Europe played a role in introducing Europe to the Ottomans and in understanding that Western superiority was not solely based on military advancements. These ambassadors brought young individuals with them to learn the language, culture, science, and technology of the countries they visited in Europe. In this way, the young people sent to Europe not only acquired knowledge but also became acquainted with the ideas that emerged after the French Revolution (Şapolyo, 1936, p. 21).

These developments gave rise to a less conservative and more secular type of intellectual and Ottoman intellectuals, believing that the salvation of the state could only be achieved through Westernization, brought Western societal, political, economic, cultural, and intellectual developments to the country. These intellectuals emphasized that mere superficial imitation of the West would not suffice and advocated for a deep intellectual engagement with Western progress, giving a new face to the character of change (Aslan, 2009, pp. 2-3).

The emergence of museology in the Ottoman Empire coincides with the mid-19th century when Westernization was being conceptualized in intellectual terms, and cultural institutions were being reevaluated accordingly. In Europe,

museums had already existed for some time as institutions assigned significant responsibilities in terms of preserving and exhibiting cultural riches. These national museums created by nation-states showcased their historical, artistic, and archaeological collections to demonstrate the power of the state to their own people and foreigners. The political concern here was to represent the power and ideology that underpinned the existence of the institution most effectively. The richness of a museum's collection was an important criterion in fulfilling this responsibility (Önder, 1995, p. 46).

Even though the Library of Alexandria in Egypt, considered the first museum in history, had a rich collection that combined science and art, it would have been impossible to compete with the Library of Pergamum, which was established during the same period but lacked the Ptolemaic dynasty behind it (Michalopoulos, 2001, p. 87).

Collection, which has formed the foundation of museology since ancient times, was carried out in the form of gathering treasures, exotic objects, animals, religious artifacts, classics, and works of science and art in the rare cabinets known as the special museums of the Renaissance. In addition to the collections of nobles, kings, and emperors, there were also collections created by scientists, poets, and artists. Although not open to the public, rare cabinets are considered the beginning of European museology history as they contributed to the accumulation that led to the establishment of modern museums in the 18th and 19th centuries. During the same period, the Topkapi Palace was also influenced by this trend and began collecting in a similar manner (Artun, 2017, pp. 15-16).

The relationship between art and science in Europe developed during the Renaissance. Large collections began to form in the 17th century, and some private museums started to emerge in the 18th century. However, these collections were not always open to the public. Aligned with the ideas spread by the 1789 French Revolution, museology in Europe underwent a significant transformation with the emergence of nation-states since the Enlightenment era of the 18th century. The displays of power previously made by emperors through their collections in earlier centuries shifted towards demonstrating the strength of the nation and the state through museums accessible to the public (Şapolyo, 1936, p. 25).

The purchase of collections and their presentation to the public by the state became more common in the 18th century. For example, the world-famous British Museum in England was systematically opened to the public after the state purchased such a collection in 1759. The first public museum, the Louvre,

was opened in 1793. The act of opening to the public was one of the most important dynamics in the modernization of museums; thus, the modernization of European museums began in the 18th century alongside the Louvre. In the 19th century, there was a rise of modern museums in major capitals across Europe. The Philadelphia Museum in the United States was also opened in 1785 (Batur, 1985, p. 61).

Colonialism, which began with the Industrial Revolution, led to competition among these museums, driven by the desire to possess humanity's common heritage. Universal museums competed with each other and contributed to the emergence of a new understanding in European museology, shifting from national to universal. Universal museums included the assets of occupied territories in their collections by various means (Batur, 1985, p. 62).

For Europe, which regarded the Hellenic and Roman cultural heritage as the roots of its civilization, the geography where the Ottoman Empire established its rule was considered a treasure trove that would greatly enrich the collections of universal museums. However, from this perspective, the Ottoman Empire did not claim the remnants of ancient civilizations that it did not see as part of its origins. The tumultuous environment that the Ottoman Empire experienced in the 19th century was conducive to Europe's desire to possess this heritage (Atasoy, 1983, p. 219).

The biggest concession given in exchange for European support to maintain the integrity of the state was the archaeological heritage, which European states constantly negotiated. In addition to the official concessions made by the state, numerous important archaeological finds were taken to Europe through unofficial channels. During this period when the first museological efforts began in the Ottoman Empire, Europe attempted to strengthen its claim over the archaeological heritage in Ottoman territories, often based on negative criticisms by diplomats, journalists, and writers visiting the capital, which were published in the foreign press (Cezar, 1971, p. 41).

### **3. Purposes and Functions of Ottoman Museums**

The Ottoman Empire, which ruled over vast territories and encompassed various cultures throughout its history, was a great empire. In order to preserve and exhibit this multifaceted and rich cultural heritage, Ottoman Museums played a significant role. The goals and functions of Ottoman Museums evolved and developed during the later years of the empire and beyond (Edhem, 1932, p. 21).

**a. Preservation of Cultural Heritage:** The primary aim of Ottoman Museums was the preservation of the empire's art pieces, historical objects, manuscripts, antiques, and other cultural heritage. These museums provided suitable conditions for conserving these artifacts and transmitting them to future generations. Important palaces such as the Topkapi Palace and Dolmabahçe Palace, in particular, housed vast collections that reflected the wealth of the Ottoman Empire (Edhem, 1932, p. 23).

**b. b.Education and Awareness:** Ottoman Museums played a crucial role in educating the public about the historical and cultural heritage. Museums offer visitors information about the history and culture of the Ottoman Empire. Through educational programs, exhibitions, and guided tours, museums assist individuals in gaining a deeper understanding of the Ottoman era (Gerçek, 1999, p. 18).

**c. Cultural Representation:** Ottoman Museums have been utilized to represent the rich cultural heritage of the empire. These museums contribute to the preservation of the Ottoman identity by showcasing the wealth of the Ottoman Empire in areas such as art, architecture, clothing, music, and many more. They also reflect the interaction of different cultures influenced by the Ottoman Empire (Hisar, 2010, p. 31).

**d. Tourism and Economic Contribution:** Ottoman Museums have become important attractions for tourists. The historical and cultural richness of the empire attracts tourists and contributes to the tourism sector. These tourist visits also provide economic benefits to the region and the country (Hisar, 2010, p. 33).

**e. Research and Academic Studies:** Ottoman Museums serve as sources for academic research and studies. Historians, art historians, and other experts are engaged in studying the collections in these museums to gain a deeper understanding of the history and culture of the Ottoman Empire (Gerçek, 1999, p. 19).

In conclusion, the goals and functions of Ottoman Museums have made significant contributions to the preservation, sharing, and understanding of the historical and cultural heritage of the Ottoman Empire. These museums have not only contributed to the understanding of the past but also to the formation of the identity of contemporary Turkey through the cultural heritage of the Ottoman Empire (Cezar, 1971, p. 43).

#### 4. Artifacts and Collections Collected by Ottoman Museums

The Ottoman Empire, throughout its long history and under the influence of various cultures, witnessed the development of numerous art movements, crafts,

and historical artifacts. To preserve and showcase this rich cultural heritage, the Ottoman Empire established various museums. Here is an overview of the artworks and collections gathered by Ottoman Museums (Ogan, 1947, p. 34).

**a. Artworks and Paintings:** The Ottoman Empire hosted significant artworks and paintings during different periods. Palaces like the Topkapı Palace, Dolmabahçe Palace, and others were adorned with portraits of Ottoman sultans and statesmen. Additionally, works by Ottoman-era painters and miniature artists can be found in these museums (Edhem, 1932, p. 17).

**b. Manuscripts and Books:** The Ottoman Empire dedicated considerable effort to copying and preserving important written works. Many Ottoman museums house rare manuscripts, Quranic manuscripts, history books, and literary works, serving as valuable written sources (Edhem, 1932, p. 18).

**c. Architectural and Decorative Arts:** The architectural legacy of the Ottoman Empire is an integral part of Ottoman museums. Architectural elements and decorative art pieces from significant structures like the Topkapı Palace and the Sultanahmet Mosque are included in museum collections. These items reflect the aesthetic tastes and construction skills of the Ottoman Empire (Shaw, 2004, p. 43).

**d. Historical Weapons and Armor:** The Ottoman Empire was renowned for its military achievements. Ottoman museums contain military collections that feature historical weapons, armor, and artillery equipment used by the Ottoman army (Eralp, 1985, p. 98).

**e. Medical and Scientific Works:** The Ottoman Empire made significant contributions to the fields of medicine and science. In Ottoman museums, you can find medical artifacts such as medical instruments, surgical equipment, medications, as well as scientific tools and Works (Shaw, 2004, p. 45).

**f. Handicrafts and Handmade Products:** Handicrafts were an essential part of the cultural heritage of the Ottoman Empire. Ottoman museums include examples of handicrafts such as carpets, ceramics, glasswork, textiles, and other handmade products (Erden, 1990, p. 71).

Many other types of collections and items that are not listed here can also be found in Ottoman museums. These collections are gathered with the aim of tracing and preserving the rich and diverse cultural heritage of the Ottoman Empire. Ottoman Museums showcase these valuable artifacts to visitors, emphasizing the richness and diversity of the Ottoman era. These collections not only preserve the cultural and historical heritage of the Ottoman Empire but also provide insights into the artistic, literary, architectural, and military aspects of this vast and diverse empire (Shaw, 2004, p. 47).

## 5. The Role of Ottoman Museology in The Westernization Process

The Ottoman Empire came under the influence of Westernization movements in the 19th century. This process, along with the Ottoman Empire's efforts towards modernization, brought about cultural changes. Ottoman Museology played a significant role during the Westernization process and became a reflection of this transformation (Erden, 1990, p. 73).

**Collection and Exhibition of Artworks:** With the onset of the Westernization process, the Ottoman Empire began to collect and exhibit artworks. The rich collections found in Ottoman palaces were opened to the public for display. During this period, the artworks in Topkapı Palace started to be organized in a more systematic manner and served as an inspiration for Western-style museums (Shaw, 2004, p. 48).

**Educational and Awareness:** The Ottoman Empire underwent significant changes in education during the Westernization process. Ottoman Museums were used for educational and awareness purposes during this period. Exhibitions and activities held in museums helped the public gain more knowledge in the fields of art, history, and science (Ogan, 1947, p. 37).

**European Influence and Collecting:** During the Westernization process, the Ottoman Empire became a center of attraction for European artists, collectors, and researchers. Ottoman museums attracted the interest of Western collectors and art enthusiasts during this period. Artifacts sent from the Ottoman Empire to Europe were also exhibited in European museums (Madran, 2002, p. 81).

**Identity and Representation:** Ottoman Museology contributed to the Ottoman Empire's efforts to form its identity during the Westernization process. Museums were used as a tool to create an identity both domestically and in foreign policy by highlighting the rich cultural heritage and history of the Ottoman Empire (Mansel, 1969, p. 7).

**Modernization and Collection Management:** Ottoman Museums began to adopt modern collection management principles during the Westernization process. Modern museum practices such as cataloging, restoration, and preservation allowed Ottoman museums to be managed in a more professional manner (Madran, 2002, p. 83).

In conclusion, Ottoman Museology emerged as a significant component of the Westernization process, reflecting the cultural change and transformation of the Ottoman Empire. This process became an important tool for preserving, sharing, and understanding the historical and cultural heritage of the Ottoman Empire (Mansel, 1969, p. 8).

## 6. Ottoman Museums and Cultural Representation

Osmanlı Museums not only served as venues for preserving and displaying the rich cultural heritage of the Ottoman Empire but also played a pivotal role in its cultural representation. These museums encapsulated the history, art, and culture of the Ottoman Empire, along with its societal fabric (Su, 1965, p. 27).

**Reflecting the Diversity of the Ottoman Empire:** The Ottoman Empire was a vast realm that encompassed numerous ethnic groups, religions, and cultures. Ottoman Museums became instrumental in reflecting this diversity. These museums curated artifacts from various regions and periods of the Ottoman Empire, highlighting its rich tapestry. For instance, artworks from Turkish, Arab, Greek, Armenian, and other communities were exhibited in these museums (Madran, 2002, p. 84).

**Showcasing the Artistic and Architectural Legacy of the Ottoman Empire:** The Ottoman Empire possessed a captivating legacy in terms of art and architecture. Ottoman Museums were established to preserve and represent this heritage effectively. They showcased important pieces from palaces, mosques, pavilions, and other significant structures. These artifacts not only exemplified the Ottoman Empire's aesthetic sensibilities but also reflected its artistic evolution (Su, 1965, p. 29).

**Ottoman Culture in Daily Life:** Ottoman Museums also host artifacts that reflect the empire's daily life. Clothing, jewelry, household items, and other everyday objects are important elements that showcase the daily life of Ottoman culture. Such artifacts help us understand the social and cultural structure of the Ottoman Empire (Erden, 1990, p. 75).

**Identity and Nationalism:** Ottoman Museums played a role in the nationalist movements that emerged in the later years and aftermath of the Ottoman Empire. During this period, the emphasis on identity and cultural differences among various ethnic groups within the Ottoman Empire began to surface. Museums played a significant role in the formation of identity and the emphasis on cultural heritage during this process (Madran, 2002, p. 85).

Ottoman Museums attracted the interest of international tourists and contributed to the tourism sector. Additionally, they played a role as a reflection of cultural relations between the Ottoman Empire and other countries. Artifacts sent from the Ottoman Empire to other countries were used as a tool of cultural diplomacy (Madran, 2002, p. 86).

In conclusion, Ottoman Museums played a significant role in preserving, representing, and passing on the rich and intricate cultural heritage of the Ottoman Empire. These museums have become important institutions that not only preserve the past but also carry the cultural identity and influence of the Ottoman Empire into the present day (Şahin, 2006, p. 51).

## **7. Comparison of Ottoman Museums With Western Style Museums**

**Organization and Cataloging of Collections:** In Western-style museums, collections are typically organized and cataloged in a disciplined manner. Artifacts are displayed through chronological or thematic arrangements, and informative labels and explanations are provided for visitors. Ottoman Museums also began to adopt Western-style cataloging and organization principles to present their artifacts in a more professional manner.

**Exhibition Design and Interactivity:** Western-style museums often present exhibitions within carefully designed spaces. They offer more interactive experiences to visitors with the use of modern technology. Ottoman Museums started to enhance their exhibition designs and interactivity, following Western museums' practices, to make their artifacts more engaging and educational (Şahin, 2006, p. 52).

**Preservation and Restoration:** Western-style museums employ professional teams for the long-term preservation and restoration of artifacts. Ottoman Museums also learned from the West in this regard and conducted significant efforts to maintain the physical condition of their artifacts (Tokgöz, 2013, p. 41).

**Education and Societal Contribution:** Western-style museums are used for educational purposes and provide opportunities for the public to learn and understand the cultural richness of society. These museums organize educational programs for both students and adults and often collaborate with learning centers. Ottoman Museums similarly aim to disseminate the history and cultural heritage of the Ottoman Empire through similar educational programs and societal activities (Yücel, 1999, p. 71).

**Cultural Representation and Identity Formation:** In the West, museums are frequently used as tools for constructing national or regional identities. Ottoman Museums also adopt a similar approach to emphasize the identity and cultural heritage of the Ottoman Empire. These museums become significant instruments for representing the rich and multifaceted cultural heritage of the Ottoman Empire (Tokgöz, 2013, p. 43).



In conclusion, the similarities and interactions between Ottoman Museums and Western-style museums reflect the cultural changes as part of the Ottoman Empire's Westernization process. These museums serve the dual purpose of preserving and exhibiting the cultural heritage of the Ottoman Empire while embracing the modern museum concept from the West to provide visitors with a better experience (Yücel, 1999, p. 73).

## **8. Ottoman Museology and Identity Creation**

Ottoman Museology played a significant role as a tool in the process of cultural identity formation during the later years and aftermath of the Ottoman Empire. These museums aimed to preserve, exhibit, and emphasize the history, art, culture, and heritage of the Ottoman Empire. Here is the role Ottoman Museology played in identity formation (Yücel, 1999, p. 74).

**Preservation of Cultural Heritage:** Ottoman Museology contributed to the preservation of the rich cultural heritage of the Ottoman Empire. These museums provided suitable conditions to safeguard artistic works, manuscripts, historical objects, and other cultural treasures. In the final years of the Ottoman Empire, the preservation of this heritage became a part of the identity formation process.

**Representation and Image Creation:** Ottoman Museology was used to highlight the image and cultural identity of the Ottoman Empire. Museums promoted the Ottoman identity by showcasing significant artifacts reflecting the artistic and historical wealth of the empire. Additionally, these museums helped create a versatile identity by also reflecting the interaction of different cultures under the influence of the Ottoman Empire (Yücel, 1999, p. 76).

**Historical Awareness and Education:** Ottoman Museology played a significant role in instilling historical awareness among the public and encouraging a greater appreciation for cultural heritage. Museums became educational tools in identity formation by offering educational programs about history, art, and culture to students and adults (Fıratlı, 2003, p. 43).

**Cultural Diplomacy:** Ottoman Museology was used to support cultural diplomacy with other countries. Artifacts sent from the Ottoman Empire to other nations were used as part of diplomatic relations. This contributed to the promotion of the Ottoman identity and cultural heritage on the international stage (Fıratlı, 2003, p. 44).

In conclusion, Ottoman Museology played a vital role in the preservation and emphasis of the historical and cultural identity of the Ottoman Empire. These museums became essential instruments not only for preserving the Ottoman

Empire's past but also for carrying forward the Ottoman identity and influence to the present day (Ortaylı, 2019, p. 102).

### **9. Today's Effects of Ottoman Museums**

The Ottoman Empire's centuries-long existence is recognized for its rich historical and cultural heritage. Ottoman Museums were established with the aim of preserving this heritage and passing it on to future generations. The current impact of Ottoman Museums is of great significance both in Turkey and on an international level (Eyice, 1985, p. 27).

**Preservation and Display of Cultural Heritage:** Ottoman Museums continue their mission to preserve and showcase the historical and cultural heritage of the Ottoman Empire. These museums house art pieces, manuscripts, historical objects, and other significant artifacts from the Ottoman era, ensuring that this heritage is passed on to future generations. Efforts are also ongoing to restore and protect these artifacts (Fıratlı, 2003, p. 47).

**Historical Awareness and Education:** Ottoman Museums are used for the purpose of creating historical awareness and education. Schools encourage students to visit museums to examine historical artifacts. Additionally, museums organize educational programs and activities for anyone interested in history, art, and culture (Eyice, 1985, p. 29).

**Identity and Cultural Bonds:** Ottoman Museums play a significant role in shaping the identity of Turkish society. These museums strengthen the cultural bonds of society by emphasizing the past of the Ottoman Empire and its cultural heritage. They also shed light on the historical and cultural relationships between the Ottoman Empire and other countries (Erden, 1990, p. 81).

**Scientific Research and Academic Studies:** Ottoman Museums provide valuable resources for researchers and academics. Scientific research in the fields of history, art, and culture often relies on the collections of museums. These museums serve as important sources for better understanding various aspects of the Ottoman era and the Ottoman Empire (Cezar, 1971, p. 44).

In conclusion, the current impact of Ottoman Museums is multifaceted. These museums contribute to the preservation, promotion, and understanding of the cultural heritage of the Ottoman Empire. They also foster historical awareness, promote tourism, and strengthen cultural bonds. Ottoman Museums are an integral part of present-day Turkey and the world's cultural richness, and they hold great importance in being passed on to future generations (Hisar, 2010, p. 75).

## 10. Contributors to Ottoman Museology

The idea of preserving valuable items and weapons, protecting gifts, is traditional among the Turks. Looking back to earlier times; we know that in Uighur and Seljuk palaces, gifts were stored, and special rooms and halls were allocated for them. Trunks filled with valuable items have been found from the Uighur period. Travel accounts and ancient sources mention that our palaces were adorned with magnificent items in reception halls (Fıratlı, 2003, p. 46).

It is well-known that Seljuk and Ottoman sultans attached great importance to historical and artistic artifacts and issued orders for their preservation. Some sources attribute the foundation of Turkish museology to the Seljuks. The reason for this is that, in terms of exhibiting a protective attitude, the use of processed pieces from previous civilizations in Turkish architectural works to prevent the disappearance of these artifacts is considered the first museological movement among the Turks (Eyice, 1985, p. 30).

Semavi Eyice exemplifies this situation by citing the use of inscriptions and processed architectural pieces from the Ancient Roman or Byzantine era in the walls and gates of Konya, in the facades of the Seljuk Caravanserai (Kadın Hanı) between Konya and Ilgın; he also states that during the Ottoman period, various artifacts, rare and valuable items, precious artworks, gifts, and spoils were stored with a similar approach. Although the purpose was not collecting, it resulted in the creation of a diverse and rich collection (Eyice, 1985, p. 31).

As mentioned before, the first museum in today's sense was established during the reign of Sultan Mahmud II by Harbiye Minister Ahmet Pasha, in Hagia Irene, the large courtyard of the Topkapi Palace. When first established, this museum consisted of two sections, exhibiting ancient artifacts (Mecmua-ı Asar-ı Atika) and ancient weapons (Mecmua-ı Ešliha-ı Atika). The catalog of this modest collection was prepared by Albert Dumont. Later, Minister of Education Saffet Pasha made efforts to organize the museum. Through circulars sent to governors, he ordered valuable artifacts in their regions to be sent to Istanbul. The museum's name was changed to "*Müze-i Hümayun*," and an Englishman, Mr. Edward Goold, a teacher at Galatasaray High School, was appointed as its director (Çal, 1997, p. 43).

Additionally, it is worth mentioning Ahmet Fethi Pasha here. Having served in significant military positions and achieved success in battles, Ahmet Fethi Pasha was appointed as Ambassador to Vienna in 1834 and sent to Moscow for extensive military exercises organized by Russia. In 1837, he represented Turkey at the coronation ceremony of the Queen of England in London and then

proceeded to his main diplomatic post, the Embassy in Paris. In 1839, he was invited back to Istanbul by the new ruler and married Atiye Sultan, the daughter of Sultan Mahmud (Çal, 1997, p. 44).

Appointed as the Commander of the Imperial Arsenal (Tophane-i Amire) in 1845, Ahmet Fethi Pasha held this position until his passing in 1857. A skilled military officer and an intellectual who witnessed the scientific and cultural developments in the West during his diplomatic missions, Ahmet Fethi Pasha, inspired by the European museums he visited, immediately initiated efforts to establish a museum in the Harbiye Arsenal. During this period, two collections were formed at the Hagia Irene Church: one called Mecmua-i Esliha-i Atika (Collection of Ancient Weapons) and the other Mecmua-i Asar-ı Atika (Collection of Ancient Artefacts) (Ogan, 1947, p. 45).

Ahmet Fethi Pasha's arrangement was not based on the classification principles of European museums; instead, it involved the mutual placement of two collections. Despite his knowledge of the exhibition practices in European museums, Pasha's primary goal was to establish a connection between Ottoman history and European history, aiming to impress visitors with the objects owned by the Ottomans. The 19th century was a period in which the elites in the Ottoman ruling cadre recognized the value of Greek and Roman artifacts from a European perspective. In the section 'Exhibition Strategies in Mecmua-i Asar-ı Atika' of the book, the most notable observation is that most of the collected artifacts were not properly documented. The exhibition in the museum was not organized based on the notion of progress similar to European museums. What mattered to the Ottomans was not how the artifact was displayed but rather indicating ownership, showcasing the state's power (Çal, 1997, p. 46).

The section "*The Birth of the Imperial Museum*" tells this story as follows: In the museum established in two sections at Hagia Irene, the section displaying ancient weapons gradually lost its importance and was closed to visitors in 1877. The new constitution granting rights to minorities and the defeat in the 1877 Russian-Turkish War led to the perception that establishing a historical narrative through weapons was not a favorable choice. Thus, preserving the past through Hellenistic-Byzantine artifacts took precedence. (Shaw, 2004, p. 51).

Between 1846 and 1850, ancient artifacts began to be collected at Hagia Irene. These artifacts were left under the protection of guards without being examined. During the tenure of Grand Vizier Ali Pasha and Minister of Education Saffet Pasha, this collection was named "*Museum-i Hümayûn*" (Imperial Museum), and in 1869, Mr. Goold, a teacher from Galatasaray Sultanisi, was

appointed as its director. In 1871, Goold created a catalog in French, containing about 10 lithographs. Maarif Nazırı Saffet Pasha, one of the most prominent intellectuals of the time, had the idea of gathering scattered ancient artifacts and, through a circular sent to all governors, ordered that ancient artifacts within the boundaries of provinces be packaged to prevent damage and sent to the Museum. In response to this order, numerous artifacts arrived in Istanbul from Tripolitania, Thessaloniki, Crete, and Konya (Atasoy, 1983, p. 219).

After Sultan Abdulaziz's visit to Europe, the name of "*Mecmua-ı Âsâr-ı Atıka*" was changed to 'Museum-i Hümayun.' Minister of Education Safvet Pasha's circular about collecting and sending ancient artifacts to the provinces yielded positive results and strengthened sovereignty in distant provinces. The museum, while imitating colonial institutions of Europe, also transformed into an institution against Europe's colonial attitude in Ottoman territories. Before the 1874 Regulations, Europeans set the rules for excavations as the Ottomans had no knowledge in this field. Despite the 1874 Regulations, the Ottomans could not gain tactical superiority in this area (Çal, 1997, p. 47).

When 83 crates of artifacts arrived from Cyprus and there was no space to store them, the Çinili Köşk (Tiled Pavilion) was converted into a new museum and opened to the public in 1880. Münif Pasha's opening speech emphasized that progress was not solely Europe's monopoly; the artifacts on which Europeans based their own history were found in Ottoman lands, making the Ottomans rightful heirs of this heritage. Despite the issuance of regulations, there were difficulties in implementation. While the museum administration became more meticulous, the sultan remained indifferent to this matter. Although it was prohibited to send artifacts abroad, the sultan gave some of the artifacts unearthed from excavations as gifts to foreigners for diplomatic purposes. Artifacts discovered during the Ephesus excavations in 1896 and 1906 were sent to the Vienna Museum and the Berlin Museum, including the Meşetta Palace gate (Çal, 1997, p. 49).

During these years, the museum's official catalog was published. In 1871, for some reason, the museum was abolished, and its maintenance was entrusted to the Austrian Tenzio. In 1872, the museum directorate was reestablished, and a German, Dr. Phillip Anton Dethier, was appointed as the director. Dethier made efforts to acquire new artifacts for the museum, increased the number of exhibits, and although he couldn't prevent ancient artifacts from being taken abroad, he established "*Asar-ı Atıka Nizamnamesi*" (Ancient Artifacts Regulation) in 1874. With the increase in the number of artifacts, Müze-i Hümayun was moved

to the Çinili Köşk (Tiled Pavilion) and reopened for visitors in 1880. In 1873, the museum participated in the exhibition held in Vienna, where Dethier served as an advisor (Çal, 1997, p. 49).

Booklets such as “*Ottoman Architectural History*,” “*Ottoman Costume Album*,” and “*Ancient Monuments of Istanbul*” were published. Osman Hamdi Bey was appointed as the commissioner for this exhibition. Dethier, who defended the artifacts in Athens due to the Trojan treasures that Heinrich Schliemann had taken, published numerous research papers. When Dethier died in 1881, Osman Hamdi Bey (1842-1910), a true museum professional, artist, and the founder of Turkish museology, was appointed as the director of the museum (Çal, 1997, p. 50).

In summary, the initial period we attempted to outline, along with the era of Osman Hamdi Bey, constitutes the period of Turkish museology before the Republic. Within this context, Osman Hamdi Bey’s museological efforts can be summarized under three headings (Fıratlı, 2003, p. 45).

**Museum Initiatives:** He worked towards building an entirely new museum building, contributing from his own salary due to the lack of funding. The first section of the present-day Archaeology Museum building was completed in 1891, the second part in 1902, and the third part in 1908, opening for visitors.

In 1906, the Ancient Artifacts Regulation was revised, preventing ancient artifacts from being taken abroad. The organization of collections was initiated. He issued circulars for the preservation and protection of artifacts in provinces and demanded that these artifacts be safeguarded by local authorities. This led to the establishment of the first provincial museums. Initially, antique depots were set up in Thessaloniki, Sivas, Bursa, and Konya (Gerçek, 1999, p. 39).

**Research:** Osman Hamdi Bey was the first Turkish archaeologist to conduct scientific excavations. Numerous sarcophagi and artifacts, including the Alexander Sarcophagus found in Sidon (Lebanon) in 1888, were brought to Istanbul. The artifacts found in Cyprus in 1873 can be considered a significant contribution. Additionally, research conducted in the regions of Soke and the Menderes River yielded valuable artifacts (Fıratlı, 2003, p. 46).

**Education and Publications:** During Osman Hamdi Bey’s tenure, the first scientific catalog of the Istanbul Archaeology Museum was published as scientific exhibitions were organized. The museum was introduced to the Western world through the works of experts such as S. Reynak, Jubin, and Gregor Johann Mendel. Osman Hamdi Bey played a crucial role in the establishment

of the “*Sanayi Nefise Şahane Alisi*” (Fine Arts Academy) and served as its first director in 1883 (Gerçek, 1999, p. 41).

Examining the history and development of Turkish museology, Remzi Oğuz Arık stated that the period up to Osman Hamdi Bey was characterized by collecting, accumulating, and coincidences. However, during Osman Hamdi Bey’s era, he used the expression ‘coincidences have been eliminated. In 1910, after the death of Osman Hamdi Bey, his brother and assistant, Halil Ethem Bey, was appointed as the director of the museum.

During his tenure until 1931, Halil Ethem Bey continued the intensive work pace set by Osman Hamdi Bey. He contributed to the development of museums in Anatolia and fought tirelessly for the preservation of monuments. Remzi Oğuz Arık stated that he built a blessed fortress for our museums. Indeed, the Turkish nation was not only fighting for independence politically but also needed to wage a war to protect cultural assets and stop plundering.

During Halil Ethem Bey’s time, the Museum of Ancient Eastern Works (Eski Şark Eserleri Müzesi) was established in 1918. The pavilions of the Topkapı Palace were arranged. The Evkaf Museum, established in 1914, reopened in 1924 as the Turkish Islamic Works Museum. New circulars were sent to provinces for the preservation of artifacts. In 1917, the Council for the Protection of Ancient Artifacts (Muhafaza-ı Asar-ı Atika Encümeni) was established (Fıratlı, 2003, p. 51).

The increase in museums displaying our national culture and their widespread presence across the country is a result of the importance given to this matter by Atatürk after the 1920s. Mustafa Kemal, in his opening speech at the Maarif Congress on October 16, 1921, addressed the Turkish people by saying: “*To distance ourselves from the empty beliefs of past eras and foreign ideas that do not match our rebuilding nature, and to avoid the influences coming from the East and the West, it is possible with a cultural unity that preserves our national character and history.*” Additionally, Prof. Dr. Enver Ziya Karal made a very apt observation: “*Atatürk’s studies on history are a continuation of our War of Independence in the cultural field.*” According to Atatürk, a nation can be fully independent when it escapes being influenced and becomes influential. Achieving national unity is possible by embracing our history and cultural values. Based on these beliefs, Atatürk initiated various efforts (Ökte, 2000, p. 71).

One of the most significant initiatives by Atatürk to develop our museology was the legal regulations made in this regard. Under Atatürk’s orders, the Minister

of National Education of that period, Ismail Safa, issued a circular on November 5, 1922, titled Instructions Regarding Museums and Antiquities. This circular explained the duties and responsibilities of museum directors and officials, emphasizing the compilation, inventorying, preservation of archaeological and ethnological works, and the establishment of new museums. The circular was sent to provinces (Şarman, 2005, p. 17). During the same minister's tenure and in line with Atatürk's directives, decisions made by the Committee of Scholars included the establishment of a National Museum and Ethnography Museum in Ankara, the opening of school museums for educational purposes, and the revision of the existing Antiquities Regulations according to new conditions (Gerçek, 1999, p. 45).

On August 14, 1923, the government program, which was read out, also highlighted the opening of new museums among the planned tasks. Atatürk encouraged and promoted the opening of new museums. Following Atatürk's request for the opening of a Hittite Museum in Ankara, the Kurşun Han and Mahmut Pasha Bedesten were repaired by the Ministry of National Education and opened as the Ankara Archaeology Museum in 1923 (Ökte, 2000, p. 731).

Atatürk visited this museum on February 21, 1931, during his trip to Konya, and this visit was covered in some newspapers of the time. At the museum, Turkish translations, old Turkish fabrics and carpets, and Mevlana's clothes caught Atatürk's attention. He also expressed his views to Governor İzzet Bey about printing the museum guide and some books found here. After three hours of touring and inspecting, Atatürk left the museum, leaving a note in the guestbook saying, "*I am very pleased with the order and organization, which clearly reflects knowledge*" (Ökte, 2000, p. 74).

During this visit, Atatürk also toured places such as Alâeddin Mosque, Sahip Ata Complex, Karatay, and İnce Minareli Medrese. He noticed that these structures were in poor condition. Therefore, he sent a telegram to Afet İnan and Tevfik Bıyıklıoğlu, asking them to come to Konya and inspect the buildings on-site. After the inspections, a directive outlining the necessary actions for preserving historical, artistic, and museum-worthy artifacts in poor condition was communicated to Prime Minister İsmet İnönü via a telegram on April 1, 1931. Following this telegram, a committee chaired by Undersecretary Kemal Bey of the Prime Ministry was formed on June 28, 1933, with the decision of the Council of Ministers. With this decision, the 'Monuments Protection Committee' was established. Furthermore, after this significant telegram for the development of Turkish museology, students started to be sent to Europe



for education, and the maintenance of neglected artifacts was entrusted to the Ministry of National Education (Ökte, 2000, p. 75).

Atatürk argued that although some existing artifacts had been partially classified by foreign experts, the country was rich in ancient artifacts and there was an urgent need for individuals who would excavate, classify, and preserve them in the future. He emphasized the necessity of allocating some of the students sent abroad to the field of archaeology. Consequently, students began to be trained in the fields of archaeology, museology, and ancient history. Notable figures among them include Afet İnan, Ekrem Akurgal, Sedat Alp, Rüstem Duyuran, Afif Erzen, Suat Yakup Baydar, Jale İnan, and Remzi Oğuz Arık. All of these initiatives highlight the importance Atatürk placed on museology (Şarman, 2005, p. 22).

In addition to Osman Hamdi Bey, Halil Ethem Bey, and the aforementioned names, there are other prominent figures in Turkey who have made significant contributions to the development of museology.

Halit Ziya Uşaklıgil (1867-1945): Halit Ziya Uşaklıgil, not only a prominent writer in Turkish literature but also a contributor to Ottoman Museology. He is known for his donations to museum collections and efforts in preserving artifacts. He also increased awareness in museology through his writings on the subject. Tevfik Bıyıklıoğlu (1893-1984): Tevfik Bıyıklıoğlu is an important figure in Turkish museology. He served as the director of Istanbul Archaeological Museums and made significant contributions to the preservation of the Ottoman Empire's historical and cultural heritage. Additionally, he conducted important work in organizing and exhibiting museum artifacts. İsmail Hakkı Uzunçarşılı (1888-1977): İsmail Hakkı Uzunçarşılı was a prominent historian and researcher who focused on studying the history and culture of the Ottoman Empire. He produced significant works in the fields of history and museology during the late Ottoman period and the early years of the Republic of Turkey. His efforts in understanding and preserving the history of the Ottoman Empire contributed to the development of Ottoman Museology (Ogan, 1947, p. 45).

All these individuals played crucial roles in the development of Ottoman Museology, ensuring the preservation of the cultural heritage of the Ottoman Empire and passing it down to future generations. Thanks to their efforts, the history and culture of the Ottoman Empire have been preserved and introduced to a wider audience.

## 11. Conclusion And Evaluation

**a. Conclusion:** Ottoman Museology emerged as a significant tool during the Westernization process of the Ottoman Empire. These museums were established

and operated with the purpose of representing the rich history, culture, and art of the Ottoman Empire. Alongside the Westernization movements, Ottoman Museology played a pivotal role in the preservation, exhibition, education, and identity formation related to history and culture.

**b. Evaluation:** Ottoman Museology emerged as a reflection of the Westernization process and became a crucial component of this period. These museums took on the responsibility of preserving the historical and cultural heritage of the Ottoman Empire and passing it on to future generations. Additionally, they served as a vital tool in shaping and representing the identity of the Ottoman Empire. Ottoman Museology can be seen as a reflection of efforts to modernize by embracing Western-style museum concepts.

These museums house extensive collections that reflect the art, architecture, daily life, and history of the Ottoman Empire. Furthermore, the exhibitions and educational programs organized within these museums have contributed to raising cultural awareness within society and encouraging interest in the history of the Ottoman Empire.

**c. Discussion:** Ottoman Museology has held significant importance throughout history in terms of preserving and showcasing the rich and diverse cultural heritage of the Ottoman Empire. However, the contemporary impacts of these museums cannot be overlooked. Ottoman Museums serve as tourist attractions both within Turkey and on an international scale, capturing the interest of tourists and researchers alike.

Furthermore, Ottoman Museums contribute to the process of identity formation within the Turkish society. The historical and cultural legacy of the Ottoman Empire is introduced and passed down through these museums, fostering a deeper sense of connection to Turkish origins and cultural bonds.

**d. In Summary:** Ottoman Museology emerges as a vital cultural instrument, with both historical and contemporary significance. It has played a critical role in preserving, exhibiting, and contributing to the formation of identity based on the rich heritage of the Ottoman Empire. The importance of these museums continues to grow with time.

The awareness of ancient artifacts in the Ottoman Empire developed after the Westerners, and the initial consciousness was about ancient artifacts. The first measure taken was to gather ancient artifacts under one roof. This approach was later applied to charitable foundations' artifacts after a gap of 68 years. Perhaps this equation stands out as one of the most distinctive features of Ottoman museology.

In the early years of the Republic, besides the mentioned museums, many new museums were opened in various provinces of Anatolia, and their widespread establishment across the country was ensured. Today, there are a total of 465 museums, including those that have won the Museum of the Year award in Europe, 205 of which are under the Ministry of Culture and Tourism, and 260 are private museums under the supervision of the Ministry. The number of our museums, which is increasing day by day, has evolved beyond mere spaces where artifacts are exhibited and stored.

They have become institutions for education, where national and international conferences, seminars, various social and cultural activities, exhibitions, and scientific publications take place. They contribute to our country's promotion as educational and cultural institutions. In recent years, new museums such as the Gaziantep Zeugma Mosaic Museum, Hatay Archaeology Museum, Şanlıurfa Museum, Şanlıurfa Haleplibahçe Mosaic Museum, Aydın Museum, Bitlis Ahlat Museum, Uşak Museum, Çanakkale Troy Museum, Mersin Museum, and Adana Museum have been designed and opened to visitors according to contemporary museology concepts.

The findings suggest that museology emerged in the 19th century Ottoman Empire within the framework of Westernization and was conceptualized during the Tanzimat period of the Ottoman Empire. It can be argued that the legitimacy of museology in the Ottoman Empire was facilitated by being affiliated with the Ministry of Education, which was one of the organizational structures imported from the West, through the imitative isomorphism mechanism expressed in museological theory.

In Turkey, museology has passed through four stages from 1846 to the present day, namely the stage where ideological change began under the influence of Westernization, the stage of institutionalization and legitimacy acquisition, the stage of structuring museology in the process of nation-state, and the transition to universal culture.

In general, evaluating the developments related to museology in the Ottoman Empire, the concepts of museums and museology emerge as institutions attempted to be established as a result of Westernization efforts. In the early stages, our antiquities, entrusted to British, Austrian, and German experts, saw improvements when taken over by Turkish experts. Pioneering Turkish museum experts of their times, such as Osman Hamdi Bey and Halil Edhem Bey, have yet to be fully replaced even today.

During the crawling period from 1846 to the 1890s, Turkish museology made slow progress, but in the 1900s, it flourished, and the Istanbul Museums became one of the world's prominent museum centers. Significant events during this period enhanced the experience and knowledge of Turkish museum professionals. Progress was made in how antiquities should be preserved, how museum education should be provided, and what the content of the necessary regulations should be.

This study, within the framework of institutional theory literature concerning institutional environment changes and the importation of a institution into a different context, presents an analysis of the historical development of museology in Turkey from the Ottoman period to the present day. Accordingly, the findings indicate that museology began to be organized as an organizational field for the first time during the Ottoman period and has acquired an institutional identity in the present day.



**Picture:** Mustafa Kemal Atatürk leaving after visiting Edirne Museum (25.12.1930) (Ökte, E. Z, 2000, p. 705).

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