

City Vision and Mission in Turkey: Mardin City Sample

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Abstract: This work that I have done is about Mardin, center of civilization. It is about city vision and mission in Mardin. There are not a lot of details and field research in my works. What do you think about vision and mission of a city? How can a city effect people life and life style? These days' people usually prefer city in order to live. In this study, you will find almost everything about vision and mission of a city. Do you know everything about a city life?

Key words: Vision • Mission • Life Style

INTRODUCTION

Nowadays with globalization the differences of goods and factor market have increased competition has multiplied. This affects relation of economic system and political system and rebound city management. Every organization needs good visions. The vision for a city is very important and a city must present everything that it has got. Mardin is a city that its tissue is not deteriorated. It is the second city in the world about this. The aim of study is that an importance of city that deserved is given to it or not. If it is given which mission and vision can realize this. When I study on this subject I found that there are some examples that done about this subject. For example urban vision, İstanbul metropolitan municipalities by Mehmet Duyan is an important study about this subject.

Mardin is a historical city. One of the visions is that. The city must renew itself. With this vision the city must change and do some investments for future. With understanding concept of vision the city manager should understand city vision. Mardin is a private city from its historical past and it is the houses of cultures. In the past there were different countries and cultures in Mardin and this variety has brought richness to the city. At nights Mardin is like a necklace and on daytime it is like a garden. For a long time Mardin was forgotten and a crushed city. With improvement of science, when world queries cultures it is realized the importance of Mardin. The vision and mission of city gained strenght by Stone constructions, worships, streets and magic view of city. It is a city that religion meets, languages fusions, people live together in peaceful. With tourism the vision and the mission of city will be developed.

First Section

The Conceptual Framework of the Vision Concept

Generally Vision Concept: The word of vision is used very often but less understood word nowadays. Most of people believe that vision is something that protects competition force and progress in a way. So the vision becomes important for everybody espacially for city manager.

The Definition and Scope of Vision: The vision is an expression of organization that wanted in the future. It is inspiring. We cannot explain vision with only a sentence. Everything changes and we must catch this. We must follow every innovation. If you cannot do this you cannot be successful. Perhaps vision is that; you have not got a chance stay back.

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In Organizations:

- The inconsistency between people and unit
- Waste of resources
- Departments do not support each other
- The feeling of monotony and mediocrity

Why are there these problems? How can we combine people who have got different qualities? How can we create synergy? Answer of all these questions are one word. Vision.

The vision is the definition of future, the target about future that we want to achieve. The word of vision came from Latin word videre. It means seeing, understanding, be alert.

The Importance and Properties of Vision: The vision must be understood by not only managers but also workers of all sections. The people must understand importance of vision and specify its properties.

The Importance of Vision: The visions have characters that pre-constructed. Therefore they are subject. With improvement of technology the importance of has increased.

It is possible to sort positive effects on personnel with effective vision.

- Wake up driving force and awareness of habit
- Always support creativity and innovation
- Ecstasy and be effective on all members of organization
- The ability of diagnostic and reminder
- Be lead, integration
- Show directions and lighting
- Emotional warnings and charm

The Properties of Vision: The vision must provide mightiness, purposefulness, certainty, tangibility, versatility and sensuality [1].

According to other view, during globalization, increasing change speed, the properties of vision can be summarized like that [2].

- An effective vision and support strategies help to solve these problems
- The vision facilitate big scale changes
- The vision help people work in layout.

The Vision and Strategic Management: The word of strategy was used in twenty century as military words that guess enemy behaviour and do a plan according to these attacks. Its origin came from Latin and it means way or line. According to Alfred Chandler the strategy is that determine long date aim and targets of a working. Namely the strategy is a vehicle between aim and plan.

Mission: Mission refers to general aims of an organization. Mission gives answer to the questions, which job are we doing? What is our business area? Why are we in this area?

Mission and Vision: The word of mission came from french and it means speacial commisssion that given a committee [3]. Namely mission may be determine or temporary.

The properties of organization are like that:

- Mission is an aim with long period
- Misson never disappears
- Mission is shared common value and faith
- Organization mission is about quality
- Mission intended outside of organization not inside
- Mission is particular and special to organization

Vision and Image: For Nowadays organization image is so important and stand out as an important function of public relations activity [4]. Since speed technological changes, importance of globalization and customers satisfaction stand out necessity of positive image [5]. So this will bring success with itself.

Second Section

City Vision

City Vision: The vision of a city is that to be aware of probable changes in the future. The vision of a city is indispensable part of its culture. Even we can say that it is a soul of urban time. City vision cannot be bought. You cannot form vision by sitting on a table. It is entire of common values.

City vision is the answer of the question what I want to be in the future? It finds a solution to economical, social and land problems. City vision is important and a big factor for success.

City vision is related to:

- The economical criteria determined of city vision
- Aims to compare the limit
- Growth economy
- Local differences and local programming
- City targets and sense of duty
- Management effectiveness and vision of the city

The topics that stated above are the main subjects that are related to city vision. What kind of factors affects it, how can it be used effectively. If these techniques are used in a right way the problems that management faced can be solved easily. The beatiful cities will be formed. The people can live with honour. The Money of public will not spend in vain. These resources will bu used effcient and we will save Money.

Third Section

Mardin and Urbanization

The History of Mardin: Mardin is the center of civilization and it is an intersection of silk and spices road. In order to understand today's Mardin, to meet tomorrows, there are lots of things we can learn from its past. Mardin, where wonderful adventures were lived, the sun distributes abundance, is a magical city [6]. The instructions of Mardin witness the history.

Mardin is one of the oldest city in Mesopotamia. It was one of the first stations of Turks in Anatolia. By adding together like links in a chain of life in Mardin, the city formed a continuous [6]. Before Christmas in 3000 Hurrians, in 14th century Mittanis, in 13th century Hittite, in 12th century Assyrians, in 6th century Meds, reigned in Mardin. After Sassanian the Araps came Mardin. After Araps Seljuks and then Timur reigned here. And then in order Karakoyunlu, Akkoyunlu and Ottoman Empire reigned in Mardin [6].

When we think about historical finding, we can understand that Mardin has got ten thousand years past. The works about Mardin history is limited. The history works can depend Ottoman archives are very few. With a Project, the information about Mardin in Ottoman Empire is translated to Turkish. When we research Mardin history, in almost all works, we can see that Mardin is a region that combines east and west. During history Mardin is located on two important routes.

- In South Persian Gulf and east Mediterranean coasts, in North black sea coasts, to Caucasian.
- Similarity, east Mediterranean and surroundings, Middle-East and South Asia that combined West-East line. Mardin protect its common point of this port.

Mardin region is on the trade roads and it is on the Fertile Crescent, where agriculture was born. The name of Mardin is also important to understand the history of Mardin. There are some explanations about these names. Someone says it came from merdo, that means a castle in Syriac, someone says it came from Armenian as mardi. Someone says it came from Arap tribal as Mardani.

Geographical Location: When you look from Mesopotamia plain Mardin looks like an eagle nest. Mardin prop its back to Mardin castle. It has got geographical beauty. There are lots of cemeteries in Mardin and you can find ornament art there. In Mardin springs are rose-scented, in fall it is pale and yellow, in winter it is cold and hard breezy. Its area is 12.760 km [6]. Mardin is in the South east of Turkey. In east it is neighbor with Şırnak and Siirt, in west with Şanlıurfa, in North with Diyarbakır and Batman in South with Syria country. There are step slopes that height is above 1000 meters. Its natural vegetation is steppe. There are not any streams in Mardin but there are small brooks. On these brooks Nusaybin ban is set up.

The Demographic Indicator of Districts: One of the determining factors of social life in Mardin are districts. In 16th century there were 9 districts in Mardin, in 19th century there were 13 districts. Today there are 23 districts in Mardin. According to population density and structural differences there are two parts in Mardin. There are slums over these two parts and there are some problems of these slums. There is some housing in station district on the road of Kızıltepe. In Evrenöğlü district and in Saraçoğlü district generally the people who migrated from the villages lived there.

Tourism: The culture in Mardin bears the stamp of settled civilization. Mardin has got important historical and architectural richness. There is no doubt if this richness evaluated in tourism, the city will progress and contribute country economy. There are great tolerances in Mardin. The Assyrian are in Mardin with its rooted history. Do not you want to see Mardin where prayer sound and bell sound rebound together.

Recent years Mardin draw attention not only of our country but also all over the world. With its cultural and historical structure, it is a candidate of list of world heritage city by UNESCO. There are 665 buildings that deal with protection of cultural and natural assets. According to official records;

A million, both domestic and foreign, tourists visited Mardin last year. There is a big change in last ten years. Tourism was booming. In 2002 only 30 thousand tourists visited Mardin, but in 2012 this number reached 1 million. Since different religions, languages and cultures have lived together peacefully, the interests of the tourists are increasing. The agency is organized tours; in addition some tourists came here by airports.



Fig. 1: A view from Mardin castle



Fig. 2:



Fig. 3: A general view of Mardin



Fig. 4: A view from kasimiye madrasa



Fig. 5: Mardin's night view



Fig. 6: Historical great mosque and pigeons

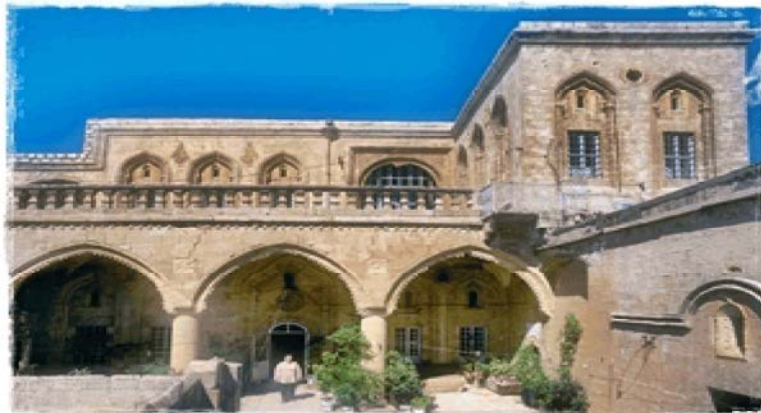


Fig. 7: The houses of Mardin

Table 1: According to Years, Hotel Numbers, Bed Capacity and Number Tourists Came

Years	Hotel Numbers	Bed Capacity	Number of Tourists Came
2000	7	763	60.000
2001	7	763	90.000
2002	7	763	150.000
2003	9	955	220.000
2004	9	955	380.000
2005	12	1195	400.000
2006	14	1542	350.000
2007	14	1542	460.000
2008	14	1542	682.000
2009	14	1542	913.000
2010	26	1950	950.000
2011	30	2050	1.000.000
2012	32	2250	1.070.000
Total	6.725.000		



Fig. 8:



Fig. 9: Deyrulzaferan Monastery



Fig. 10: The view of cemetery in Mardin

There are seven languages and seven religions in Mardin. It is like an open air museum. You can hear prayer sound and church bell sound together in Mardin. Everybody loves each other and each one respects others beliefs. Mardin becomes one of the most important tourism centers of belief and culture. The number of tourists, domestic and foreign, is increasing very fast.

The development of tourism in Mardin between 2000-2009.

The Socio-Cultural Structure of Mardin: Nowadays we can define Mardin's historical culture to religions and roots. There are Muslims and Christians in Mardin. There are Turkish, Kurdish, Arabic and Aramis. Especially Muslims have got strong relationship with their family. Muslims have got different cults such as Hanafi and Shafi. The most important characteristic property is that in daily life Turkish, Kurdish and Arabic are spoken together. In addition to Syriac is the language of prayer. Moreover most of the people who live in Mardin can speak at least two languages easily. Most of the families that are the native of Mardin deal with trade and craft. After 1980 many Kurds migrate from village to the city center and they formed city. Starting with republic and fastened in 1970s, migration to the other cities increased.

The Tissue of Mardin City: The city shows itself from castle like a coy bride. When you looked from far away you looked Windows first but when you came nearer you saw the city clearer. Generally when you looked outside of the houses, you can find ornaments. The rocks are used in Mardin houses. When you look outside of the houses it seems to you pure, but when you go inside the houses you can see the beautiful things. The Stones are important for Mardin and the works on Stones are as important as Stones. Everything in the houses was done in details and careful. The round lines soften stand of Mardin [6].

The Mission of Mardin and Looking Its Vision: Mardin with its history, cultural structure, academic values and civilization accumulation, will progress to be a world city. Its mission is that to reach it academic standard and redound Innovative values. The city must be presented with its brotherhood and love. Every religion and every thought can find a place in Mardin. The historical buildings are charming in Mardin. Here are two examples of them.

As you see even a cemetery has got historical tissue.

Values:

- To introduce the cultural differences of Mardin
- To carry its structural form to ethic and academic standard
- To carry past civilization values to the future
- To exemplify people tolerance; love with individual and social differences
- To protect its structural property, values and location.
- To carry its ethno-cultural structures and values

Targets:

- To be a world city with its historical values and recovery
- To introduce to national and international society
- To pass cultural values involved art savings to new generations by education
- To introduce, cherish and protect multiple cultural structures in Mardin
- To educate people in every field.

CONCLUSION AND RECOMMENDATIONS

It is a reality that Mardin is the center of civilization. Historical sources showed that it is very old city, about ten thousand years. The geographical location of city is formed important part in Mesopotamia. UNESCO dealt with Mardin because of these properties. It became a suitable location according to the contemporary era. Moreover faith tourism is very important too. Despite the mission that formed by historical past, geographical location, cultural heritage and tourism potential; it has not got enough suitable strategic urban vision.

The potential that city has got did not actuate. The mission and vision is not enough to do that. Some works are done in order to bring Mardin like 100 years ago. If this work finishes. Mardin will be a world city. Mardin is older than Jerusalem, Venice and Toledo. If this vision is applied, its fate will change. Unemployment will finish, people will deal with their works not to each other.

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