



FORM BEST PRACTICES CONTEST

Municipality: SEFERIHISAR MUNICIPALITY Country : TURKEY

Contact person : Mr. Bulent Kostem Telephone: 0090 5305685020

E-mail : bulentkostem@gmail.com

Name project

Sığacık the Living Castle

Category Certification Criteria: mark the category of your project

- Energy and environmental policies (politiche energetiche e ambientali);
- Infrastructure policies (politiche infrastrutturali);
- Quality of urban life policies (politiche per la qualita' urbana);
- Agricultural, touristic and artisan policies (politiche agricole, turistiche, artigianali);
- Policies for hospitality, awareness and training (politiche per l'ospitalita, la consapevolezza e la formazione);
- Social cohesion (coesione sociale).

Summary project



Siğacık is a small fishing village of Seferihisar. Castle of Siğacık was built by orders of Suleyman the Magnificent for the expedition of Rhodes. Maybe most important of aspect of Siğacık Castle is that people are living in the castle for nearly 500 years continuously.

Seferihisar became a point of attraction when it became a Cittaslow in 2009. Seferihisar which was barely known in Izmir region became famous not only in Turkey but also in Europe. Local and foreign tourists wanted to visit Siğacık because of its beautiful nature, sea and food. We have developed "Siğacık the Living Castle" project to make sure people living inside the castle should benefit from increasing tourism demand while maintaining their own style of living and traditions. To achieve this we tried to develop a slow tourism model in accordance with the needs of Siğacık. The project had two phases. Construction work to improve infrastructure and facades of the houses and education of people to help them start accommodating visitors at their homes.

In the first phase the buildings renovated in respect with their original looks. Energy, telephone, water lines have put underground. The facades of the houses renovated completely and stones of the roads were changed with new ones in harmony with the surroundings. In the second phase educations were organised with the Yasar University (Izmir). The local people interested in managing B&B's were educated in accommodation, welcoming, accounting, hotel management, hygiene conditions and other subjects. We also helped local people to find grants to open up their establishments.

Goal project

The goal of the project is to increase the tourism potential of Siğacık region while protecting the architecture, social life and history of the castle. To do this we needed to improve the architecture and infrastructure of the houses in the castle and to give courses to the local people to increase their capacity to turn their houses to small pensions / bed&breakfasts. We aimed to create a slow tourism model which visitors should be welcomed as guests, live with the hosts, socialise with the locals. For example they can go fishing, make local dishes, make olive oil soaps, pick mandarins with their hosts/home owners.

Result project

As the result of the project inside of the Castle renovated and improved, and people started to open up pensions / B&Bs in their homes. They started to earn money while protecting their own culture, traditions, productions and social life. 30 people attended the first courses and got their certificates and 10 of them opened their first pensions/B&Bs. Siğacık the Living Castle project helped them to improve their income while sustaining Cittaslow spirit of Seferihisar.

Finance (costs and benefits)



3.598.776 TL app. 1.2 million euros

Staff (staff involved and use of time)

75

Additional information (if necessarily)

Link website <http://seferihisar.bel.tr/tum-haberler/haberler/seferihisar-haber/kaleici-yasayanlari-artik-birer-pansiyon-sahibi>

<http://seferihisar.bel.tr/tamamlanan-projeler/projeler/yasayankale1>

**Once filled in this form please send it to: info@cittaslow.net
- Participation Deadline 15 May 2015 -**