



Neoliberal Urbanism and Commodification of Urban History as a Marketing Tool in Public Recreation

Cansu KORKMAZ 

Konya Technical University, Faculty of Architecture and Design, City and Regional Planning, Konya, Turkey.

Article History

Received : 13.07.2021
Accepted : 09.09.2021

Keywords

Neoliberal Urbanism, Commodification, Non-Places, Public Space, Konya Ecdad Park.

Corresponding Author

C. KORKMAZ:
ckorkmaz@ktun.edu.tr

Abstract

Although neo-liberalism is not an urbanization policy, it has changed urban practices since 1970s. Neoliberal politics has started to use history, culture, identity, social status, even happiness as a commodity that can be bought and sold to ensure the sustainability of capital. Urban history and cultural heritage have been highlighted in urban spaces, themed projects, shopping malls, residents, and tourism facilities etc. Hereby, cultural heritages and culture have been faced with depreciation and conservation. Cities have transformed into a fragmented structure with replicas and city images are destroyed. In globalization process place that is a significant concept in terms of architecture and urban planning, has started to lose its distinctive character and lost its meaning. Neoliberalism has constituted "non-places" that defines as places which can be seen everywhere without socio-cultural connection. The difference of an area and space is to be identifiable not only spatial but also historical and relational. The case study area, Ecdad Park, is inspired by historical and architectural features of Ottoman and Selçuklu Empire and commodify urban history as a marketing tool. In scope of the research, the effects of commodification of urban history on users' satisfaction is evaluated with "user satisfaction survey". In the light of the results obtained from the survey, density of green areas, cleanness, proximity, security is more effective on user satisfaction rather than historical data and replicas of cultural heritage.



To cite: Korkmaz, C. (2021). Neoliberal urbanism and commodification of urban history as a marketing tool in public recreation. *Geographies, Planning & Tourism Studios*, 1(2), 85-96. <https://doi.org/10.5505/gpts.2021.58066>

1. Introduction

Although, neoliberalism is not an urban policy, it is nourished by urban space and transformed urban practices. In 1970s, neoliberalism came up to reinforce the power of capitalism against the working class (Harvey, 2005). In 1980s, neoliberal urbanism has gained speed and it has reached to the top in 2000s. Urbanism has become one of the most important resources for the development of neoliberalism. Hence, the effects of neoliberalism on urban space have become one of the most important research issues for urban planning (Boland et al., 2017; Bustad & Andrews, 2020; Carraro et al., 2021; Gabriel, 2016; Güzey, 2014; Korkmaz & Alkan Meşhur, 2021; Obradovic-Wochnik, 2018; Rossi & Vanolo, 2015; Wang & Aoki, 2019). The emphasis of neoliberal urbanism has spread across the world and caused to increase of privatization of public, commodification of urban practices and entrepreneurialization of local services (Rossi & Vanolo, 2015). Urban neoliberalism is used as a basic concept related with competitiveness, economic growth, and global marketing in cities. The main target for neoliberalism is to sustain of capital. Therefore, neoliberal politics do not hesitate to use nature, history, cultural heritage, social status even happiness as a commodity (Larner, 2009). Government uses historic accumulation to expand marketing network and tourism income in cities that have cultural heritage (Xu et al., 2013). Moreover, neoliberalism offers foreign cultures or architectures in a different place, time, and culture. The cities have started to full of the many replicas of historic buildings and the

number of imitations has been increasing day by day while the originals cannot be preserved successfully. The cities continue to develop in a fragmentary way with many structures from different cultures and ages. The important phenomenon for urban planning, “place” has started to lose its decisive character. The non-place that is defined by Auge (1995) has emerged, has increased all over the world. This paper claims that neoliberal commodification creates non-place areas and search the effect of commodification of history and architecture on user satisfaction. The article examines the effect of the commodification of history in public recreation areas in the context of neoliberal urbanization on user satisfaction, and policy making in terms of management is excluded from the scope of the research. Instead, the article criticizes the presentation of non-tradable goods (such as nature, history, happiness, prestige) as a commodity, the dissemination of historical replicas out of the context of place and time, and the devaluation of original works while historical values are not preserved enough.

In this context, Kalehan Ecdad Park that is inspired by Ottoman and Seljuk Empires is searched. The paper consists of four chapters. After the introduction part the following chapter contain a theoretical background about neoliberal urbanism and the concept of non-place. It is followed by method and the chapter that put forth the results of user satisfaction survey that has carried out in Kalehan Ecdad Park. In conclusion, the research is brainstorming about neoliberal urbanism and evaluate the efficiency of commodification of culture heritage on user satisfaction in public open spaces and recreational areas.

2. The Theoretical Background

2.1 Rise of Urban Neoliberalism

Neoliberalism is a project that interests to re-establish the power of capitalist class against labour and in doing so it contradicts the discourse of individual, freedom, and social welfare. The gap between incomes has increased with the process of neo-liberalization. As Margaret Thatcher argues, “there is no such thing as society” and individual interests are important. She argues that the best way to increase human well-being is to release strong private property rights, free market, free trade, and freedoms of initiative for the individual. According to the neoliberal theory, state intervention in capital markets should be minimized. State-handed planning and state ownership, which imposed a socio-political constraint on entrepreneurial and company activities, were counterproductive to neoliberal policies and capital should be freed from these limitations. The main duty of the government is to secure freehold, private sector, and value of capital. Neoliberalism argues that discourses such as freedom and social welfare can only be created by breaking free from state oppression, and it is ideologically hindering social structuring. It imposes strict restrictions on rights such as strikes and the formation of trade unions and imposes strict rules on the labour market. Welfare state formations were destroyed by neoliberalism, public institutions were also privatized. With these discourses, the welfare of the right was replaced by the welfare of the companies. The democratic and representative features of local government have weakened. With the neoliberalism, in the event of a conflict between capital and public interests, capital interests will take priority (Harvey, 2005). Over the last two decades, neoliberalism has become one of the most important debates in urban and regional development processes. Although, neoliberalism is an economic policy that supports the development of market economy and private sector to maintain the capital after 1980s, it mostly affected the urban and regional sites. The rise of urban neoliberalism backs to the 1980s with the economic policies of United States and United Kingdom that adopted free market ideas as an economic development strategy. Since that time, neoliberalism has defended entrepreneurialization of local government, the privatization of public services, and the commodification of urban space (Rossi & Vanolo, 2015). The era of Reagan and Thatcher had strong impact on urban space via privatization and commodification of urban public spaces (Smith, 2005). Before the neoliberalism, capitalism was living its golden era with the idea of unlimited economic growth. 1980s, In Regan era in the United States, to stimulate markets and achieve higher economic growth rates, a supply-oriented approach was adopted to reduce financial pressure on businesses and capital owners to encourage private investments. Similar approach was seen in Margaret Thatcher era in the United Kingdom and the private sector and capital were supported by governments (Rossi & Vanolo, 2015). Also, urban neoliberalism defines the reflection of the logic of free market capitalism on urban domains. According to Lefebvre (1991), capitalism reflects its system to the space with built environment construction. Planning practices and city planning have become important tools for the dissemination of capitalism and neoliberal policies. The capitalist system targeted the urban space to keep the income in the hands of capital owners and commodity the nature, history, identity, social relations, happiness, culture etc. The commodity can be defined as a product that can be bought and sold. However, neoliberalism puts a price tag on non-bought and sold dynamics (Harvey, 2012). Neoliberal urbanism can be defined as a governance model which targets to increase competition and attract the investments in spaces. Cultures are connected to space traditionally, but space and culture began to form independently of each other (Auge, 1995).

¹ Ecdad means ancestor in Turkish.

With neoliberalism, culture and history transformed into commodity and investment tool with globalization, space and culture began to form independently. Despite, neoliberal urbanism has discovered to gain money from cultural heritage and historic structure, instead of strengthening the identity and heritage, marketable urban imitations of history have re-created, produced replicas. Unfortunately, these imitations cannot go beyond a décor or showcase. Moreover, these replicas have eliminated the necessity of going to original, interest and value of the original (Çelik, 2018).

2.2 The Paradox of Urban Neoliberalism and Non-Place Concept

Today, when urban problems and urban strategies are associated with neoliberalism, cities have, the urban land use has become the focus of neoliberalism. With neoliberalism, concepts such as suitable housing, environmental justice, local struggle have been replaced by urban competition, progressive alternatives, and privatization (Theodore et al., 2012). Neoliberalism creates unpredictable spaces caused by unstable economic and political layers with contradictory arrangements made on inherited areas. In the 1970s, neoliberalism, whose influence was rapidly felt in the cities, turned to build environment investments and capital flows from manufacturing to real estate and speculative investments occurred. States have succeeded in creating a market by creating ownership forms and incentives to invest in real estate with various economic policies (Weber, 2002). Urban areas have been transformed into project centres for municipalities as focus for capitalist growth, commodification, and economic space revitalization. On the other hand, social, ecological, and psychological criteria have been brought to the fore in the projects to encourage and maintain economic competitiveness. State institutions were withdrawn from the construction of the built environment and replaced by the monopoly of the private sector, which is the power of the global economy. While investments are increasing, the decrease in urban resources has started to create a permanent competition concern in cities (Larner & McLean, 2020).

Urban planning and architecture are influenced by the globalization process and the concepts of place and space have been started to be discussed in this context. Although these concepts have been transformed with the modernization process, the concept of place and space which are an important phenomenon for planning and architecture has gradually started to lose their decisive character. Theoretical foundations of space and place concepts are also discussed. Place defines the physical form of activities, but place is a psychological notion as well as physical. In environmental psychology place is defined with individual perception, social processes, and relations. Places cannot be thought away from feelings and actions (Canter, 1977). Place was defined in feudal societies as the physical environment of social actions that located geographically (Giddens, 1991). However, space is a social product, and every mode of production produces its own spaces. Also, the new spaces create the new social relations. In space production, capitalism constructs its own representations through a built environment, and spatial practices are the result of the interaction between these representations and social relations (Lefebvre, 1991).

The concept of non-places (non-lieu) came to the agenda for the first time in a book written by Mark Augé in 1995 titled "Non-Lieux, Introduction à une Anthropologie de la Surmodernité" or "Non-places: Introduction to an Anthropology of Supermodernity". Augé defined place which breaks the socio-cultural connection with the geography and can be seen anywhere. As the capital system reproduces the space, it has transformed the place that is not associated with social, cultural, and physical structure. Augé states that society and the individual have three basic relations with place: identity, relational and historical. The identity relationship is the relationship that the society and the individual establish with the past and space, the relational one describes the link between the individual and the common culture and space developed by the environment. On the other hand, the historical relationship is the relationship that the individual and society establish in a continuous manner from the past to the future. With the modernization process, these connections between society and space have been changed and the relationship between place and society has ceased to be decisive. As the place ceased to be decisive, it made the spaces formed within different social, cultural, and historical processes independent and began to read the place through concepts defined by the global world, not the place (Auge, 1995). If a place can be defined as identifier, relational and historical, it becomes a place, if not it only becomes non-place. The capitalist system contains many non-places away from historical and cultural relationship (Giddens, 1991). The concept of non-place does not contain a positive-negative relationship; however, it defines the absence of values attributed to the place (Koçyiğit, 2018). In scope of the neoliberal urbanism, place is produced as independent of location, history and culture, relationship between space and place has weakened. Since the 2000s, non-place areas have increased (Harvey, 2005).

With the neoliberal point of view, the city and space have become the focus of rent in the case of Turkey. It is possible to see the traces of neoliberal policy from urban transformation projects to the production of public space. The concept of urban transformation serves neoliberal urbanization with its new legal infrastructure in which capital and labour production is reshaped. Turkey has adopted construction-oriented growth and urban transformation for the

rapid solution of economic problems, and natural disasters and their destructive effects have been highlighted with their legal and administrative dimensions in achieving this goal. The inclusion of “disaster risk areas” in the scope of transformation with the Law No. 6306, which was prepared in 2012 to transform and accelerate urban renewal, complies with the principle of continuity of rent, which neoliberalism aims for (Cihangir-Çamur & Korkmaz, 2021).

After 2000, urban projects started to present facts such as nature, culture, and history as commodities in their projects to differentiate them from each other and to attract the high-income group and produced thematic projects. Local and global values that make up the memory of the city are used as a distinctive element in parks, recreation areas, hotels, or housing projects. While the scarce resources of the city were depleted, the so-called prestigious, privileged, secure and gated communities, theme parks and shopping centres, which isolated themselves physically and socially from the society and the city, began to dominate in the idle areas of the city and the continuity of the capital was ensured (Korkmaz, 2019). The design of parks as a public area, has also been influenced by the neoliberal system. In this context, Öncü and Somuncu (2016)’s question about the way to be interpreted urban public spaces and parks with the neo-liberal urbanization process is important. In the neoliberal process, it is discussed whether the parks will remain with its public character, or whether become an investment tool that adds extra value to residential areas or an economic subject that presents history, nature, and culture as a commodity.

3. Research methodology

The qualitative and quantitative research method have been used in this research. The secondary data collected by government official websites, articles, publications, reports, news portals. With the aim of getting information about research area, observation on-site has been applied and photos are taken. The research is based on the evaluation of the effects of commodification of history and cultural heritage on user satisfaction. In the research, a user satisfaction survey was conducted with 132 park users. The COVID-19 pandemic has created a limitation in reaching users. In the definition of user satisfaction, factor analysis technique was used, which facilitates the understanding and interpretation of the relationships between many variables that are thought to be related. Among the many variables used in this study, it was investigated effectiveness of the commodification of history on user satisfaction was investigated. The main hypothesis was put forward to test in the study:

H1: “Neoliberal urbanism that commodifies the history and culture have positive effects on users’ satisfaction level of public recreation areas”.

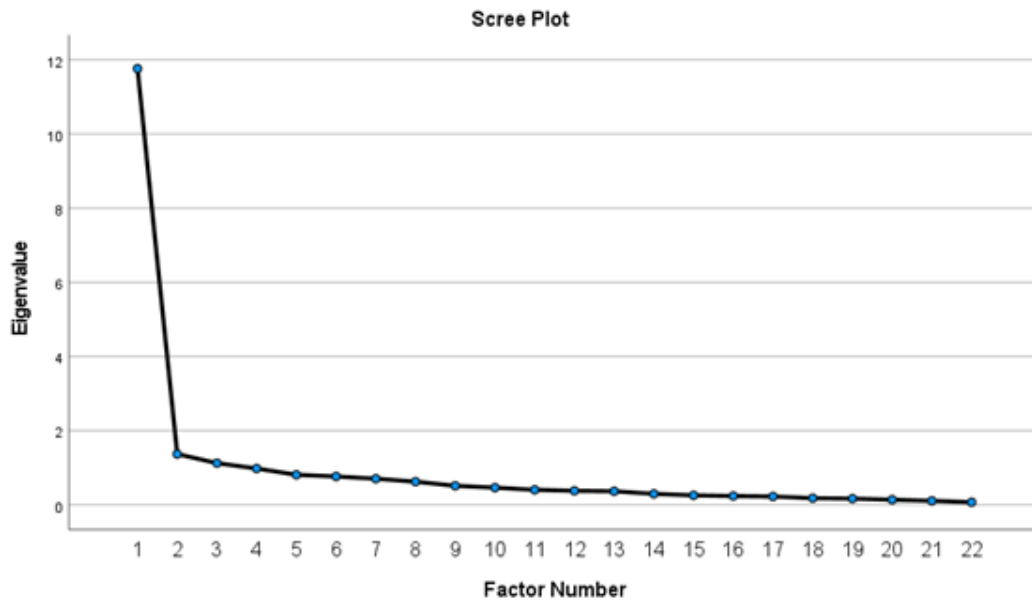
In this research, first, defining the user satisfaction of Ecdad Park seen in Table 1, was determined according to the 5-point Likert scale; 1: very bad, 2: bad, 3: neither good nor bad, 4: good, 5: very good. In factor analysis, the suitability of the data for factor analysis is measured by KMO and Bartlett Test. If the test is found to be statistically significant, factor analysis is started (See Table 1). In this research, Kaiser-Meyer-Olkin Measure of Sampling Adequacy is 0.930, this means that its data are suitable for factor analyses.

Table 1. Determined user satisfaction indicators

KMO and Bartlett’s Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,930
Bartlett’s Test of Sphericity	Approx. Chi-Square	2260,050
	df	231
	Sig.	,000

Factor loadings express the weight of the variables in each factor. These values show the degree of relationship between the variables and the selected factors. Whichever factor a variable has the strongest correlation with, it is an element of that factor (See Figure 1).

Figure 1. Factor numbers of research



There are 22 indicators in 3 main factors historical factors, physical and spatial factors, and psychological factors (See Table 2).

Table 2. Determined user satisfaction indicators

Number	Indicators
1	Located replicas of historical buildings
2	Ability to reflection of history
3	Feeling safety
4	Being quiet
5	Proximity to houses
6	Environmental cleaning
7	Adequacy of social activities in area
8	Adequacy of guiding signs for disabled people
9	Adequacy of designed/ regulated resting and sitting areas
10	Adequacy of resting areas designed by the water
11	Adequacy of landscape elements (presence of trees and green areas)
12	Adequacy of eating and drinking facilities
13	Ease of circulation within the park
14	Rules of the park (rules on photography, eating and drinking and green space use)
15	Feeling of security (evening)
16	Feeling of security (morning)
17	Adequacy of lighting equipment
18	Adequacy of shaded areas during the day
19	Adequacy and cleanliness of toilets
20	Well-designed for the circulation of the disabled people
21	History journey
22	Architecture from Ottoman and Selçuklu period

If the factor load of each item is less than 0.30 or the difference between the factor loads of the item in two different factors is less than 0.10, the item should be removed from the scale one by one, and the analysis process continues. The reason for this situation can be explained as creating complexity because of an item can be included in both factors (Bonett & Wright, 2014). Hence, 22 indicators in the survey were reduced to 16 variables.

Table 3. The indicator list of evaluation the performance of user's satisfaction

KMO	Factors	Indicators
X	Historical factors	History journey
		Architecture from Ottoman and Selçuklu period
		Ability to reflection of history
		Located replicas of historical buildings
	Physical and spatial factors	Proximity to houses
		Adequacy of resting areas designed by the water
		Well-designed for the circulation of the disabled people
		Adequacy of designed/ regulated resting and sitting areas
		Adequacy of landscape elements (presence of trees and green areas)
		Adequacy of shaded areas during the day
		Environmental cleaning
		Adequacy of eating and drinking facilities
		Ease of circulation within the park
	Psychological factors	Rules of the park (rules on photography, eating and drinking and green space use)
		Being quiet

4. The Case Study- Evaluation of User Satisfaction in Konya Ecdad Park

4.1. The Brief Urban History of Konya

Konya which has hosted many civilizations from past to present, is the largest city in Turkey in terms of surface area. Konya is south neighbours of the capital city Ankara. Konya is in the Seljuk city which is defined as the traditional bazaar (Tuncer, 2012). The city has well-known settlement since prehistoric ages, one of this is Çatalhöyük. It is a famous archaeological site that has ruins from ten thousand years past. Hence, it was included in the UNESCO World Heritage List in 2012. After the 11th century it hosted the Seljuk State. Süleyman Shah declared the capital of the Anatolian Seljuk in 1076 and capital was transferred to İznik in 1080. During the first Crusade the capital was re-moved to Konya by Kılıçarslan in 1097. From this date until 1277, Konya has been the capital of the Anatolian Seljuk State. Hence, there are so many historical buildings and heritage from Seljuk State. Between the years 1277 -1467 Konya changed hands between the Ottoman Empire and Karamanoğulları and passed permanently to the Ottoman Empire in 1467 (Konya Metropolitan Municipality, 2014). Konya, which has been the capital of the Ottoman and Seljuk State for many years, has many architectural and cultural values from the era of Ottoman and Seljuk. Whereas Alaaddin Mosque, Shrine and Mosque of Shams Tebrizi, İplikçi Mosque, Sadrettin Konevi Mosque, Shrine of Mevlana is one of the most famous Seljuk's architectures, Selimiye Mosque, Aziziye Mosque, Şerafettin Mosque, Kapı Mosque, Feridiye Mosque, Church of Saint Pavlus are from Ottoman State Era. There are also many museums that most of the tourists visits every year such as, Karatay Museum, İnce Minareli Madrasah, Sırçalı Madrasah, Archeology Museum, Ethnography Museum, Atatürk Museum, Koyunoğlu Museum and Library, Memorial Martyrdom of Independence War (Konya Metropolitan Municipality, 2014). Moreover, there are many ancient cities in and around Konya and Çatalhöyük is the famous one which is large Neolithic and Chalcolithic Age Settlement in Central Anatolia. It was inhabited 9000 years ago (Yenice, 2012). In Republic Era, planning applications has started in Konya. The first comprehensive and integrated urban plan for the city of Konya was the 1/2.000 scaled Konya Master Plan prepared by Asım Kömürcüoğlu in 1946 based on the 'beautiful city' approach. This plan objected to control unhealthy and uncontrolled urban zones, to clean buildings around monuments and historical environment. Within the scope of Law No. 2863, which is about the conservation of cultural and natural assets, a series of conservation decisions were taken in urban, archaeological, and natural conservation zones covering the Historical City Center and Alaeddin Hill and Meram District in 1984. Following these decisions, conservation plans were prepared. However, Konya Historical City Center Conservation Plan was subject to administrative jurisdiction between 1998 and 2009 and plans were cancelled. In 1987, Konya became the metropolitan municipality with the Law No. 3399. Initially, three districts (Karatay, Meram and Selçuklu Municipalities) were included in the borders of Konya Metropolitan Municipality (Küçükdağ et al., 2020). With the Law No. 5216 enacted in 2004, the boundaries of the metropolitan municipality were accepted as the centre of the governorship and expanded to the boundaries of the area with a radius of 30 kilometres. Also, the boundary of metropolitan municipalities was accepted the provincial territorial boundaries with the Law No. 6360 issued in 2012. In 2009, conservation plan for Konya historical city centre was approved by Konya Metropolitan Municipality and renovation and restoration applications were started in the historical city centre (Yenice, 2012).

4.2. The Reflection of Neoliberalism to Public Recreation, Thematic Parks and Commodification of

History: The Case of Ecdad Park

As a natural result of urbanization, increasing construction and environmental problems, the importance of urban green areas has increased. In addition to the ecological and aesthetic values, green areas are social spaces where people can come together and spend time. The green areas were pushed out of the city in time with the increasing density, lack of land and high land rent in the city centres (Korkmaz, 2016). The theme park is a recreation area spread over a wide area to appeal to a particular area of interest, designed to bring visitors into a story and make it a part of the story, focusing on branches such as science, culture, technology, history, art in open and closed spaces within the framework of a fiction. Although Ecdad Park is called as park in its name, it is closer to the definition of theme park in terms of its features, and it also planned as a recreation area.

Figure 2. Location of Ecdad Park in Yazır District, Selçuklu



Ecdad Park that is in Selçuklu, Yazır District, was designed by Konya Metropolitan Municipality in 2017 (See Figure 3). In the design of the park was inspired by Ottoman and Seljuk architecture and was built on an area of more than 100 thousand square meters. Ecdad Park contains Ottoman and Seljuk pavilions, harbour, Ottoman Street where hand crafts and souvenir are sold, an Ottoman Amphitheatre, Ottoman coffeehouse, a replica of Bosphorus Mansion, Ottoman Fountain, Mehter Building that is military music comes from 2500 years ago in Turkish from written historical registration and a pool covering an area of 9.136 m². The name of this recreation area, which carries traces of Seljuk and Ottoman works, was decided by the competition that was organized in 2017 (Figure 3 and 4).

Figure 3. Ecdad Park Google Earth satellite image (2005-2021)



Parks are defined as the areas reserved for the green vegetation and recreation needs of the inhabitants of the city by the law No. 3194. Although, Ecdad park is called as park in its name, it is planned as a recreation area in master plan. Recreation areas are defined as the areas of the city where the need for outdoor and green areas, entertainment, recreation, and picnic needs can be met, and determined by the master plan for daily use in and around the city. Thus, various commercial units could be designed within the Ecdad Park.

Open spaces are urban parts that are kept outside of closed spaces built for people, where people live and left in their artificial or natural state. Open spaces, in its broader definition, are unstructured areas in the city or outside the city with a certain land use or certain functions. The ownership of public open spaces is publicly owned, and the users of

these places are all urbanites without any privileges and restrictions and should be available to all urban residents (Burat, 2017). Although, the entrance in the Ecdad Park is free now, the tolls at the entrance of the park indicate that the park will be paid soon. This is not compatible with the concept of open public place.

Figure 4. The commercial units in Ecdad Park- the Ottoman Street and the Ottoman Coffee House (photos are taken by the author).



There are also models of Seljuk architectural examples, some of which are already in Konya such as Mevlana mausoleum and Alaaddin Mosque. In addition, models of the Seljuk work in different provinces are also included in the area. Neoliberal urbanization commodifies these architectural values as an element of a recreation area and makes the originals worthless with imitations. Moreover, the example of the mansion located on the lake in the park, which is not open to public use, destroys the concept of public, but also damages the principle of efficient use of scarce resources.

In the time of the Anatolian Seljuk Sultan Alâaddin Keykubad, the peak was reached in the construction of the castle, as in other architectural works. As a result of the excavations in the inner castle of Konya, the history of castle dated back to 2000 BC (Boran, 2018). In Ecdad Park, there is a castle model inspired by the Seljuk castle architecture. As it is mentioned in the above, the park is a thematic park that reflects a historical term rather than open green space (Figure 5).

Figure 5. The models of Seljuk architecture (photos are taken by the author).



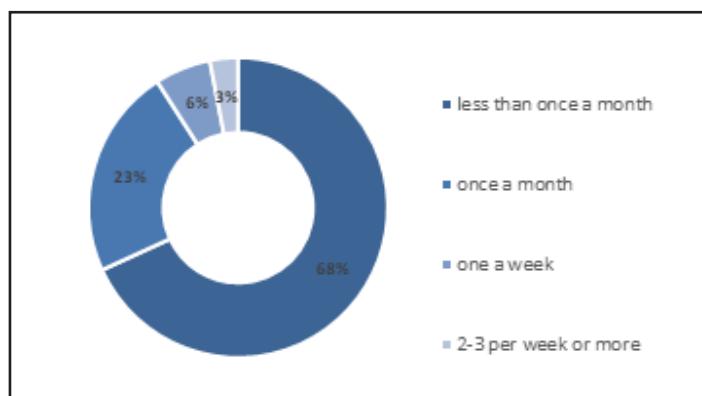
4.3. Findings

Launched with its historical concept, Konya Ecdad Park carries the traces of cultural heritage and historical architecture and is one of the examples of the commodification of history in the public sphere. In addition, Ecdad Park hosts festivals and TV programs that promote the history, cuisine, and culture of Konya. Within the scope of the research, a survey was conducted with a total of 132 users. While 68% of users use the park less than once a month, 23% use it once a week, and only 3% use it several times a week (Figure 6). 27% of those who participated in the survey found the imitations of historical buildings in the historical park to be positive and found the park to feel and reflect the history successful. While the park is found to be safe by the users, the park attracts users from all regions, and the proximity to the residence is effective in user satisfaction. Turnstiles have been placed at the entrances and exits of the park, and it has come to the fore that the entrances are paid. If the park is paid, 50% of the participants stated that they would not come to the park. This is an effective expression that shows the level of satisfaction. Although users seem to be satisfied with the presence of historical values in the park, they said it is not worth to come by paying. Also, 48.5% of the users see Ecdad park as a landmark to be taken for a tour when their guests come to Konya. In sum, according to the survey results, historical factors are significant for user satisfaction level (Table 4).

Table 4. Factor loads of factors after varimax rotation technique, total variance explanation ratio

KMO	Factors	Indicators	Factor Loads
,930	Historical factors	History journey	,987
		Architecture from Ottoman and Selçuklu period	,952
		Ability to reflection of history	,903
		Located replicas of historical buildings	,826
	Physical and spatial factors	Proximity to houses	,959
		Adequacy of resting areas designed by the water	,959
		Well-designed for the circulation of the disabled people	,873
		Adequacy of designed/ regulated resting and sitting areas	,808
		Adequacy of landscape elements (presence of trees and green areas)	,744
		Adequacy of shaded areas during the day	,653
		Environmental cleaning	,603
		Adequacy of eating and drinking facilities	,476
	Psychological factors	Ease of circulation within the park	,331
		Rules of the park (rules on photography, eating and drinking and green space use)	,624
		Being quiet	,434
		Feeling safety	,486

Figure 6. Frequency of Use of The Park



When the role of physical and spatial factors in user satisfaction is examined, it is noteworthy that the most important factor is proximity to the house. Ecdad Park is in high-density residential areas due to its location and has the capacity to meet the need for an important open green space. However, when the design of the recreation area is examined, it is observed that most of the area consists of hard ground and structures. The lack of green areas and trees makes it difficult to travel in the park in summer and winter in arid climatic regions such as Konya. Although there is a coffee shop (Ottoman coffee shop) and a kiosk belonging to the municipality in the park, it is insufficient considering the daily usage capacity of the park and take away food-beverage is not allowed from outside. The design of the park for the circulation of the disabled is also considered successful by the users. On the other hand, users give positive opinions about the maintenance and cleaning of infrastructure facilities (lighting, toilet, etc.) in the park.

When the role of psychological factors in user satisfaction is examined, it is observed that the security and usage rules of the park have a negative effect on satisfaction. It is forbidden to shoot with a professional camera in the park, to walk pets, to bring food and drink from outside, to sit in green areas. This situation further limits the already limited open space usage and reduces user satisfaction. Although the park seems like a safe zone with controlled entrance and exit and its outer borders surrounded by walls, users underline that they do not feel safe in the park day and night. The main reason for this is the low intensity of use and undefined spaces in the park that exceed the human scale.

5. Conclusion

After 1980 neoliberal policies have caused important changes in urbanization dynamics. New liberal policies succeeded to turn concepts such as happiness, prestige, nature, history, and culture into a commodity that can be bought and sold. As a marketing tool for the urban space, non-places have been designed that are independent of culture, history and time factors, and imitation places on the world have increased rapidly. These semi-public spaces, created under the name Park, offer nature, culture, and history to users as a commodity with their concepts. The number of these thematic parks is increasing every day in the world. Neoliberal marketing strategy re-presents the image structures, place-specific culture, and history of the world at different times and places. In this way, you can see the Bosphorus, the Eiffel Tower, or the Chinatown in many cities of the world. While these imitations destroy the urban identity, they form non-places apart from the context of culture, history, and term. The Ecdad Park, which was examined within the scope of the research, also imitates the Ottoman and Seljuk architecture, is a good example of the commodification of history and culture through open public spaces. This research evaluates the field of study within the theoretical framework and user satisfaction is outside the scope of the research. Since the users' satisfaction evaluations can change with the level of education, awareness, and perception of the society, this may contrast with the hypothesis put forward by this research. Especially in Konya, where many works are found from the Seljuk period, instead of preserving the original works and bringing them to the urban economy, presenting the models and imitations of the works in a thematic park is an example of commodification. Neoliberalism also began to create non-places that are disconnected from time and space. As the place ceased to be decisive, it made the spaces formed within different social, cultural, and historical processes independent and began to read the place through concepts defined by the global world, not the place. Although the literature criticizes the phenomenon of commodification, users seem to be pleased to see the traces of history in the recreation area. In addition, these parks are positive in terms of including many activities in the promotion of the city and culture. According to the factor analysis, using the historical texture in the park effects positive of user's satisfaction. The time travel to history, reflecting history, imitations of historical buildings from the Ottoman and Seljuk periods effect the user's satisfaction of the park positively. The hypothesis: "neoliberal urbanism that commodifies the history and culture has positive effects on users' satisfaction level of public recreation areas" is corrected.

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