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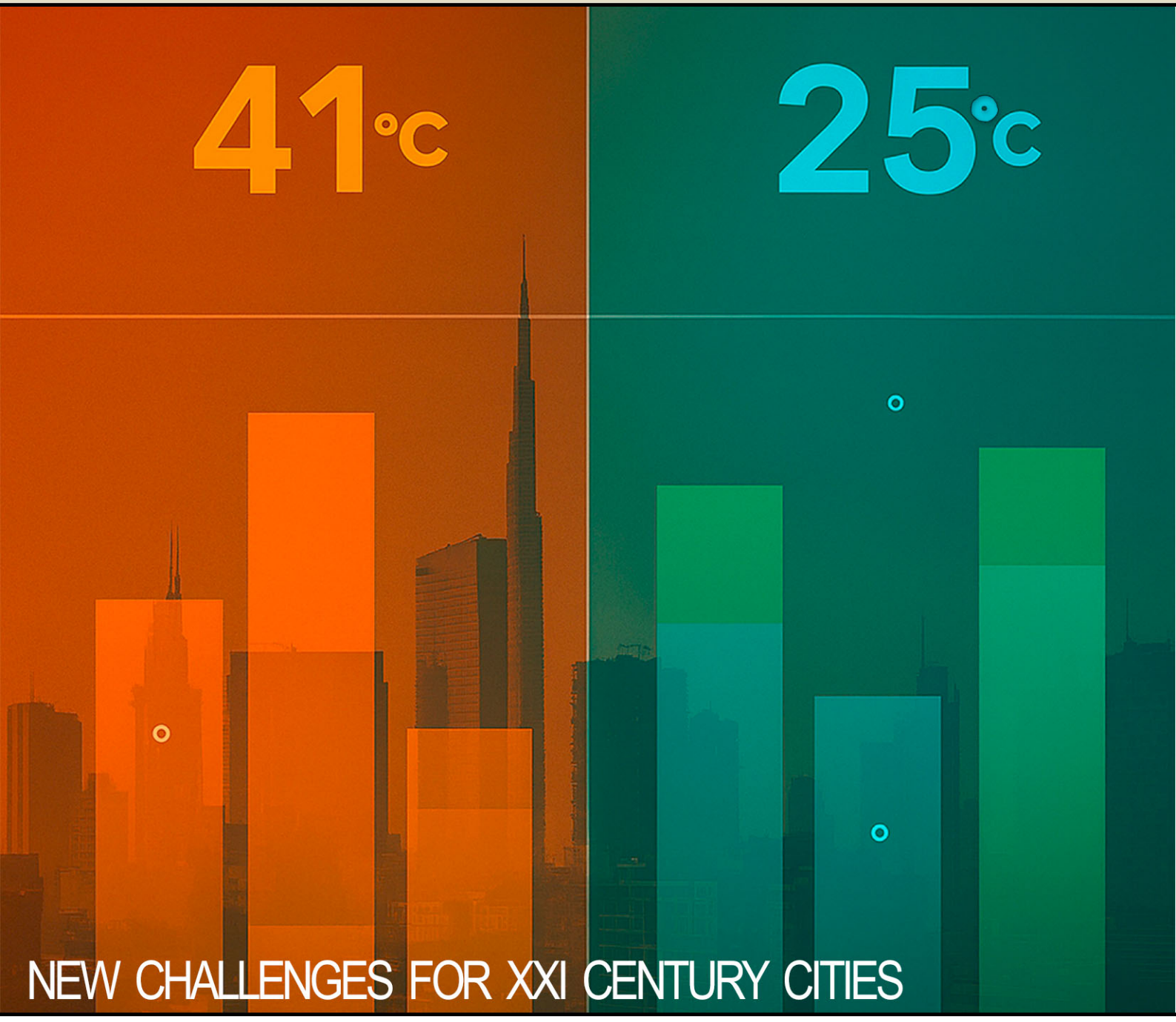

NEW CHALLENGES FOR XXI CENTURY CITIES

Multilevel scientific approach to impacts of global warming on urban areas, energy transition, optimisation of land use and emergency scenario

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Landscape planning based on tourism uses in urban historical areas: the case of Bursa

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Abstract
Landscape planning in urban historic areas aims to support preserving historical and cultural places, promote sustainable development processes, and help protect communities' cultural identities. However, comprehensive studies on holistic planning approaches for tourism and recreational uses in urban historic areas are limited. This study was conducted in Bursa's historical and cultural center, a city with a strong landscape character, possessing significant historical and cultural values. This study aims to optimize the use of these areas for both locals and tourists by revealing their character through landscape planning in urban historic regions. In this study, the landscape character of the historical city center of Bursa has been evaluated based on SWOT analysis and the weighted criteria method. To ensure the sustainability of tourism and recreational uses in the historical city centers of Bursa, landscape designs reflecting the city's identity must be planned in a way that does not damage the historical fabric. The proposed arrangements should integrate appropriately with both living and non-living materials while developing landscape designs that preserve the unique value of urban fabric.

Keywords
Landscape Planning; Tourism; Historical areas

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1. Introduction

Landscape planning approaches in historical and cultural urban areas play a critical role in shaping urban identity, preserving cultural heritage, and enhancing residents' and visitors' quality of life. Cities are shaped as dynamic entities integrating natural and cultural components transmitted from the past to the present through historical processes (Kaya, 2003). Landscape elements shaped by these natural and cultural components are the foundation of urban identity.

The UNESCO World Heritage Committee defines cultural landscapes as "the combined works of nature and man". It acknowledges them as the result of the evolution of human society and settlements under the influence of cultural, social, economic, and internal-external forces (Perihan & Aşur, 2020).

Landscape planning aims to protect historical environments and ensure the continuity of urban identity. Historical structures and cultural landscape components are significant in creating, reinforcing, and promoting a sense of place in cities (Kaya, 2003). Urban transformation should be viewed as a temporal corridor connecting the past, present, and future. When this transformation accelerates, the continuity of historical environments may be jeopardized, leading to complex problems (Hassler et al., 2002).

Conversely, when transformation slows excessively, issues such as abandonment, decay, or demolition of historical areas may arise. Therefore, preserving cultural landscapes is crucial both for the continuity of urban identity and for enhancing tourism and recreational value.

Urban tourism and recreational activities should aim to preserve the past and improve society's future quality of life. Accordingly, conserving the cultural and natural environment and using cultural resources are essential (Kuntay, 2004). However, in alignment with the Sustainable Development Goals (SDGs), the role of tourism requires a multidimensional transformation beyond economic returns. Tourism is responsible for environmental sustainability, social justice, and cultural continuity (Buhalis et al., 2023; Dwyer, 2022).

While tourism has the potential to contribute positively to development, its associated negative externalities must also be acknowledged. Overtourism, environmental degradation, the commodification of cultural heritage, gentrification, and the displacement of local communities from public spaces are among the possible consequences (Musavengane, et all., 2020). These issues, particularly in historic city centers, necessitate the alignment of tourism with urban planning processes and the inclusive participation of local communities (D'Auria & Sánchez-Rivas García, 2025).

Cultural landscapes vary worldwide and gain value over time by interacting with nature and culture. These landscapes can be spatially bounded by natural, cultural, visual, and symbolic qualities. They reflect human social development, creativity, and spiritual richness, and form essential parts of our shared identity. By maintaining the continuity of the relationship between people and their environment, they aim to preserve vanishing cultural traces. Thus, protecting cultural heritage in assessing and transmitting cultural landscapes to future generations is critical (Soykan, 2003).

Today, the urban centers of cities, particularly those with high population and economic density, must adapt to contemporary socio-cultural and spatial developments. This adaptation necessitates the integration of historical accumulation with modern development without conflict (Van Oers, 2010; Dinçer, 2013). A balance between urban order and tourism activities must be established, and planning approaches that enable both areas to function harmoniously should be developed. From a critical perspective, it is evident that planning processes must address aesthetic and economic dimensions, social equity, accessibility, and the continuity of cultural identity. At this point, the impact of tourism on local identities becomes a matter of debate; in some cases, regional identities are strengthened, while in others, local identities may be suppressed or transformed in line with global tourism demands (Monaco, 2024).

Therefore, in order to prevent a conflict between identity preservation and economic growth objectives, strategies based on the principle of cultural sustainability must be prioritized (Buhalis et al., 2023). From a critical perspective, it is evident that planning processes must address aesthetic and economic dimensions,

social equity, accessibility, and the continuity of cultural identity. In this context, landscape planning seeks to conserve historical and cultural urban areas, support sustainable development processes, and maintain the cultural identities of societies. In historic metropolitan areas, landscape planning is a process that aims to reveal the character of these places and optimize their use by both residents and tourists. The studies of Yenice (2014), Çermikli (2016), Rey-Pérez & Pereira Roders (2020), and Turgut & Özden (2005) provide significant examples related to the landscape character and planning of historic urban areas. However, considering the pressures caused by tourism and recreational uses, comprehensive research grounded in integrated planning approaches within such areas remains limited. In addition to tourism and recreational uses, several studies focusing on urban transportation corridors, pedestrian zones, pedestrianized areas, and their functional roles—such as those by Arslan et al. (2018), Gargiulo& Sgambati (2022), Fior et al. (2022), Türken & Conticelli (2024), Rossetti et al. (2024), Mazzola & Bove (2024), and Pirselimoğlu Batman et al. (2024) offer significant insights that can be evaluated in conjunction with landscape planning strategies. Tourism, while offering important opportunities in multifunctional urban spaces that contain historical, cultural, and commercial values, may also lead to adverse effects such as user overload, spatial pressure, and social segregation (Musavengane et al., 2020). In this regard, evaluating landscape planning approaches in multifunctional urban areas points to a significant research gap concerning the relationship between natural and cultural landscape values, urban identity, and functional use. Particularly in historic city centers with high pedestrian and vehicular density, it is essential to thoroughly examine the potential for tourism- and recreation-oriented space use that serves both residents and visitors. Within this scope, the historical corridor located in the center of Bursa stands out with its rich historical and cultural heritage, as well as its diverse spatial functions serving the local community. However, a comprehensive planning approach has not yet been developed for this multifunctional area. Planning strategies for such areas must be shaped according to sustainability principles, balancing conservation and utilization. Adopting a planning approach that aligns with the landscape character would enable these areas to serve as multifunctional spaces supporting tourism and recreation while meeting the needs of everyday urban life. Bursa, in addition to its historical and cultural functions, is a significant tourism center with valuable natural resources. Key heritage and cultural areas such as the Yeşil Tomb, Setbaşı, Heykel, Hanlar District, Tophane, Ahmet Vefik Pasha Theater, and the Irgandı Bridge are evaluated in terms of their tourism and recreation potential. These areas encompass various elements including religious sites, shopping streets, venues offering traditional Bursa cuisine (such as İskender kebab and cantık), the historical inns district, covered bazaars, business centers, statues, the clock tower, public squares, monumental trees, and broader cultural landscape components.In a city like Bursa, which holds rich tourism assets, identifying and emphasizing core values is of critical importance. In this regard, when historical monuments, cultural and natural attractions are supported by user-friendly infrastructure, the urban core of Bursa will offer a stronger tourism and recreational potential. Accordingly, this study aims to develop an integrated approach to the landscape planning of Bursa. Through the use of SWOT analysis and a weighted criteria method, appropriate planning strategies have been generated based on the area's natural and cultural landscape values. The goal is to develop a planning vision that not only considers aesthetics and tourism potential but also aligns with principles of cultural continuity, social inclusivity, and environmental responsibility. In conclusion, by preserving Bursa's historical areas and landscape character while balancing urban and touristic uses, this region can become a sustainable attraction center for both residents and visitors.

2. Materials and Methods

2.1 Study Context

Bursa is located in the northwestern part of Turkey, within the southeastern region of the Sea of Marmara. Bilecik and Adapazarı border it to the east, İzmit, Yalova, Istanbul, and the Sea of Marmara to the north,

Eskişehir and Kütahya to the south, and Balıkesir to the west. The city has a coastline of approximately 135 kilometers along the Sea of Marmara. About 35% of the province's surface area is mountainous, and the town lies at an altitude of 155 meters above sea level. Although Bursa generally has a temperate climate, significant microclimatic variations exist. The maritime climate of the Marmara Sea influences the northern part, while the southern part experiences the colder and harsher climate of Mount Uludağ.

The present study focuses on the historical city center of Bursa, specifically examining Namazgah Street and Atatürk Street, two major urban corridors that play key roles in the city's commercial, cultural, and touristic functions (Fig.1).

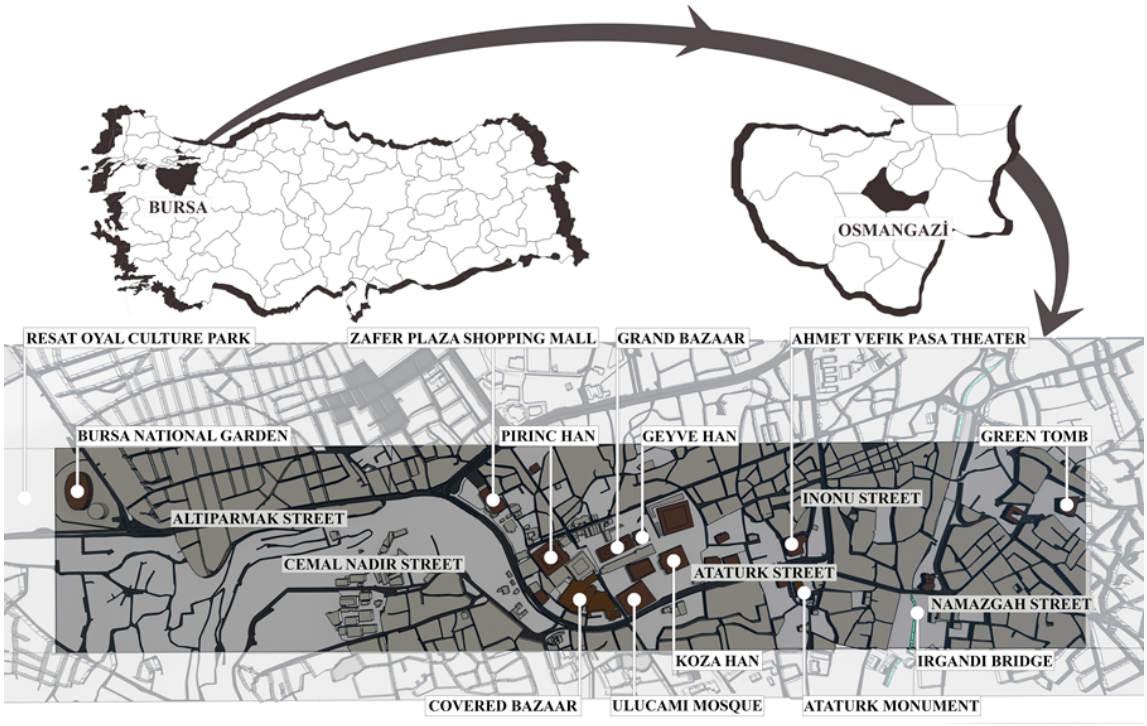

Fig.1 Location of study area

Bursa is one of Turkey's most prominent cultural tourism destinations and was inscribed on the UNESCO World Heritage List 2014. According to data, the city hosted approximately 1.4 million domestic and over 500,000 international tourists in 2023 (2025j). The main types of tourism in Bursa include cultural and heritage, gastronomic, faith-based, and winter, particularly in the Uludağ mountain region. Tourism in the city exhibits a distinctly seasonal character. Domestic tourist arrivals peak during the summer and national holidays. At the same time, international visitors are more evenly distributed throughout the year, with notable increases during spring and autumn due to festivals and religious events. The contribution of tourism to the local GDP is estimated at approximately 8.2%, reflecting the importance of both short-term visitors and heritage-focused longer stays in Bursa's urban economy (2025k). Bursa's tourism infrastructure includes over 250 accommodation facilities, ranging from boutique hotels in the Hanlar District to large-scale resort complexes in Uludağ. The city is also home to five major museums, numerous caravanserais, covered bazaars, cultural centers, and more than 40 officially registered heritage sites. However, several ongoing challenges affect the tourism experience, including insufficient directional signage, overcrowding in historic zones, and limited accessibility infrastructure for disabled individuals (2025k; 2025l).

2.2 Method

The study's methodology involves site inspection, data collection, and a survey. In this context, shopping streets, historical and cultural sites, the covered bazaar, and gastronomic food and beverage venues, along

with their historical processes, usage purposes, and existing deficiencies, have been examined in light of the literature review and site analysis.

As a result of these investigations, the current situation and deficiencies in the corridor extending from Yeşil Türbe, Heykel, Ulucami, Kapalı Çarşı, Hanlar District, and along Altıparmak Street were identified and incorporated into the plans. Along this route, natural, historical, and cultural data and elements such as facilities, vegetation, buildings, recreational areas, tourism values, circulation data, and pedestrian and vehicular traffic routes were presented and evaluated from a landscape architecture perspective.

Furthermore, while assessing the current situation of the area, the key landscape values and urban relationships to be considered in the use of this area were examined based on the criteria presented in Tab.1. These criteria were derived from and supported by the literature, in which scholars have emphasized the importance of ecological, socio-cultural, and functional aspects in landscape planning (Gültekin & Altunkasa, 2008; Ender, 2011; Yin, 2013; Zayed, 2016).

Subsequent studies further contributed to the refinement and contextualization of these criteria in relation to urban forests, cultural landscapes, and recreational planning (Altay & Pirselimoğlu Batman, 2019; Gündoğdu & Dinçer, 2020; Batman & Altay, 2020; Altay & Pirselimoğlu Batman, 2021; Carra et al., 2022). More recent research has provided updated perspectives and empirical validations, reinforcing the applicability of the criteria outlined in Tab.1 (Altay & Şenay, 2023; Pişkin & Seyidoğlu Akdeniz, 2023; El kébir & Ghédira, 2024; Altay & Zencirkıran, 2024; Batman et al., 2024; Altay & Batman, 2025).

A multi-step process was followed to determine the evaluation criteria to ensure methodological transparency and replicability. First, a comprehensive literature review focused on previous studies on sustainable tourism and cultural landscape analysis. Subsequently, expert consultations were held with landscape architects and local decision-makers.

Main criteria	Sub-criteria
Accessibility	Road width and surface treatments, Existing roads, Roads connecting the area, Current road widths, Stairs/steps, Presence of pedestrian paths, Pedestrian path widths, Presence of bicycle paths, Road width of connecting roads, Compliance with accessibility standards on existing roads, Accessibility standards for connecting roads, Pedestrian-friendly surface treatments on existing roads, Pedestrian-friendly surface treatments on connecting roads
Urban Texture	Traditional architectural texture The traditional architectural texture in the areas parallel to and surrounding the site The urban texture features a combination of different architectural characters. Promotional signs mounted on building facades
Land Uses	Transportation, Parking, Rest areas, Dining areas, Shopping areas, Squares, Green areas
Plant Materials	Roadside trees, Trees, Shrubs, Conifers, Broadleaf trees, Monumental trees
Structural Landscape-Furnishing Elements	Seating units, Trash bins, Lighting, Directional signs, Billboards, Boundary elements, Water features, Fountains
Historical and Cultural Structures	Mosques, Inns, Tombs, Bazaars, Museums, Bridges, Statues, Others
Tourism Activities	Religious tourism, Historical and cultural heritage, Natural heritage, Museum tours, Architectural tours, Historical tours, Festivals, Traditions, Cultural walks, Cultural routes, Traditional food and beverages

Tab.1 Evaluation criteria

These consultations were used to assess the selected criteria's contextual relevance and evaluate the availability and accessibility of related data. Initially, broader indicators such as economic development metrics

and land value analyses were also considered. However, these indicators were excluded due to the lack of site-specific data and overlap with other existing criteria.

The final set of main and sub-criteria was determined based on their alignment with sustainability goals, practical applicability, and relevance to the historical and urban context.

The relationship between the central and sub-criteria identified in the first phase and the field-specific SWOT criteria was evaluated in the study's second phase. This assessment was conducted by numerically correlating the prioritization and current status, resulting in weighted scores for the main criteria.

SWOT analysis is a management process and one of the most widely used strategic evaluation methods. Planning is mainly employed to consider and assess existing data within the study areas.

In this context, SWOT analysis allows for examining internal and external environmental factors regarding strengths, weaknesses, opportunities, and threats (Pickton & Wright, 1998; Uçar & Doğru, 2005; Goranczewski & Puciato, 2010). When conducting the evaluation in SWOT analysis:

- For Strengths: What are the superior features of the area? What are the characteristics and positive attributes of the area? Questions like these are addressed.
- For Weaknesses: What are the negative attributes of the area? What areas within the organization require improvement? What are the weaknesses when compared to similar areas? These questions are explored.
- For Opportunities: What opportunities does the area offer? What are the resources that create opportunities for the area? What are the national, international, regional, or local opportunities for the area, considering its socio-cultural structure? These questions are investigated.
- For Threats: What obstacles might the area encounter? What factors surrounding the area could pose potential threats? These questions are examined.

In this study, a SWOT analysis (Hay & Castilla, 2006; Batman & Demirel, 2012; Batman et al., 2017; Zhiqiang et al., 2024; Nygaard, 2024) of the area was conducted, where each region was evaluated separately in terms of strengths, weaknesses, opportunities, and threats. This evaluation was based on the criteria and sub-criteria used to analyze the current situation of the area (Gültekin & Altunkasa, 2008; Ender, 2011; Yin, 2013; Zayed, 2016; Özdemir et all., 2016; Altay & Pirselimoğlu Batman, 2019; Gündoğdu & Dinçer, 2020; Batman & Altay, 2020; Altay & Batman, 2021; Carra et al., 2022; Altay & Şenay, 2023; El kébir & Ghédira, 2024; Batman et al., 2024). The evaluations obtained through the SWOT analysis were analyzed based on the weighted criteria method to determine the area's tourism and recreation uses and urban landscape performance.

In line with this method, when calculating the weighting score, the appropriate criteria and subheadings determined for the area were evaluated according to their strengths (+), weaknesses (-), opportunities (+), and threats (-). The evaluation was scored based on the positive and negative aspects of the SWOT framework, with the scores assigned in order of importance.

Strengths (4), opportunities (3), weaknesses (2), and threats (1) were used as the scoring system. Scores based on the SWOT analysis results for each criterion were assigned. The average weight score was calculated by taking the average score values for each criterion. The weighted score was obtained by multiplying the total score for each criterion by its average weight score.

This multi-layered approach—combining literature synthesis, expert consultation, contextual filtering, and integration with a weighted SWOT score analysis—aims to enhance the study's scientific robustness and replicability.

3. Results

3.1 Current status of the study area

The study area is heavily used for pedestrian and vehicular traffic, particularly in areas designated for historical and tourism purposes.

Landmarks such as the Sculpture, City Museum, Ulucami Mosque, Pirinç Han, Kapan Han, Emir Han, İpek Han, Fidan Han, Koza Han, Geyve Han, Covered Bazaar, Bedesten, Yeşil Türbe (Green Tomb), Yeşil Cami (Green Mosque), Setbaşı, Irgandı Bridge, Kılıç Kalkan House, various historical mosques and baths, tombs, Clock Tower, Tophane, and Cumhuriyet Street mainly attract high user density due to their tourism, business, and historical significance. Additionally, the area also accommodates modern usage spaces such as shopping centers.

Cumhuriyet Street has been fully pedestrianized and hosts a wide range of commercial spaces (shops), public institutions, historical mosques, old-style trains, cafes, and traditional dining establishments emblematic of Bursa. Parallel to this street, there are some of the city's largest market networks, including the Covered Bazaar, the Jewelers' Street, Uzun Çarşı, and Tuzpazarı Street.

This area houses businesses in diverse sectors, including clothing, technology, food, jewelry, household goods, goldsmithing, and herbal shops. In addition, private healthcare facilities, law offices, and service offices are also commonly found in this region (Fig.2).

Fig.2 Current status of the study area

Accessibility: The study area, which focuses on the urban core of Bursa, is centered around Namazgâh Street, Cumhuriyet Street, Atatürk Street, and Cemal Nadir Street. This region has constituted an essential route in Bursa's transportation plans from the early city layouts to the present. As a result, the street, which experiences heavy vehicular traffic, is also favored by visitors due to Bursa's socio-cultural and historical characteristics. This leads to an increased load of both vehicular and pedestrian traffic in the area. The current road configurations on these streets are insufficient to address the needs of both pedestrian and vehicular traffic. For these reasons, Cumhuriyet Street is closed to vehicular traffic. The area is accessible by private cars, taxis, minibusses, municipal buses, an old-style train, silkworm transport, commercial taxis, or on foot from all parts of the city. The area has numerous historical mosques, tombs, inns, a museum, historical buildings, and various businesses that meet different shopping needs. While this area attracts local users, it also draws considerable attention from tourists.

The Setbaşı area in the region connects to Atatürk Street, which experiences heavy pedestrian traffic. Parallel to Atatürk Street, Cumhuriyet Street extends from Zafer Plaza Shopping Mall to İncirli, with a nostalgic train route running along this line, forming Cumhuriyet Street. In addition to dining areas, the street is also used as a shopping avenue.

Within the boundaries of the study area, the shop entrances along the transportation axes are not aligned with the sidewalk level, which has led to the creation of step solutions for elevation differences, and the dimensions of these steps are not standardized. As a result, sidewalks become narrow and wide in places, and physical barriers such as steps without ramps occasionally appear on the ground. These factors disrupt the continuity of pedestrian movement and pose issues not only for people with disabilities and parents with strollers but also for healthy adults, creating both problems and hazards. It is also evident that the pretty old pavement materials have become problematic over time. Due to poor sub-base preparation in material

applications, depressions have formed over time, creating uneven surfaces on the sidewalks, and maintenance-related issues have arisen.

In the area surrounding the Yeşil Türbe (Green Tomb) and Yeşil Cami (Green Mosque), the narrow spacing between buildings has resulted in a roadway that is as narrow as possible, and the sidewalks are pretty poorly maintained, leading to difficulties for all users. In some parts of the area, standard brick flooring is applied on pedestrian sidewalks. The road width is insufficient, and traffic flows in both directions, with sidewalk widths occasionally narrowing to as little as 60 cm.

As one approaches the city center, the type of materials used changes, and different materials are observed on the ground. The width of the sidewalks increases as one gets closer to the center. The quality of the materials is generally good around historical structures such as buildings, mosques, and tombs.

Within the study area's boundaries are 3-4 lane roads, such as Cemal Nadir and Atatürk Streets. Due to this area's high pedestrian and vehicle circulation, Cumhuriyet Street has been closed to vehicular traffic, and traffic on Atatürk and Cemal Nadir Streets flows in one direction only. The width of the sidewalks extends to a minimum of 2 meters but is still insufficient. The curb heights have been raised to prevent vehicles from parking at the roadside. Within the study area, the pavement materials include marble, granite cubes, tumbled granite stones, andesite slabs, base bricks, gravel-filled empty concrete slabs, yellow marble, granite cubes, colored paving stones for disabled access, and natural slate stones.

Urban Texture: The construction in this area of Bursa began in the 14th century with the development of the inns (Hanlar) district (2025a). The quality and cleanliness of the materials used during that period and the design approach have created a unique model that has lost architectural unity over time. In other words, it is impossible to speak of a general architectural characteristic in the streets that feature buildings constructed after the 1950s. This situation is further complicated by the irregularity of promotional signage on building facades, resulting in a chaotic appearance. Each of these elements, which physically delimit and enclose the street, represents individual choices made at the level of shops/stores/passages, and it is evident that little attention has been paid to their coherence with each other.

Land Uses: In this context, various land use types, such as transportation, parking, recreation areas, dining areas, shopping areas, squares, and green spaces, have been evaluated within the study area. The study area is located on a backbone formed by transportation systems. Along with the transportation networks, the area also features numerous roadside parking spaces. Surrounding these transportation networks are squares such as Orhangazi Square and Gazi Orhan Park. These squares and their surroundings are further enriched with resting areas and small pockets of leisure spaces near the transportation routes. One of the primary land uses in the area is dining and shopping spaces, which are among the essential functions of the region. Additionally, green spaces are another significant land use within the area. In regions with heavy pedestrian and vehicular traffic, most enclosed and open parking lots are located on the area's periphery and along the main road route in opposite directions, creating a significant transportation issue for users. When evaluating open and green space arrangements about transportation axes, the width of streets and sidewalks is critical in shaping the usage areas. Green spaces along the roads provide resting and shaded areas for users. In terms of commercial potential, the area is dominated by the retail and marketing sectors across all regions. Furthermore, there are also food and beverage establishments within the area.

Plant Material: The street trees in pedestrian areas play an essential role in organizing the streetscape, contributing to the physical definition of space in open areas. Although not consistently present throughout the area, street trees can be found in various locations. Particularly on wider streets, such as Atatürk Street and Cemal Nadir Street, the diversity of plant species along the roads increases. Several historical trees, such as plane trees and cedar trees, can be found in places like Okçu Baba Park, the park area next to the Ulucami Mosque, and the garden of the Bursa City Museum. Notable street tree species in the area include Fraxinus ornus (Flowering Ash), Platanus orientalis (Oriental Plane), Tilia tomentosa (Silver Linden), and Aesculus

hippocastanum (Horse Chestnut). Platanus orientalis (Plane) trees particularly enclose the area surrounding the Yeşil Türbe and Yeşil Cami. In addition to permanent green spaces and trees, plant compositions are created in broad sidewalk areas using wooden fences and planters. The species used in these areas are generally slow-growing, shapeable, and prunable shrub and small tree species. However, a cohesive overall unity has not been achieved due to the irregularity of the street trees and the intermixing of species such as linden and plane trees.

Structural Landscape - Furnishing Elements: It has been observed that the street furniture, which constitutes most of the pedestrian space's landscape elements, is not used to create cohesion across the working area. In the shopping street, where pedestrian activity is intense, an average sidewalk width of 3.5 meters is not expected to accommodate all the street furniture elements. However, essential urban furniture elements such as lighting fixtures, benches, trash bins, signs, wayfinding boards, kiosks, and advertisement panels should be organized and positioned in harmony with each other and the surrounding environment. Therefore, selecting the type and style of street furniture is essential. There appears to be complete chaos within our study area, as there is no unity in materials and design. The limiting elements on the street have been created with different designs and materials as needed, resulting in a lack of material and design coherence in the area. Different materials and designs have been used in all the furniture elements, including benches, trash bins, lighting, and boundary elements.

- Historical and Cultural Structures: The area contains numerous significant buildings such as mosques, baths, cultural centers, museums, caravanserais, and historic houses, each holding substantial historical and artistic importance. Some of these structures include:
- Yeşil Tomb: Located just above the Yeşil Mosque, Yeşil Tomb was commissioned in 1421 by Çelebi Mehmet, the son of Yıldırım Bayezid. The tomb is one of the significant examples of early Ottoman architecture, noted for its rich decorations and architectural features.
- Yeşil Mosque: Situated in the Yeşil neighborhood, the Yeşil Mosque was commissioned in 1419 by Çelebi Sultan Mehmed. The mosque, with its reverse "T" plan, is one of the early examples of Ottoman mosque architecture. External walls surround the mosque courtyard, and upon entering through the garden gate, visitors encounter historical Platanus orientalis (plane) trees. Tourists and day-trippers frequently use this large courtyard.
- Irgandı Bridge: Located to the south of Boyacı Kulluğu Bridge, Irgandı Bridge was constructed during the reign of Sultan Murad II. In Evliya Çelebi's Seyahatname (1640), it is noted that 200 shops existed on the bridge. Today, there are a total of 32 shops on both sides of the bridge (2025b).
- Kılıç Kalkan House: Kılıç Kalkan House is an important cultural center where the historic Kılıç Kalkan (Sword and Shield) Dance, one of Bursa's most significant folkloric symbols, is performed (2025c).
- Bursa City Museum: As one of the oldest settlements in Anatolia and a pioneer in urbanization history, the Bursa City Museum showcases the city's transformations throughout its 7,000-year history (2025d).
- Ulu Mosque: Ulu Mosque, which occupies a large area near Orhan Gazi Park, was built during the reign of Yıldırım Beyazıt in the 14th century. It is one of the earliest examples of multi-domed mosques in the Ottoman period. The western minaret was built during Yıldırım Beyazıt's reign, and the eastern minaret was constructed by Çelebi Sultan Mehmed (2025e).
- Atatürk Monument: The structure is located in an area that shapes Bursa's urban identity and holds significant importance in the collective memory of society. Following the construction of the Atatürk Monument in 1931, the area began to be referred to by the public as "Heykel" (Statue). At the same time, the monument, which serves as the focal point of the Republic Square, is positioned on an elevated base, allowing it to be perceived and visually recognized from the surrounding area. Around the monument are hard surfaces, green spaces, an amphitheater behind it, and seating elements (Okumuş, 2021).

- Ahmet Vefik Paşa Theater: The theater used by the Bursa State Theater is named after Ahmet Vefik Paşa, who founded the first Turkish theater in Bursa. Ahmet Vefik Paşa served as the governor of Bursa from 1879 to 1882 and established a theater in the city during his tenure. Completed in 1940, the theater has been operating under the General Directorate of State Theaters since 1957 and is the first regional theater under this institution (2025h).
- Koza Khan: Koza Han, built in the late 15th century during the reign of Sultan Bayezid II, was designed by the architect Abdül Ula bin Pulat Şah. The caravanserai continues to serve commercial functions today (2025ı).
- Tophane Clock Tower and Osmangazi-Orhangazi Tombs: Tophane Park, which contains the Osmangazi and Orhangazi Tombs, was constructed during the reign of Orhan Gazi (1281-1362). The tomb has changed its function following the conquest of Bursa. A clock currently stands in the location, and the Bursa Metropolitan Municipality uses it as a fire lookout tower (2025f).
- Bursa Caravanserai/Khans area District: Bursa, located on the trade routes of Anatolia, is famous for its caravanserais and inns where merchants would stay overnight. As a historically significant commercial city, Bursa's economy has been closely linked to these caravanserais and covered bazaars. The area began as a commercial district in the 14th century and was developed with inns, covered bazaars, and bazaars by the 16th century. This region includes essential structures such as Koza Han, Fidan Han, Pirinç Han, İpek Han, Emir Han, Geyve Han, Galle Han, Çukur (Kütahya) Han, Kapan Han, and Tuz Han (2025g).

Current Tourism Utilization in the Area: The city center of Bursa holds significant potential for tourism due to its natural landscape and historical richness. This region, in particular, attracts a high volume of visitors, primarily for historical tourism and religious tourism. However, it has been observed that tourists arriving from outside the city center face challenges in locating historical buildings and key tourist sites. One of the main reasons for this issue is the insufficient information and directional signs, and their lack of proper placement at strategic locations. In addition to numerous tombs, mosques, caravanserais, baths, historical structures, and artifacts found in the area, visitors are also drawn to the region through activities such as shopping and gastronomic tourism. This area, which encompasses Bursa’s natural and cultural heritage, generates significant interest in tourism and recreation. Key tourist attractions in Bursa, including Ulucami, the Grand Bazaar (Kapalıçarşı), the Hanlar District, Koza Han, Yeşil Türbe, Yeşil Camii, Irgandı Bridge, Tophane, and the Orhangazi and Osmangazi Tombs, are among the most significant historical and tourist landmarks of the region. These structures enhance the city's tourism potential and play a vital role in promoting Bursa’s rich cultural heritage.

3.2 SWOT analysis of the area based on tourism and recreational uses

The sustainable potential of the study area within the urban landscape character has been evaluated in terms of its strengths, weaknesses, opportunities, and threats. In addition, a detailed and methodologically grounded analysis has been conducted to examine the area's current state under eight main categories. Each category has been subdivided into sub-parameters. These parameters have been assessed based on their strengths, weaknesses, opportunities, and threats in specific zones within the study area. The impacts of these parameters on the region have been analyzed through SWOT analysis (Table 2).

The SWOT analysis conducted regarding the tourism and recreational use of the study area has evaluated various factors in the region. In terms of transportation, the presence of both vehicle and pedestrian pathways and the diversity of alternative transportation options has been identified as a strength. However, parking facilities and stop points, developed in connection with transportation systems, were found to be insufficient and considered a weakness. Additionally, the lack of rest areas, when considering the boundaries of the entire study area, was noted as a weakness. On the other hand, food and beverage establishments and shopping

areas stand out as strengths. The squares within and around the area, which possess historical and urban features, have been evaluated as both a strength and an opportunity for the area.

The study area is located in an urban setting, and due to the surrounding urban development and construction, the lack of green space has emerged as a threat. However, the presence of historical sites and the green spaces within these sites is an essential value for the area. Additionally, green spaces in other regional uses have been assessed as a strength.

Located at a significant point in Bursa, the study area can be defined as a densely populated zone for vehicle and pedestrian use. The transportation opportunities within and around the area have been evaluated according to various accessibility criteria, and this situation is regarded as a strength and opportunity for the area. However, factors such as road width, the presence of stairs, the condition and width of pedestrian paths, the existence of bicycle lanes, compliance with standards for accessibility, and maintenance issues have been identified as weaknesses. The material properties used on the roads were considered a strength, as they are suitable for walking. However, surface coverings and the width of connecting paths were considered potentially hazardous elements for the area.

The dominance of urban fabric is another key characteristic observed in this study area. While Ottoman-period buildings and structures exist within the region, modern-era buildings are also present.

This juxtaposition highlights the traditional fabric as a strength, but structures that contradict this conventional fabric and may disrupt it were assessed as weaknesses. This contradiction also applies to the surrounding areas, and it is generally regarded as a weakness and a threat.

Regarding vegetative material, street trees within the area were considered a weakness. Still, the natural structures and the associated pathways in the surrounding area offer a significant opportunity for the system. Although there are trees, shrubs, and trimmed bushes outside the road systems in the area, their presence is insufficient. However, such vegetative materials in the surrounding natural and cultural regions present a significant opportunity for the area.

Although coniferous trees are insufficient, their existence in the surrounding area is an opportunity. The presence of broadleaf trees was considered a strength. Monumental trees are significant parameters for preserving plant material and essential values. The enormous trees in the study area are regarded as a strength, while the immense trees in the surrounding area present an opportunity for continuity within the region.

Regarding structural landscape and amenities, the seating-resting areas and seating units within the area were found to be insufficient, and this issue extends to the surrounding area, posing a threat to recreational use.

On the other hand, amenities such as waste bins found within pedestrian axes, shopping areas, and commercial zones are adequately provided, and this situation is also sufficient in the surrounding area. Similarly, lighting elements are adequate, which is considered a strong feature of the area. Signage and directional signs within the area were found to be acceptable and were evaluated as a strength.

However, advertisement boards were insufficient and were assessed as a weakness. Boundary elements, water features, and fountains were considered sufficient and strong features for the area. The study area and its surroundings house important historical and cultural values for Bursa, which adds significant value to the area. Additionally, historical and cultural values around the area create a substantial opportunity for the region. With these values, the area also possesses rich characteristics for tourism activities. The area has a strong feature in terms of faith-based tourism and offers various opportunities related to this feature.

The study area holds significant value in its historical, cultural, and natural heritage, contributing to different cultural activities such as museum tours, architectural tours, historical tours, festivals, traditions, cultural walks, cultural axes, and traditional food and beverage features. These strengths also present opportunities for the area.

Factors	**Internal characteristic**		**External characteristic**	
Accessibility	***Strengths***	***Weakness***	***Opportunity***	***Threat***
Existing roads	X	0	0	0
Roads connecting to the area	0	0	X	0
Existing road widths	0	X	0	0
Stairs/Steps	0	X	0	0
Presence of pedestrian paths	0	X	0	0
Pedestrian path widths	0	X	0	0
Presence of bicycle paths	0	X	0	0
The width of the roads connecting to the area	0	0	0	X
Compliance of existing roads with accessibility standards	0	X	X	0
Accessibility standards on roads connecting to the area	0	X	X	0
Pedestrian-friendly pavement materials on existing roads	X	0	0	0
Pedestrian-friendly pavement materials on roads connecting to the area	0	0	0	X
Maintenance	0	X	0	X
Urban Texture	***Strengths***	***Weakness***	***Opportunity***	***Threat***
Traditional architectural Texture	X	X	0	0
The traditional architectural texture in the areas parallel to and surrounding the site	X	X	X	0
The urban texture features a combination of different architectural characters	0	X	0	X
Promotional signs mounted on building facades	0	X	0	X
Land Uses	***Strengths***	***Weakness***	***Opportunity***	***Threat***
Transportation	X	0	0	0
Parking	0	X	0	0
Rest areas	0	X	0	0
Dining areas	X	0	0	0
Shopping areas	X	0	0	0
Squares	X	0	X	0
Green areas	X	0	0	X
Plant Material	***Strengths***	***Weakness***	***Opportunity***	***Threat***
Roadside trees	0	X	X	0
Trees, Shrubs	X	X	X	0
Conifers	0	X	X	0
Broadleaf trees	X	0	X	0
Monumental trees	X	0	X	0
Structural Landscape - Furnishing Elements	***Strengths***	***Weakness***	***Opportunity***	***Threat***
Seating/Rest Areas - Seating Units	0	X	0	X
Recreational Uses - Pedestrian Areas - Shopping Areas - Commercial Areas - Trash Bins	X	0	X	0
Recreational Uses - Pedestrian Areas - Shopping Areas - Commercial Areas - Lighting	X	0	X	0
Directional signs, Signage along road routes	X	0	0	0
Billboard, Billboards along road routes	0	X	0	0
RecreatiOnal Uses - Pedestrian Axes - Shopping Areas - Commercial Areas - Boundary Elements	X	0	0	0
Recreational Uses - Pedestrian Areas - Shopping Areas - Commercial Areas - Squares - Water Features	X	0	0	0
Recreational Uses - Pedestrian Areas - Shopping Areas - Commercial Areas - Fountains	X	0	0	0

Historical And Cultural Structures	***Strengths***	***Weakness***	***Opportunity***	***Threat***
Mosques	X	0	X	0
Inns	X	0	X	0
Tombs	X	0	X	0
Bazaar	X	0	X	0
Museum	X	0	0	0
Bridge	X	0	0	0
Statue	X	0	0	0
Other (Clock Tower, Historical Restaurant, Theatre, Cultural Center, Library, Etc.)	X	0	X	0
Tourism Activities	***Strengths***	***Weakness***	***Opportunity***	***Threat***
Religious tourism	X	0	X	0
Historical and cultural heritage	X	0	X	0
Natural heritage	X	0	0	0
Museum tours, Architectural tours, Historical tours	X	0	X	0
Festivals, Traditions	X	0	X	0
Cultural walks, Cultural routes	X	0	0	0
Traditional food and beverages	X	0	0	0

Tab.2 Evaluation of Key Criteria Based on SWOT Analysis

3.3 Weighted score of SWOT analysis results

The values identified through the SWOT analysis were calculated separately for each criterion. Each criterion's priority and average scores were multiplied to obtain the weighted scores. Using these weighted scores, the total value of the area and the distribution of the total score across the main criteria were calculated. According to the evaluation results, historical and cultural structures held the highest percentage in this distribution. In contrast, the accessibility value received the lowest score in the area (Tab.3, Fig.3).

Factors	**Internal characteristic**		**External characteristic**			
Accessibility	**S**	**W**	**O**	**T**	**Average**	**Weighted score**
Existing roads	4	0	0	0	1.00	4.00
Roads connecting to the area	0	0	3	0	0.75	2.25
Existing road widths	0	2	0	0	0.50	1.00
Stairs/Steps	0	2	0	0	0.50	1.00
Presence of pedestrian paths	0	2	0	0	0.50	1.00
Pedestrian path widths	0	2	0	0	0.50	1.00
Presence of bicycle paths	0	2	0	0	0.50	1.00
The width of the roads connecting to the area	0	0	0	1	0.25	0.25
Compliance of existing roads with accessibility standards	0	2	3	0	1.25	6.25
Accessibility standards on roads connecting to the area	0	2	3	0	1.25	6.25
Pedestrian-friendly pavement materials on existing roads	4	0	0	0	1.00	4.00
Pedestrian-friendly pavement materials on roads connecting to the area	0	0	0	1	0.25	0.25
Maintenance	0	2	0	1	0.75	2.25
					TOTAL	30.50

Urban Texture	S	W	O	T	Average	Weighted score
Traditional architectural texture	4	2	0	0	1.50	9.00
The traditional architectural texture in the areas parallel to and surrounding the site	4	2	3	0	2.25	20.25
The urban texture features a combination of different architectural characters	0	2	0	1	0.75	2.25
Promotional signs mounted on building facades	0	2	0	1	0.75	2.25
					TOTAL	33.75

Land Uses	S	W	O	T	Average	Weighted score
Transportation	4	0	0	0	1.00	4.00
Parking	0	2	0	0	0.50	1.00
Rest areas	0	2	0	0	0.50	1.00
Dining areas	4	0	0	0	1.00	4.00
Shopping areas	4	0	0	0	1.00	4.00
Squares	4	0	3	0	1.75	12.25
Green areas	4	0	0	0	1.75	6.25
					TOTAL	32.50

Plant Material	S	W	O	T	Average	Weighted score
Roadside trees	0	2	3	0	1.25	6.25
Trees. Shrubs	4	0	3	1	2.25	20.25
Conifers	0	2	3	0	1.25	6.25
Broadleaf trees	4	0	3	0	1.75	12.25
Monumental trees	4	2	3	0	1.75	12.25
					TOTAL	57.25

Structural Landscape- Furnishing Elements	S	W	O	T	Average	Weighted score
Seating/Rest Areas - Seating units	0	2	0	1	0.75	2.25
Recreational Uses - Pedestrian Axes - Shopping Areas - Commercial Areas - Trash bins	4	0	3	0	1.75	12.25
Recreational Uses - Pedestrian Areas - Shopping Areas - Commercial Areas - Lighting	4	0	3	0	1.75	12.25
Directional signs. Signage along road routes	4	0	0	0	0.50	1.00
Billboards. along road routes	0	2	0	0	0.50	1.00
Recreational Uses - Pedestrian Areas - Shopping Areas - Commercial Areas - Boundary elements	4	0	0	0	0.50	1.00
Recreational Uses - Pedestrian Areas - Shopping Areas - Commercial Areas - Squares - Water Features	4	0	0	0	1.00	4.00
Recreational Uses - Pedestrian Areas - Shopping Areas - Commercial Areas - Fountains	4	0	0	0	1.00	4.00
					TOTAL	37.75

Historical and Cultural Structures	S	W	O	T	Average	Weighted score
Mosques	4	0	3	0	1.75	12.25
Inns	4	0	3	0	1.75	12.25
Tombs	4	0	3	0	1.75	12.25
Bazaar	4	0	3	0	1.75	12.25
Museum	4	0	3	0	1.75	12.25
Bridge	4	0	0	0	1.00	1.00

Statue	4	0	3	0	1.75	12.25
Other (Clock Tower, Historical Restaurant, Theatre, Cultural Center, Library, Etc.)	4	0	3	0	1.75	12.25
					TOTAL	89.75
Tourism Activities	**S**	**W**	**O**	**T**	**Average**	**Weighted score**
Religious tourism	4	0	3	0	1.75	12.25
Historical and cultural heritage	4	0	3	0	1.75	12.25
Natural heritage	4	0	3	0	1.75	12.25
Museum tours, Architectural tours, Historical tours	4	0	3	0	1.75	12.25
Festivals, Tradition	4	0	3	0	1.75	12.25
Cultural walks, Cultural routes	4	0	3	0	1.75	12.25
	4	0	3	0	1.75	12.25
					TOTAL	85.75
					OVERALL TOTAL	367.25

Tab.3 Weighted Score of SWOT Analysis

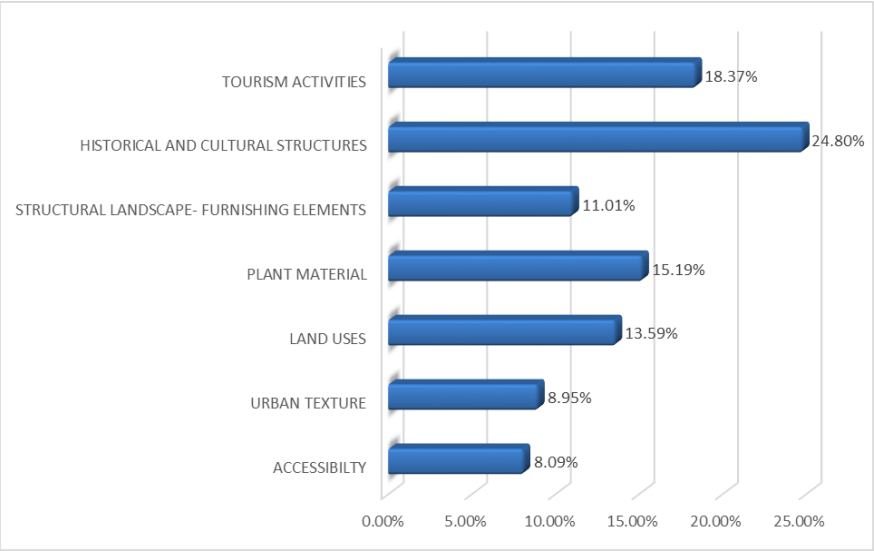

Fig.3 Comparison of evaluation criteria

4. Discussion

Historical city centers are among the most significant urban areas, representing the spatial reflections of past societies' cultural, social, philosophical, religious, architectural, aesthetic, technical, economic, and political traces. The relationships between history, space, and society are formed in these areas.

Their preservation depends on maintaining continuity between past, present, and future balancing original values with contemporary functions, and transferring physical and social heritage to future generations. Enhancing spatial quality and ensuring sustainability are critical (Çermikli, 2016).

In recent years, growing interest in tourism has led to diversification and development in both natural and cultural domains. Especially in areas rich in historical and cultural values, increasing tourist demand must be evaluated within the framework of conservation-use balance and sustainability. In this context, SWOT analysis is an effective tool for guiding planning strategies and informing decision-making processes. SWOT not only reveals the potential of an area but also contributes to planning through both qualitative and quantitative assessments. This study employed SWOT analysis to define planning decisions along a significant cultural route within Bursa's historic center. Urban landscape character components —land use, accessibility, cultural

identity, landscape infrastructure, and tourism activities— were evaluated. The analysis revealed that historical and cultural structures received the highest score (24.80%), emerging as the strongest feature, while accessibility scored the lowest (8.09%), marking it as one of the primary weaknesses. Accordingly, based on the SWOT analysis conducted for the area, the key strengths, weaknesses, opportunities, and threats have been effectively identified and are presented in Tab.4.

Streghts	**Weakness**
Offering visitors an authentic, holistic, and vibrant urban atmosphere through the preservation of historical and cultural heritage elements (such as mosques, caravanserais, tombs, museums, and bazaars), the traditional architectural fabric, green spaces, and an integrated shopping and gastronomy experience within the historical environment.	Insufficient accessibility, inadequate wayfinding infrastructure, narrow pedestrian zones, and irregular signage contribute to visual pollution and negatively affect the visitor experience, thereby diminishing the functionality and holistic perception of the area.
Opportunities	**Threats**
Enriched with themes such as faith tourism, cultural heritage routes, festivals, and traditional gastronomy, the area highlights its environmental values through monumental trees and landscape elements. It holds significant potential for developing sustainable and experience-oriented tourism routes through pedestrian-focused and wayfinding-supported corridor planning.	Insufficient transportation connections, physical deterioration due to intensive use, identity erosion caused by architectural incompatibilities, and the threat posed to green spaces and cultural heritage elements by urban pressures present significant risks to the area's sustainability.

Tab.4 SWOT Analysis

The strong score of historical and cultural structures highlights the dominance of tangible heritage in shaping both the identity and attractiveness of the city center. This confirms the theoretical assumption that physical monuments and historical landmarks play a key role in anchoring collective memory, establishing place identity, and acting as catalysts for tourism. However, these static elements alone cannot sustain long-term engagement unless supported by accessible and inclusive public space networks. Conversely, the low accessibility score reveals a fundamental shortcoming in the spatial configuration and mobility systems of the area. Poor pedestrian circulation, lack of ramps or inclusive infrastructure, and disorganized wayfinding limit the usability of the heritage space for different user groups. This is especially problematic for vulnerable populations such as the elderly, people with disabilities, and families with children. The implication is that physical preservation must be accompanied by social inclusion to meet the requirements of sustainable urban tourism. Field observations demonstrated that the area possesses both positive and negative attributes regarding structural and functional aspects. Urban focal points, recreational areas, historic structures, and shopping streets are heavily used. However, this density leads to visual clutter, reduced usable space, and restricted pedestrian movement. For example, restaurant sidewalk encroachments and improperly placed vendor stalls limit mobility, particularly on narrow walkways.

Comparative literature supports these findings. Batman et al. (2024) emphasize that dense construction and excessive hardscape along Atatürk Street do not contribute to ecological landscape quality and fail to reflect the city's historical identity. Yenice (2014) proposed revitalization strategies in Konya's city center by integrating cultural assets such as Mevlana and Mevlevi heritage into tourism. Similarly, Turgut & Özden (2005) suggested a SWOT-based development model for Istanbul's Eminönü district that supports historical identity. Using spatial indexing and landscape metrics, Cengiz and Günaydın (2021) enhanced urban readability in the Malatya city center. Keçeci et al. (2021) developed landscape-based coastal development strategies for Yalova’s urban core using SWOT analysis to identify strengths and weaknesses. Aydın Türk (2006) employed SWOT and TOWS matrices in Trabzon/Akçaabat to propose an integrated urban planning model. Recent studies further reinforce the importance of combining SWOT with AHP methods in strategic planning for

heritage-rich urban contexts. For instance, Dahmani & Makhloufi (2023), in their study of Bou Saada (Algeria), used SWOT–AHP to identify environmental degradation and lack of heritage-focused tourism products as key threats, while highlighting eco-tourism potential as a critical opportunity. Similarly, Gerami & Hosseini (2021) proposed an offensive tourism strategy for Iran's Pasargad World Heritage site based on local environmental and cultural assets. These studies highlight the transferability and analytical robustness of the weighted SWOT framework used in our research.

Other contemporary research underlines the role of mixed methods and route planning in preserving historic urban landscapes. Ramazanova et al. (2025) conducted on-site interviews, social surveys, and workshops in Porto to explore how visitor experiences can foster heritage conservation. Meanwhile, in a UNESCO-listed port city in Türkiye, Karataş et al. (2025) applied integrated GIS–AHP–SWOT tools to develop an eco-cultural tourism route for under-researched regions. These examples resonate with our corridor-based approach in Bursa and emphasize the importance of participatory and data-driven strategies in heritage and tourism planning.

These studies collectively highlight the necessity of sustainable, inclusive, and locally grounded planning approaches in historic urban centers. Our findings confirm that historical and cultural assets constitute the city center's core values in tourism planning. However, accessibility received the lowest score, which points to a critical issue regarding spatial justice and inclusivity. Inadequate access particularly affects vulnerable groups such as older people, families with children, and individuals with disabilities. Thus, sustainable tourism must go beyond physical conservation to include diverse user needs and universal accessibility.

Furthermore, the analysis indicates that high criteria reflect passive conservation elements, whereas lower scores correspond to active areas requiring design and policy interventions. This reveals a gap in local planning: while there is awareness regarding heritage conservation, there is insufficient strategic focus on contemporary urban needs such as pedestrian flow, wayfinding, and public comfort. Compared to the literature, our findings emphasize that city centers should be evaluated based on historical-cultural identity, experiential quality, accessibility, and overall public space performance. The Bursa example reveals the urgent need to build a sustainable bridge between spatial heritage and contemporary urban life. Hence, the implications of this study are not limited to Bursa. It offers transferable insights for the planning, managing, and designing of other historic city centers facing similar challenges. Especially in contexts with growing tourism pressure and fragile conservation-use balance, spatial quality and accessibility-focused strategies must be more systematically integrated. This research contributes to the theoretical discourse on sustainable tourism and heritage planning by operationalizing a landscape-based SWOT analysis model that integrates spatial accessibility with cultural-historical valuation. Moreover, the emphasis on multi-scalar planning and the layered structure of landscape values respond to emerging concepts in cultural landscape theory, where urban heritage is understood as a dynamic system rather than a static artifact.

5. Conclusion

This study underscores the necessity of integrating historical and cultural values into tourism sustainably and functionally within historic urban centers. In line with the objectives outlined in the introduction, the research emphasizes the importance of improving spatial quality, conserving cultural heritage, and approaching tourism planning through a holistic framework.

A weighted SWOT analysis allowed for a multi-dimensional evaluation of the historical urban fabric. The study identified actionable and context-sensitive planning strategies by combining qualitative and quantitative data. The findings reveal that historical and cultural structures are the strongest assets, while shortcomings in accessibility, wayfinding, and circulation infrastructure represent critical weaknesses.

These insights are relevant to Bursa and offer valuable implications for other cities with comparable historical fabrics. The study contributes methodologically and theoretically to academic literature by showcasing the

applicability of the weighted SWOT framework in strategic planning for urban heritage areas. It provides a model that can be adapted to other contexts within cultural heritage management, urban design, and sustainable tourism policy.

From a policy-making perspective, the study presents the following concrete recommendations:

- Improve accessibility infrastructure (e.g., inclusive pedestrian pathways, signage systems, transportation connectivity);
- Implement landscape interventions to reduce visual and physical clutter (e.g., sidewalk encroachments, irregular vending units);
- Develop capacity-based management plans for high-traffic heritage areas.
- Align tourism policies with the socio-cultural needs of the local population;
- Promote identity-sensitive and environmentally conscious urban landscape design.

These proposals aim to enhance the physical environment and support social cohesion, cultural continuity, and local economic resilience. Ultimately, the successful implementation of sustainable tourism strategies in historic urban centers depends on integrating urban landscape planning into multi-layered and interdisciplinary approaches. Such integration can contribute to the protection of cultural heritage and strengthen the urban social fabric and overall quality of life.

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Image Sources

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