



Construction-maintenance and improvement of transportation methods mentioned above are under the responsibility of the Republic of Turkey General Directorate of Highways.

## **Aim of the Project**

Those who want to get away from the crowd, noise and chaos of the city, need theme parks where they can relax, have fun and have different experiences in the countryside. In order to mobilize the tourism potential and existing dynamics of the Eastern Black Sea Region, it was decided to plan a recreation and sports area in the south of the city. The project is in compliance with the DOKAP (Eastern Black Sea Plan) action plan and overlapping with the decisions of the upper scale Environmental Plan. The main objective of the project is; to use the recreation, tourism and sports purposes while preserving the natural structure of pasture and forest areas. The main objective is to establish the necessary plan decisions in order to prevent the construction pressures and the destruction of the natural areas in both the planning and project design phase. Although the project area is located within the boundaries of Ortahisar district, it is expected that Maçka and Akçaabat districts will make an important contribution in terms of tourism by using their sustainability approach within the scope of the principle of protection-use.

### **1.3. Geographical features of Trabzon**

Trabzon is one of the most prominent cities of the Eastern Black Sea Region with its natural and cultural values. Eastern Black Sea Region is one of the hottest 200 points in the world due to its ecological characteristics. Located on the eastern Black Sea coast, Trabzon Province is the trade and service center of the region. Standing out with its valleys, coasts and cultural values, Trabzon is a very important tourism region where green and blue coexist. Trabzon is a unique city with its unique highlands, streams and cuisine. Besides its natural beauty Trabzon's historical and cultural values are of great importance. The city, which served as the capital city for a period, has been a favorite of different civilizations in every century. In recent years, Trabzon become a popular place for visitors from Saudi Arabia, the United Arab Emirates, Qatar, and other Middle East countries. Nature, culture, religion, highland tourism and sports activities are noteworthy in this area.

### **Features of the city**

With its 4000 years of history, trade and unique natural beauties, the city is the center of tourism for people seeking new experiences. Besides having its own cultural dance, the city has its own team Trabzonspor. Ortahisar, the Central District of Trabzon Province, hosts the historical mosaic of this city. The dynamics of the city include historical structure, historical road passes and natural beauties.

The highland culture of the city is highly developed. Each plateau has its own recreational activities, and these periods of activity are intensified by local and foreign visitors.



Figure 2. Highland activities

## ANALYSIS OF PLANNING AREA

### 2.1. Land Structure

The working area within the reach of the center of Ortahisar is within the borders of many neighborhoods (Ağıllı, Dogancay, Geçit, Fatih, Akoluk, Kamışlı etc.) and / or its neighbor. The area around the study area is the subject of private property, where hazelnut and gardens are cultivated. The project area has a highly sloped structure. Flat areas are located on the hill ridges. Since the area is in the public ownership, the only building within the area is a mosque on 157 block 1 plot.

Dispersed settlement is widespread in the Black Sea Region. Each parcel has one or more buildings and outbuildings belonging to family members. Due to the fact that these structures are at the closer to the city and within reach, the usage periods are higher in the Black Sea Region than in other regions. For this reason, it is used actively by the population of the neighborhood in different seasons and it is mainly used for eating, drinking and resting. It is aimed to maintain a conservation-oriented approach in the study area.

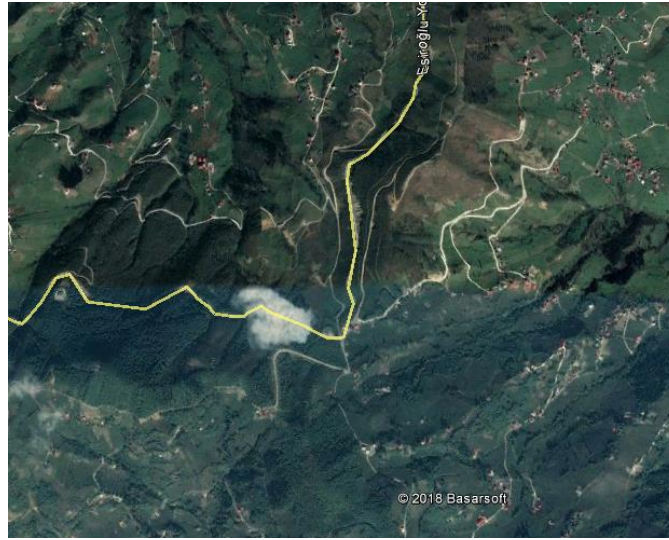


Figure 3. Satellite view of the Project Area

### 2.2. Transportation

Since the study area is located on the second degree state road network and group village roads, it is possible to access different routes within 15-30 minutes. If the state roadway within the highways network is completed, a faster and more comfortable access to the area will be provided. Technical aspects of road sections and art structures are also important in terms of increasing the attractiveness of the area.

40 minutes from the airport, 30 minutes from the harbor, access to visitors from outside the city of Maghreb is easy. Access to both coastal road and Trabzon-Gümüşhane intercity public roads is within 20 minutes. In the case of providing technical support for the infrastructure of the village, the access comfort will be increased as stated above. Access to the site can be considered as a priority by Erdoğan District, Beşirli and Esiröğlü, Akyazı and Akçaabat District Sera Creek. In this respect, the public transportation services of the Metropolitan and / or the Ortahisar Municipalities will be supported.

Within the study area, it is foreseen that the neighborhood roads and service roads will be made with permeable natural materials considering the current conditions and environmental characteristics.



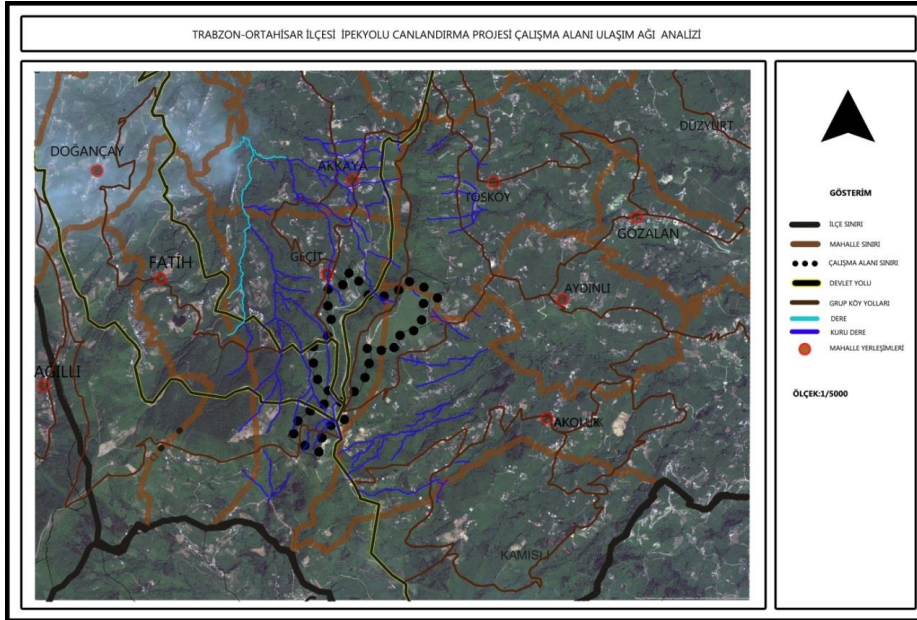


Figure 4. Transportation

### 2.3. Exposure Analysis

Within the study area, there are almost all exposures due to both hills and ridges. Following the settlements analysis studies, the directions of exposures within environmental sensitivity were evaluated by taking into consideration the traditional best uses. It offers many beauties in the north and south of the study area that offers us natural and cultural riches in every direction. In other words, in this field, which allows us opportunity in different directions, direction preference is made by taking into consideration especially the climatic conditions and traditional usage. Considering the micro-climatic characteristics of each exposure, preferential land uses were decided. Accordingly this decision, design and construction materials were preferred.

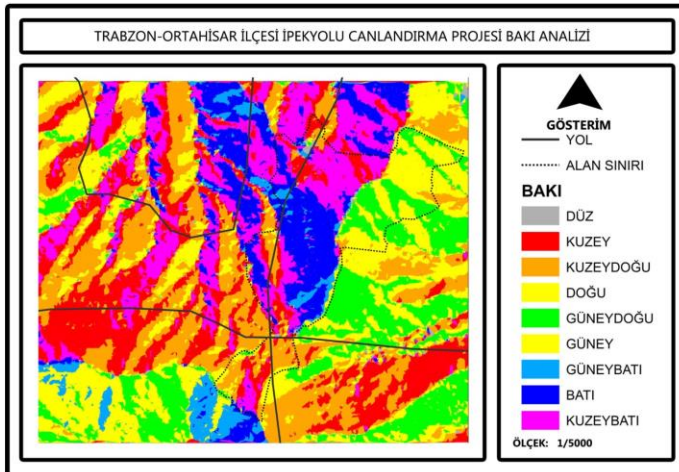


Figure 5. Exposure Analysis

## 2.4. Slope Analysis

The majority of the planning area has a slope of more than 20%. Therefore, the technical infrastructure is costly and will interfere with the natural structure in case of intervention. In the study area, the majority of the areas where physical intervention will be performed in the first study were preferred from areas with slope less than 20%. The choice of these areas, as well as settlements, was the preferred reason for traditional uses (such as the “horon” flat, the area where the local play football, the area with the central position of the butchers). Since the majority of the study area is in the range of 20-35% slope, these areas are predominantly protected by using the adventure track (walking, cycling, mountain slide, zipline).

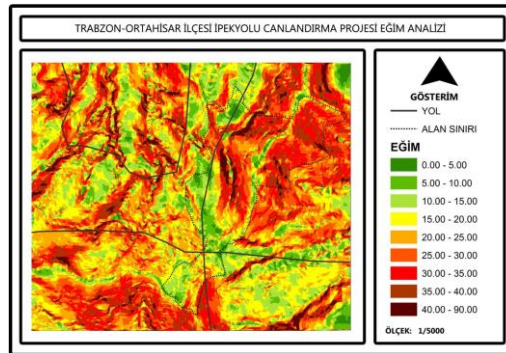


Figure 6. Slope Analysis

## 2.5. Elevation Analysis

The study area is between the average of 500-900 meters. A 400 m elevation difference in the area is an important advantage for mountain slides and ziplines.

The high amount of moisture seen on the shore during summer time is felt less because of the location of the study area. In spring and winter seasons, the climate is suitable for observing the beauty of the nature. Especially with forests and vegetation, it is possible to see the natural beauty for four seasons.

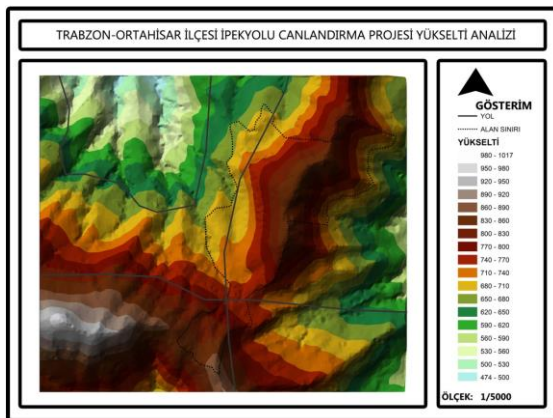


Figure 7. Elevation Analysis

## 2.6. Population in the Project Area

The total population directly affected by the project is 24.747 people as shown in Table 1. The population of the project covers 33% of the district population. Most of the local population is over 50 years old. The population below the age of 50 migrated out of this census. As a result of the evaluations, it was concluded that the people migrated from this region due to economic reasons.

Since the province of Akçaabat Derecik is close to the city, the rate of population above 50 is 40% and this rate is up to 80% in Akcaköy neighborhood. In the district of Maçka Kaynarca, Alaçam, Esiroğlu, Armağan, Armağan and Kaynarca District the population over 50 is over 60%, while in other neighborhoods this rate is reduced to 40%.

In Ortahisar district, the population of 50 years and over is 65% in Geçit, Ağıllı and Doğancay neighborhoods and this ratio decreases to 35% in other neighborhoods. As a result of the evaluation of the general population structure in the project region of Akçaabat, Ortahisar and Maçka districts; Akçaabat and Maçka districts were the most observed. The ratio of the migrant population to the current population is 50%.

Table 1. Population affected by the project

District	Neighbourhood	Population	Affected Rate%	Affected Population
Akçaabat District	Akkaköy	2,030.00	80	1,624.00
	Derecik	4,325.00	50	2,162.50
Maçka District	Kaynarca	401.00	95	380.95
	Alaçam	161.00	95	152.95
	Esiroğlu	3,433.00	70	2,403.10
	Armağan	571.00	50	285.50
	Günay	396.00	80	316.80
Ortahisar District	Çukurçayır	24,617.00	30	7,385.10
	Aktoprak	588.00	50	294.00
	Kireçhane	1,027.00	50	513.50
	Yeniköy	635.00	50	317.50
	Karlık	874.00	50	437.00
	Subaşı	680.00	50	340.00
	Akkaya	702.00	40	280.80

## THIRD PART

### PLANNING / PROJECT APPROACH

#### 3.1. Top Scale Plan Decisions

Planning theory and practice in Turkey is mainly focused on urban areas. However, in recent years, rural areas have been the object of planning within the framework of their economic, natural and cultural resources / values / qualities and their relations with the city. The rural areas are planned in a fragmentary way to consume the existing resource without considering the balance of protection-use. With the Metropolitan Law No. 6360, the local administrative borders were changed; metropolitan cities covering all the provincial borders and district municipalities that cover all district borders. Conducting and approving the development plans of metropolitan municipalities covering the entire province; The district municipalities are authorized to implement and approve the implementation plan of zoning in accordance with the upper scale development plan. This change in local administrative borders; the opportunity to implement and approve holistic plans for the protection and use of rural areas. In this way, it is possible to create plans and policies which aim to protect the rural areas which are easily accessible from the cities and which have high resource value and to decrease the structural raid in these areas. 3194 numbered Implementation Law of Spatial Plans states that ; “Protecting and developing physical, natural, historical and cultural values, to provide balance of protection and usage, to support sustainable development at regional and city level, to build and implement spatial plans that are prepared to create healthy and safe environments with high quality of life, to determine the principles and procedures related to protection”.

In 2002, with the start of Turkey's European Union membership process, Turkey has passed Statistical Region Units in the classification. Four-level classification was made to identify regional policy frameworks, to conduct socio-economic analysis of regions and to produce comparable regional statistical data at the European level. In the Eastern Black Sea region, level 2 is called Sub-Region and TR-90 planning zone covering Trabzon, Ordu, Giresun, Rize, Artvin and Gümüşhane provinces is 1/100,000 scale. The scheme was approved by the Ministry of Environment and Urbanization on 24.06.2011. In 2011, the “Special Project Area”(SPA) was planned with the screening of the “agricultural land” areas (Map 1). In Article 4.4 of the aforementioned Environmental Plan(EP) Provisions: Special Project Areas (SPA) Definitions: areas where special projects are expected to be developed due to the identified natural, historical, cultural and / or urban characteristics: (Environmental Plan Provisions) 4.4.1. Development Plan within the scope of this plan: Plans for spatial zones are defined by presenting the existing sectoral structure, sectoral potentials and sectoral tendencies that will be prepared for specific project areas within the scope of this plan.

Special Project Areas identified in Environmental Plan:

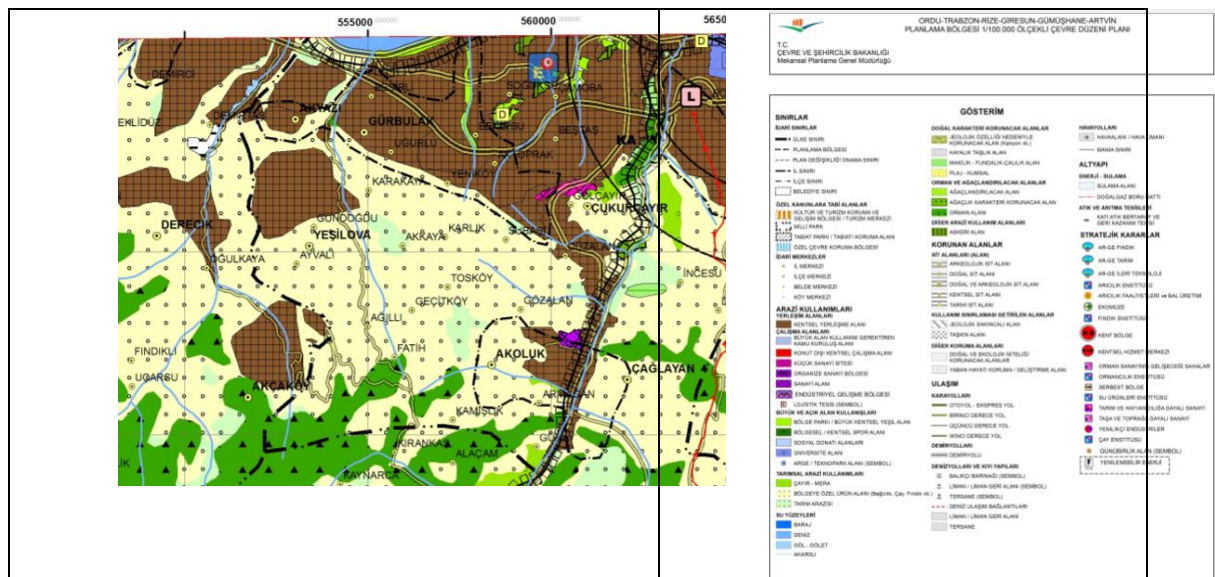
- 4.4.2. Special Project Area for Tourism Development in Artvin-Rize Province,
- 4.4.3. Trabzon-Rize-Gümüşhane Province Special Project Area for Tourism Development,
- 4.4.4. Ordu-Giresun Provinces Special Project Area for Tourism Development,
- 4.4.5. Special Project Area for the Development of Gümüşhane and Giresun Provinces

The project area is included in 4.4.3. Trabzon-Rize-Gumushane Province Tourism Development

Purpose of the special project area plan:., Special Project Areas Hayrat, Dernekpazarı, Caykara, Köprübaşı, Sürmene, Araklı, Arsin, Yomra, Macka, Düzköy and İkizdere within the boundaries of Trabzon, Rize and Gumushane province. It covers the area between the settlements. There are 15 towns and approximately 240 village settlements outside the 12 district centers in the SPA. The total population of the area is approximately 328,000 people.”(Environmental Plan Provisions)



On 17.08.2016, the Ministry of Environment and Urbanization approved TR-90 1/100,000 scale Ordu-Trabzon-Rize-Giresun-Gümüşhane-Artvin Planning Sub-region Environmental Plan Revision. In the revision, the project area is planned to be Region-specific Product Area (Viticulture, Tea, Hazelnut, etc.). Considering that the project area is not an agricultural area and the area is a wooded area, it can be said that the decision of the EP is not in place.



The natural and cultural values of the Eastern Black Sea Region will gain importance together with the development of the tourism sector and these values will create a synergy with other settlements within the region. Since it has important tourism potential for Ortahisar district, it is planned to develop and design the planned workspace in line with the principles of sustainability and protection.

Urban and rural areas are changing and developing socially, economically, culturally, politically, geographically, etc. As it is known, rural settlements show great differences in terms of location, economic structure, welfare level and social structure. The external and internal effects they are exposed to are also varied. Some settlements lose their populations, naturally economy weakens, and some settlements have intense development pressure. Due to the availability of the work area, an increase in trade, housing and accommodation is expected in the settlements and road routes near the project area.



This expectation is desirable as long as it is planned, supervised and the balance of use of protection is observed.

With rapid urbanization and lack of urban recreation areas in the cities, people need to move away from the city and closer to nature. Therefore, the demand for rural recreation areas is increasing day by day. In this context, settlements should be approached with strategic planning approach together with their immediate surroundings. The DOKAP(Eastern Black Sea Project) action plan also needs to be addressed in the settlements (rural-urban together with the strategic planning approach. The DOKAP action plan also supports projects in settlements (rural-urban), social inclusion, artistic, cultural and sportive activities that are prioritized in terms of social development.

Progress in our country in the last decade shows the globalization process and the current socio-economic developments are reshaping regional development policies. It supports projects prepared for the social, cultural, artistic and sportive activities that are prioritized in terms of social development, from the potential and internal dynamics of the regions, in order to ensure that they can contribute to the development and competitiveness of the regions as well as the aim of eliminating the relative backwardness of the regions in the basis of the new regional development concept. By mobilizing local potential, different institutions and organizations (such as DOKA-Eastern Black Sea Development Agency) have begun to be established in order to ensure that resources are used in place and effectively. In the DOKAP Action Plan prepared for the Eastern Black Sea Region, the vision of making the region a trade and tourism center has been adopted. In this framework, it has defined the basic principles of the development of the region. Some of these principles;

- A holistic approach to economic, social and cultural areas is essential.
- In the provision of public services; transparency, accountability, participation, efficiency and citizen satisfaction are essential.
- Prioritization will be made by considering the resource constraint when creating policies.
- It is essential to strengthen our social structure and integrity within the framework of common heritage and shared values.
- It is essential to protect natural and cultural assets and the environment in an understanding that also considers future generations.

With the adoption of many basic principles, participatory, natural and cultural values, it is aimed to provide important developments in the field of tourism with the important potential of the region by the EP decisions and DOKAP Action Plan. With this added value, the economic prosperity of the region, the priority rural settlements will be increased and the maximum contribution to the local, regional and country development is aimed. The development in the economic area will also trigger development in the social sphere. In particular, the limitations on migration and the creation of new employment areas will be ensured to the maximum extent by the steps targeted by the Action Plan for tourism in the economic and social fields. In this context, it is aimed to transform the urban design prepared in the region, which is defined as the tourism area in 2011, in action in the direction of the principles defined above in the urban design, by action of the master and application development plan.

The area within the scope of the study is considered to be an accessible area for daily trips and recreation purposes by the users of the sub-region. When access to the site is possible from 3 different routes between 20-40 minutes with different routes starting from the coast and taking into account the natural values / resources, the reasons for evaluation are firstly revealed. The fact that the area is also located on the state highway route is seen as a priority and opportunity for the infrastructure to be made in this area in terms of infrastructure works. If the area in question is also associated with the Tourism Master Plan and other tourism investments, the economic prosperity level will be increased in terms of the region and access to the targets in the social field will be reached. The fact that the establishment for

excursionists take place in this area is also an important opportunity in terms of the employment of qualified labor force.

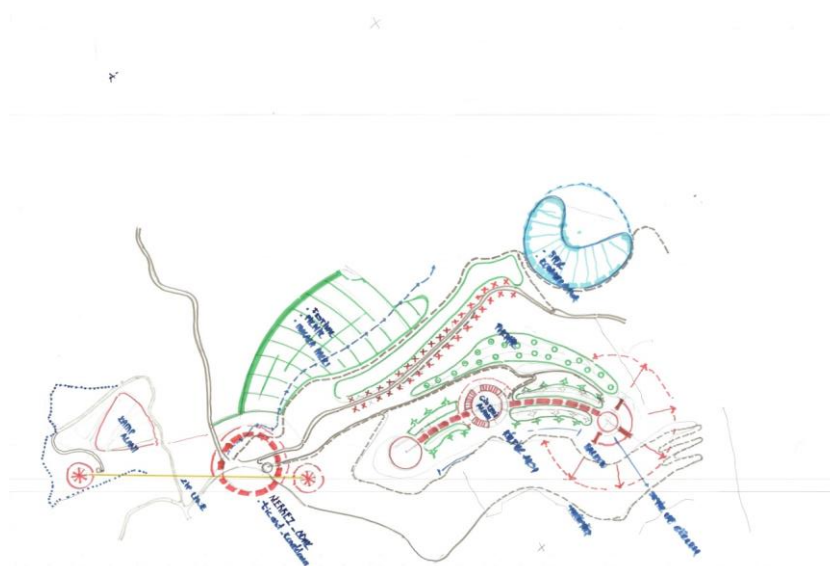
It is possible to see that the ecological, economic and sociological benefits of the main activities planned to be planned / designed in the field will be at the social scale. Due to the difficulty of finding an area to expand due to geographical conditions of the city center, many of the recently recovered areas have negatively affected the efficiency and quality of life of urban people. The planning in question will, above all, allow the area to be protected in a planned manner against this pressure, and to use the natural and cultural resource values in a sustainable way.

### 3.2. Planning Approach

The geographical structure of the Black Sea Region constitutes important thresholds for urban development. Due to the topographic structure of high mountains and deep valleys, the development areas of the cities are limited. Cities and towns are squeezed along the Black Sea coastline in a small amount of flat and close slopes. The area of development to meet the increasing population of these cities and towns and the new urban needs is limited by natural thresholds. Therefore, cities and towns are concentrated within their built environment. The geography of the Black Sea has an original natural character. The changing topography, the sudden elevations from the sea, the deep valleys formed by many streams on the land side, the valleys formed by the seasonal water flows, the clusters formed by the additions to the housing and production built in the local architectural tradition and the heaps of the settled parts of this changing topography, are in various shapes formed by the temperate rainy climate. common plant and tree species, the region-specific products hazelnuts and tea gardens are common natural and landscape features of the Black Sea geography. The planning and projecting area is located on the hill overlooking the city to the south of the city center. Due to its location at this depth and height, it can be considered as a balcony where the Black Sea can be watched and observed.

The theme of the balcony theme - metaphor - can be considered as a means of defining the content, form, structure and criteria of the activities to be proposed in the field. The tangible provision for this instrumentation is presented in the following section.

1. Access to the balcony - access decisions by car
2. Navigating the balcony - internal pedestrian circulation decisions
3. Looking on the balcony - determining the landscape, view and focus of the view
4. Recreation on the balcony - creation of resting areas for large and small groups
5. Entertainment on the balcony - social, cultural, recreational, sporting events
6. Chat on the balcony - training, gathering, congress etc. for groups. communicative activity areas
7. Visit on the balcony - accommodation and hospitality infrastructure
8. The banquet on the balcony - eating and drinking facilities





### **3.2.1. Access to the balcony**

The project area has all the qualities that give it a natural perspective in all directions. Therefore, it is not desirable to deteriorate the naturalness of the landscape. Roads must be fixed in order to reach the balcony. Roads accessing the balcony (motor vehicle roads) should not become dominant during the cruise.

Access to the work area is between 20 and 40 minutes by motor vehicle from different routes starting from the coast. It is difficult to reach this area from the city center of Trabzon on foot. However, it is possible to access by bicycle. The fact that the area is located on the state highway route is seen as a priority and opportunity for the infrastructure to be made in this area in terms of infrastructure works.

### **3.2.2 Projections for Roads**

It is also expected that convoys and tour buses will have access as the activities on the balcony will be for small and big groups of people. Therefore, it is necessary to take into account this point in the design of the vanishing points on the routes. Arrangements that will enable cycling on the route will create attraction for tourists and visitors. It can also be located between the mountain biking paths that can be proposed in the area.

### **3.2.3 Circulation on the balcony**

The area of the study is between 500- 900 meters elevation. It is particularly important for the use of alpine coasters and ziplines in the project area thanks to this elevation differences.

Circulation can be individually, in small groups and large groups.

Tracking distances and times are quite long and relaxation facilities will need to be established on the circulation routes. Care should be taken to establish recreation areas in and around activity focal points. Recreation points that will be constructed in the places far from the activity focal areas have risk to be used as alternative to picnic areas. Hence, attention was paid to relaxation furniture in designs that would allow short-term relaxing around activity centers. In the landscaping design of these recreation areas, attention was paid to the details such as regionality, and environmental awareness

### **3.2.4 Cruising on Balcony**

The natural structure of the Black Sea geography creates a rich and satisfying view. Natural points of exposure at almost every elevation of this geography, offer different viewing experiences. Planning - projecting area is not only a typical example of this kind of cruise, but an ideal example. In the North, the horizon of the Black Sea, in the southern direction of the mountains, peaks and plateaus formed by the movement, depth and niches, in the northeast - northwest directions of the cities of Trabzon and Akcaabat silhouette appears. The planning - projecting area offers observation opportunities as well as views. The entire area is the point of exposure that allows to observe and experience the typical geographical characteristics of the Black Sea.

### **3.2.5 Accommodation**

Accommodation facilities will be constructed in the project area that have approx. 620 bed capacity. There will be 2 four star hotels, 71 bungalows and 2 capsule houses. A large part of the area resembles the Black Sea Town, and the bungalow has been built in the center of the hotel and has added value to the project

### **3.2.6 Trade areas**

In the center of the project area, a bazaar was created and open spaces for all kinds of alternatives from local products' production and sales to modern apparel were created

## FOURTH PART

### SWOT ANALYSIS

#### 4.1. Swot Analysis of Project

The project will be affected by the strengths and weaknesses of the project and the opportunities and threats arising from the environment. Therefore, the strengths and weaknesses of the project should be examined as well as the geographical, social and cultural attractiveness and threats of Ortahisar Municipality where the project will be realized. Because factors affecting the success of the project are under the influence of internal or environmental factors

#### 4.2. Enviromental Analysis

##### 4.2.1. Opportunities

The project area is within the borders of Trabzon, one of the most important cities of the Eastern Black Sea Region. The area within the boundaries of the cultural transitions of the country and the civilizations of the country is one of the rare historical places. With its forests, lakes, rivers, plateaus, etc. it is a virgin region with its natural attractions. Located in the center of Trabzon, Ortahisar District has International Airport, International Port and intercity bus services. Trabzon, is on the historical Silk Road destination. The plateaus of the region drive plateau tourism forward in the region. Easy access to the highlands is attractive for weekend holidaymakers. Sümela Monastery in Maçka District, Vazelon Monastery, Girls' Monastery, Atatürk Mansion, Hagia Sophia Museum and Mosque in Ortahisar District, are cultural assets near the project area.

As the natural beauties, world famous Uzungöl (Caykara Province), Sera Lake, Kayabaşı Nature Park, plateaus like Uçarsu, Hackalı Hoca located between Maçka-Akçaabat Districts are near the project area, and there is a developed transportation infrastructure from all these tourism attraction areas to project area. Transport, electricity, communication and water infrastructure are available in almost every part of the region.

The area has a bird's-eye view to the sea and the plateaus. Nature hiking trails are available both in the area and in the vicinity of the area. These trails can be constructed in the forest and picnic areas of the treasury which are open to all public.

##### 4.2.2. Threats

The project region is not adequately promoted despite all its charm. Road constructions in the region are partially going on. Livestock, such as agriculture which contributes to the economy of rural areas in the region, has reached the stage of completion due to the lack of facilities and the region has taken first ranks among the other regions that has one of the highest migration ratio. The lack of planning in the region threatens the pasture areas and indiscriminate forestry causes the endemic species to disappear. Recreational areas reserved for daily use (eg picnics, observation and relaxing areas, etc.) are small and in a few amounts. Although there are areas suitable for motocross and camping, no designed plans occur for these areas

### 4.3. Business Analysis

#### 4.3.1. Strengths

Project is located at the 12th km of the Erdoğdu-Akyazı Highway on the old Silk Road in the middle of Trabzon. The project area has a sea, nature and mountain view. The project area is a treasury land given to the Municipality of Ortahisar by the Central Administration indefinitely. The municipality may rent out this facility for 29 years according to Municipal Law No. 5393. By the help of investment's successful management, the contract period will be extended within the interest of the region and country.. The project area is an ideal place for nature, sports, conferences, congresses, recreation and weekend trips. Besides the project area is 604,000 m<sup>2</sup>, this area may be enlarged 5 times more than its current value by the expropriation of the private lands and the other public lands nearby the project area. Both local and central administrations give great support to the project. 4 Ministers of Government who are from Trabzon, receive information about the progress of project in their every Trabzon visits. Public opinion and local people also support project. The project is located on the vertical crossing route of Ordu-Artvin Green Road (One of the largest infrastructure project of government about the connection motorways between the plateaus starting from Sinop and ends in Artvin) and is in the pilot application area





#### 4.3.2. Weaknesses

Financial statements showing the financial structure of the project (for example: profit loss, income expense, cost, budget, estimates, cash flow, capital structure, partnership status, etc.) are not available.

Since the project currently does not have a budget and financial statements, financial audit and analysis is required.

#### 4.4. Competition Analysis

##### 4.4.1. First Stage – 84,846 m<sup>2</sup>

- Indoor and Outdoor Places for Families
- Zipline – Chairlift Line
- Alpine Coaster Line
- Picnic Areas
- Sales Units of public institutions or private companies
- Car park

##### Land Dimensions and Cost Analysis

-Architectural Unit Type -1 wc	156 M <sup>2</sup>
-Architectural Unit Type -2 Sales Unit	226 M <sup>2</sup>
-Architectural Unit Type -3 Cafe	223 M <sup>2</sup>
-Architectural Unit Type -4 supermarket buffet	265 M <sup>2</sup>
-Geriatric Care Center	240 M <sup>2</sup>

##### 4.4.2. Second Stage – 70,768 M<sup>2</sup>

- Nature Hiking Trail
- Bungalows
- Hotel
- Car park
- Observation Tower
- Viewing Platforms

##### Land Dimensions and Cost Analysis

Observation House	600 M <sup>2</sup>
-Hotel	462.5* 5 floors =2313.5 M <sup>2</sup>
-Bungalows Double floors Type-1	77.6 M <sup>2</sup> - 19 units
-Bungalows Single Floor Type-2	77.6 M <sup>2</sup> - 13 units

##### 4.4.3. Third Stage – 38,723 M<sup>2</sup>

- Horse Farm
- Sport Area
- Hotel
- Car park

##### Land Dimensions and Cost Analysis

-Horse Farm	461.5 M <sup>2</sup>
-Hotel	1483*5 Floors=7415 M <sup>2</sup>
-Sport Areas Tribune Cafe	560 M <sup>2</sup>

##### 4.4.4. Fourth Stage- 168,695 M<sup>2</sup>

- Bungalows
- Demonstration Area
- Activity Square
- Viewing Platforms
- Nature Hiking Trail
- Capsule Houses

-Viewing Tower

## Land Dimensions and Cost Analysis

-Museum/Tower	560 (base area) m <sup>2</sup> = 8,000 m <sup>2</sup>
-Capsule houses	220 M <sup>2</sup> - 2 Units
-WC	127 M <sup>2</sup>
- Bungalows Single Floor Type-2	77.6 M <sup>2</sup> - 20 units

Total Stages' Base Area =363,032 m<sup>2</sup>. Except this base area , 604,000-363,032=240,968 m<sup>2</sup> base area is also located in the project area but no intervention(construction) is recommended for this area.

### 4.4.3 Market Analysis

#### 4.4.3.1 General Overview

The project will mainly serve domestic customers and foreign customers(which will mainly come from Gulf countries) .The Project will give service to its all visitors throughout the year. Trabzon Province is a holiday destination baesd on nature and culture tourism.. Maçka Sümela-Vezelon- Ortahisar Girls Monastery, Atatürk Mansion, Hagia Sophia Museum and the historical sites of the mosque, Çaykara Uzungöl-Akçaabat Sera Lake, Maçka Çakılgöl nature parks and all the plateaus of the city will be included in the holiday and tour packages. As a result, the region, which exists as a nature and cultural destination in the program of many travel agencies organizing holidays, will also serve as a region that provides relaxation, conference and meeting facilities to the local people,employees in the region as well as in the surrounding provinces. Considering the ease of transportation of this natural attraction center ( which is the closest to city center) to other alternative tourism areas, this property of the project area significantly increases the importance of the location of the area.

Trabzon has made great progress in the field of tourism especially in the last 10 years. In 2017, almost 3 million tourists(2.4 million local and approx. 600,000 foreign visitors-mainly from Gulf countries) visited Trabzon and the total number of overnights is 3,942,257 .There are 54 tourism operation licensed hotels and 29 tourism investment licensed hotels in Trabzon most of which are 4-star and 5-star. 519 accommodation facilities in total, with 31,113 beds provide high quality service for their guests. There are many reasons to choose Trabzon both for holiday and tourism investment. Worldwide known tourism destinations such as Sumela Monastery (UNESCO World Heritage Candidate), Uzungöl Lake and Hagia Sophia Mosque, green plateaus, easy access and suitable prices are only some of the reasons for visitors to come to Trabzon. Increasing demand, high occupation rates, great interest from Gulf countries, public investments and state incentives encourage investors to make tourism investment in Trabzon.

- From 2011 to 2017; 2.2 million total tourist number increased to 3 million. Nearly % 40 increase rate.
- From 2010 to 2017, 30 thousand Arab tourist number advanced to 550 thousand.
- By 2023, Trabzon aims to attract 4 million local tourists and 2 million foreign tourits
- 40 thousand additional bed capacity is needed to fulfill the target for 2023.
- Trabzon's population is 786,326.(2017); Ortahisar District(the largest District of Trabzon) where the project will be realized has a population of 327,701(2017)

#### 4.4.3.2 Financial Analysis

##### 4.4.3.2.1.TOTAL FIXED INVESTMENT AMOUNTS

##### ACCOMMODATION FACILITIES

1	ACCOMMODATION FACILITIES	UNIT COST(USD /m <sup>2</sup> )	TOTAL AREA(m <sup>2</sup> )	TOTAL COST(USD)
	a) 2 UNITS OF 4 STAR HOTELS (FIRST HOTEL 100 ROOMS;SECOND HOTEL 150 ROOMS )	513.00	12,000	6,156,000
	FURNISHING COST			4,104,000
	b) 71 BUNGALOWS (EACH BUNGALOW IS 77,6 M <sup>2</sup> AND HAS COMPOSITE STRUCTURE INCLUDING NATURAL STONE AND WOOD);2 CAPSULE HOUSES(EACH HAS 220 M <sup>2</sup> )	442.00	5,950	2,629,900
	CONSTRUCTION COST			
	FURNISHING COST			1,753,267
	<b>TOTAL FIXED INVESTMENT AMOUNT(USD)</b>			<b>14,643,167</b>





## MULTIFUNCTIONAL ACTIVITY AREA

ENTRANCE FACILITIES SUCH AS BAZAAR,MALL ETC. (MULTIFUNCTIONAL ACTIVITIES)	Unit (USD/m <sup>2</sup> )	Cost	Total area (m <sup>2</sup> )	Total (USD)	Cost
	407		16,750	6,817,250.00	
<b>Total</b>				<b>6,817,250.00</b>	



## 4 SEATED CHAIRLIFT( FIXED GRIP )



Chairlift (equipments&construction&assembly)	<b>4,680,000 USD</b>
Length1 km; tour time 11 minutes	

## ZIPLINE

Zipline (equipments&construction&assembly)	<b>760,500 USD</b>
--	--------------------

Including 2 lines ;1 km lenght;Tour time 25 seconds; Max. Capacity per hour 20 persons



## ALPINE COASTER

Alpine Coaster (equipments&construction&assembly)

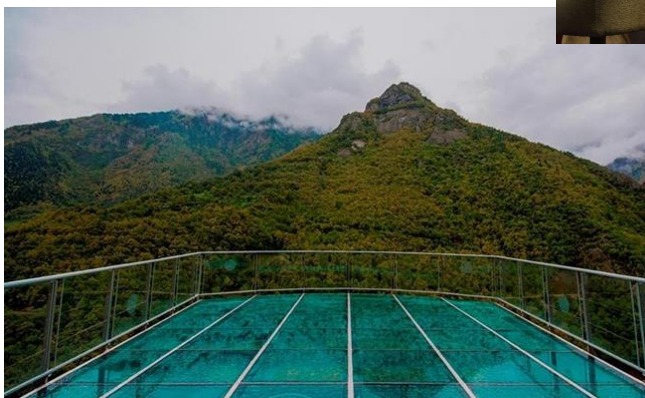
4,100,000 USD

Downhill 1,300 m; Uphill 1 km; Downhill ridetime 160 sec; Uphill ridetime 560 sec; Capacity 450 person per hour



## MISCELLANOUS COSTS(USD)

Restaurants ; viewing platforms&towers;hiking trails	3,500,000
Infrastructure	2,500,000
(Landscape+sewage+purification+water system+electricity etc	
Various parks and recreation areas	1,000,000
(For Children and Adults)	
Football pitch and sports facilities	2,000,000
Total costs	9,000,000



#### 4.4.3.2.2.INCOMES

##### ACCOMMODATION FACILITIES

Daily room approx. price of 4 star hotels	80	USD	
Daily bungalows rental approx. price	235	USD	
Daily capsule houses rental approx. price	350	USD	
Bungalows	71	units	
4 star hotels	250	rooms	
Capsule houses	2	units	
Total rooms capacity per year for booking	250	365	91,250
Total rental bungalows per year for rental	71	365	25,915
Total rental capsule houses per year for rental	2	365	730
Hotel income per year	91,250	80	7,300,000 USD/year
Bungalow houses rental income per year	25,915	235	6,090,25 USD/year
Capsule Houses rental income per year	730	350	255,500 USD/year
Total income			13,645,525 USD/year
Occupancy rate (averagely)	%50		
Total accommodation income per year			<b>6,822,763 USD</b>

##### 4 SEATED CHAIRLIFT( FIXED GRIP )

Maximum capacity per hour	1,000 persons
Daily fee per person	2 USD
Operating time per day	10 hours
Occupancy rate	30%
<b>Total revenue(USD/year)</b>	<b>2,190,100</b>



## ZIPLINE

Lines	2		
Trip time	25	second	
Total persons in a hour	10	2	20
Total persons in a day(10 hours)	20	10	200
Total capacity per year	200	365	73,000
Fee per person	5	\$	
Occupancy rate	%50		
Total yearly revenue(USD/YEAR)	<b>182,500</b>		

## ALPINE COASTER

Lines	1		
Tour time per person	160 sec downhill	560 sec uphill	
Total persons in a hour	450		
Total persons in a day	450	10	4,500
Total capacity per year	4,500	365	1,642,500
Fee per person	4	\$	
Occupancy rate	%30		
Total yearly revenue(USD/YEAR)	<b>1,971,000</b>		

## MISCELLANEOUS INCOMES(USD/YEAR)

Rental revenues of shops like cafes,restaurants,souvenir markets,local products sales showrooms, etc	5,500,000		
<b>Total</b>	<b>5,500,000</b>		

### 4.4.3.2.3.RETURN ON INVESTMENT CALCULATION

#### TOTAL FIXED INVESTMENT AMOUNT

1	Accommodation facilities	14,643,167	\$
2	Multifunctional Activity Areas(Mall and Bazaar)	6,817,250	\$
3	Chairlift	4,680,000	\$
4	Zipline	760,500	\$
5	Alpine Coaster	4,100,000	\$
6	Restaurants&Viewing platforms	3,500,000	\$
7	Infrastructure	2,500,000	\$
8	Various parks	1,000,000	\$
9	Football pitch and sport facilities	2,000,000	\$
	<b>Total</b>	<b>40,000,917</b>	<b>\$</b>

### TOTAL INCOME

1	Zipline	182,500	\$
2	Chairlift	2,190,000	\$
3	Alpine coaster	1,971,000	\$
4	Accommodation	6,822,763	\$
5	Rental of all shops (mall,bazaar,cafe,restaurants etc..-multifunctional activity area)	5,550,000	\$
	<b>Total</b>	<b>16,716,263</b>	<b>\$</b>

### RETURN ON INVESTMENT CALCULATION

Total investment fixed amount	40,000,917 USD
Total Costs (%75 for hotels' income and % 20 for other incomes) including depreciation,operating costs,renovation costs and building insurance costs	7,095,772 USD
Incomes	16,716,263 USD
<b>Return on Investment including depreciation</b>	<b>4.15(4 years 2month)</b>

## 4.5. General Evaluation and Conclusion

Upon completion of the project, a new recreation, trade and living center will be provided to the city . The recreation areas to be built within the structure of the city will be an alternative for the visitors, and the city will be one of the most visited tourism destination by local and foreign tourists.

Together with the sports facilities within the project, new sports areas, hiking trails, food&beverage units, accommodation facilities, sports and camping areas and adrenalin areas will be constructed. The project area with social functions will be one of the most important visited tourism destination of local people. The local sales units that will be established in the center of the region within the activity area will provide an economic income for the city in national level .

The project area will serve also to Ortahisar,Akçaabat,Maçka Districts' local people to sell their animal and agricultural products which will give huge contribution to this local people's income.

Considering factors such as accommodation facilities to be constructed in the project area and its near vicinity, and the operation of existing facilities, will provide employment opportunities and there will be significant increases in the quality of local people's life in the region.Since the project is oriented towards employment, it will have an impact on the country's economy and the reduction of unemployment.