

## **A Bursa-Focused Investigation of the Effects of Socio-Cultural Change and Transformation on Physical Structures of Cities in Terms of Globalization Process According to the Production and Consumption Relationships**

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**Abstract:** The effects of globalization on cities are investigated with the present study. Also by taking into consideration the concepts of economical and political globalization related to the effects on daily life; the physical, social and cultural effects of consumption society on cities; the urbanization process of Bursa; the change occurring in Bursa during globalization process in physical, social and cultural platforms; new residential regions and consumption areas in the city, the social and cultural activities in daily life, the effects of globalization on cities are determined.

**Key words:** Globalization • Urbanization • Bursa Khans Region • Shopping Malls

### **INTRODUCTION**

Bursa, since the establishment of the Ottoman Empire, being on the important trade roads and having a capital accumulation as a result of silk production, was one of the first cities of globalization activities applied. Bursa maintained its importance even during the Republican Period and became one of the most important cities of the country. The fact that Bursa is a city of trade is the main reason for that. At the same time, because of the city being on the important transition conjunctions and being close to Istanbul, in which globalization process was observed intensively in Turkey, by economic and cultural bonds during both geographical and historical processes, it became the main reason of the spatial, social and cultural effects experienced in Bursa during the globalization process.

### **MATERIALS AND METHODS**

The formation process of globalization is studied from the 19<sup>th</sup> century Ottoman period until the Republican period of Bursa according to the socio-cultural change and transformation on the physical structures of Bursa city. In the scope of this study existing written documents, thesis, articles, constant publications, papers, planning studies and monographic monuments belonging to the city have been examined in order to be able to get the physical data of the city.

### **Globalization Concept and Reflections to the Urbanization:**

Today, globalization is defined to be a process directed by the great developments in technology and communication and clarified by the increasing international circulation and exchange of information, raw materials, goods and services. Social change brings up globalization with the changes related to modernization. After the Industrial Reform in the 19<sup>th</sup> century, with the start of the change of the consumption habits of the society, new developments occurred in production and access systems besides social life. However in the 21<sup>st</sup> century, globalization has become a concept to express changes in economy, politics and culture, shortly in all dimensions of social structure.

Related to the intensification of social relationships influential all around the world, new places of change and transformation, especially in big cities, have started to be formed. In this sense, with the opportunities provided by the urban life, consumption has increased and with the increase of consumption, urban culture, urban life style and urbanization have got into a reshaping process.

### **Effects of Globalization Upon the Physical Structure of the City of Bursa:**

Considering it as a result of modernization, Giddens defines globalization as the intensification of world-wide relationships in which distant lands are related with one another and local formations are shaped with events miles away [1]. Therefore, the traces of globalization starting with the

19<sup>th</sup> century modernization period within production and consumption relationships can clearly be observed in Bursa.

**City in the 19<sup>th</sup> Century Ottoman Period:** In Bursa, which was the first capital city of Ottoman Empire; production of pure silk out of silkworm and production by weaving silk material and related trading activities, which all started in the 14<sup>th</sup> century and continued until the midst of the 16<sup>th</sup> century, have gone through a change in the 19<sup>th</sup> century as Europe become mechanized in weaving. The city of Bursa has not become a world trade center as it was in the 15<sup>th</sup> century, but has become a regional center of environmental economy which operates its agricultural production to raw material level according to the demands of the foreign markets and exports it to world market [2].

After the effects of the Industrial Reform, which had started in England in the 18<sup>th</sup> century and spread to other countries in a course of time and also felt in the Ottoman Empire; social, political, economic and cultural changes occurred with the reforms starting with the 1839 Edict of Tanzimat that aimed at modernizing the society and the government and centralizing the political power [3]. With the Industrialization, the form of production which was done through the medium of “guilds” have changed and “bourgeoisie” have gained power and independence, related to the change of the social structure in the cities [4]. As a result of this, a system based on consumption has started in cities.

During the Industrialization, in order to adjust to West, Westernizing movements started in Ottoman Empire [5]. Especially, during the period of Sultan Abdülaziz in 1861, by assigning Ahmet Vefik Pasha, who was charged as the ambassador of Paris and had the chance of observing the great changes made by Baron Haussmann in the city, as the governor of Bursa, the establishment of “a new and modern Ottoman city” was provided. Thus, almost all the Tanzimat period buildings built in Bursa which was a totally collapsed city after the 1855 earthquake mark the same period of governorship of Ahmet Vefik Pasha [6].

According to Lapidus, there are five main elements of a spatial structure in a Turkish-Islamic city. These are; the citadel, the palace, the center of the city where the residences of the leaders of the society and buildings of administration are located, streets and suburbs [7]. The city of Bursa displays a spatial structure of a religious-economic center with residential areas, streets and suburbs located around it as well as a formation of an area where with culture and administration buildings, different trade buildings like banks, blocks of offices, bureaus, silk fabrics locate together around a center

formed by khans, a bazaar where antiques and valuables are sold, traditional bazaars. Therefore, new wide roads, combining modern public locations and locations like city hall, government hall, theatre, schools, post office, hospital, Osmanlı Bank, shops, warehouses, blocks of offices, silk fabrics, hotels, police office and clock tower, are built.

In the center of the city Bursa, in order to store and dry cocoon, as trade and industry buildings Nuri Pasha Cocoon Warehouse, Şark Dühan (tobacco) Warehouse and on the northeast of Sarrafiye Madrasah Resulzade Dye-house, are built on Hamidiye (Cumhuriyet) Street, and also as a reflection of new economic relationships on physical structure, Osmanlı Bank on the southeast of Orhan Mosque, which is located in the direct domain, is built. Single storey buildings on Uzun Bazaar, at the end of 19<sup>th</sup> century and towards the beginning of the 20<sup>th</sup> century, have been converted to single or group shops of stone buildings which get sun light from one direction and are not higher than five-six meters.

Trade buildings undergoing such a change has also occurred in administration buildings. The inner fort located in the citadel representing the old administration center and the Government Hall representing the new administration system is nowadays built in the area where Atatürk Statue is and the City Hall, symbol of local administration, which even today is used for the same purpose, was built on the east of Orhan Mosque. The City Hall, the symbol of local administration, is located near the main road between the Government Hall, the symbol of provincial management, and Ulucami (The Great Mosque), the symbol of the former grandeur of the capital [6]. The Post Office was restructured near Hacılar and Kara Seyh Mosques [6], and on the west of Hamidiye Street and on the northeast corner of the street a police station and fountain was built [8].

Within the change of production relationships in the 19<sup>th</sup> century, related to the silk industry, industrial areas of silk fabrics were formed near the Gökdere and Cilimboz streams in the city. As a result of it, Mudanya-Bursa railway was constructed in order to transport the raw materials and the semi-finished products, produced in Bursa, to Lyon, France. In a sense, silk industry brought forth the construction of a railway in the city. At the same time, residences for foreign merchants and the French Consulate building were near the Cilimboz stream. However, domestic silk merchants, focusing on Ipekçilik area, formed a residential area for a group with high incomes.

As a result, the influence of the West culture within the new economic relationships brought forth cultural structures like theaters and entertainment places with it [9]. After Istanbul, the first settled theatre in Turkey was

established by Governor Ahmet Vefik Pasha in 1879 between the block of offices aligned with Ziraat Bank across the Statue of Atatürk [10].

It is not possible to mention a holistic planning strategy in the 19<sup>th</sup> century. However, within the vision of the governors who have the authorization of administration on behalf of the government, partial and quite intuitive planning efforts, aiming to find an answer to the changing problems of the day, were observed [11]. Commerce, which spread to a quite large area in the second half of the 16<sup>th</sup> century, has become an area limited with Atatürk Street (Palace and Government) on the south, İnönü Street on the east, and Cumhuriyet Street (Hamidiye) on the north at the end of the 19<sup>th</sup> century and at beginning of the 20<sup>th</sup> century as a result of the urbanism projects which were started by Governor Ahmet Vefik Pasha (1903-1906) and continued by Ahmet Münir Pasha (1891-1897) and Mümtaz Reşit Pasha (1903-1906).

**The City in the Republican period:** Bursa, during the Republican Period, has gone through a social, economic and physical process of change related to foreign influences. Bursa, as a result of the first Industrial Zone opening in Turkey in 1963 and planned investments continuing it, has gained an important part, specially in textile and automotive, within the modern industrial potential of Turkey. As a consequence of Industrialization, a change occurred in the city and the macroform of the city started to reshape.

The political, cultural and social change experienced in getting organized during the Republican Period, has continued with the construction of trade buildings and administration and culture buildings. City planning started in corporation with the new established city administration.

With industrialization after 1965, the economic change had a reflection on the physical structure of the city center and as the khans located in the center of the city were used as the bureaus and sale places of the silk merchants, banks and insurance companies took their place around the traditional bazaar [12]. Banks has taken the place of the bazaar where antiques and valuables of the city were sold and kept in the former years. In 1948, Yapı ve Kredi Bank, on the northeast of the City Hall [13], and Emlak Bank on Atatürk Street and in 1950 khans were built.

The change seen in trade buildings was also observed in culture and administration buildings. In 1925, the Province, Courthouse and Revenue (The Treasury) buildings which were the First International Architectural Period structures in the Cumhuriyet Square, were constructed [14]. In public sense, Cumhuriyet Square, integrating with these buildings, was opened.

During the globalization process, socio-cultural changes were experienced in urban life and these had a reflection on urban areas. In 1932, on the north of Atatürk Street, Tayyare Culture Center was built by Turkish Aeronautical Association. In 1940, Community Center, where Ahmet Vefik Pasha Theatre is at present and in 1950 after the closure of the Community Centers, by outlying buildings to the old Community Center, Ahmet Vefik Pasha Theatre was built. Also, on Atatürk Street, besides places like hotels, shops and patisseries, to feed the social and cultural needs of the city, more modern trade buildings took their places [15].

In planning, the period between 1923-1960 is a time of transition from traditional to industrial social structure, a time when the traditional structure did not yet change, but the pressure of urbanization was felt. In those years, the foreign city planners (1924 Lörcher Plan, 1941 Prost Plan, 1960 Piccinato Plan), who were invited to Turkey, were asked to make the city plans of Bursa since it was close to the plans of Istanbul.

In 1980s, related to the consumption society, shopping malls increasing in number were built and Khans Region, being the traditional consumption area of Bursa, started to lose its attraction. At present, many monumental buildings in this area are losing their authentic function and predominantly jewelry, foreign exchange transaction, antique, gift, leather, shoe and textile for low middle income people, sales are available.

Globalization; both influenced the shaping of the new macroform of the city, and also established a new social and cultural structure in urban life. It is possible to divide the consumption areas in Bursa into three. These are;

1. Traditional Shopping Areas ( Khans Region)
2. Shops and stores on the streets (Altıparmak, Fomara, Atatürk, Çekirge, Yalova Road, etc.)
3. Shopping Malls (Zafer Plaza, As Merkez, Carrefour, Korupark, etc.)

In 1961, with the opening of Santral Garaj, and Fomara and Altıparmak Streets gaining importance commercially, historical city center -Khans Region- started to lose its importance and began to attract low and middle income people. As from 1990s, after the plazas being established, new attraction centers were formed and high income people preferring plazas, a radical change was experienced in the city. Choosing locations in the important parts of the city and having no parking problem made shopping malls, with food courts, entertainment and shopping functions, attractive [16].

At present, the shopping malls choose places not only at the new residential areas and prestigious areas of the city, but also at basing points or on the main parts

which combine the important centers to one another. At the same time, being transit roads, on the way to İstanbul and Mudanya, trade and industry areas are formed; shopping centers like Özdilek, Kumluk, As Merkez, Sönmez Plaza, Real, Kuru Park are built. On the way to İzmir, besides a residential area, shopping centers like Metro, Pembe Çarşı, and Carrefour are found. Together with shopping, important changes occurred in the social and cultural life of the city and a social and cultural lifestyle based on consumption started to form.

### CONCLUSIONS

Bursa, since the establishment of the Ottoman Empire, being on the important trade roads and having a capital accumulation as a result of silk production, was one of the first cities of globalization activities applied. Bursa maintained its importance even during the Republican Period and became one of the most important cities of the country.

Related to the consumption habits changed with the modernization process in 19<sup>th</sup> century, new trade centers were built and connected to the change of the socio-cultural life; new administrative and cultural buildings were constructed. New wide roads for a suitable traffic were made, Bursa-Mudanya railway was opened to transport the produced silk to France and new industry areas were formed after production became mechanized.

Related to the alternating consumption and production activities during the Republican Period, new trade, administration and culture buildings continued to be built in the city center; however, after the 1960s, the consumption locations were removed from the city center because of their functions and new attraction centers were formed on the main areas of the city. This change was also seen with the choice of the location of the socio-cultural places and a slow removal from the city center started and new structures began to be formed in the different corners of the city.

As a result, with the effects of globalization in Bursa and the dominance of a consumption society concept in other cities, the life styles and the city culture of the individuals have gone through a structuring process. The major reasons for the changes occurring in cities are the globalization process and the changes of consumption society concept in socio-cultural life and urban areas.

Cities have places where the parameters of change of the society are reflected. Therefore, the new focus on the shopping malls, cause the loss of importance of the traditional centers. The shopping malls in the city beyond feeding the needs of the city, also leads on consumption. This present situation will seem to continue and shape the intentions of the society.

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