

## **Sustainable Local Development on Humanitarian Basis**

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**Abstract:** In this study, under the scope of the concept of sustainable development conceptualized in recent years accompanied by the concept of human-centered development, the CittaSlow (SlowCity) movement arising from the "Slow Food" philosophy will be discussed as an alternative to local sustainable development. Throughout the study, the method of documentary resource analysis and the technic of collecting information through publications for the documents are used. The development phenomenon which cannot focused on humanity and is satisfied with the results obtained in the economic indicators, has diverged from being sustainable. Sustainable development is no longer an objective of economic growth, but a concept that includes multidimensional and simultaneous objectives based on human development. The overall effect of the result is to ensure the common life welfare. The national targets are divided into local parts and the success of the local is remarkable in achieving the objectives. In this sense, concepts for local sustainable development are being formed and systems are developed within the framework of these concepts. Local sustainable development may be possible with sustainable cities. Of course, each CittaSlow city can determine how it handles its unique textures, and depending upon its differences, can plan certain activities that go beyond the list outlined above. The financial support of these activities can be obtained from local and international funding sources such as European Union Grant Programs, Development Agency Support Programs.

**Keywords:** CittaSlow, Human Development, Local Development, Sustainable Development

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### **I. INTRODUCTION**

In this study, under the scope of the concept of sustainable development conceptualized in recent years accompanied by the concept of human-centered development, the CittaSlow (Slow City) movement arising from the "Slow Food" philosophy will be discussed as an alternative to local sustainable development. Throughout the study, the method of documentary resource analysis and the technic of collecting information through publications for the documents are used. Before the understanding of local development, it is necessary to mentioned the mass development. Mass development can simply be defined as the achievement to the of economic, social and cultural objectives based on an integrated structure at a nationwide level. Mass development objectives have recently become known as local development objectives. In this regard, theories that are in constant change and development are being proposed. These theories are generally reflecting the opinion that it is possible to provide local development by using the socio-cultural, economic resources of the region in the most efficient way and by ensuring more efficient cooperation between the local production associations.

As long as the cities, which are slowing down on the way of local development, form their personality and emphasize their differences, can prevent disintegration and discrimination that may exist in society. In the cities that are able to absorb local cultural, historical, sociological characteristics and self-governance in the way of self-discovery, the disadvantages such as external migration, environmental degradation and social discrimination can be prevented. Development is not stable phenomenon for once, but should be perpetual and sustainable.

Sustainable development can be defined in various ways. A definition for sustainable development in the most general way; It can be said that the search for the ways to meet today's needs without obstructing the ability of future generations to meet their needs. Sustainable development is a requirement for small towns to maintain their durability and good condition.

In the second part of the study, the concept of local sustainable development will be mentioned. In the third part, the place and importance of cities in local development will be discussed. The CittaSlow movement and its place in local development will be the subject of the fourth chapter.

Comprehensive explanations and suggestions about the subject will be mentioned in final part of the study.

## **II. LOCAL SUSTAINABLE DEVELOPMENT**

*"The earth has not been inherited from our ancestors, we borrowed it from our children."  
American Indian Saying.*

The concept of sustainability was originally introduced in the 1980s. The seriousness of the problem begins to appear at the beginning of the 1940s. Especially, after the Second World War, the balance of the environment was unsettled by the rapid and uncontrolled consumption of resources. Initially, the problem started at the local level has become a national and finally global problem. Disruption of the environment, unplanned urbanization is the cause of decline contrary to expectations in social comfort and abundance. In this case, the development phenomenon which cannot focused on humanity and is satisfied with the results obtained in the economic indicators, has diverged from being sustainable. Finally, this understanding, aiming economic growth and capital increase towards the end of the 1970s, has replaced its place with human-oriented goals and understanding.

Even if it seems that the effects of the problem is reduced because of the sound foundations of the dynamics of development and awareness of the environment, awareness of the risk for sustainability of the resources and awareness of this issue, became the focus of social and individual well-being by the 1980s. However, the social welfare has not been achieved at the same rate despite the achievement of economic growth targets in the less developed countries. This reality has led to the understanding that the problem cannot be solved by the current theoretical and practical approaches (Zafir, 2014). The importance of a sustainable development with the emergence of environmental awareness has been expressed in various reports and meetings and the main elements have become evident as a result. For example, a report of the Rome Club on the subject was prepared in 1968 at the Massachusetts Institute of Technology (MIT) and was completed and published in 1972.

In the report, it is drawn attention to the rate of increase in the world population, and in spite of rapidly increasing consumption needs, economic growth is estimated to reach zero point in the 21st century if the growing industry continues to destroy natural resources at the same rate (Meadows, Meadows, Randers, & Behrens III, 1972) Furthermore, in 1972, a series of decisions were made in the United Nations Conference on the Human Environment held in Stockholm, Sweden in 1972, thus the first foundations of the concept has been laid (Pallemaerts, 1992). In the meeting held in Cocoyoc in Mexico in 1974, the inequality between developed and underdeveloped countries was mentioned. In the meeting, discussions have been made that the resources will be directed towards the insatiable demands of the upper class rather than the needs, increasing extravagance and poverty if the market mechanisms are liberated. ("The Cocoyoc Declaration," 1975).

Sustainable development was first conceptualized by the World Commission on Environment and Development, which was established in 1983 by the United Nations General Secretariat and the concept is defined as resolving today's needs without compromising the possibility of future generations to meet their own needs (WCED, 1987).

This is followed by the World Conference on Environment and Development (UNCED) in Rio de Janeiro, Brazil, in 1992. In the Rio Declaration, principles on the issues that countries have to observe with the understanding that sustainable development is only possible in harmony with the environment, has been published (Parson, Haas, & Levy, 1992). The Kyoto Protocol includes what will be done after 2000 in order to increase the responsibilities of countries in addition to the Environmental Convention on Climate Change (Protocol, 1997).

In The World Summit on Sustainable Development in Johannesburg, South Africa in 2002, after the conference held in Rio in 1992, within the framework of the Sustainable Development Declaration published, the issues were repeated in order to ensure that the economic growth should be compatible with the environment. In addition to these, the positive and negative effects of globalization are mentioned. It has been determined that the negative impacts will be reduced by new regulations especially for underdeveloped or developing countries (Jabareen, 2008).

At the United Nations Conference on Sustainable Development, held in Rio De Jenerio in 2012, the importance of political commitment to sustainable development was discussed.

The main issues addressed are poverty, education, agriculture and food safety, as well as the importance of institutional renewal for the success of sustainable development (Sachs, 2012). Finally, in September 2015, the United Nations General Assembly published the agenda for the year 2030 in which 193 countries identified 17 Sustainable Development objectives focused on three dimensions of sustainable development (Cf, 2015). At this point, the concept of sustainable development includes not only environmental awareness, but also social improvement. This concept also includes social justice and social peace. At the latest stage, sustainable development is no longer an objective of economic growth, but a concept that includes multidimensional and simultaneous objectives based on human development.

Today, countries are developing various strategies to achieve sustainable development objectives. The national targets are divided into local parts and the success of the local is remarkable in achieving the objectives. In this sense, concepts for local sustainable development are being formed and systems are developed within the framework of these concepts. In the 1950s, regional development and growth theories was for identifying the sources of growth.

Here, the concept of development was defined as the increase in output per capita as a natural consequence of economic growth. These theories were emphasizing the importance of demand.

Growth and consequently development were basically economic factors. Local development theories aimed to identify the elements that would make production processes more advantageous in terms of cost and price. Basically, the target was economic, in addition, the advantages obtained by the local geographical advantages were in the core of the development idea (Capello, 2011).

These advantages make easy the integration of the local communities living in their own geography with the developing world economies. Besides, the countries and regions which have not taken part in the rapidly changing and developing dynamics, reflect an insufficiency image in terms of development. Here, the basic criterion is economic growth, but local sustainable development is not just an economic phenomenon. At the final stage of this process, the society will have economic, social, cultural gains as well as the environmental gains.

The overall effect of the result is to ensure the common life welfare. Every part of society will take the fruits of development without privilege and in equal proportions. Increasing employment and diversifying job opportunities will also prevent inter-regional migration, thus the ghetto formation that destroys the socio-cultural and physical structures of big cities will be prevented. On the other hand, it is possible to mention various factors which affect local development. These can be summarized as major investments, existing resources, human capital, population, local people's behavior and communication forms originating from history, and communication networks. Besides, indicators based on the measurement of development are industrialization, savings, per capita Gross National Income (GNI) per capita on the basis of the province (Gülcan & Aldemir, 2004).

In the 1960s, it was emphasized a centralized development structure in Turkey, in the 1970s, development plannings appeared in order to provide inter-regional balance, and when it comes to the 1980s, reflections of the globalization effects on development have reached such dimensions that cannot be ignored, and this situation made necessary to evaluate the local development together with the global phenomena. The phenomenon of globalization emerged with the last quarter of the twentieth century. This concept can be perceived as "participation into the world" which means the free circulation of information and capital between the borders, and go beyond the boundaries of the country as far as allowed by technological developments. This perception is the perception of convergence.

Although this convergence within the context of globalization was first among the government, multinational and non-governmental organizations, it has recently started to include local governments and local communities. Global-local relations can be defined in a variety of ways, one of which is the network of relationships shaped by institutions. Because institutionalization is one of the basic requirements of development. Institutions can be in a structure that is formed within the framework of laws, rules or a behavioral structure such as socio-cultural and community values. Institutionalization should be an inclusive structure that embraces unconditionally all parts of the society.

The institutions play the primary role in providing all kinds of relations and exchanges with economic, political and social content that are blended with sociological, psychological, historical behaviors and cultural structure of society. Thus, it has a facilitating or compelling effect on reaching goals in both local and mass development plans. If the institutions are sufficiently inclusive, it is possible for the society to move faster on development path (Acemoğlu & Robinson, 2013). Regional development plans often require long-term changes and transformations. If the institutions are flexible, inclusive and open to change and innovation as a structure, these processes become easy and seamless. Local economic development plans become operational with the provision of network links, common objectives and power balances created on the basis of institutions, not by individual units (Kayasü & Doyduk, 2004).

Here, the network connections can be defined as the activity of a network of relationships originating from the past. In the development process, the efficiency of the network of relations between institutions is as important as the most efficient evaluation of local resources for the common purpose. The concept of local development has been defined in different ways over time. Thus, in the past, the idea of industrial investments in the region was prevailing idea, but today, this view is replaced by the idea of an effective cooperation between the public, non-governmental organizations and the local people, and the effective use of local resources and increasing the production capacity of local producers and firms.

Blakely and Leigh, in their work on local economic development, emphasized that local economic development could be possible by creating a unit of unity in local and international competition by providing all

kinds of facilitating elements such as communication and interaction networks of local people, local communities, administrations and producer units 2016. In their study performed on local economic development, Blakely and Leigh, emphasized that the economic development can only be possible by the cooperation of local people, local communities and productive units on the common basis by means of communication network, and every kind of facilitating means and creating unity of their production powers against both domestic and international competition (Leigh & Blakely, 2016).

Public contributions to the local development process are undeniable. In fact, the public is a determinant factor in strategy planning, leadership and task distribution (Gül, 2004).

The conventional understanding of regional development needs to be adapted to the present time. Thus, in order to be able to give up the understanding of the regional economic development planning and to meet the needs of the developing world and to approach to the regional communities such as the European Union (EU), local development agencies that are prioritized by the EU's development policies should be established and supporting institutions should be established or the existing institutions should be renewed. priority should be given. In this process, if the criteria set by the community are fulfilled, it is also easier to receive grants from the EU for the projects developed within the framework of local development policies. In this way, it becomes possible to compete in the international platform for local participatory units composed of local communities, enterprises, public and private enterprises by taking an active role in the planning of regional common objectives in the world and hence becoming a part of regional / global connections on the way to local development. What is important here is to ensure the participation of all local units in decision-making processes in order to achieve the common objectives.

A brief summary of local economic development policy and planning processes can be done as follows. Blakely and Levy argue that planning should be done in seven steps (Leigh & Blakely, 2016; Levy, 2016). First of all, the most basic requirements of the region should be determined,

the available resources and facilities should be investigated, and the opportunities and disadvantages to be encountered should be foreseen.

In addition, the current problems, weaknesses and strengths of the main actors of the local economic planning, namely, the local community, enterprises, employees and employers should be determined. In this context, the aim, vision, mission and target are determined through the various alternatives to be most suitable for these local groups. After that, it's the stage of the creation of projects during the implementation of the policy. Political and financial feasibility are taken into consideration during the implementation of these project ideas. After the selection of the alternatives, local units support for the project is ensured. This support is in the form of agreement between local civil, private and public organizations within the co-operation and coordination platform. In the next phase, the plan is prepared, put into implementation, and monitored at certain critical times by means of re-evaluation.

### **III. THE POSITION AND IMPORTANCE OF CITIES IN LOCAL DEVELOPMENT**

Global development which is penetrated into the development idea, is the idea of attracting the global capital and stems from the aim of trying to be the actor of the Globalization. Here, one of the effects of the globalization is to create similar cities and lives in the social life. Globalized cities are, in general, the critical points of the production systems that provide the functioning of the global economy. In this sense, the perceived globalization means exchange everything easily in cultural, economic, social and political areas, but in reality, this reflects something different: In these areas, everything resembles each other and everything seems as if they are the products of the same turning lathe.

In his study, Knox, emphasized that the cities with their commoditized, less attractive and authentic and centrally controlled structures are becoming similar like McDonald's chain (Knox 2005). The cities in the globalization process become standard cities as if they are cloned (Simmens & Freeman, 2012). If we have a look to the examples in Turkey, the big metropolises seem to have their location in global environment, but they are failed in the sustainability measurements. Namely, it is necessary that the three concepts which are taken as basis in the sustainability criteria should be simultaneously functional.

These concepts are economy, ecology, and equality concepts. In their studies, Erzan et al. calculated the the sustainability index of the cities in Turkey. This is an evaluation composed of the separate indexing of the above mentioned -three concepts. One of the important finding is that the cities taken place in the global environment are not ranked in the first ten in terms of sustainability. (Erzan, Kadirbeyoğlu, & Özkaynak, 2014). While these cities are busy with carrying the global burdens, they seem that they have not established the required measures and substructures to prevent the negative impacts of such an intensive and stressed environment. Besides, while they're part of the global environment, they're at risk of losing their local identities. At this point, it can be said that the models of the local development models are supported by localized communities as a reaction to globalization

Localization and local development form the another face of globalization. Cities are one of the most important actors of local development. Local specific cultural, historical, social components and all kinds of privileges that determine the identity are need to be reassessed on the basis of the cities. Based on this, the cities that can beware of uniformness and emphasize their authenticity that should be put forward in local development, will get the chance to take their privileged places in the global environment.

The cities taken place in the global environment, enjoy the success of being “world cities”. They are out of the traditional definition, are not belong to a certain region within the national boundaries, these cities have taken their own place among all cities of the world due to their different personality and they are in the position of competition with the competitors in the global arena. In addition, these cities are in constant competition and in inter-active relationship with other cities, these aspects can be added to their definition. (Karakurt, 2004).

#### **IV. CAN THE CITTASLOW MOVEMENT BE AN ALTERNATIVE TO LOCAL SUSTAINABLE DEVELOPMENT?**

The complete name of the union is “Rete Internazionale delle città del buon vivere “---International network of cities living in good quality—and briefly named as CittaSlow.and the union was established between Bra cities of Italy, Greve, Orvieto, Positano cities in Chianti region and “Slow Food “union in 1999. Living in good quality, in the simplest expression, is to enjoy slowly whatever we consume ranging from the air we breath, the meal we eat and the water we drink.

The Romans called it” *festina lente* “, namely “slow down to save time “. Thus, CittaSlow philosophy was born in Italy from the philosophy of” *SlowFood*”. This movement, started in 1999 in Italy has become a network composed of 30 countries and 252 cities as of July 2018. In CittaSlow towns, the historical and specific resources of the city/town are evaluated and utilized in the communal manner by the committees formed by the local community in order to establish sustainable development (Semmens & Freeman, 2012). The definition of CittaSlow, which is perceived as struggling with the fast side of life, is not a very accurate definition

As mentioned at the beginning, slowness here means slowing down aiming to achieve quality. Thus, the living of cittaSlow people is not expected to be slow inevitably. Many authors translate the word of slow directly and give this word a plain and distant meaning, but, in reality, slow originates from the Italian tradition of “*Slow food*”, namely, expresses to consume the dishes of natural and cultural tastes. The very meaning of CittaSlow philosophy aims to increase the living quality by slowing down the hectic rhythm.

The fundamental principles of this philosophy say “slow down”, even “stop”, aware of the authenticity, beauty, History, nature and culture embracing you.and add them in your life, meal and drink and improve your living quality. Living by slowing down and absorbing depends upon the knowledge about the city where you live. The priority should be given to the history and the roots of the city and the components which led the city today. It’s not necessary to be transformed or to be casted in an improper mold in order to be big and world famous city. Many of the cities was caught by this trap. The cities in such a trap, are distant from their roots and their own features that make them different and become similar with the other cities by losing their identities.

The cities dedicating to be CittaSlow become inevitably more focused on human, environment friendly, with awareness of environment and respectful to the needs of present and future generations, awareness of the values embedded in details and make more intense comunication and interaction with other cities having the similer philosophy.

CittaSlow philosophy tells that every city is unique and implements the slowing down with its own manner. To be CittaSlow, the population must be less than 50,000. Thus, it will be easier for local development planners to prepare and implement the CittaSlow policies and principles in the light of other local development theories (Yurtseven & Kaya, 2011). CittaSlow cities are monitored every three years in order to audit whether their conformity with the rules of the community are observed (Heike Mayer & Knox, 2009).

The criteria to be fulfilled in order to be CittaSlow can be classified into seven main areas. The contents of each of these areas have to be fulfilled. To summarize briefly, in order for a city to entitle the CittaSlow certification, it is necessary to produce projects for parks and green areas, renewable energy, transportation and recycling within the scope of energy and environmental policies and it’s also necessary to prepare implementation plans for activation.

Infrastructure policies are another criterion, in which the infrastructure of environmentally sensitive transportation should be established and enough space should be given to city furniture such as bicycle paths, benches, playgrounds. In addition, technological infrastructure, which is one of the requirements of being a modern city, must be prepared.

Wired, wireless internet network infrastructure creation or renewal are some of them. When it comes to the “*Slowfood*” subject, the source of the meal should be known and it should be organic. This is one of the most important criteria of the community. The prevention of the use of genetically modified organisms (GMOs) in agriculture and the development of traditional agricultural techniques by adapting to today’s conditions are

covered by this criterion. Developing policies to improve the city in terms of hospitality, awareness and education is another important criterion. Here, it is important to create and glorify values such as naturalness, transparency and honesty in the elements such as welcoming the guests coming to visit, accommodation of them, checking the prices in the shopping.

It's necessary to create the peace and love atmosphere within the city in order to unify and integrate certain social categories such as handicapped and poor people and the people who deem themselves as minority. CittaSlow cities, of course, can offer the same atmosphere to their guests. The establishment of various partnerships with other organizations in order to create a natural and traditional food culture in the light of the Slow Food philosophy is one of the conditions that must be met in order to become a part of the community.

The philosophy of CittaSlow is an environmentally sensitive philosophy. CittaSlow has the potential to be a good alternative to sustainable living with the sensitivity of life in social, environmental, energy and economic fields. Slow Cities, as a result of their self-sufficiency in both food and business and craft subjects, are as opposed to globalization that destroys local values. One of the key values of sustainable life is the energy savings and the use of different, non-destructive energy resources. According to the report of the World Commission on Environment and Development, sustainable development involves three fundamental objectives, which are intrinsically contradictory.

These are economic targets, ecological targets and social objectives within the scope of equality. If these three goals are achieved at the same time, sustainability may occur. In fact, these three objectives are a summary of the problems experienced during the years when development is thought to be limited to economic growth. The irreversible damage of resources while achieving economic growth, the unfair distribution of income causing destruction on social integrity and peace, are the main elements of the contradiction. The impacts of local development plans will be long-lasting, and the public or private companies that will be involved in the plan are environmentally conscious and are inspired by the work of Knox and Mayer and are compatible with these three objectives of sustainable development (Economy, Ecology, Equality) shown in Figure 1. (Heike Mayer & Knox, 2009). Therefore, many CittaSlow cities attach special importance to the environment at the stages of development and recognition, and implement various projects for the purpose of protecting and promoting the environmental natural heritage. Some of these are: The city of Hersbruck, Germany, applies the CittaSlow principles in connection with the environment, such as the protection of apple trees, one of the city's most important environmental legacies and the promotion of their fruits (Heike Mayer & Knox, 2006).

Similarly, in the city of Orvieto in Italy, public transportation has started to be made by electric buses, thus preventing the release of toxic gas to the environment, and also contributing to the health of the local population while providing transportation convenience. One cannot assert that the investments made in the future of a city will not affect the future life of the residents of that city.

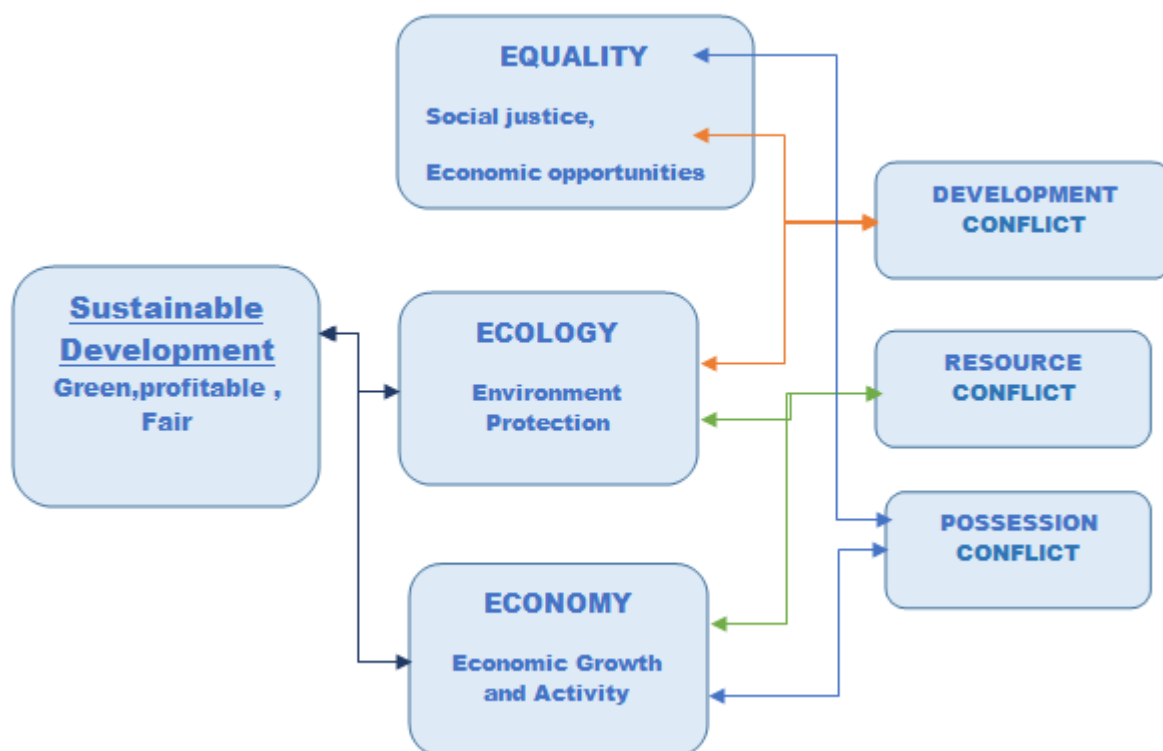
Being a CittaSlow city is one of the best and most accurate investments for a city's future. The essence of the CittaSlow philosophy is human and ensuring the quality of life. From this point of view, the quality and good life of the society can be ensured. The issue of development and measuring development has begun to come up from the Second World War. In the 1960s, economic development was based on measurements, and the basic metric was the increase in per capita income. In the following years, these criteria were considered insufficient as an indicator of development. Development is not only an economic phenomenon; it is a concept that should be dealt with in a comprehensive manner including all kinds of human, social, environmental and cultural phenomena. Recently, it is observed that the concept of well-being in many studies became measure of development.

In short, the concept of well-being includes the measurement of state of the citizens of the countries in the development process in terms of living good conditions. There are two basic approaches within the measurement, which are an estimated and definite approach. In the estimated approach, it's focused on education level, income level, social services and the level of benefiting from these services, and in a definite approach, It's focused on criteria ranging from the level of well-being of the society to the expected level of happiness as the result of above mentioned concrete levels. (Gökdemir & Veenhoven, 2013).

If development policies are detailed in line with the outputs of these researches, it is possible to make a more efficient and faster way to reach the target. Thus, policies that put human beings on the basis of development can be produced. In this context, the cities which succeed in being CittaSlow cities, with their own will and wishes, have aimed to slow down their lives and increase their quality of life and hence their well-being. The municipalities included in the CittaSlow network are obliged to provide all kinds of infrastructure that will contribute to the quality life of the people in the city and make it easier for the public to enjoy this quality life.

The objectives of the CittaSlow organization are to promote local production in short, to adopt the knowledge and lifestyle of the traditions to the present day, to slow down the time which is most important and rapidly consumed resource and consequently, make life more important and perceivable and feel the quality of

every single moment ,in addition , to know how everything served on our tables, to discover the local delicacies that are rapidly moving away from our palate and to include these flavors in our tables, to con The complete name of the union is “Rete Internazionale delle città del buon vivere “---International network of cities living in good quality—and briefly named as CittaSlow.and the union was established between Bra cities of Italy, Greve, Orvieto, Positano cities in Chianti region and “Slow Food “union in 1999. Living in good quality, in the simplest expression, is to enjoy slowly whatever we consume ranging from the air we breath, the meal we eat and the water we drink.



**Figure 1.** 3 E of Sustainable Development (adapted from Knox and Mayer, 2009).

### V. CONCLUSION AND SUGGESTIONS

While the contribution of globalism to the development is in discussion, the “CittaSlow” Association emerged in opposition to the side effects of globalism such as uniform life styles, with the slogan of “Slowfood”, aims to protect and branding local identities, by establishing new communication network, emerged as an alternative to the sustainable development. At the core of the union, there is not any economic aim, but there is an effort to create quality life by slowing down, realizing, tasting, feeling and glorifying. The threat of extinction for local values under the name of globalization leads to the idea of protecting local identity.

Thus, a difference can be created through the discovery of local cultural values and an original alternative is offered to the globalizing world. In this way, small local communities, which are in danger of extinction in the global wave, can attract the attention of investors and initiate their economic development on the basis of their differences. Local sustainable development may be possible with sustainable cities. CittaSlow cities have the opportunity to exist with their identities and to take their places in the future. This makes them sustainable. However, being part of the CittaSlow community may not be enough to be sustainable in development. CittaSlow cities can only be sustainable, as long as they continue to be able to keep up with the era, without giving up their identity and continue to live up and glorify their values. For this, as mentioned in the article, it is necessary to start by exploring the city-specific values. Nowadays, it is possible to uncover the values that are part of the history, culture and traditions of the local people, to make them survive by adapting them to the life of the city, to give meaning to life, to create and reanimate the cities with the inhabitants slowing down the rhythm and absorbing the life.

Immediately after the membership process, CittaSlow managers should initiate activities that contribute to the development process of their cities. Some of them are food and music festivals, information meetings for local agriculture, cooperative structures for supporting the domestic producer. In addition, communication and assistance networks with other CittaSlow cities in the fields of related matters, training of local youth and the people on traditional food, products, handicrafts, creation of awareness by such activities, the marketing of the

resulting products in the local and international markets should be realized.

On the other hand, it is possible to contribute to sustainable development by introducing the local values by the increasing popularization of cultural tourism, which have recently been created in the CittaSlow format, opening up to these values to international tourism and gaining income on these issues. Branding by differentiation can lead to continuity in tourism revenues by gaining superiority to competitors and an important and permanent place in the sector (Karabağ, Yücel, & İnal, 2012). Finally, it may be possible to give a brief summary of the following proposals when we examine the cities that have succeeded in becoming a member of the CittaSlow community since they have met the criteria of being a CittaSlow member and their achievement in the process of building their identities by glorifying their natural, historical and cultural values they possess: The works can be initiated to meet the energy need of the city on its own by establishing solar panels and the systems of rainwater store reservoir. Establishing new regulations, the number of the fossil-fueled motor vehicles can be restricted and the environment friendly and electric vehicles can be supported, consequently noise and pollution can be minimized.

The elements creating the image of the city can be promoted by means of logos and these logos can be visualized on the facade of the city buildings. Similarly, the elements that emphasize the differences of the city and the elements reflecting the city's identity can be exhibited in the city streets both as paintings and sculptures; In order to revitalize tourism, the buildings that are suitable for the texture of the city can be built, the housewives can be trained in local handicrafts and home cooking in order to improve their skills and the environments such as village markets where they can market their products can be created; by providing informative meetings to the local people about both agriculture and animal husbandry, natural production can be encouraged by providing support and co-operative establishment can be initiated; training and awareness-raising meetings can be organized to encourage the participation of local people in art activities, the participation of the local people in the fiction and exhibition of the works such as theater and choir can be ensured and art spaces can be created in which they can be exhibited; Art can be integrated into every street and every corner in the city life by being independent from the theater, concert and exhibition halls ,and local and slowfoods can be served with local music. Of course, each CittaSlow city can determine how it handles its unique textures, and depending upon its differences, can plan certain activities that go beyond the list outlined above. The financial support of these activities can be obtained from local and international funding sources such as European Union Grant Programs, Development Agency Support Programs.

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