

# A Socio-spatial Evaluation on Housing Preferences in Historical Area: The Case of Kilitbahir Settlement

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## Abstract

The evaluation of housing study in the historical areas brings to important issues such as the tendencies of the users in housing preferences and purchasing emerge. Determining housing preferences in historical areas is important to ensure socio-spatial sustainability and the protection-usage balance in these areas, which have a unique settlement pattern. The aim of the study is to determine which factors shape the housing preferences of the users in these areas. Also, it is aimed to evaluate whether registered and traditional residences are a reason for preference by individuals. Kilitbahir located within the boundaries of Çanakkale Gallipoli Historical Site has been determined as the case area. In this study, in which descriptive survey model was used, the main and sub-factors were analyzed to determine the housing preferences in the historical area. Evaluation was made in four groups: the main factors affecting the housing preferences, the sub-factors determining the housing preferences, the analysis of the propositions for the housing market and the analysis of the housing preferences according to the user profiles. As a result of the evaluations, the participants in Kilitbahir give more importance to the structural, visual and economic criteria when purchasing housing than the criteria related to social, historical and tourism issues. Moreover, depending on the level of education and age, there is an awareness of registered and traditional houses in the area.

## Keywords

purchase decision factors, traditional urban pattern, registered building, Çanakkale, Kilitbahir

## 1 Introduction

İlhan Tekeli (2010:p.97) emphasizes that housing has multiple functions. Tekeli (2010:p.97) states that instead of seeing housing only as a means of shelter, seeing it as a shelter, a manufactured good, a consumption good, an investment tool, a means of providing security, a tool in the reproduction of social relations and a cultural object in the creation of the urban environment will shed better light on the analysis of housing-related problems (Tekeli, 2010:p.97). Acquiring a dwelling may lead to economic, social and cultural changes in an individual's current life. When the sociological and cultural dimension of housing is considered, the extent to which the housing and its surroundings will add meaning to the lives of individuals, what kind of social fabric they will live in, with whom they will interact and what kind of identity they will create come to the agenda with the acquisition of housing.

In terms of its financial dimension, housing is still a preferred investment instrument, both in the past and today. In Türkiye, housing is used not only to fulfil the need for shelter but also as an investment instrument with economic value and return. The characteristics of housing, such as being more durable than other goods and providing income in the form of value and rent increases, make it an attractive investment. The Turkish property market has historically shown stability and consistent growth over the years. Despite short-term fluctuations, property prices in Türkiye have generally increased over time. This has made housing a reliable long-term investment option for individuals looking to increase their income. Moreover, as more people migrate to urban areas in Türkiye, the demand for housing is also increasing. This increasing demand creates opportunities for property investors to benefit from capital

appreciation and rental income. A survey conducted by the Presidential Finance Office shows that real estate is the investment instrument with the highest satisfaction rate at 72% (CBFO, 2020:p.42).

When considering the housing in historic areas, how the existing housing stock is evaluated and the tendencies of users in terms of housing acquisition and purchase are important issues. This is because historic areas are regions that should be preserved and maintained in terms of their natural, cultural and historical values. Properties in historical areas often possess unique architectural designs, authentic settlement pattern and aesthetic charm. These features can significantly influence the market appeal and demand for properties in these areas. Analyzing the cultural, physical, sociological or economic reasons for the purchase motivations of users who buy houses in historic areas will enable the development of sound housing policies to be produced for the evaluation of the existing housing stock in these areas. In this context, the protected settlement of Kilitbahir, located within the borders of the Çanakkale Gallipoli Historic Site, is examined to assess the housing preferences of users. In Kilitbahir settlement located on the Dardanelles, the limited housing supply due to the legal status of the region and the conservation zoning plan increases the importance of the existing housing stock.

## 2 Aim of the research

The aim of the study is to determine the housing preferences of the users in a historical area and to determine the importance ranking of these preference criteria from the users' perspective. Kilitbahir settlement, located in Çanakkale Gallipoli Historic Site, is a suitable study area for housing studies to be conducted in historic areas. The sub-objectives of the study are to determine how the location, geographical, cultural and historical characteristics of the Kilitbahir settlement shape housing preferences, as well as the impact of user profiles (age, gender, educational status, marital status, child ownership, etc.) on housing preferences in the historical area. Kilitbahir is a settlement with a registered housing stock as well as a new housing stock. Although the Conservation Zoning Plan prepared for the historical area of Gallipoli provides for the protection of the existing houses in Kilitbahir settlement, it imposes certain limitations on the arrangements that can be made in the area. The fact that the study area is a protected area is one of the questions to be answered as to whether the existing traditional and registered houses in the area, which are cultural assets that

need to be protected, are a reason for preference when purchasing a house in the region. The selection of a settlement located in a protected area will be important to understand which specific criteria determine housing preferences in historic areas. Historic areas have their own identity and spatial constructs. The preference of the users for the traditional texture and registered buildings is important in terms of ensuring socio-spatial sustainability and contributing to the existing historical and cultural identity of the area. For this purpose, the criteria that users pay attention to when buying a house in a historical area has been determined as a subject worthy of research.

## 3 Scope of the research

The reason for choosing Kilitbahir settlement, located within the borders of Çanakkale Gallipoli Historical Site, as the study area is to observe the extent to which the users understand the guiding factors brought about by the conservation status as well as the natural and historical features of the area. At the same time, another reason is that analyzing the factors that users prioritize when acquiring housing in the historical texture is thought to be a guide for the effective use of the existing housing stock. In this study, studies on housing preferences were examined. These studies, which focus on consumer behavior models and housing acquisition tendencies, examine which criteria are determined and which criteria are more important according to the profile characteristics of the users. When the theoretical framework and literature are analyzed, focusing on housing preferences in historical and conservation areas provides the originality of the study. For this purpose, the study focuses on the evaluation of the factors that users consider in the process of acquiring housing in the historic district. The main criteria, which are determined by taking into account local characteristics, and the sub-criteria created to elaborate these criteria will be analyzed through surveys of the actors who have a say in the area. In addition, it is planned to evaluate the housing acquisition tendencies of these actors in more detail based on their profiles.

## 4 Research method

According to Öztürk and Fitöz (2009:p.22), the most important factors determining housing demand are defined as income, credit conditions, income distribution, social demand and demographic situation, while the factors determining housing supply are defined as the rate of urbanization, construction costs, land production, interest rates,

housing loan opportunities and government policies. Although the factors affecting housing supply and demand are generally defined by these indicators in the literature, the situation in the study area of Kilitbahir is slightly different. Since Kilitbahir is located within the boundaries of the Historic Conservation Area, there is a conservation plan in place. With this plan, it is aimed to protect all the historical, natural and cultural qualities of the area, its architectural and original traditional texture and to transfer them to future generations. For this purpose, the supply of land in Kilitbahir has been kept to a minimum and the development of new areas has been restricted. In addition, since there are different protected areas in Kilitbahir settlement, all construction activities are supervised and submitted to the approval of the relevant conservation commission to ensure that the original traditional texture of the area is kept alive and compatible with the existing texture.

It can be said that there are 3 groups of actors affecting the housing market in Kilitbahir. These are homeowners living in Kilitbahir, public employees involved in the management, regulation and supervision mechanisms of the region, and real estate agents and real estate experts working in the region. 'Homeowners' appear to be the most important actor since it is a settlement with a limited supply of housing and land. The second group of actors, 'public employees involved in the management, regulation and supervision mechanisms of the region' consists of urban planners, architects, engineers, art historians, archaeologists and technicians who have taken part in the preparation of zoning plans for the region, identification and registration commissions of cultural assets that need to be protected, expropriation, real estate appraisal, illegal building inspection working groups and restoration practices in the region. The third actor group is 'real estate agents and real estate experts' who know the settlement well, can analyze its dynamics well, and are the intermediary actors who bring together those who supply and demand housing.

The materials of the study are zoning plans, written and visual documents, observational findings made in the field, articles and research on the field. Descriptive survey model was used in the study. In this context, a questionnaire was applied to a number of people representing the research population and the collected data were analyzed with frequency distributions, averages and cross matching tables. The questionnaire form used in the research was applied to the house owners living in the area; public employees involved in the management, regulation and supervision mechanisms of the region; and real estate agents and real estate experts working

in the region. Using a simple random sampling method from the research population, a total of 149 people were surveyed, 86 of whom were homeowners living in Kilitbahir, 45 of whom were public employees, and 18 of whom were real estate agents and real estate experts working in the region. According to the address-based population statistics; the population of Kilitbahir Village is 630 people in 2020 and the total number of houses in the area is 345.

A questionnaire study consisting of 46 questions was conducted with a focus on the 5-point Likert scale used as a data collection method. The questionnaire consists of 3 main sections. The first section includes questions to analyze the socio-economic status of the respondents. The second part consists of questions that determine the housing preferences of the respondents. In the second part of the questionnaire form, the criteria affecting the participants' housing preferences in Kilitbahir were brought together by taking into account the unique identity and texture of Kilitbahir and criteria that can be used in accordance with each area. In this respect, the housing criteria gathered under 8 main headings are detailed within themselves. However, in order not to give a prejudiced perspective to the respondents, the surveys were conducted only on the detailed headings without giving the main group headings. The main group headings and detailed criteria of the housing acquisition criteria are given in Table 1.

The third part of the questionnaire form includes seven proposals to understand the approaches of the users towards housing in the historical area, the concept of registered buildings, the contribution of historical area plans to the area and the economic dimensions of housing in the historical area. The data obtained by filling out the questionnaire form by the users were analyzed in Excel and SPSS programs. Factor analyses, cross-matching and factor grouping tables of the propositions on housing preferences and the housing market were prepared, and in addition to general evaluations, it was tried to determine which user profile has what kind of preferences.

The criteria affecting the housing preferences in Kilitbahir and the propositions determined to understand the housing market (Table 2) were evaluated together from a holistic perspective and contributed to the conclusions and recommendations. These propositions will provide us with information about how much users consider and care about the local characteristics of Kilitbahir in their housing acquisition processes. In addition, housing acquisition tendencies based on user profiles were analyzed and similarities and differences were identified.

**Table 1** Groups and criteria affecting Kilitbahir housing preferences

Historical, cultural identity and texture	Construction of the dwelling with traditional building materials such as stone and wood The dwelling is located in an area with a traditional street texture The dwelling is located within a historical and cultural texture
Architectural and constructional features	Robustness and earthquake resistance of the dwelling Number and size of rooms in the dwelling Quality of materials used in the dwelling The dwelling has an open space or garden The dwelling is built with new building materials such as reinforced concrete and steel
Being a registered building and historical artifact	The dwelling has the status of a registered or traditional building The dwelling is a registered building (historical artifact) for which a favorable rate or interest-free loan support is provided The dwelling is a registered building (historical artifact) exempt from all taxes and fees The fact that the dwelling is in a location and status where grant support can be obtained from public institutions during the restoration of the dwelling
Sociological structure	My neighbors have the same social status as me Improved neighborly relations The location of the dwelling is suitable for my lifestyle The high prestige that the dwelling will provide me
Landscapes and natural beauty	The dwelling has a sea view The dwelling has a green area or forest view The dwelling is sunny, bright and spacious
Economic potential / price	Dwelling is a good investment instrument The dwelling is located in an area that is economically likely to increase in value in the future Price of the dwelling and type of payment method
Tourism	The dwelling is located close to the tourism region The dwelling is located in an area suitable for sea tourism The dwelling is located in a region suitable for cultural tourism
Location and accessibility	The dwelling is close to the ferry pier and the main road Pedestrian accessibility to the dwelling Accessibility to the dwelling by car

**Table 2** Identified propositions for understanding the housing market in Kilitbahir

Propositions for understanding the housing market in Kilitbahir
I think that the historical, cultural and architectural qualities of Kilitbahir increase housing values.
I think the legislation specific to the Gallipoli Historic Site has had a positive impact on the real estate and housing market in Kilitbahir.
I think registered buildings in Kilitbahir are more valuable and preferable than unregistered buildings.
I think that the conservation policies and legal procedures have had a positive impact on the registered building and real estate market in Kilitbahir.
I think that the housing stock in Kilitbahir is not sufficient and that new construction areas are needed.
I think buying a house in Kilitbahir is a good investment that will generate income in the future.
I think that the grants and favorable rate or interest-free loans provided by public institutions for the design and construction of registered buildings in Kilitbahir are not sufficiently known.

**5 Research limitations**

This study focuses on the settlement of Kilitbahir, which is located within the borders of the Gallipoli Historic Site and is an important area in terms of its location and the historical and cultural values it contains. This study

focuses only on the Kilitbahir settlement in terms of sampling area due to the fact that the historical area covers a large region and each settlement has different local characteristics. In case of focusing on the entire historical area, Kilitbahir settlement, which is a special area in terms of

settlement texture, has been determined as the study area due to the existing settlement and housing diversity, which may make it difficult to analyze the factors of housing acquisition and to make evaluations in terms of local identity and architectural texture.

## 6 Research problem

Settlement areas with historical value face different problems. Problems such as improperly managed implementation processes, non-strategic conservation approaches, lack of awareness of the users living in the region, and failure to reveal the characteristics of historical areas with the right uses cause the conservation-utilization balance not to be established. In these regions, it is thought that studies on housing areas will be beneficial, especially in terms of improving socio-spatial sustainability. Analyzing the criteria according to which users' housing preferences are shaped is important in terms of sustainable housing production processes and conservation-use balance. This study tries to understand which criteria users prioritize when purchasing housing and emphasizes the necessity of taking local characteristics into account when determining the criteria. In addition, it will be important to understand and evaluate which elements are worth considering when acquiring a house in a region with historical qualities through the eyes of different user profiles and to examine socio-spatial relations.

### 6.1 Sub-problem areas of the research

In order to ensure the sustainability of urban and rural settlements with historical value and importance, the houses in that region should be owned and kept alive with the right approaches. However, in some historical areas, houses with traditional and historical features cannot be owned and become abandoned. Maintaining the unique identities and settlement patterns of historic areas is important for the proper guidance of housing market actors active in that region. In addition to determining the ranking of the importance of the criteria that determine housing preferences, this study offers a perspective to understand the awareness of traditional and registered houses from the user's perspective. Evaluating these two different issues at the same point will give us important information about how user preferences are directed in historical areas with conservation status and which criteria come to the fore in housing acquisition processes.

## 7 Hypotheses of the research

In the course of the study, some hypotheses were generated by making various predictions based on the cultural

and geographical characteristics of the region, the type of administration, the housing market, the housing stock that is a protected cultural asset and the fact that it is a protected area and its limitations. The hypotheses evaluated in the Section 12 are as follows:

- *Hypothesis 1*: Participants give more importance to structural, visual and economic criteria in the process of acquiring a house in Kilitbahir.
- *Hypothesis 2*: The historical and cultural identity and texture of Kilitbahir is an important reason for preference when purchasing a house in Kilitbahir.
- *Hypothesis 3*: The fact that a house in Kilitbahir is registered as a cultural asset requiring protection is an important reason for preference when purchasing a house in Kilitbahir.

## 8 Theoretical framework

Buying a house can sometimes be a long process. The fact that individuals think that housing is a good investment tool encourages them to buy a house, on the other hand, it is considered as a process that requires a good decision as it will be difficult to return after the purchase (Aktürk and Tekman, 2016:p427; Baş Aras and Tantekin Çelik, 2021:p.558). For this reason, it is seen that individuals think multi-dimensionally when buying a house and examine many different factors in detail (Baş Aras and Tantekin Çelik, 2021:p.558). In addition, socio-economic characteristics, desires and expectations shape the housing purchase process (Baş Aras and Tantekin Çelik, 2021:p.558). In order to better understand the factors that determine housing preferences, it is necessary to consider consumer behavior models. Marshall's Economic Model and Veblen's model can be given as examples of explanatory consumer behavior models. According to Marshall's Economic Model, the individual and the individual's purchasing behaviors are rational, and for this reason, the individual turns to the product that will benefit him/her the most (Tunçkan, 2012:pp.148–149). According to the Veblen model, the needs and desires of the individual are determined by the group in which he/she is or desires to be and his/her purchases are shaped within this framework (Tunçkan, 2012:pp.153–154). However, since it is seen that explanatory models are insufficient for us to understand the purchasing processes of human beings who are complex beings, complementary models have been developed to answer the how and why questions in purchasing decisions (Eroğlu, 2012:p.11). Complementary models are generally developed on how different variables affect purchase processes. In general, these models



are based on intrinsic (individual) and extrinsic factors (social-cultural) that determine purchasing processes (Eroğlu, 2012:pp.11-12). Extrinsic factors are culture, subculture, demographic structure, social class, advisory groups, family and marketing activities, while intrinsic factors are perception, learning, memory, motivation, personality, emotions and attitudes (Eroğlu, 2012:pp.11-12). For example, according to the Engel-Kollat Blackwell Model, which is one of the complementary models, individuals shape their buying processes under the influence of internal and external stimuli, and this model consists of five parts as inputs, information process, decision process, decision process variables and external influences in order to define these processes (Tunçkan, 2012:p.155).

In the housing purchase process, many factors related to the housing itself and its environment are influential. We can divide the factors affecting the housing purchase decision into two as 'user-oriented factors' and 'housing-presentation-oriented factors' (Aktürk and Tekman, 2016:p.427). Factors such as individual characteristics of users and their expectations shaped by these characteristics, financial resources and income status, and current living environment can be listed in terms of user-oriented factors (Aktürk and Tekman, 2016:p.427). Housing-presentation-oriented factors include the architectural design and construction qualities of the housing, the characteristics of the housing environment, sales and marketing methods, materials and engineering technologies (Aktürk and Tekman, 2016:p.428). Individuals pay attention to different features in line with their individual wishes and expectations when purchasing a house. For many users, both the basic features of the dwelling itself and the complementary features of the dwelling's environment are decisive in their housing preferences. In this context; Yüksel (1995:p.44) stated that factors such as the region where the house is located, ease of access to functions such as schools, hospitals, city center, etc., infrastructure security, proximity to cultural and social activity venues, neighborhood relations, sunlight, security, the beauty of the surroundings of the house, proximity to green areas, parks and children's playgrounds are factors related to the environment of the house and users take these factors into consideration.

### 9 The case area and importance

Gallipoli Peninsula is an important geography located on one side of the Dardanelles Strait within the borders of Çanakkale province in northwestern Türkiye.

In 1973, the Gallipoli Peninsula was declared a "Historical National Park". In 1997, the area was included in the list of "Protected Areas" by the United Nations World Conservation Union Organization (IUCN). The Gallipoli Peninsula is an important region with natural, historical and cultural features surrounded by the Saros Gulf to the west and the Dardanelles to the south. Due to all these different characteristics of the region, "Çanakkale Wars Gallipoli Historical Site Presidency" was established on June 28, 2014 and the preservation and promotion of the historical, cultural and natural values of this region was transferred to the responsibility of this presidency. It was also accepted to the Tentative List of World Cultural Heritage by UNESCO in 2014 under the title "Çanakkale and Gallipoli World War I Sites". Covering 33,490 hectares, the Gallipoli Historic Site is located at the southern tip of the Gallipoli Peninsula (Fig. 1).

Kilitbahir settlement has a rich history covering various historical periods. The Gallipoli Peninsula, where Kilitbahir is located, has a long history dating back to ancient times. Various civilizations lived in the region, including Thracians, Persians and Greeks. The ancient cities of Kallipolis (Gallipoli) and Sestos (Eceabat) on the European side of the Dardanelles and Lampsacus (Lapseki) and Abydos (Nara) on the Asian side were important settlements of the ancient period in this region (Bilgiç, 2005). It is likely that Kilitbahir had links with these ancient civilizations, but

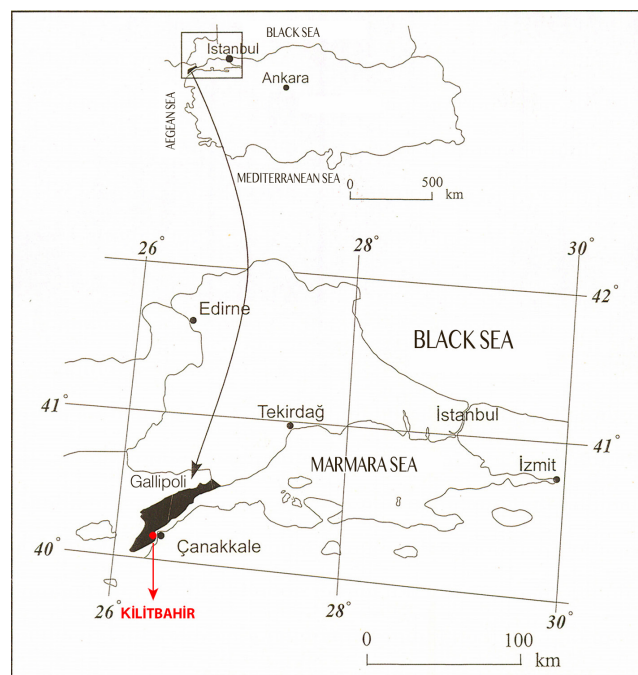


Fig. 1 Location of Gallipoli Peninsula and Kilitbahir Settlement  
(Adapted from: Bilgiç, 2005)

specific details about its early history are limited. During the Ottoman Empire, Kilitbahir played an important role as a strategic defence point against possible invasions from the west. Buildings and castles from the Ottoman period are among the important historical structures that can be observed in the settlement today.

The settlement of Kilitbahir has an important historical significance as it is located within the Gallipoli Historic Site, known for its important role in World War I. The Gallipoli Peninsula, including Kilitbahir, was the site of a major military campaign known as the Çanakkale Sea and Land Battles during World War I, which took place between 1915 and 1916. For this reason, Kilitbahir, located on the European side of the Dardanelles, played a strategic role in the Gallipoli Campaign (Erbey, 2018).

Kilitbahir has witnessed various civilizations, conflicts and architectural developments throughout its history. The settlement's location on the shores of the Dardanelles made it strategically important for controlling the passage between the Aegean and Marmara Seas. Today, Kilitbahir and its immediate surroundings are identified as an important historical site where visitors can explore the remains of ancient civilizations, Ottoman fortresses, as well as visit the World War I and Gallipoli Peninsula conservation sites and martyrdoms.

Kilitbahir settlement, which was selected as the study area, is a coastal settlement established on the Gallipoli Peninsula side of the strait at the narrowest part of the Dardanelles. Over time, settlement started to form around Kilitbahir Castle, which was built for the defense and protection of the strait, and Kilitbahir Village was born with its original and authentic appearance (Bilgiç, 2005). Construction of Kilitbahir Castle began in 1452 during the Ottoman period under the reign of Sultan Mehmed the Conqueror. The walls of the castle have 3 bastions close to the round and with this feature, the castle plan has a special architecture that looks like a three-leaf clover (Fig. 2).



Fig. 2 Drone photo of Kilitbahir settlement (ÇATAB, 2020)

The fact that the settlement is located on a sloping area has increased the opportunity of the buildings to benefit from the sea view. In 2014, the establishment of the Çanakkale Wars and Gallipoli Historical Site Presidency brought a new administrative structure to the agenda for this important region with historical, natural and cultural values. The Kilitbahir settlement, which was selected as the study area, currently has a 1<sup>st</sup> Degree Archaeological Site, a Historical Site and an Urban Site (Fig. 3). While Kilitbahir Castle and its surroundings are considered to be a Grade 1 Archaeological Site, the areas where the buildings are located are considered to be Urban Protected Areas. The areas surrounding Kilitbahir, where the slope is higher, are considered as Historic Sites.

The fact that there are different types of protection statuses in the area and that there are no building permits in the area has brought certain limitations for users. The aim of the conservation approach in the region is to preserve the historical, cultural, natural and architectural qualities of the area, the features that make up its original traditional

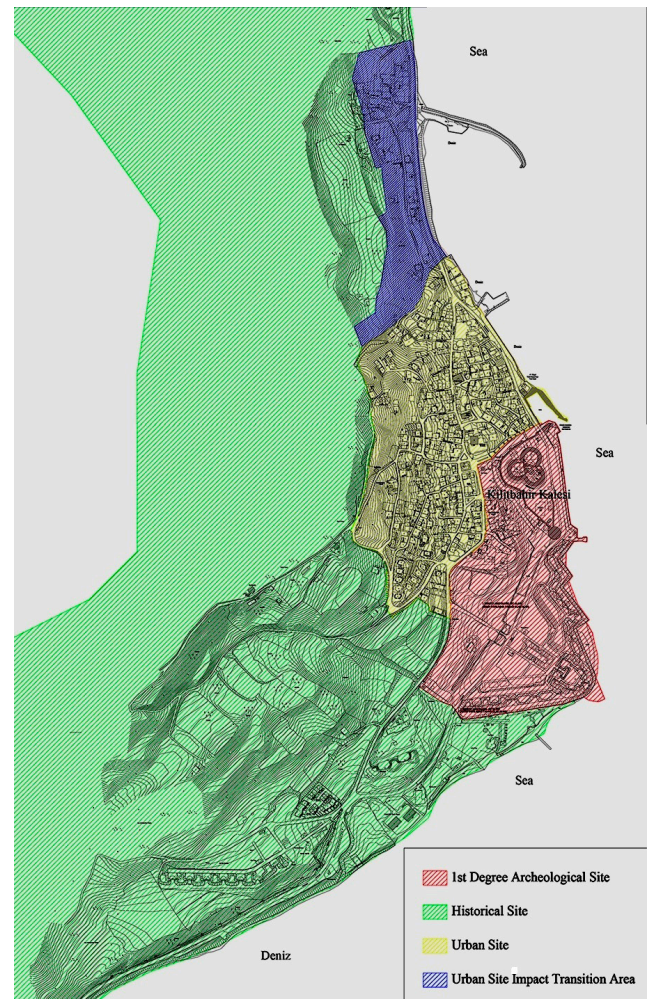


Fig. 3 Conservation site map of Kilitbahir Settlement



texture, and to ensure that it is transferred to future generations. This situation brings with it certain restrictions and these restrictions may cause an increase in housing prices depending on the housing demand in the region. Although the primary objective is to preserve the traditional identity and texture of the region, considering that this situation will increase the construction costs of traditional construction techniques, it is thought that this may cause the lower income group and middle and upper income group living in the region to be displaced in the long term.

In Kilitbahir Village, 444 buildings were analyzed and it was determined that 232 buildings corresponding to 52.25% of these buildings were of medium quality. 167 buildings with a rate of 37.61% were found to be good and 45 buildings with a rate of 10.14% were found to be bad. In addition, there are 47 ruined buildings and 1 construction in the settlement. There are 345 residential buildings in Kilitbahir settlement. When the dwellings in Kilitbahir were examined, it was determined that there are 62 dwellings registered as immovable cultural assets and 44 dwellings within the scope of traditional buildings. Therefore, 18% of the residential buildings are registered and 13% are traditional buildings (Figs. 4 to 7).

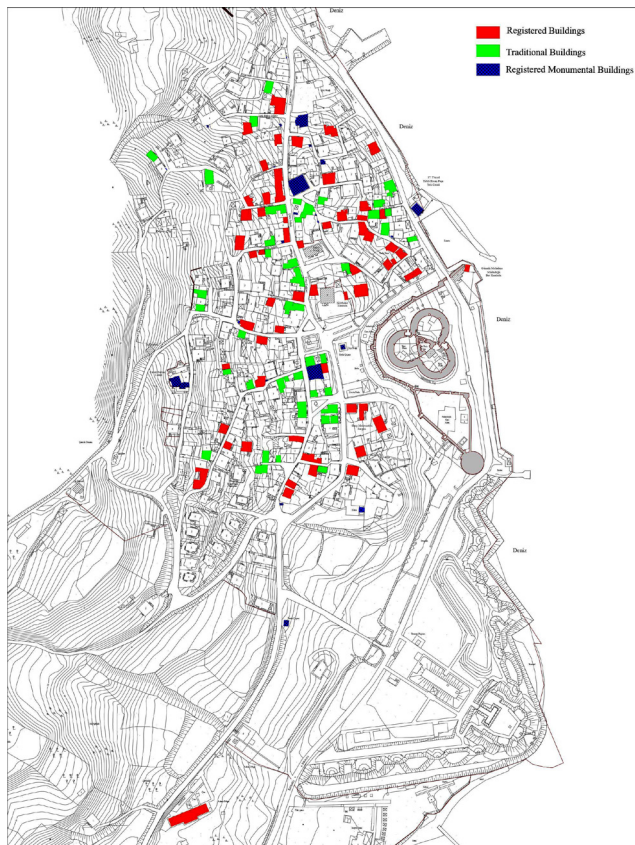


Fig. 4 Kilitbahir Village registered and traditional houses map



Fig. 5 Examples of registered buildings in Kilitbahir



Fig. 6 Examples of traditional buildings in Kilitbahir



Fig. 7 Examples of new dwelling in Kilitbahir

### 10 Findings

In the Kilitbahir settlement, which was determined as the study area, a face-to-face survey was conducted among 149 people between May and July 2021. Of the questionnaires prepared to determine housing preferences; 86 were applied to homeowners living in Kilitbahir, 45 to public employees involved in the management, regulation and supervision mechanisms of the region, and 18 to real estate agents and real estate experts working in the region. According to the results of the survey, 46.5% of the participants were female and 53.5% were male. It was observed



**Table 3** Socio-economic profiles of the participants

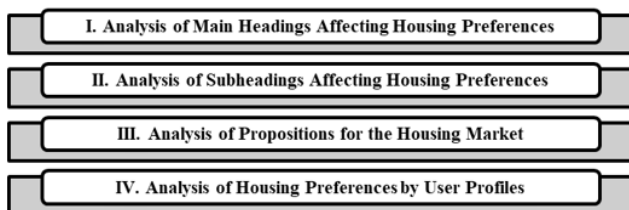
Age	(%)	Gender	(%)	Education	(%)	Number of child	(%)
18–30	11.6	Female	46.5	Primary education	29.1	None	24.4
31–40	23.3	Male	53.5	High school	36.0	1	25.6
41–50	27.9	Marital status	(%)	Associate degree	9.3	2	37.2
51–60	17.4	Single	29.1	Bachelor's degree	17.4	3 and above	12.8
60+	19.8	Married	70.9	Master and Doctorate	8.1	Total	100
Total	100	Total	100	Total	100		

that the majority of the participants (70.9%) were married. Details about the socio-economic characteristics of the participants are given in Table 3.

The actors shaping the housing market in Kilitbahir are categorized under three groups. After the survey, when the distribution of the participants according to their roles in the housing market in Kilitbahir was examined, it was determined that 57.7% of the participants were homeowners living in Kilitbahir, 30.1% were public employees, and 12.1% were real estate agents and real estate experts. When the distribution of the participants who own a house in Kilitbahir is examined according to the quality of their houses, it is seen that 43% of them own registered or traditional buildings, 33.7% of them own new buildings, and 23.3% of them own old buildings that are not registered or traditional buildings.

### 11 Analysis of housing acquisition preferences

The data obtained in the study are detailed under four main groups. First, housing preferences in the study area were analyzed under eight main headings. In the second stage, these eight headings were divided into sub-headings and detailed. In the third stage, the propositions that help us understand how the housing market is oriented in Kilitbahir, which are determined by taking into account the local characteristics of the settlement, were discussed. Finally, in the fourth stage, we focused on how user profile characteristics (age, gender, education level, number of children, etc.) affect their housing preferences (Fig. 8 and Sections 11.1 to 11.4).



**Fig. 8** Analysis stages of survey findings

### 11.1 Analysis of the main topics affecting housing preferences in Kilitbahir

It is important to reflect the local, physical and idiosyncratic characteristics of a region when determining the criteria affecting housing preferences in a region. To this end, in the first stage, housing preferences were assessed under eight main headings. The respondents scored each item from 1 to 5 (from negative to positive) and the results were obtained by calculating an average value. As a result of the calculations, it was found that the house owners living in Kilitbahir attach importance to architectural and constructional features the most, while they attach the least importance to the sociological structure (Table 4).

### 11.2 Analysis of sub-headings affecting housing acquisition preferences

The eight main headings under which we examined housing preferences in Kilitbahir were divided into 28 sub-headings and a detailed evaluation was made (Table 5). The historical and cultural structure of the area, the fact that it is under protection, its traditional and registered architectural structures, its location and physical features such as its relationship with the sea and the view it has are the local elements that are thought to affect housing preferences. In the questionnaire, only sub-headings were given in order not to direct the participants and not to create prejudice, and the main headings were omitted from the questionnaire for

**Table 4** Grouping of factors affecting housing preferences in Kilitbahir

Grouping of factors affecting housing preferences (main headings)	Average
Architectural and constructional features	4.21
Landscapes and natural beauty	4.18
Economic potential / price	4.12
Location and accessibility	4.11
Historical, cultural identity and texture	3.92
Being a registered building and historical artifact	3.89
Tourism	3.84
Sociological structure	3.83

**Table 5** Findings related to factors affecting preferences to acquire housing in Kilitbahir

Factors affecting housing acquisition preferences		Minimum	Maximum	Standard deviation	Average
Main headings	Subheadings				
Historical, cultural identity and texture	Construction of the dwelling with traditional building materials such as stone and wood	1	5	1.23	3.83
	The dwelling is located in an area with a traditional street texture	1	5	1.07	3.94
	The dwelling is located within a historical and cultural texture	1	5	1.14	3.99
Architectural and constructional features	Robustness and earthquake resistance of the dwelling	1	5	0.89	4.52
	Number and size of rooms in the dwelling	1	5	0.94	4.06
	Quality of materials used in the dwelling	1	5	0.94	4.23
	The dwelling has an open space or garden	2	5	0.71	4.50
	The dwelling is built with new building materials such as reinforced concrete and steel	1	5	1.11	3.72
Being a registered building and historical artifact	The dwelling has the status of a registered or traditional building	1	5	1.10	3.77
	The dwelling is a registered building (historical artifact) for which a favorable rate or interest-free loan support is provided	1	5	1.10	3.98
	The dwelling is a registered building (historical artifact) exempt from all taxes and fees	1	5	1.13	3.88
	The fact that the dwelling is in a location and status where grant support can be obtained from public institutions during the restoration of the dwelling	1	5	1.01	3.92
Sociological structure	My neighbors have the same social status as me	1	5	1.00	3.62
	Improved neighborly relations	1	5	1.18	3.84
	The location of the dwelling is suitable for my lifestyle	1	5	0.97	4.02
	The high prestige that the dwelling will provide me	1	5	0.91	3.83
Landscapes and natural beauty	The dwelling has a sea view	1	5	0.96	4.13
	The dwelling has a green area or forest view	1	5	0.81	4.09
	The dwelling is sunny, bright and spacious	2	5	0.73	4.33
Economic potential / price	Dwelling is a good investment instrument	1	5	0.94	4.19
	The dwelling is located in an area that is economically likely to increase in value in the future	1	5	1.04	4.05
	Price of the dwelling and type of payment method	1	5	0.82	4.12
Tourism	The dwelling is located close to the tourism region	1	5	1.00	3.88
	The dwelling is located in an area suitable for sea tourism	1	5	1.10	3.85
	The dwelling is located in a region suitable for cultural tourism	1	5	1.04	3.80
Location and accessibility	The dwelling is close to the ferry pier and the main road	1	5	0.98	4.01
	Pedestrian accessibility to the dwelling	1	5	0.77	4.24
	Accessibility to the dwelling by car	1	5	0.96	4.08

Section 11.2. This method will also provide us with information on how the respondents prioritize the sub-headings in detail, independently of the main headings.

The minimum and maximum values, standard deviations and mean values of the answers given by the participants were calculated. As in the Section 11.1, each sub-item was

scored from 1 to 5 (from negative to positive) and accordingly, all sub-criteria received a value above 3. This tells us that each sub-criterion was considered important and taken into account by certain participants. In Table 5, the scores of the sub-criteria that received 4 points and above are marked in bold. According to the results of the questionnaire;

'robustness and earthquake resistance of the dwelling' was determined as the most important sub-criterion with a score of 4.52. The criterion 'my neighbors have the same social status as me' under the main heading of sociological structure was the least important sub-criteria with an average score of 3.62. The criteria that are considered to be of the highest importance by the majority of the participants and have an average score above 4 are listed below in order of score:

1. Robustness and earthquake resistance of the dwelling (architectural and constructional features);
2. The dwelling has an open space or garden (architectural and constructional features);
3. The dwelling is sunny, bright and spacious (landscapes and natural beauty);
4. Pedestrian accessibility to the dwelling (location and accessibility);
5. Quality of the materials used in the dwellings (architectural and constructional features);
6. Dwelling is a good investment instrument (economic potential / price);
7. The dwelling has a sea view (landscape and natural beauties);
8. Price of the dwelling and type of payment method (economic potential / price);
9. The dwelling has a green area or forest view (Landscape and natural beauties)
10. Accessibility to the dwelling by car (location and accessibility);
11. Number and size of rooms of the dwelling (architectural and constructional features);
12. The dwelling is located in an area that is economically likely to increase in value in the future (economic potential / price);

13. The location of the dwelling is suitable for my lifestyle (sociological structure);
14. The dwelling is close to the ferry pier and the main road (location and accessibility).

When the above ranking is evaluated, it can be said that the main headings 'architectural and constructional features', 'location and accessibility', 'landscape and natural beauties' and 'economic potential/price' and the sub-headings under these headings are considered important by the participants, but the order of importance varies according to individuals. The analysis of the main headings affecting the preferences for buying a house in Kilitbahir shows a similar picture to the results obtained in Section 11.2 and the first four main criteria that are considered important do not change. This situation shows that the criteria that users find important remain the same when asked for opinions on sub-headings without giving main headings, but the ranking of the criteria that they find important can be revealed more clearly as a result of sub-headings and elaboration.

### 11.3 Analysis of propositions for the housing market

In Section 11.3, the attitudes of homeowners living in Kilitbahir towards the housing market in Kilitbahir were analyzed. Calculations were made by examining the minimum and maximum values, standard deviations and mean values based on the answers given by the participants as in Sections 11.1 and 11.2 (Table 6).

The propositions in Section 11.3 are important for determining how the local texture, identity, existing housing stock, policies implemented, registered architectural structures and the economic potential of housing in Kilitbahir are understood by the participants. The answers

**Table 6** Results of propositions for Kilitbahir housing market

Propositions for understanding the housing market in Kilitbahir	Minimum	Maximum	Standard deviation	Average
I think that the historical, cultural and architectural qualities of Kilitbahir increase housing values.	1	5	1.29	3.81
I think the legislation specific to the Gallipoli Historic Site has had a positive impact on the real estate and housing market in Kilitbahir.	1	5	1.41	3.24
I think registered buildings in Kilitbahir are more valuable and preferable than unregistered buildings.	1	5	1.26	3.48
I think that the conservation policies and legal procedures have had a positive impact on the registered building and real estate market in Kilitbahir.	1	5	1.28	3.40
I think that the housing stock in Kilitbahir is not sufficient and that new construction areas are needed.	1	5	1.39	3.03
I think buying a house in Kilitbahir is a good investment that will generate income in the future.	1	5	1.25	3.69
I think that the grants and favorable rate or interest-free loans provided by public institutions for the design and construction of registered buildings in Kilitbahir are not sufficiently known.	1	5	1.19	3.73



given by the participants will give us an idea about the extent to which all these issues are important and how they may affect their housing choices.

The heading with the highest score and the highest rate of agreement is the proposition 'I think that the historical, cultural and architectural qualities of Kilitbahir increase housing values' with a score of 3.81. In this sense, historical, cultural and architectural identity issues, which were not ranked high in importance in Sections 11.1 and 11.2, attracted the attention of the participants because they increase the economic value of housing with this proposition. The proposition with the lowest score of 3.03 points was 'I think that the housing stock in Kilitbahir is not sufficient and that new construction areas are needed'. In fact, the low score of this proposition was found to be positive in terms of the participants thinking that the existing housing stock is sufficient. The protected status of the area and the limitations on construction also increase the value of the existing housing stock.

#### 11.4 Housing acquisition analysis by user profiles

The individual profiles of the users, which determine their socio-economic characteristics, can provide information on how their housing preferences will be shaped. For this purpose, cross-matching tables for the factors affecting housing preferences were analyzed and criteria with significant differences were identified. In Section 11.4, basic socio-economic factors such as gender, marital status, age, number of children and educational attainment will be analyzed.

When we look at the tendencies of men and women to acquire housing, it is possible to say that the main topics that they consider important are 'architectural and constructional features', 'landscape and natural beauty', 'economic potential/price' and 'location and accessibility'. However, there were two sub-headings that female respondents found differently important. These sub-headings are 'the dwelling is located within a historical and cultural texture' and 'location of the dwelling is suitable for my lifestyle'. In this sense, it can be emphasized that female participants are more sensitive than male participants in terms of historical texture and sociological structure.

When housing preferences according to marital status are analyzed, it is possible to say that married respondents prioritize more sub-headings than single respondents. Unlike single participants, married participants prioritized the location of the house in a historical and cultural area with a traditional street texture that provides prestige and is suitable for the lifestyle of the user. In addition, the

fact that the house is located in an area that can increase its value in economic terms and that the house can be reached by car in terms of accessibility are other factors that married respondents consider important.

In the questionnaire, the age range was categorized into 5 groups (18–30, 31–40, 41–50, 51–60, 60 and above). All respondents emphasized the importance of 'robustness and earthquake resistance', 'having an open space or garden', 'having a sea view', 'having a green area and forest view', 'having a sunny, bright and spacious house', 'the price and payment method of the house' and 'pedestrian accessibility to the dwelling'. In general, all age groups, except for those aged 60 and above, emphasized the importance of 'the number and size of rooms' and 'the quality of the materials used in the house'. Respondents aged 60 and above also emphasized the importance of 'having neighbors with the same social status as me' differently from other age groups. Looking at the differences between age groups, the participants between the ages of 18–30 emphasized the importance of the sub-heading 'the high prestige provided by the dwelling' unlike the other participants. Respondents between the ages of 41–60 found the items 'the dwelling being a good investment tool' and 'the area where the dwelling is located being suitable for my lifestyle' more important than other age groups. Respondents between the ages of 51–60 found most of the sub-items important, and only four sub-items were not considered as important as the others. These sub-headings can be expressed as 'the dwelling is made of materials such as reinforced concrete and steel', 'the dwelling has the status of a registered or traditional building', 'the dwelling is in a location and status where grant support can be obtained from public institutions during the restoration of the dwelling' and 'my neighbors have the same social status as me'. It can be said that the respondents aged 51 and above find the two sub-headings under the main heading of 'being a registered building and historical artifact' as important: 'being a registered building (historical artifact) that is eligible for interest-free or interest-free loan support' and 'being a registered building (historical artifact) that is exempt from all kinds of taxes and fees'. In this respect, it can be interpreted that respondents aged 51 and above are inclined to acquire registered buildings.

When the status of having children and not having children is analyzed, it can be inferred that the criteria that the respondents with children attach importance to are more diverse and tend to have more sub-headings than the respondents without children. Items such as 'the location

of the dwelling architecturally within a historical and cultural texture', 'the location of the dwelling being suitable for my lifestyle', 'the economic potential of the dwelling' and 'the accessibility of the dwelling by car' appear to be the criteria that participants with children attach importance to differently than participants without children.

When we make an evaluation in terms of educational status, it is possible to say that all participants care about the 'architectural and constructional features' of the house, which are divided into sub-headings such as durability, size, building material, and having a garden. In addition, all participants also prioritized 'the fact that the house is sunny, bright and spacious' and 'the price of the house and the type of payment method'. It can be said that the participants with associate's, bachelor's, master's and doctorate degrees placed the sub-headings of 'the house being built with traditional building materials such as stone and wood', 'the house being located in a region with a traditional street texture' and 'the house being architecturally located in a historical and cultural texture' as the common denominator. In this sense, the importance and awareness of the architectural texture, historical and cultural identity of the region creates a significant difference between education levels.

## 12 Discussions

With its physical and natural values, the Kilitbahir settlement has become an attractive region for individuals who want to live in a region with these qualities. In addition, the fact that the supply of housing in Kilitbahir is limited due to the legal status of the region and the conservation zoning plan in place increases this attractiveness. In addition to its positive aspects, it is important to analyze the existing housing texture due to legal restrictions and to understand the criteria by which users evaluate the housing in the region. In this study, 3 main hypotheses were tried to be analyzed through questionnaires.

*Hypothesis 1:* Participants give more importance to structural, visual and economic criteria in the process of buying a house in Kilitbahir.

As a result of the evaluations, it can be inferred that the participants in Kilitbahir give more importance to structural, visual and economic criteria than to social, historical and tourism-related criteria. Among the criteria mentioned in this hypothesis, the main headings that stand out and are primarily preferred by the users are 'architectural and constructional features', 'landscape and natural beauties', 'economic potential / price' and 'location and accessibility'. When the factors affecting the preferences for

housing in the historical area were analyzed, it was found that the most influential factors were the robustness and earthquake resistance of the house, the open space or garden of the house, the sunshine, brightness and spaciousness of the house, the quality of the materials used in the house and the pedestrian accessibility to the dwelling.

The importance of the sub-heading 'robustness and earthquake resistance of the house' is of great importance in the fact that 'architectural and constructional features' is stated as the most important criterion in the 1st place among the factors affecting the preferences for buying a house in Kilitbahir. The fact that Türkiye is an earthquake country and Çanakkale province is located in an earthquake-prone region has brought elements such as durability and robustness to the forefront for the participants. In other studies, it is seen that factors such as the suitability of the house in terms of earthquake safety, being robust and durable are also important (Baş Aras and Tantekin Çelik, 2021:pp.556-560; Karakurt Tosun and Fırat, 2012:p.187). The 2<sup>nd</sup> most important sub-heading was 'having an open space and garden'. The criterion that the dwelling should be sunny, bright and spacious ranks third, and the criterion that the dwelling should have a green area or forest view ranks sixth. One of the reasons for the participants' highly favorable view of these criteria while making their preferences may be the effects of the Covid-19 pandemic on individuals. The fact that individuals cannot leave their homes for long periods of time has increased the need and longing for open and green spaces. At the same time, the long periods they spend in the home environment have led to the emergence of different needs in terms of architecture and the features that will provide comfort such as light, view, garden, which are sought in residences, have become more important. In studies investigating the effects of the pandemic on housing, it is seen that factors such as users trying to increase natural and artificial lighting in housing, emphasizing the longing for gardens and detached houses, and feeling the need for green space and nature more (Çetinkaya Çiftçioğlu, 2022:p.29-30; Nalçakan et al., 2021:p.164-167,171; Özdevecioğlu et al., 2022:p.443). According to the results of the survey, good material quality of the houses was found to be important in terms of being a factor affecting the durability of the house. At the same time, the quality of the materials ranked high for the users as it also increases the spatial aesthetics and economic potential of the housing. Similarly, it has been concluded that it is important for individuals to purchase a house made of quality materials (Aktürk and Tek-

man, 2016:pp.433–434; Memiş, 2018:p.658). It is possible to say that users are very sensitive about accessibility. The sub-headings of 'pedestrian accessibility to the dwelling', 'easy access to the house by car' and 'the house being close to the ferry pier and the main road' were found important by the participants, respectively. According to the survey results, it is seen that those who are married and have children would like to be able to access the housing by car. When analyzed by age groups, it can be said that users between the ages of 40 and 50 care more about access to housing on pedestrian way than by car. Accessibility is an important factor in housing preferences in many studies. Access to education, health, culture and green areas are also seen as preference criteria in studies (Aktürk and Tekman, 2016:p.433–434; Gür and Şenkal Sezer, 2018:p.15; Memiş, 2018:p.660; Polat and Tümer Yıldız, 2018:p.319).

*Hypothesis 2:* The historical, cultural identity and texture of Kilitbahir is an important reason for buying a house in Kilitbahir.

The majority of the participants stated that the historical, cultural and architectural qualities of Kilitbahir increase the value of houses and that buying a house in Kilitbahir is a good investment tool. According to the results of the survey, it can be said that the respondents, who are between the ages of 41–60, married, with children and female, attach importance to the fact that 'the house has a traditional street texture, architecturally, and is located in a historical and cultural texture' in the process of acquiring a house in Kilitbahir. In this respect, in relation to this hypothesis, it can be emphasized that the individual profiles of the participants are very effective in shaping their needs and expectations in the housing acquisition process. There are studies emphasizing that expectations and needs related to housing depend on variables such as gender, age, social relations, marital status, household income, family size and structure (Baş Aras and Tantekin Çelik, 2021:p.559; Ergöz-Karahan, 2009:p.90; Polat and Tümer Yıldız, 2018:p.319).

*Hypothesis 3:* The fact that a dwelling in Kilitbahir is registered as a protected cultural asset is an important reason for preference when purchasing a dwelling in Kilitbahir.

Regarding the registered and traditional buildings in Kilitbahir, the respondents did not indicate these as high priority criteria. However, at this point, the educational level and age of the participants caused differences in the importance of this criterion. In this respect, it can be interpreted that respondents aged 51 and above and high

school graduates are more inclined to acquire registered buildings. The fact that the respondents did not give very high scores to the propositions 'I think that the legislation specific to the Gallipoli Historic Site has a positive effect on the real estate market in Kilitbahir' and 'I think that the conservation policies and legal procedures implemented in Kilitbahir have a positive effect on the registered building and real estate market in Kilitbahir' among the propositions created to understand the housing market in Kilitbahir, gives the impression that a positive perspective towards acquiring registered buildings is not dominant among the survey participants. It can be said that this negative perspective of the respondents may be due to the fact that the legislation on the protection of the historical area and the legal processes that may be encountered during the project and implementation stages of the registered work are difficult. The proposition 'I think that the grants and favorable rate or interest-free loans provided by public institutions in the project design and construction applications of registered buildings in Kilitbahir are not sufficiently known' also draws attention with a high rate of positive participation. The high score of this statement suggests that the respondents are not sufficiently aware and knowledgeable about the subject. 'I think that registered buildings in Kilitbahir are more valuable and preferable than unregistered buildings', which is another of the propositions created to analyze the housing market in Kilitbahir, received a high score from the participants. This approach strengthens the opinion that the architectural and historical texture of the area is generally valued. In addition, the participants think that traditional building materials such as stone, masonry and wood constitute the identity of Kilitbahir, and for this reason, houses built using reinforced concrete and steel materials would negatively affect the identity of the area. This result gives us the impression that there is a positive awareness of architectural conservation among the participants.

### 13 Conclusion and recommendations

The physical, economic, social and environmental deterioration of historic areas is one of the problem areas of many cities. These urban spaces, where people live together, can be defined as cultural heritage sites that provide housing and work for their permanent users and places of discovery for tourists. Therefore, conservation efforts should ensure the quality of life of the communities that use, live, work and explore these spaces, and at the same time provide opportunities to implement the right practices in



terms of protecting the physical environment. The concept of conservation in historic areas is not a static concept, but an ongoing process of identifying, protecting and interpreting the characteristics of our past. Since historical, cultural, natural, architectural, archaeological and architectural values are important non-renewable resources, it is crucial to strike a balance between our needs/use and their conservation. Therefore, the management of protected areas, whether urban or rural, is a process that needs to be strategically planned to manage their cultural heritage, social and physical assets. It is an inevitable fact that the conservation process of protected historic sites should continue with due diligence. However, it is important to preserve and protect the historical and cultural heritage while at the same time sustaining the communities in the historic heritage areas. Therefore, it is important to understand the communities living in such historic areas of the city and their needs, and to provide a conservation strategy that considers the protection of both historical and cultural heritage while addressing the needs of the communities, in order to be long-term and sustainable.

Historic conservation areas are often home to buildings, structures and landscapes of significant cultural and historic value. Historic areas need to be protected because of the values they add to the space and their architectural authenticity. Ensuring socio-spatial sustainability in housing choices in historic areas also means protecting cultural heritage. Buying a house in a historic area also means contributing to the preservation and maintenance of cultural heritage for future generations. Many individuals appreciate the character, history and authenticity of such areas and may prioritize living in housing that respects and integrates with the historic context. Users who are aware of the historical fabric and original architectural value of the registered and traditional housing stock, but they think that these houses will be more costly during and after the purchase process. At this point, it can be emphasized that the participants are sensitive to and care about the historical texture, registered and traditional buildings, but they remain undecided about purchasing these buildings due to the difficulties and economic burden of the renovation process.

Socio-spatial sustainability should also consider affordability and social equity. Historic districts may face challenges related to rising housing costs and displacement of

low-income residents. Housing options for socio-spatially sustainable developments in historic areas should include affordable housing options, inclusive housing policies and mechanisms to ensure the preservation of socio-economic diversity. For this reason, informing and raising awareness of the public about the legislation, project design and restoration processes for buildings that need to be protected, and the grants and aids provided by public institutions under favorable conditions will be beneficial for the purchasing and protection processes of registered and traditional houses. This seems to be an important priority in terms of the socio-spatial sustainability of cultural assets and historical areas that need to be protected.

The differentiation of the needs of individuals and the diversification of demands depending on individual characteristics also become an important concern in the planning process. In this sense, it is important to carry out studies to determine the needs of the communities living in the historical heritage areas of cities. On the other hand, it is essential for the realization of socio-spatial sustainability to correctly identify the needs of users who live in these areas or plan to acquire housing in the future. A planning approach that does not exclude users and includes different actors in the process will provide healthier and more acceptable outputs as it is both participatory and holistic. Community participation in conservation means not only identifying and protecting heritage sites, but also transforming them into living spaces and adding new cultural heritage values in the process. The inclusion of local people living and working in a place in any plan for the future of that place ensures the socio-spatial survival and development of that place. The multidimensional management of protected areas with the right legislation and projects will ensure the livability of the communities in the area and the sustainability of the natural, historical and architectural resources of the area.

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