

Alanya as a Student City

Alanya

Alanya is a district located approximately 135 km east of Antalya province in the Mediterranean Region. It is bordered by Manavgat and Gündoğmuş in the west, Konya in the north, and Gazipaşa in the east (Alanya Strategic Report, 2015). It has been a settlement that has been inhabited since ancient times, with its geography consisting of a favorable climate, fertile soils, mountains, forests, rivers, and coasts. The roads built along the Taurus valleys in Alanya, which became one of the important centers of Mediterranean trade in Southern Anatolia in ancient times and later connected Central Anatolia and its surroundings with the entire Mediterranean. These factors have created both commercial and cultural accumulation in Alanya throughout history (Yıldız, 2011: 102).

Alanya, one of the beautiful coasts of the Mediterranean with long and shallow beaches, has many beaches, bays, caves, plateaus and forest areas (Alanya Economic Report, 2014). While Alanya was a small fishing town and an agricultural city based on citrus and banana production until the 1950s, today tourism has become a part of urban life and Alanya has assumed the identity of a tourism city. Alanya, one of the biggest tourism centers of Turkey, also has an important place among the touristic destinations in other countries in the Mediterranean basin. In the 1980s, tourism investments in the region gained momentum and the number of tourists coming to the city gradually increased with the natural and cultural attractions of the city. In addition, with the gradual development of tourism, domestic and foreign migration to Alanya has also increased and Alanya has entered a rapid urbanization process (www.altso.org.tr).

Table 3: Population Numbers in Alanya by Years

Year	Population
2010	248.286
2011	259.787
2012	264.692
2013	276.277
2014	285.407
2015	291.643

Source: Alanya Economic Report, 2015

Alanya is a district that is more developed than many provinces with its economic structure and population formed by agriculture, trade, industry, construction, and real estate sectors (Alanya Economic Report, 2015).

The elements that provide the attraction of Alanya in terms of tourism are its natural beauty, beaches, and Damlataş Cave, which enabled Alanya to meet with the external environment in the past (Yıldız, 2011: 102). The main historical and touristic places of Alanya are; Alanya Castle, Mint, Aya Yorgi Church (Hagios-Georgios), Akşebe Sultan Masjid and Tomb, Alaaddin Mosque, Emir Bedrüddin (Andızlı) Mosque, Alaaddin Keykubat Palace, Seljuk Bath, Bedesten and Arasta, Cisterns, Lighthouse, Sitti Zeynep Tomb, Adam Atacağı, Ehmedek, Red Tower, Seljuk Shipyard, Seljuk Gunnery, Seljuk Madrasah, Alara Castle, Hasbahçe Mansion, Hidrellez Church, Alarahan, Şarapsa (Serapsu) Inn, Kargı Han, Syedra Ancient City, Leartes Ancient City, Pirates Cave, Lovers Cave, Phosphorus Cave, Damlataş Cave, Hasbahçe Cave, Dim Cave, Kadı İni Cave, Alanya Archaeological Museum, Ethnography Museum and Atatürk House and Museum (Alanya Strategic Plan, 2015).

In addition to these natural beauties of the city, Alanya Municipality started to work with the "Tourism for all" project in 2003 to ensure that disabled people living in Alanya or coming to Alanya for touristic activities can access and access touristic activities like other individuals (www.herkesicinalanya.org). As a continuation of these studies, Alanya became a member of ENAT (European Network For Accessible Tourism) 85 in 2013, which is supported by the European Commission and carries out studies on accessibility. Since Alanya is the first Turkish city to become a member of ENAT, it has made significant progress in becoming both a disability-friendly and barrier-free tourism city.

Development of Tourism in Alanya

Alanya's introduction to tourism was realised in the 1950s with the emergence of domestic tourism for health purposes due to the healing air of Damlataş Cave and the Germans started to come to the region with health tourism in these years. In the 1970s, the tourists, who came for health purposes in the past, were impressed by the natural

beauties and favourable climatic conditions of the city and started to make individual tourist trips to the city, which led to the development of home boarding in the district in the 1970s. In 1982, with the enactment of Tourism Incentive Law No. 2634, the east and west of Alanya were declared tourism center and this situation accelerated touristic investments in the district. Increasing touristic investments in the city enabled mass touristic movements to gain intensity in the region and Alanya became the first region where mass tourism started in Turkey. The development of tourism in Alanya has led to the development of touristic facilities as well as the food and beverage sector, travel businesses, entertainment businesses, and other sectors. Although most of the working population in the region was employed in the agricultural sector in those years, tourism has become the priority sector of Alanya today with the investments made and the direct and indirect employment opportunities it provides (Alanya Economic Report, 2011).

Alanya has many opportunities for the development of tourism, agriculture, trade, industry, services, construction, and real estate sectors with its natural beauties, infrastructure investments, sea, sun, beaches, historical richness, forests, plateaus, rivers, and vegetation. Alanya, which has a rich historical and cultural heritage that arouses international interest, has tourist demand from many countries. At first, only German tourists started to come and settle in Alanya, but in the following years, the tourist density and diversity of Alanya increased. Especially the number of tourists from the Russian Federation, Netherlands, Norway, Sweden, Poland, Finland, Denmark, Ukraine, England, Iran, Turkic States, Arab countries, and African countries, and the number of foreigners settling in Alanya have also increased. As a result of the positive effects of tourism on Alanya, hotels, restaurants, residences, sports facilities, roads, excursion areas, parks, gardens, and similar facilities were built to meet the needs of domestic and foreign tourists with the high incomes provided by the economic recovery due to tourism (Alanya Economic Report, 2015).

Table 4: Number of Foreign Tourist Arrivals to Turkey, Antalya and Alanya

Years	Number of Foreign Tourists Arriving in Turkey	Number of Foreign Tourists Arriving in Antalya	Number of Foreign Tourists Arriving in Alanya	Share of the Number of Foreign Tourists Arriving in Alanya in the Overall Number of Tourists Arriving in Antalya %
2010	28.632.244	9.759.044	2.792.806	28,61
2011	31.456.076	10.900.014	2.767.839	25,39
2012	31.782.832	10.726.136	3.104.280	28,94
2013	34.910.098	11.535.762	2.696.939	23,38
2014	36.837.900	11.479.236	3.901.699	33,99
2015	36.244.632	10.868.688	3.046.338	28,02

Source: Alanya Economic Report, 2015

In the Alanya Economic Report (2015) prepared by Alanya Chamber of Commerce and Industry, it is stated that Germans came to Alanya with 1.131.436 people, followed by Russians with 607.899 and Dutch with 158.408. In addition, as of 2015, there are a total of 652 facilities with Ministry of Tourism and municipality management certificates and 186,971 beds in Alanya.

Socio-Economic Contributions of Alanya to Students as a Student City

Alanya has only been known as an important tourism city in the process so far. In recent years, with the establishment of Alanya Hamdullah Emin Paşa University and Alanya Alaaddin Keykubat University, the city has taken on a different structure. 87 The increasing number of students has added mobility to the city, which is quieter, especially in the winter season.

Since Alanya is a tourism city, foreign tourists who come to the city and live in the city offer the opportunity to live together with different cultures to those living in the city. Tourism has a great importance for the lifestyles and traditions of societies due to its social and cultural effects as well as its economic effects. People living in such touristic regions have the opportunity to get to know the culture, way of thinking, clothing style and lifestyles, consumption habits, and personal relations of foreign tourists coming to and living in the region (Tayfun, 2002:

2). Another detail that distinguishes Alanya from other touristic cities in this regard is that the number of foreigners living in Alanya is higher than in many other cities. University students studying in the city have the opportunity to learn different languages by communicating with foreigners who come and live in the city in a process in which they are preparing for business life.

The climate, accommodation opportunities, employment opportunities, and national and international sportive activities that have been held in the city for many years distinguish the city from many other student cities. In addition to these, we cannot say that Alanya is not yet at the desired level in terms of transport facilities and social activities. Although there are direct flights to Istanbul and Ankara by air thanks to Gazipaşa airport, we can say that it is not yet capable of solving Alanya's transport problem. We cannot say that the number of social and cultural activities in Alanya is also sufficient. With the increasing number of students in the city, the number of cafes and restaurants in the city has increased in line with the needs arising from the students. In addition, assuming that the number of students will increase gradually, it can be said that the number of social activities in the city will also increase gradually and Alanya can be a strong student city with its social aspect.

Climate

Alanya has a typical Mediterranean climate with hot and dry summers and mild and rainy winters. In this region where winters are like summer most of the time; the effect of summer heat is reduced by the breeze blowing from the sea to the land in the afternoon. In the region, which is a tourism paradise with its natural beauties and historical values as well as its favourable climate, climate characteristics such as sunbathing times, seawater and air temperatures vary according to months (www.alanya.gov.tr).

Table - 5: Monthly Temperature Averages of Alanya in 2016 - 2017 Academic Year

Months	October 2016	November 2016	December 2016	January 2017	February 2017	March 2017	April 2017	May 2017
Average Temperature	20,7	16,4	13,4	11,8	11,9	13,6	16,3	19,8

Source: www.climate-data.org

According to the average temperatures of the months in the above-mentioned education period, the lowest temperature in Alanya is 11.8 degrees in January and the highest temperature is 20.7 degrees in October. The temperature averages of the students during their stay in the cities are especially important in terms of heating costs. In addition, since the temperature averages in the cities where they receive education are not very low, they are not exposed to harsh winter conditions. Therefore, it should be stated that the climatic conditions in student cities are important for the students living in that city.

Employment Opportunities

With the Tourism Incentive Law No. 2634 enacted in 1982, the investments made in Alanya have gradually increased the number of touristic enterprises in the city and Alanya has become an important tourism city. The fact that the tourism sector is a labor-intensive sector has also made the city a source of employment.

Alanya provides employment opportunities for the residents of the city and those who come to work seasonally from outside the city, as well as university students in the city. The majority of touristic enterprises in Alanya are closed in the winter season due to the seasonality of the sector. These enterprises serve with low capacity and a small number of labour force in the spring months. In the summer months when touristic demand is high, they need a high number of labour force.

The enterprises need to have a ready mass willing to work in the summer months when the enterprises have difficulty finding personnel. If not, there will be disruptions in the service in this labor-intensive sector. Since students have free time to work in the summer months, having job opportunities in the cities where they are located is very important for students in the city in search of temporary work. The participation of university students in the sector can partially solve the problem of qualified personnel as well as meeting the personnel needs of enterprises. It is observed that students' communication with customers in the enterprises where they work is better than other personnel, and this benefits the service quality of the enterprise.

In addition to the economic contributions of university students working in the summer term;

↔ It contributes to gaining work experience and preparing for business life.

↔ It allows them to get to know different cultures and different people.

↔ It enables them to learn different languages.

Accommodation Facilities

Alanya is a coastal city with a long and thin geographical structure and a coastline of 66 kilometres, stretching parallel to the sea (Alanya Strategic Plan, 2015).

Due to the political developments in Turkey in recent years, the decrease in the number of tourists in Alanya, as in other touristic cities, has negatively affected especially the touristic facilities in the city. Due to these negative developments, some touristic facilities that previously served as apart-hotels or pensions started to have difficulty in finding customers. In search of an alternative, these facilities started to serve as student dormitories or apartments to meet the accommodation needs of students with the establishment of Alanya Hamdullah Emin Paşa University and then Alanya Aladdin Keykubat University. These facilities, which remain idle except for the summer months, have thus both created an economic resource and solved the accommodation problem caused by the increasing number of students.

In order to ensure that students staying in such facilities in Alanya can stay in safe and suitable physical conditions, a "Student Friendly Accommodation Business" protocol was signed on 18.11.2016 by Alanya District Governorship. The purpose of this protocol signed by Alanya Municipality, Alanya Aladdin Keykubat University, Alanya Hamdullah Emin Paşa University, Alanya Chamber of Commerce and Industry and Alanya Touristic Operators Association is to determine the principles regarding the joint studies to be carried out to "certify and reward the accommodation establishments that will apply and accept students in order to accommodate higher education students studying in Alanya in healthy, safe, hygienic and suitable physical conditions, to announce them to the public and students, and thus to encourage other accommodation establishments in the sector that will serve students to create better conditions." According to this protocol; According to this protocol, it is aimed to create safe accommodation opportunities for students by giving the "Student Friendly Accommodation Business Logo and Berat" to accommodation businesses that will apply and undertake to comply with the specified conditions.

When we also evaluate Alanya in terms of rental house prices, which is another accommodation opportunity for students, the rental fees per square meter are lower than most of the student cities on the Mediterranean and Aegean coasts.

Table - 6: Rental Prices per Square Metre in Some Touristic Student Towns

City	Rental Price per Square Metre
Alanya	8 TL
Mersin	8 TL
Antalya	9 TL
Aydın	9 TL
İzmir	11 TL
Muğla	13 TL

Source: www.sahibinden.com, March 2017 property index data.

Alanya can be considered as a favourable city in terms of other accommodation opportunities as well as offering a ready-made accommodation opportunity to the students in the city.

Transportation

Although Alanya is a suitable location in terms of land, air and sea transport, it has not completed its transport infrastructure sufficiently. It does not have developed transportation facilities to the neighbouring provinces of Antalya, Konya and Mersin by road transportation, which is the most intensively used type of transportation. As for sea transport, while it was possible to reach Cyprus by ferry until recent years, these services have now been

cancelled. Transportation to Alanya by sea is only possible as a result of the cruise ships stopping at Alanya harbour. The closest airports to Alanya are Gazipaşa Airport, 35 km away, and Antalya Airport, 125 km away. Although it may be the easiest way to reach Alanya by railway, this transport network cannot be utilised for Alanya yet (Kavacık et al. 2012: 178).

As in other cities, a significant portion of the students studying in Alanya come from different cities and generally travel very frequently. Alanya is far away from Istanbul and Ankara, which are the cities with the most intense student supply. Therefore, road access to Alanya cannot be expressed as easy for students coming from these cities. However, direct flights to both cities are possible from Gazipaşa airport, which is very close to Alanya. Although Gazipaşa airport air traffic is not very intense, it partially reduces the problems Alanya has in transportation. When a railway transportation that will connect Alanya to the High Speed Train network in Central Anatolia is realised, it will be easier for many of the frequently travelling university students to reach the city and Alanya will be a more convenient student city in terms of transportation.

Social - Cultural and Sportive Activities

In addition to the cultural and artistic activities that take place every year in Alanya, important national and international sportive activities have been organised since the 1990s. 92 Many of these events, which are also attended by individuals residing in the city, are also featured in the national and international press and are very important for the promotion of the city.

Important sports and art events organised in Alanya are as follows (Alanya Economic Report, 2013):

Alanya International Culture and Art Festival: It is organised by Alanya Municipality every year in the last week of May. The festival aims to promote the culture of Alanya, the local people to meet, have fun, shop, and not to forget their traditions and customs. The opening of the festival is held at Alanya Cultural Centre.

International Alanya Jazz Days: Considered as one of the most important jazz festivals in Turkey, Alanya Jazz Festival is organised every year in the last week of September in Kızılkule. Alanya International Jazz Days, which has been held 14 times so far and has hosted more than 150 artists from Turkey and abroad, is among the important events taking place in Alanya.

Picture - 1: Alanya International Jazz Days Source: www.alanya.bel.tr

International Alanya Triathlon: In 1983, it was introduced to Europe and in 1991 it was organised in Alanya for the first time in Turkey. The International Alanya Triathlon, which is a prestigious race with high recognition abroad, is run as a leg of the European Championship for men and women and consists of 1.5 kilometres swimming, 40 kilometres cycling and 10 kilometres marathon race.

Picture - 2: International Alanya Triathlon

Source: www.triathlonalanya.com

Presidential International Cycling Tour: The organization, which started in 1963 as the Tour of Marmara, became international in 1965. In 1968, it was renamed the Presidential International Cycling Tour. Alanya takes place as the first or last stage in this organization, which is broadcast live by TRT and Eurosport. The Tour was upgraded to the World Tour category by the UCI (Union Cycliste Internationale) in 2017 (www.tourofturkey.org.tr).

Picture - 3: Presidential International Cycling Tour

International Swimming Marathon: Alanya International Swimming Marathon has been organised since 1992. This organisation is held in October, a few days before or after the International Alanya Triathlon. The marathon, which is held in different categories, starts from Cleopatra beach and ends at the pier by turning around the Dilvarda cape at the tip of the peninsula. Approximately 100 licensed swimmers from 15 countries participate in this event, which has a 5 kilometre swimming course.

International M.T.B Mountain Biking: International Alanya Mountain Bike competition has been organised since 1997. In recent years, the competition on the track organised in Alanya Castle takes the spectators as well as the athletes on a magnificent journey through history. The competition, in which athletes from many different countries participate, is organised jointly by the Turkish Cycling Federation and Alanya Municipality. **The**

International Mountain Bike Competition course is 6.5 kilometres. The competition was upgraded from the E1 category to the C1 category on the UCI page in 2005.

National and International Beach Volleyball: As a result of contacts and investigations with both Alanya Municipality and the International Volleyball Federation (FIVB), the Beach Volleyball World Championship was organised in Alanya in 1996 for the first time in Turkey. After this World Championship, FIVB continued to organise one leg of the World Championship in Alanya in 1997 and 1998 in cooperation with the Volleyball Federation. In the following years, different national and international beach volleyball organisations continue to take place in Alanya.

National and International Beach Soccer: Alanya, which has made a name for itself as the city where sports organisations are held in Turkey, organised the International Beach Soccer Championship on 14-16 July 2000. Different national teams from 4 countries participated in this organisation, which was held as a leg of the World Beach Soccer Championship. Turkey, Germany, Brazil and Spain competed in the 2000 championship and the Brazilian team won the cup. The next championship was held on 12-14 July 2002 with the participation of the national teams of Turkey, Austria, Switzerland and England. The Swiss national team came first and the Turkish national team came second in the organisation, which was attended by a large audience of 95 people. In the following years, many national and international tournaments continue to be held in Alanya.