

## **MODEL PROPOSAL FOR SMART CITY STRATEGY AND POLICY: ANTALYA-MURATPAŞA CASE**

Climate change, global economic crisis and ongoing urbanization processes have confronted cities with complex environmental, socio-economic, technological and spatial challenges. The concept of smart city has recently been perceived as a solution to these difficulties. In general, smart cities involve the creation of new relationships between technology and society. Issues such as rapid urbanization, population growth, traffic congestion are the main problems of cities.

In order to overcome these problems, cities have to develop. The gradual increase in population has led to unplanned settlement in cities. Smart City strategies are suggested as a solution to such problems. Because cities need to be thought and planned smarter together with advanced technology, environment and society.

Smart Cities have great potential in future urban development. However, there is a lack of sustainable smart city strategies and effective strategy planning tools in the districts of Turkey. Therefore, appropriate plans and smart city strategies will play important roles in helping the government develop sustainable smart districts. A smart city is seen as an effective solution for tackling “urban disease” and promoting sustainable urban development. There are many strategies for developing smart cities around the world, and researchers have done a lot of work on the design and implementation processes. But these were done at the country and provincial level. Districts of Turkey also need smart planning. In fact, it is important to prepare the strategic plan of Muratpaşa Municipality, which is the largest district of Antalya, visited by many tourists every year, and whose economy is based on tourism. A smart city strategy plan of a district will be prepared for the first time within the scope of the Smart cities action plan in Turkey. This kind of research has not been done before in the field of Geography.

In this context, the project is being carried out together with Muratpaşa Municipality with a geographical point of view. Smart Cities have a building component consisting of 17 areas. It will be determined which of these 17 components are suitable for Muratpaşa Municipality. The data of the component will be collected and integrated with GIS.

Muratpaşa district was determined as the study area. There is no smart city strategy in Muratpaşa Municipality yet. In this context, it is aimed to prepare the most suitable smart city strategy for the district by keeping the physical and human geography characteristics of the district in the foreground, with the cooperation of the University and the Municipality. The economic and social structure of the Muratpaşa district will be investigated in detail and the project will be shaped accordingly.

The Smart City Strategy Plan to be prepared will be modeled with a different method and data. In this respect, this type of model will be applied for the first time in the international literature. First of all, the physical features of the field will be analyzed with the ArcGIS software program. In the next stage, the social and economic situation of the district will be analyzed through secondary data. As a result of these two analyzes, a data base will be created. In this context, four different survey types will be applied to SMEs, NGOs, public institutions and local people within the borders of Muratpaşa Municipality. In the fourth stage, a focus group meeting with local administrators, tradesmen and heads of associations was planned. The project is currently in the field research phase. In the light of the data obtained, it is foreseen to prepare a Smart City Strategy Plan by revealing the advantages, problems, wealth and threats of Muratpaşa Municipality. The project will be completed within a one-year time frame. Presenting the first results at the Summer School and evaluating the criticisms is very valuable in terms of preparing a region-specific smart city strategy plan.

The aim of the project is to prepare a smart city strategy model that makes Muratpaşa district more modern, more livable, smart and sustainable. The Smart City Strategy Model, which will be prepared at the same time, is expected to be an exemplary plan in future research.