



## Swot Analysis of Urban Transformation Areas in Yozgat

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### ABSTRACT

The aim of this research is to determine the environmental effects of deteriorated and abandoned urban areas and to seek a solution for this situation. For this purpose, the problem of deteriorated and abandoned urban areas can be solved by urban transformation. The lack of sustainable development planning in these dilapidated and depreciated urban areas in Turkey seems to be a serious problem in many cities, bringing along abandoned houses and many other urban problems in these depreciated urban areas. As EU countries have sustainable regulations, they can offer solutions for sustainable development and healthy urbanization in abandoned and slum areas in cities. As a result of rapid urbanization, there is a loss of value in these abandoned areas, which are deteriorated areas, in urban areas with economic, social, and physical environmental problems of unplanned development. This article focuses on the reintroduction of urban deteriorated areas into the city with the materials in physical space and urban transformation tools in economic, ecological, and functional characteristics. Applications can develop an action model based on urban transformation as a solution tool in dilapidated and abandoned urban areas.

**Keywords:** run-down urban area, urban transformation, abandoned urban areas, sustainable development, regenerating urban deteriorated areas

### INTRODUCTION

For planned urban development, an urgent solution is required to the various problems that have existed from the past to the present. The co-occurrence of rapid urbanization and industrialization is crucial in the expansion of the city towards the settlement area, while the geographical structure is crucial in channelizing the expansion of the city. Nowadays, urban development has numerous key problems such as unplanned urban development and lack of basic infrastructure facilities. Such unplanned development destroys natural habitats, which is a major threat to rural areas.

In the modern world, post-industrial urbanization has reached a point where the strategy for economic, social, and environmental perspectives has begun to transform. If this adverse interaction results in a loss of economic value in urban areas, the process of transformation into deteriorated areas and unplanned development and abandonment of the dilapidated area begins. Urban land-use planning can be restructured within the context of regeneration of abandoned areas and unplanned settlements. For urban development, European regulations, European Common Indicators (ECI), and European Spatial Development Perspective (ESDP) criteria would guide urban regeneration practices in urban deteriorated areas.

As seen in the European Common Indicators (ECI) and regions and areas depreciated by rapid urbanization, abandoned urban areas are important in the sustainable development strategy in the European Union. The proposed regeneration in dilapidated areas or regions in cities emphasizes the need for regeneration of residential facilities, urban areas, and natural habitat while respecting the past, within the framework of urban transformation. Urban transformation in the city is not only about the reconstruction of buildings, but also about the adaptation of a novel approach to the city. "All urban



*regeneration projects and actions should ensure that the recycling of abandoned spaces and buildings contributes to sustainable development, which would diminish the expansion of cities and facilitate more compact development of cities” (COUCH and DENNEMANN, 2000).*

Regeneration and sustainable development are based on four-dimensional relationships. These are political, social, economic, and environmental dimensions. The social environment is formed by community behavior, which influences the choices regarding the implementation of regeneration projects. Political decisions can help support the development of regeneration projects with national legislation. Environmental problems are the most important problems to be solved in urban transformation projects. Particularly in areas where urban transformation solutions are needed, the economic situation gains importance to tackle the problem of abandonment.

Thus, in this research, the solution of the shrinking city problem and its impact on the urban fabric are analyzed. While the rate of decline in quality of life has improved in recent years, new problems have become inevitable in a dramatic way. Fundamentally, urban renewal is centered on large urban areas with a decreasing trend in the quality of life. In this regard, both the phenomenon of migration and the decline in the quality of life in the urban area of Yozgat will be assessed via the SWOT analysis method, as the deteriorated and abandoned areas in the cities need a solution due to the planned development in the urbanization process.

#### **METHOD and MATERIALS**

The urbanization process in the world started with the industrial revolution in the 19th century and has reached the present day along with its problems. In Turkey, the urbanization process started after the 1950s. This situation, which is clearly revealed as a result of the population census, is rapidly shifting from rural to urban areas in the future. The migration movement from rural areas to the city center and from the city center to the metropolises in the urban settlement area by years in the case of Yozgat is presented in Table 1;

**Yozgat Rural and Urban Area Population by Districts**  
**Table:1** **Years**

Province and District Names	1980			1985			1990		
	City	Village	Total	City	Village	Total	City	Village	Total
<b>Central District</b>	36220	50728	<b>86948</b>	43686	48422	<b>92108</b>	51360	43454	<b>94814</b>

Source: ANONYMOUS, 1991

Province and District Names	2000			2007			Province and District Names	2018		
	City	Village	Total	City	Village	Total		City	Village	Total
<b>Central District</b>	73930	39684	<b>113614</b>	72183	23092	<b>95275</b>	<b>Central District</b>	90163	15004	<b>105167</b>

Source: (AÇIL, 2007) and (YOZGAT GOVERNOR, 2018)

In this table, it is seen that the population in Yozgat city center is migrating from rural to urban areas as of 2018, and 93% of the current center's total population is composed of urban population while 7% is composed of the rural population. It is a well-known fact that the migration wave from rural to urban and between cities constitutes the source of ecological, economic, and social structure problems in cities, which is one of the causes of urban decay. In the case of the Yozgat, it can be stated that one of the most remarkable factors in the formation of deteriorated areas in the urban area is that the

rate of out-migration from the city until 2018 is higher compared to the migration to the city. Migration from the rural area to the city center uses the Yozgat urban area as a transition region. This transition takes place from the downtown of Yozgat to cities with a better economic structure and level of development. As of 2018, it is seen that the rate of migration to this city as outward migration is 87.5 (Table-2).

**Table 2. Migration to Yozgat (The last ten years have been examined and the migration received and given by Yozgat Province is given in the table below.)**

Year	Migration	Immigration	Migration Difference	Year	Migration	Immigration	Migration Difference
2018	25715	22524	+3191	2012	14646	24525	-9879
2017	19074	23498	-4424	2011	15251	26921	-11670
2016	17736	21825	-4089	2010	16181	29618	-13437
2015	14933	26804	-11871	2009	17705	25546	-7841
2014	16200	27722	-11522	2008	15352	30117	-14765
2013	16688	26572	-9884				

Source: (KARA, 2019)

This demographic situation in Turkey has emerged in particular due to intense migration to metropolises. In Anatolia, migration from villages to towns, from towns to cities, and from cities to metropolises continues for economic reasons. This migration, which began notably in the 1950s, affected the socio-cultural and economic situation in the cities and resulted in the loss of their identities as well as the deteriorated areas in the cities.

Following the 1960s, the concept of migration changed the urban identity of all Anatolian cities and Yozgat. Albeit Yozgat has gained the character of a migration route, a significant population has increased in the city center after the 1980s. These urbanization processes have an impact on Yozgat's natural areas and urban development model. The reflection of this process on the spatial structure of the city had various effects on the urban fabric. Migration from the rural areas of Yozgat to the city center and from Yozgat to the big cities continued in 2020 as well. In the migration profile after 2018, the migration from rural to urban areas was reflected not as migration to metropolises with the addition of urban population, but as population increase by resettling some of the population coming from rural areas to the city.

Migration and economic structure represent how the urban fabric has changed and also indicate the ecological and green space situation in Yozgat. As is known, "residential areas make up a large part of the land in the urban areas of Yozgat"<sup>6</sup>. The definitions of urban transformation areas and what is needed in this case have been interpreted as the solution of urban transformation areas.

The spatial structure of Yozgat's urban fabric generally is composed of settlements. Regarding the future of Urban Development, Yozgat has the potential to be reshaped with the other important working domains such as the quality of the downtown, the subdivision of the city, the dynamics of history, the functional difference of the downtown, the land preference of traditional and modern central sectors, as well as light industry and manufacturing.

A sustainable harmony between economic and ecological development is required in the urban area. In this case, the transformation of the natural environment into the built environment restricts the concept of sustainability. As resources are limited in nature, the pressure of urban development on natural areas should be alleviated. The sustainable urban development dimension is listed as follows;

- A balanced distribution of employment opportunity and wealth.
- The natural habitat and built environment are conserved with their special areas.
- The framework of social life. Within the scope of the social framework, the sustainability and balanced development of the Yozgat settlement were investigated



in this article. These criteria are crucial tools that assist the methodology in this study;

- In the urbanization process, ecological areas are conserved in parallel with urban development.
- The state of the ecological structure is assessed considering the current state and future state of urban development.
- Urbanization should be created with a physical environment that adapts to natural and social conditions.

These criteria support the methodological approach. Data related to the issues of demographic, sectoral, productive power, and employment structure are obtained. The data is compact and the research is based on the adaptations of urban development to the natural ecological structure when integrated.

In this development, we are trying to preserve urban areas with landscape and urban design. Our instruments support development that enhances the natural habitat and built environment in harmonious ways (GREED, 1999);

- "The necessity of preserving the stock of natural assets, any unavoidable reduction is offset by a compensatory increase hence the total is not reduced,
- The need to avoid harming the regenerative capacity of the Earth's natural ecosystem
- The need to achieve more social justice
- Avoiding imposing additional costs or risks to future generations"

Thus, we will continue to integrate previous results into a holistic systems approach for urban development of Yozgat, sustainable derelict land regeneration. Urban transformation creates a solution to the pollution of abandoned areas and is implemented as a way to improve housing and environmental conditions. In the case study, we define the problem with the SWOT analysis method. This analysis could reveal the problem situation in city development.

Methodologically, natural culture and history in shrinking, abandoned, and dilapidated areas should be taken into consideration. It may lose value as an economic structure in terms of unhealthy conditions, polluted land, derelict houses, and quality of life in run-down and abandoned areas. The methodology should analyze the culturally and historically determined design. The cultural and historical background of Yozgat can reveal potential remarks regarding the implementation of the regeneration. In this regard, the cultural structure and historical background of the city of Yozgat were methodologically assessed in urban transformation practices.

In our study, land use planning and landscaping should assist the implementation of urban transformation in the urban design process. The novel procedure we described above in this methodology is a sustainable urbanization tool of European cities. National and regional interests must coincide when establishing a new model for future urban renewal. In our approach, we try to bring reuse and new use practice for abandoned spaces in cities. In the abandonment of deteriorated areas in the urban areas and regions, new use, a new identity, and new reading gave urban areas a chance.

In this study, abandoned urban areas are one of the most important problems in urban development. Data collection and data generation is one phase of the framework of the study. The SWOT analysis is to figure out the situation, compensate, and conform to the design framework. Results and interpretation can guide the solution and reveal the situation. All these processes are interrelated for our theoretical work and are used in the development of the design solution, which is shown in the form of links of the research method.



## **RESULTS AND DISCUSSION**

The aim of the study is the information obtained from the data sources determined as the sustainability principle for the urban transformation project. The integration of the abandoned, deteriorated areas of the city into the urban area can be achieved through implementing redevelopment and rehabilitation. In practice, the need for regeneration of urban areas typically exhibits a lower economic character; however, these urban areas are potential regions for redevelopment in physical structure, as well as in ecological, sociological, and economic context.

Clearing out and redevelopment is the most visible component of urban regeneration (GIBSON and LANGSTAFF, 1982). In line with this perspective, we want to change the face of Yozgat city and bring a livable space by removing the bad image from downtown Yozgat. For a sustainable living environment, the physical effect of the abandoned city should be improved with a renewal approach.

The implementation of urban transformation basically stems from sanitary principles and the principle of regaining economic, ecological, and social structures. The powers and procedures currently used in the cleanup and redevelopment process are the results of the need for long-term assessment of the solutions identified<sup>8</sup>.

The sanitary reform movement developed as conditions created during the settlement phase for run-down and abandoned spaces (GIBSON and LANGSTAFF, 1982). The practical link between national law (this law is a new practice for Turkey) and local action will be the framework for the local government's process and mandate. At this point, it is necessary to organize a management system for the urban transformation project in local governments:

- To improve the sustainability of the environment for urban areas,
- To remark the historical background of the region,
- Restructuring and regeneration of abandoned or depreciated areas,
- Recognizing the potential of abandoned areas and identifying available resources,
- Creating healthy built environments and landscapes for present and future generations,
- Minimizing the use of resources,
- Ensuring sustainable land reuse in urban areas,
- A holistic approach to the sustainable urban renewal of steppes.

For abandoned areas in the city of Yozgat, there is a need for a solution in the context of urban transformation in which an ecological, economic, sociological/cultural intervention and systematic approach will be programmed with local governments and communities. With the intensification of urban and industrial development and land use, habitat diversity started to decline over time (ROZAC, PRLIC, OZIMEC and FIORIJANCIC, 2019). The aim of this research is to remark transformation projects and urban design methods as a solution to abandoned and run-down areas.

## **SWOT ANALYSIS FOR THE AREA**

The UK government used the SWOT Analysis method for the East Wales region (see. [www.wefo.wales.gov.uk/resorce](http://www.wefo.wales.gov.uk/resorce)). This study guides our research on urban transformation areas in Turkey and for Yozgat City Municipality Planned Areas as a case study. As a different expression in our research, in SWOT analysis, we focus on three topics for our research area: economic, ecological, and social areas; spatial and structural obsolescence is created by project decisions at the urban design stage. With this research, we determined the priorities of the Yozgat settlement in our study and found a solution for the urban transformation area via the SWOT analysis method. In the SWOT analysis, when assessing the physical space in urban areas, primarily economic, ecological, and social/cultural aspects should be addressed.



As a result of the assessment of this process, which makes up the framework of the SWOT analysis, in terms of the Economic, Environmental, and Socio/Cultural aspects of the Sustainability Development Model, integration of deteriorated areas in the urban area into the city can be achieved. This process, which constitutes the framework of the SWOT analysis, can be assessed in terms of Economic, Environmental, and Socio/Cultural aspects in the Sustainable Development Model, and the inclusion of deteriorated areas in the urban area can be achieved.

Since the areas with low rent value or abandoned areas in the Yozgat Urban Area, developed outside of the zoning plan and legal regulations, are located in the city center, they were included as deteriorated areas in the study. When this region is evaluated with SWOT analysis in terms of economy, Strengths and Weaknesses are composed of data and information that may change over time, since it includes internal formation. Considering the information and data on the population, economic structure, etc. in this region, which is a deteriorated area, it is noticed that it has not been able to integrate into the city economically for a long time. Opportunities and Threats, on the other hand, constituted the data that impacts the field in an external context and cannot be shifted. Put differently, as the urban development is formed in the planning integrity in the close environment, the opportunities have shifted to other regions and since they cannot form the complementary quality in the downtown, the rent-seeking demands cannot add value to the whole city in terms of integration into the city.

The aim of the study is to reveal sustainability for transformation applications with SWOT analysis and investigate conceptual approaches. In this regard, it is well-known that the sustainability of run-down or abandoned urban areas in urbanization can be achieved through improvements in social/cultural, economic, and ecological structure. In the study, sustainability was organized as the fundamental concept. Analysis of the collected data assists in interpreting and explaining the development of the research method. Research data has been used to define sustainable abandoned urban regions or areas and to develop design theories.

Urban transformation can be planned with functionality other than economic, socio-cultural, and ecological characteristics, and obsolescence in the physical structure can be projected with the Urban Design application so that these deteriorated areas can be integrated into the city. The most remarkable problem in this application is that the migration movement has not been associated with the social and economic dimension in the urban area. In this context, it is the choice of place and quality of life that should be analyzed. Here, within the framework of sustainability, these three characteristics can be evaluated with SWOT analysis and a project can be designed to ensure sustainability in urban transformation, as seen in Table 3.

**Table:3 SWOT Analysis**

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"><li>oYozgat, as a development potential with new economic infrastructure, has a renewal area,</li><li>oYozgat is in a position to use natural areas in a balanced way for the new development approach,</li><li>o Having a strong socio-cultural connection with urban structures in neighborhood planning,</li></ul>	<ul style="list-style-type: none"><li>oInadequate financial resources of the economic approach for the abandoned area,</li><li>o Lack of rethinking ecological approaches to abandoned areas,</li><li>o Negative effects of migration trends on urban development,</li></ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"><li>o Redevelopment potential of dwellings in the derelict areas for economic use,</li><li>o Redevelopment and regeneration of abandoned areas in residential areas with natural features,</li><li>o Stopping the phenomenon of migration by creating employment opportunities for the profit of local people,</li></ul>	<ul style="list-style-type: none"><li>o Decreased areas, quality of life problem due to loss of income in the region,</li><li>o Lack of sustainable approaches applied in abandoned areas,</li><li>o Migration becomes a social character for urban development,</li></ul>

The aim of the study is to investigate the conceptual approach of sustainability for urban transformation via SWOT analysis. The study was organized around the fundamental concept of sustainability. Interpretation of data collection can assist in improving descriptive methods and explanation of research methods. Moreover, the analysis study focused on social, economic, and economic coexistence to figure out and solve the problem in the area the analysis phase of the data defines the real size of the problem in the area. Assessment of analyzes that play a key role in design applications for transformation areas also involves the assessment of data for design processes.

The city center, which has the problem of abandonment, and the urban areas of Yozgat, which are in the process of migration from the rural areas to the city and from the city to the metropolises, due to the expansion of the city, need an urban transformation approach. Fundamentally, since Yozgat has been constantly emigrated until recent years and stagnation prevails these days, internal migration feeds the city center, where there is very little population loss. In this case, the downtown of Yozgat population has reduced the migration from the city to the city, on the contrary, the rural population is moving to the downtown and a certain percentage of the urban population is migrating to other cities, which means that the rural population is flowing to the city. The urban population is still increasing with the rural population, however, as the settlement area of the low-economic population, In the city, especially Eskipazar, Develik, dervish lodge, Taşköprü Yeni Mosque, Seyit Osman, Köseoğlu, between the National Park and the city center, and Yukarı Nohutlu, M. Hulusi Efendi, Yukarı Çatak, Kösepoğlu and Mutafoğlu neighborhoods between the center and the prison in the north were chosen as development areas (Map 1).



Map: 1 Priority Urban Transformation Areas

The design included eco-sustainability, socio-economic planning, and sustainable development. The case study can be derived and elaborated in the design through harnessing the urban regeneration assessment in deteriorated areas. During the design of this project, features, elements, and parameters were identified for the successful implementation of the urban transformation project.

In the design application that will eliminate the bad image in the Yozgat deteriorated area, redevelopment and growth are defined as the economic attraction (Figure:1-2-3-4).



Picture:1-2 Yozgat Yukarı Nohutlu Mahallesiinden Building and Space *Yurt Caddesi*

Source:

<https://www.google.com/maps/@39.8214034,34.7985712,736m/data=!3m1!1e3>



Picture:3-4 Yozgat Agah Efendi Mahallesiinden Building and Space *Şeker Pınar Sokak*

Source:

<https://www.google.com/maps/@39.8214034,34.7985712,736m/data=!3m1!1e3>

This study was organized to ensure the sustainability of urban transformation areas that define the parameters and elements in the solution approach for urban transformation areas. This urban transformation concept aims to harness the space to solve the problem analyzed so that the land use and landscape design process can be understood. A derelict area with landscape-urban design can bring economic and ecological advantages, which will increase the quality of life in the work area and increase the access of the society to this area. Assessment of reduction effects should also consider potential effects. The objectives of Yozgat urban transformation areas in this design are;

- Increasing community access to the urban transformation area,
- Maximum improved usability of the urban transformation area and using it for recreation, and nature experience,
- To improve the sustainability of the environment for urban areas,
- To increase sustainability in the quality of life of urban areas,
- To achieve sustainable cities and sustainable urban development in Yozgat,
- Ensuring sustainable land reuse in urban areas,

In this design implementation, coordination participant was organized with the communities that made effort and contribution for the derelict areas. Local governments should take responsibility for the organization and promote public participation for the successful implementation of the regeneration design. Urban transformation areas with natural landscape value should be arranged and planned in a way that considers both the redevelopment and preservation of ecological character.

Thus, it is aimed that the design includes the main emphasis on sustainable development and that environmental and economic sustainability for the restructuring and urban transformation of land is achieved. As a result, efforts were made to engage the public to maintain control of the project implementation process. The reclamation, regeneration, reuse, or reconstruction of past urban landscapes has become the sustainable aspect of the modern urban scene (HALL, 1998).

In a proposed design, the architectural background should provide integration with ecological advantage in a national park integration located on the outskirts of a city. For the idea of regeneration, the participation of communities would be the most crucial issue





in the design practice that would take place in urban production. The design also makes you realize that space is regained from the space and hence removes the bad image from the space.

Despite the economic challenges, Yozgat's abandoned deteriorated areas that need to change its urban face in sustainability approaches need to be transformed. The design should be integrated with the rest of the city in the context of renewal. The renewal of Yozgat also makes a good contribution to city life when the situation needs to be transformed from derelict areas to promoting lifestyle in an economic and historical cycle.

### ***Preparation of the Design Implementation Process***

Social life in a culturally obsolete region or area should be a part of the design process. Primarily, potential sites with a bad image are identified, then the bad image problem is solved with a revitalization approach within ecological, economic, and social integration. The urban fabric should give a characteristic definition in the design practice of the derelict area. Redevelopment proposes a holistic approach, which is reflected in the economic cycle, political opportunities, and the definition of spatial development.

Regarding the problem in Yozgat, the priority is to define the problem as a part of the city and to achieve integration in the entire urban space. This design method removes the problem from the region but also supports the city's global competition. Before European integration, Turkey should catch up with the European standardization of city regulations in the field of landscape-urban design.

This analysis can bring some approaches to the city of Yozgat as a strategy;

- Sustainability refers to community integration, economic and social need as well as ecological issues,
- Ensuring sustainability emphasizes new structures and approaches in the urban transformation project,
- The urban transformation zone brings not only environmental problems but also social and economic dimensions.
- Yozgat province opened a new idea in bringing the urban transformation renewal project to the agenda.
- Yozgat city face can change with this application of the design,

In conclusion, the urban transformation process in Yozgat should revitalize the regeneration of abandoned areas and ensure their integration with other parts of the city. Every stakeholder of city authorities, NGOs, and communities should be involved in the implementation of the project and the decision-making process. The regulation of the implementing environmental process can bring a novel approach to the new urban identity. The achieved success of sustainable development in the abandoned area were the processes that influenced the design. For the sustainability established in the field of design, the integration between economic, ecological, and social aspects constitutes an important application model for the integration of the urban transformation and the run-down area into the city. Hence, well-organized and planned land-use decisions are crucial for the city (ERGEN and ERGEN, 2016).

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