

## **A Research on the Perceptions, Attitudes and Life Satisfaction of the Cittaslow Citizens Sample of Vize County**

**Asst. Prof. Dr. İlke BAŞARANGİL**

Kırklareli University

Tourism Faculty, Department of Travel Management and Tourism Guidance

Kırklareli University, Kırklareli

TURKEY

**Şevki ULAŞ**

Kırklareli University

Institute of Social Sciences, the Department of Tourism Management

Graduate Student, Kırklareli

TURKEY

### **Abstract**

*Today, the Cittaslow movement emerging as a local development model and spreading all countries has begun to be seen as good alternative to urban life. The purpose of the study is to investigate the Vize residents' perception against the Cittaslow movement, explore whether this movement is supported and examine the impact on people's life satisfaction. Quantitative research methods have been used for the research. Descriptive statistics, T-test, Factor Analysis and Regression analysis have been utilized for analysis. The data has been collected through a questionnaire and were analyzed via SPSS 22.0 software package. Questionnaires have been applied as face to face with 401 people in total in accordance with the convenience sampling technique. The research results indicate that Vize citizens perceive the Cittaslow movement as effects towards the natural environment, welfare, culture and the economy. Overall, Vize residents support the Cittaslow movement. Only "prosperity", among the Cittaslow movement perception dimensions, has been discovered to have a positive effect towards the life satisfaction of the Vize citizens.*

**Keywords:** Cittaslow, Cittaslow Movement, Life Satisfaction.

### **1. Introduction**

Cittaslow, which emerges as a new lifestyle today, means not losing time. Cittaslow includes more awareness and means better relationships with yourself and others. The concept of 'slow' is a positive occasion and approach. The concept of 'slow' not only means the performance of something in a more time consuming manner but also bears the meaning of reflecting the things done and intended to be done towards time (Yüksek, 2013: 66). The metropolitan citizens have started to see the cities as calm getaway areas that protect their local values in order to avoid the problems brought by the fast living philosophy that have become more prevalent in the city with the process of globalization, such as environment, air and noise pollution, disordered structuring and increasing concretion, population increase and unhealthy nutrition with fast food products etc. These destinations designed as a local development model has thus caused an increase in the tourism activities.

In addition, with the participation to the Cittaslow movement, important changes have been observed in the cities in terms of regional policies, infrastructure, city quality, local products and information. Through values such as the preservation of cultural identity, procuring sustainable local economy and protecting the ecologic balance and biodiversity, the Cittaslow concept has been approaching the interaction with humans as living organisms and maximizing it (Yurtseven et al., 2010: 49). The purpose of the study includes the investigation of the perception of the people living in cities that are valuable in terms of tourism towards the Cittaslow movement and exploration of whether this movement is supported and whether this lifestyle influences on people's life satisfaction.

In this case, the perspectives of the citizens of Vize, a county of Kırklareli Province, have been examined. The field literature has been scanned for the first section of the study and then, the method section of the study has been approached; finally, suggestions have been made to the developing slow cities with potential.

## **2. The Cittaslow Movement**

Slow city (Cittaslow) movement was proposed by Paolo Saturnini, the former mayor of Chianti, a small town of Tuscany in Italy in 1999 (<http://www.cittaslow.org>). The word Cittaslow, composed of the words Citta (City) in Italian and Slow in English, is used in the meaning of "calm city". The Cittaslow Network is a union of cities derived from the Slow Food movement in order to prevent the globalization to standardize the texture, residents and lifestyle of the cities and remove their local features. It is the act of experiencing the texture, color, music and story of the city in a harmonious way and in a speed in that the city residents and visitors can enjoy. This is the act of sharing the local crafts, tastes and art with our children and guests in order to stop them from becoming concepts that can only be remembered by old people. Along with questioning the global establishment concept, the Cittaslow Movement provides implementations such as preservation of the cultural inheritance, improving the life quality and procuring the sustainable development as alternatives. Cittaslows, an important part of this process, are an important step taken for a city and a world where people can enjoy their lives (Yurtseven et al., 2010: 48).

Cittaslow Network, organized as an international union, has recorded its operation doctrines and principles via legislation. Consisting of 28 articles and 5 supplementary documents, the International Cittaslow Legislation sets definitions and principles as to the foundation and bodies of the union, criteria required for participation and membership, logo usage and fund usage (Sırım, 2012: 123). With the update in June 2015, Cittaslow included 225 cities in 30 countries throughout the world in its international network (<http://www.cittaslow.org>)<sup>2</sup>. Akyaka, Gökçeada, Halfeti, Şavşat, Perşembe, Seferihisar, Taraklı, Uzundere, Vize, Yalvaç and Yenipazar are among 11 cities that applied and succeeded in becoming Cittaslows (<http://cittaslowturkiye.org>). Cittaslow, having turned into an international union of cities as a continuation of the Slow Food, is followed in Turkey with an ever-growing interest. Initially, a touristic promotion and marketing-based approach is followed in our country, which means an increasing number of visitors as in Seferihisar example (Ergüven, 2011: 208).

The relationship between the indigenization and culture frequently falls off the radar in big economic and political structures. Cittaslow manifests itself as a method that economically supports the local culture, procuring protection for it. Cittaslow focuses on local cultures, slow production and consumption of wine and food, ecologic balance and local products with organic content (Yurtseven et al., 2010: 48). The following items are indicated upon the examination of the common principles of the Cittaslows: (a) Implementing an environmental policy, (b) Implementing a consistent infrastructure policy, (c) Promoting the use of technologies, (d) Promoting the production and usage of food products, (e) Preserving the local production, (f) Increasing the hospitality quality, (g) Promoting the awareness among the local community (<http://www.tnp.si>).

Cittaslow movement is attributed to the cities aiming to work on a series of objectives with the objective of increasing the life quality of both the visitors and residents. Organization, coordination and integration management process, among the criteria to become Cittaslows promote these destinations to adopt a long term common strategy (Presenza et al., 2015: 486). Cittaslow movement is to provide opportunities to individuals in order to increase life quality, convert it into a slower tempo and reassess the daily life quality (Hatipoğlu, 2015: 33). The summary of the Cittaslow manifestation is, "We are looking for new towns to live with the people enjoying a quality life." (Mathivet, 2010: 313). The concept of life satisfaction is often defined with the life quality. The main concern on this area is to develop criteria for a "new life". The driving power of this study is to create a better society (Saris et al., 1996). Borthwick-Duffy (1992) approached the life satisfaction from three aspects: (a) quality of one's living conditions, (b) one's satisfaction via living conditions and (c) the combination of the living conditions and satisfaction (Felce and Perry, 1995: 54).

Atalan and Makaklı (2016) examined the subject matter of increasing the city life quality in Besni County and the preservation of the environmental and cultural values. Meanwhile, Tosun (2013: 233-234) argue in their research that the physiological health of the residents of the Cittaslow Union member cities are preserved due to the fact that they are nourished with healthy, fresh and local food as they follow the principles of slow eating movement. Health as a constituent is the most important criteria among the life quality indicators.

Interacting with family and friends influence the mental health of the individuals positively and reinforce their life quality. Developing the city services with the environment and infrastructure policies increases the life quality therein.

There are many studies in the national and international field literature regarding the Cittaslows. Among those, Karadeniz (2014) evaluated the tourism potential of Perşembe County as a Cittaslow. Yücel and Arabağ (2011) emphasized the characteristics of the Cittaslow movement and focused on the contributions of marketing the Cittaslows, raising awareness and creating brands out of these cities. Kostulska et al. (2011) discussed the relationship between the Cittaslow development and globalization and the place of the Cittaslow concept in the modern world. Sırım (2012) assessed the Cittaslow movement as a local administration example and the potential of Turkey in his research.

In addition, Özhancı et al. (2012) investigated the process requiring the performance of criteria such as environment and infrastructure policies, urban quality technologies and facilities, local production, awareness, hospitality etc. in the county of Tercan (Erzincan) within the scope of becoming a Cittaslow in terms of the potential values of the county and current environment and infrastructure conditions. Yıldırım (2013) investigated the Cittaslow process of Ordu/Perşembe County in terms of local newspapers and emphasized on the process of creating a city brand. In addition, Sungur (2013) examined the woman entrepreneurship in the Cittaslows in Turkey with a sociological perspective.

In another study, Baldemir et al. (2013) evaluated the counties in Muğla Province with the potential of being a Cittaslow with Analytical Hierarchy Process and it was discovered after the analysis that Datça was the best alternative to become a Cittaslow. Şahin and Kutlu (2014) performed an informative study regarding the sustainable development, slow movement, Slow Food and Cittaslow. Furthermore, Keskin (2012) determined the reasons causing the Cittaslows and exhibited the criteria required to be met by the cities intending to be Cittaslows. Sarıbaş et al. (2015) examined the environment and sustainable development perceptions of the youth living in Seferihisar County.

In addition, Kement and Göral (2015) assessed the attitudes of the tourists regarding the Cittaslow implementation in Perşembe County in terms of demographic characteristics and their influences on the intention to revisit. In another research, Değirmenci and Sarıbyık (2015) examined the Cittaslow membership process of Taraklı, the events during and after the membership process, the efforts towards the preservation of the historical fabric and their influences of the sustainability of the town. Moreover, Presenza et al. (2015) conducted a study presenting the connections between the Cittaslow Union and implementations defined by the sustainable development, as well as the challenges and opportunities for the certified destination.

### **3. Method**

The studies to be applied in the method section of the research include the definition of the population and sample, testing the validity and reliability of the data collection method and technique used in the research and the definitive statistics, T-Test, Factor Analysis and Regression Analysis as the data analysis methods to be utilized in the research.

#### **3.1. The Purpose and Importance of the Research**

The purpose of the study is to investigate the Vize residents' perception against the Cittaslow movement, whether they support the Cittaslow movement and the effect of this movement on the people's life satisfaction. The results of this study conducted within the scope of Cittaslow movement of Vize residents are thought to be beneficial for the public and private sector institutions and municipalities to review their plans and policies, remedying their deficiencies and anticipating the negative actions and taking precautions. So, the Cittaslow movement shall be made sustainable. It may be argued that researching the Vize residents' perception and attitude regarding the Cittaslow movement and whether this movement is effective on their life satisfaction shall be instructive for the members of other Cittaslows. In this sense, the questions for which answers are sought in this research are as follows:

- Q1: Which dimensions do Vize residents perceive the Cittaslow movement?
- Q2: What is the level of support from Vize residents towards the Cittaslow movement?
- Q3: What is the life satisfaction level of Vize residents?
- Q4: Do the city perception of Vize residents have any effects on their life satisfaction?

### 3.2. Population and Sample

The population of the research consists of all the people of legal age who live in Vize County of the Kırklareli Province. According to the official website of the Vize Municipality, the total population of Vize County in 2011 is 28.611 (<http://www.vize.bel.tr/Nufus.html>). As the population size exceeds 10.000, the table compiled by Kozak (2014: 113) has been utilized for the determination of the sample size. For populations of 10.000 and above, the sample size needs to be 384 based on 95% reliability level and the heterogenic assumption of the population. The Convenience Sampling Method, which aims to reach to everyone in a specific place within a specific period of time, has been selected as the sampling method (Kozak, 2014: 118). The questionnaires have been collected during the period between 29.04.2016 – 30.05.2016 with the consent of Vize Municipality, public organizations and bodies in Vize County, local administrations and the officials working in private corporations and with the permission of the craftsmen and local community. 450 questionnaires have been used in the research, however, 401 of them have been evaluated. The return rate of the questionnaires is 89%. Şencan (2005: 640) argues that, in order to be able to generalize the results testing a hypothesis, 70% the respondents in a specified sample needs to respond the questionnaire.

### 3.3. Data Collection Instrument

Questionnaires have been used as the data collection instrument in this study conducted with the purpose of determining Vize residents' perception towards Cittaslow movement, their support towards this movement and the effects of this movement towards their life satisfaction. The research data has been obtained via a questionnaire consisting of three different scales allowing the measurement of supporting the Cittaslow movement, life satisfaction and Cittaslow movement perception developed by Çakıcı et al. (2014). The questionnaire consists of four sections. The first section of the questionnaire includes items regarding demographic information; the second section includes the opinions regarding supporting the Cittaslow movement (4 items); the third section includes statements oriented to measure the life satisfaction and the final section includes items oriented to measure the Cittaslow movement perception. The respondents have been asked to respond the three scale statements in the research by using five point Likert scale (5= I definitely agree, 1= I definitely disagree) (Churchill and Iacobucci, 1999: 249).

### 3.4. Analysis of the Data

Loss data analysis has been performed for the scales in the questionnaire and it has been decided that the lost values in the data set would be decided with averages. In addition, required extreme value checks have been made to check the errors that may occur during data entry. No extreme values with Z value greater than +3 and lower than -3 have been encountered in any scale items (Çokluk et al., 2010: 14). Skewness and Kurtosis values of each of the tree scale items have been examined and normal distribution analysis has been conducted. Skewness and Kurtosis values of all variables have been determined as +1.5 -1.5. It may be stated that it procures the normality assumption according to Tabachnick and Fidell (2013). Firstly, the validity and reliability analyses have been conducted in the study and then hypothesis tests have been included. The data obtained in the research have been analyzed with SPSS 22.0 (Statistical Program for Social Sciences). The studies applied in the research include the definition of the population and sample, testing the validity and reliability of the data collection method and technique used in the research and the definitive statistics, T-Test, Factor Analysis and Regression Analysis as the data analysis methods to be utilized in the research.

## 4. Findings

The findings regarding the demographic information of the respondents are exhibited in Table 1. Males form 38.4% of the research participants, while females form a ratio of 61.3%. 57.4% of the respondents are married, while 41.1% of them are single. People from 25-34 and 35-44 age bracket form 28.9% of the respondents with the highest ratio. It is observed that 33.2% of the respondents consist of high school graduates and 30.9% of them consists of undergraduates. 30.7% of the respondents have an income between 1001-2000 TL, while only 1.5% of them have an income of 5001 TL and above. The civil servants constitute the highest ratio of the respondents of the research with a ratio of 37.2%, while the lowest ratio belongs to other occupation groups with a ratio of 2.2%. 47.9% of the respondents have been living in Vize County for 11 years and longer.

**Table 1: Demographic Characteristics of the VizeCittaslow Residents Participating in the Research**

(n=400)	Number	%
<b>Gender</b>		
<b>Female</b>	246	61,3
<b>Male</b>	154	38,4
<b>Age Group (n=398)</b>		
<b>24 or younger</b>	107	26,7
<b>25-34</b>	116	28,9
<b>35-44</b>	116	28,9
<b>45-54</b>	49	12,2
<b>55-64</b>	8	2,0
<b>65 and older</b>	2	0,5
<b>Marital Status (n=395)</b>		
<b>Married</b>	230	57,4
<b>Single</b>	165	41,1
<b>Education Status (n=401)</b>		
<b>Primary School</b>	73	18,2
<b>High School</b>	133	33,2
<b>Associate Degree – 2 years</b>	58	14,5
<b>Bachelor's Degree – 4 years</b>	124	30,9
<b>Postgraduate (pg/doctorate)</b>	13	3,2
<b>House Income Level (n= 388)</b>		
<b>1000 TL and below</b>	74	18,5
<b>1001-2000 TL</b>	123	30,7
<b>2001-3000 TL</b>	97	24,2
<b>3001-4000 TL</b>	69	17,2
<b>4001-5000 TL</b>	19	4,7
<b>5001 TL and above</b>	6	1,5
<b>Occupation (n=401)</b>		
<b>Employer</b>	11	2,7
<b>Worker</b>	96	23,9
<b>Civil Servant</b>	149	37,2
<b>Retired</b>	11	2,7
<b>Student</b>	73	18,2
<b>Self-Employed</b>	11	2,7
<b>Craftsmen</b>	16	4,0
<b>Housewife</b>	25	6,2
<b>Other</b>	9	2,2
<b>Residence Period (n=397)</b>		
<b>Less than 1 year</b>	42	10,5
<b>Between 1-5 years</b>	112	27,9
<b>Between 6-10 years</b>	51	12,7
<b>11 years or more</b>	192	47,9

**Table 2: Supporting of the Cittaslow Movement Life Satisfaction and Cittaslow Perception Factor Dimensions**

Factors	Factor Loads	Lateral Value	Explanatory Variance	Average	Alpha
<b>Supporting the Cittaslow Movement *</b>		<b>2,112</b>	<b>23,470</b>	<b>3,9156</b>	<b>0,828</b>
I think that Vize becoming a Cittaslow is beneficial for the region.	0,867			3,8317	0,864
I desire further development of Vize towards being a Cittaslow.	0,856			4,0400	
I think the efforts towards making Vize a Cittaslow are useful.	0,823			3,6600	
I support the development of tourism in Vize.	0,803			4,1303	
<b>Life Satisfaction*</b>		<b>3,810</b>	<b>42,333</b>	<b>2,9075</b>	
My living conditions are perfect.	0,840			2,6950	0,833
I have so far owned everything I wanted in my life.	0,793			2,7925	
I am content with my life.	0,772			3,3990	
Even if I had the chance to change what I have lived so far, I would not change anything.	0,718			2,6633	
In many ways, I live a life close to my ideals.	0,717			2,9850	
<b>CITTASLOW PERCEPTION **</b>					<b>0,937</b>
<b>Influence Towards the Natural Environment</b>		<b>10,175</b>	<b>40,701</b>	<b>2,8680</b>	
It has procured the preservation of natural resources and green areas.	0,818			3,1028	0,915
It has reinforced the awareness for protecting the environment.	0,795			2,9700	
It has significantly decreased air, water and soil pollution.	0,792			2,7945	
It has increased the importance given to agricultural areas.	0,781			2,9725	
It has made positive effects to the environment.	0,774			3,0526	
It has enabled the tourism investors to act more sensitively towards preserving the green areas.	0,750			2,9525	
It has caused planned structuring.	0,715			2,7675	
It has decreased traffic density.	0,595			2,5732	
It has procured that the hotels built are in conformity with the environment.	0,501			2,6263	
<b>Influence Towards Prosperity</b>		<b>1,705</b>	<b>6,821</b>	<b>2,8599</b>	
It has procured that the hotels built are in conformity with the environment.	0,505			2,9270	0,777
It has caused an increase in the living standards.	0,827			2,8413	
It has improved the quality of the public services.	0,792			2,7250	
It has improved the employment opportunities.	0,754			2,8262	
It has resulted with a harmonious operation between public organizations and private organizations.	0,677			2,8051	
It has resulted with the revival of local economy.	0,644			3,0351	
<b>Cultural Influence</b>		<b>2,869</b>	<b>11,475</b>	<b>3,1552</b>	
It has increased the interest towards products such as handcrafts, souvenirs.	0,793			3,0702	0,873
It has increased the areas of art such as local folklore, music, painting and sculpting and helped promote these products	0,792			3,0650	
It has reinforced the intercultural communication.	0,732			3,1759	
It has caused the development of social life.	0,646			3,0501	
It has increased the number of tourists coming to the region.	0,576			3,1150	
It has resulted with the preservation of cultural values.	0,532			3,4550	
<b>Economic Influence</b>		<b>1,244</b>	<b>4,978</b>	<b>2,8658</b>	
It has increased the immigration to the region.	0,484			2,9849	0,695
It has caused that a large portion of the total income has been gathered at certain individuals.	0,805			3,0835	
Due to the investments of the individuals outside the region, it has caused that a large portion of the tourism values left the region.	0,619			2,7525	
It has caused an improvement in the service qualities of restaurants and hotels.	0,370			2,6423	

\*(Basic component analysis with Varimax rotation for Supporting the Cittaslow Movement and Life Satisfaction scales. Total explained variance: 65.803%; KMO Sample Sufficiency; 0,827; Bartlett Sphericity Test:  $X^2$  : 1619,367, Sd: 36 P<0,05).

\*(Basic component analysis with Varimax rotation for Cittaslow Perception scale. Total explained variance: 63.975%; KMO Sample Sufficiency; 0,827; Bartlett Test of Sphericity:  $X^2$  : 6231,282, Sd: 300 P<0,05).

Factor Analysis has been applied to 9 items in order to exhibit the factor pattern in Supporting the Cittaslow Movement and Life Satisfaction scales. The components with a higher Latent Value than 1 and scree plot graphic have been considered in deciding the number of factors. According to the criteria specified as breakpoints (Factor Load <0,32, Difference is below 0,1 units) (Çokluk et al., 2010: 233), the items in the scale HD2, HD4, HD3, HD1, YD2, YD4, YD3, YD5 and YD1 have remained in the Supporting the Cittaslow Movement and Life Satisfaction scales. It is accepted that the (KMO) value for 9 items specified for Supporting the Cittaslow Movement scale and Life Satisfaction scale is 0,827 and that the sample size is in conformity with the factor analysis and that, as a result of the Bartlett Sphericity Test, the data has been derived from multivariate normal distribution ( $\chi^2$ : 1619,367; Sd:36; P<0,05).

It is observed that the components with a higher Latent Value than 1 have significantly contributed to the total variance (65,803%). Tavşancıl (2005) notes that it is sufficient for the explained variance in multi-factor patterns to be between 40% and 60% (Çokluk et al., 2010: 239). The Cronbach Alpha value of the Supporting the Cittaslow Movement scale (4 items) has been determined as 0,684 and the Life Satisfaction scale has been found out to be 0,833. Accordingly, it may be stated that the scales are highly reliable.

For the last scale, the Cittaslow Perception Scale, the items have been examined in accordance with the criteria specified as breakpoint above and the 25th item, "The tourists coming to the region have influenced the social life positively," has been removed from the scale as it has not met the specified criteria. Consequently, a 4-factor structure has been obtained. These factor dimensions have been determined as Influence Towards the Natural Environment, Influence Towards Prosperity, Cultural Influence and Economic Influence. It is accepted that the (KMO) value for 25 items included in the Cittaslow Perception Scale and Life Satisfaction scale is 0,933 and that the sample size is in conformity with the factor analysis and that, as a result of the Bartlett Sphericity Test, the data has been derived from multivariate normal distribution ( $\chi^2$ : 6231,282; Sd: 300; P<0,05). The contribution of the four components with a higher Latent Value than 1 towards the variance is 63,975%. Tavşancıl (2005) notes that it is sufficient for the explained variance in multi-factor patterns to be between 40% and 60% (Çokluk et al., 2010: 239). Upon looking at the (rotated) variance values of the components, it is observed that the contribution levels ratios are, respectively, as follows: F1: Influence Towards the Natural Environment: 40,701%, F2: Influence Towards Prosperity: 6,821%, F3: Cultural Influence: 11,475%, F4: Economic Influence: 4,978%. The first factor, Influence Towards the Natural Environment, consists of 9 items and includes the highest total variance explaining dimension ratio with a ratio of 40.7%.

The internal consistency analysis results have indicated that the Cronbach Alpha value of the Cittaslow Perception Scale consisting of 25 items is 0,937. Reliability coefficient gets a value between 0 and 1 and reliability increases as this value gets closer to 1 (Ural and Kılıç, 2013: 280). Accordingly, it may be stated that the scale is highly reliable. The residents of VizeCittaslow, as an answer to the question "Which dimensions do Vize residents perceive the Cittaslow movement?" among the research questions, perceive the Cittaslow movement in four dimensions, being influence towards the Nature, Prosperity, Culture and Economy. Considering the factor averages, the Cittaslow movement has changed the "cultural life" most.

The results of the T-Test Analysis applied in regard to whether the residents of VizeCittaslow supports the Cittaslow movement, as another research question, are exhibited in Table 3. According to the test results, Vize residents support the development of tourism (X= 4.1303) and desires that Vize is developed towards Cittaslow (X= 4.0400). In addition, Vize residents think that Vize becoming a Cittaslow is beneficial for the region (X=3,8317) and the efforts towards making Vize a Cittaslow are useful (X=3.6600). The research results indicate that the issue that has been most widely supported by Vize residents in terms of supporting the Cittaslow is the "development of tourism" (X=4,1303). As a response to the Q2, "What is the level of support from Vize residents towards the Cittaslow movement?", Vize residents think that Cittaslow movement provides the highest support for the development of tourism.

**Table 3: T-Test Results for Supporting the Cittaslow Movement Scale**

	Average	Standard Deviation	t-value	p-value
I support the development of tourism in Vize.	4.1303	1,29153	64,040	.000
I think that Vize becoming a Cittaslow is beneficial for the region.	3,8317	1,34696	56,964	.000
I think the efforts towards making Vize a Cittaslow are useful.	3.6600	1,35993	53,894	.000
I desire further development of Vize towards being a Cittaslow.	4.0400	1,33544	60,580	.000
n= 401; 1: I definitely disagree - 5: I definitely agree; Average value: 3				

Table 4 indicates the T-Test Analysis results as a response to another research question. It is observed that, with the highest average, Vize residents are partially content from their lives ( $X=3,3990$ ), however, they would wish to change their lifestyles partially if they had a chance of doing that ( $X= 2,6633$ ). As a response to another research question, Q3 "What is the life satisfaction level of Vize residents?", Vize residents stated that, even though partial, they are content with their lifestyles.

**Table 4: T-Test Results for Life Satisfaction Scale**

	Average	Standard Deviation	t-value	p-value
In many ways, I live a life close to my ideals.	2,9850	1,28054	46,679	.000
My living conditions are perfect.	2,6950	1,18827	45,417	.000
I am content with my life.	3,3990	1,21877	55,847	.000
I have so far owned everything I wanted in my life.	2,7925	1,24878	44,780	.000
Even if I had the chance to change what I have lived so far, I would not change anything.	2,6633	1,39602	38,204	.000
n= 401; 1: I definitely disagree - 5: I definitely agree; Average value: 3				

The results of the Regression Analysis, applied to test whether the dimensions of the Cittaslow perception is effective on Vize residents' life satisfaction, is exhibited in Table 5. Based on Table 5,  $F_{4; 401}: 20,684$  indicates that the dependent variable  $p < 0,0001$  may be anticipated. In addition, the highest VIF: 2,243 and the highest CI: 12,737 values have been obtained with the absence of multiple correlations (with the lowest tolerance value being 0,524). As the tolerance value is not below .10 (Alpar, 2011: 638), VIF value is not equal to or greater than 10 and CI values are not greater than 30, it is observed that no multiple correlation problem has been encountered (Çokluk et al., 2010: 36).

**Table 5: Influence of the Vize Residents' Cittaslow Perception on Their Life Satisfaction**

	Non-standardized Coefficients		Standardized Coefficients	t-value	Significance Level	Multiple Connection Statistics		
	$\beta$	Standard Error	Beta			Tolerance	VIF	CI
(Stable)	1.760	,178	,082	9,863	,000			1,000
Influence Towards the Natural Environment	,082	,056	,082	1,457	,146	,656	1,525	8,919
Influence Towards Prosperity	,454	,066	,434	6,873	,000	,524	1,907	9,561
Cultural Influence	-,007	,068	-,007	-,103	,918	,446	2,243	11,522
Economic Influence	-,127	,070	-,112	-1,802	,072	,545	1,834	12,737
Dependent Variable: Life Satisfaction; $R:0,416$ ; $R^2:0,173$ ; Corrected $R^2: 0,165$ ; For the model $F_{4; 401}: 20,684$ ; $p < 0,0001$								

According to Table 5, only one Cittaslow perception dimension, Influence Towards Prosperity, provides positive contribution towards the life satisfaction of the residents of VizeCittaslow. An increase of one unit within the prosperity level of the people provided by being a Cittaslow city shall cause an increase of 0,434 units in the life satisfaction of the people. The contribution of being a Cittaslow towards the prosperity of the people, improvement in the employment opportunities, increase in the public service quality and life standards, reviving the local economy and the increase in the external investments have positive influenced the harmonious operations of public/private organizations. As a response to the final research question, Q4: "Do the city perception of Vize residents have any effects on their life satisfaction?", the respondents stated that it only contributed towards their own prosperity.

### 5. Conclusion and Suggestions

As strikingly stated in the quote by Walt Disney, "I only hope that we don't lose sight of one thing - that it was all started by a mouse", the dreams for the Cittaslow had started with a snail. The main purpose underlying the idea of snail is to contribute towards the life quality of the local residents and visitors, maintain the water and air quality, continue the ecologic life, provide protection for the resources, adopt a sustainable understanding of tourism and create both local and national partnerships and benefits.



These cities with the Cittaslow logo and approved quality open up to the world, remind the metropolitan people who want to get away from the crowd and noise of the local values, unique identities, tastes and flavors and provide historical and cultural fabric. In addition, Cittaslows grow their economies by selling their products cultivated with organic agriculture by their people and become important places of attraction in terms of tourism via their unique structures. The efforts in this research have been oriented to find answers to the subjects of importance the Cittaslows, which are places of getaway and attraction for people from metropolitans, for the people living there; the degree of support provided by the aforementioned people towards this movement and the contribution of this movement towards the life satisfaction of the people. Based on the research results;

- The residents of VizeCittaslow, perceive the Cittaslow movement in four dimensions, being influence towards the *Nature, Prosperity, Culture* and *Economy*. It has been revealed that the highest change occurred for the Cittaslow movement of Vize residents is the cultural life. This result is parallel to the results of the research on the SeferihisarCittaslow residents by Çakıcı et al. (2014).
- Another result of the research is that the issue that has been most widely supported by Vize residents in terms of supporting the Cittaslow is the "development of tourism". This result is in line with the results of the researches by Çakıcı et al. (2014) and Hatipoğlu (2015).
- It is observed that, Vize residents are partially content from their lives; however, they would wish to change their lifestyles partially if they had a chance of doing that. These results indicate similar qualities with the results of the research by Çakıcı et al. (2014) in terms of life satisfaction of the people. However, while Seferihisar residents are hesitant in changing the living conditions, the desire of Vize residents in changing their living conditions if/when they have the chance is higher.
- While the Cittaslow perception of Vize residents only affects *Prosperity* within life satisfaction, the results of the research by Çakıcı et al. (2014) indicate that the Cittaslow perception of Seferihisar residents affects both *Prosperity* and *Natural environment* within life satisfaction. These results exhibit that the Cittaslow perception of Vize residents do not influence the natural environment, culture and economy save for the prosperity. Coşar (2014: 238) determined in his research that the positive tendencies of the Cittaslow concept on the people's perception of urban life quality are the creation of new employment areas, preservation of the natural life, environmental planning, planned structuring, silence; preservation of the eating-drinking habits and interactions among people and increase in the social-cultural activities. The research results do not indicate resemblance with the results of the research by Coşar (2014: 238).

Future researches may be carried out in other Cittaslows in our country and mutual results may be compared. Thus, it may be researched whether the attitudes and perceptions of the local residents towards the Cittaslow differ or not.

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