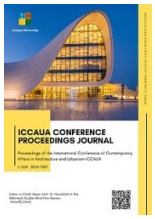


ICCAUA Proceedings Journal
Proceedings of the international conference of contemporary affairs in architecture and urbanism-ICCAUA

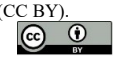
Volume 8 (December 2025), Pages 1276–1287
Journal homepage: https://journal.iccaua.com/

DOI: https://doi.org/10.38027/ICCAUA2025TR0014

Social Memory from Production to Consumption; The Case of Samsun City Centre

* [1] **Onur GENÇ** , [2] Dr. **Tuğçe ŞANLI KATI**
[1,] Department City and Regional Planning, Institute Of Postgraduate Education, Ondokuz Mayıs University, Samsun Türkiye
[2,] *Department of City and Regional Planning, Faculty Of Architecture, Ondokuz Mayıs University, Samsun Türkiye*
[1] E-mail: onrgenc@outlook.com , [2] E-mail: tugce.sanli@omu.edu.tr

Received: 12 January 2025
Revised: 26 May 2025
Accepted: 18 June 2025
Available online: 5 July 2025



This article has been selected and peer-reviewed for publication in this journal as part of the 8th International Conference of Contemporary Affairs in Architecture and Urbanism, held on 8–9 May 2025 in Alanya, Türkiye.

A b s t r a c t

Cities have continued their existence with a dynamic process since their existence and have taken their present form. Some actors of this dynamic process have determined how cities will be shaped by creating ruptures in the historical process. The 18th century industrial revolution brought many new spaces to cities. These spaces can be classified as factory areas where various production processes take place, worker housing and transport structures that will serve factory areas. Factory areas are planned with functional location selection within the city and integrated with transportation. For this reason, they are located in city centre locations. Over time, with the changing urbanisation patterns and the expansion of the city and the change of urbanisation dynamics with new urbanisation paradigms, these factory areas have become dysfunctional over time by being squeezed as large land uses in the central locations of the cities. This study examines the transformation processes of industrial heritage areas located in Samsun city centre and the effects of these areas on social memory.

K e y w o r d s : Industrial Heritage; Social Memory, Education of Gaze.

1. Introduction

Industrial buildings and all other structures representing them are a strong indicator of the industrial revolution in the city. They are located in the city centre, taking into account the location choices, transportation facilities of their period and the work-residence balance. Industrial buildings located in the city centre attract attention with their large area usage and integration to transportation systems. It can be mentioned that the functional life of these industrial buildings is completed before their structural life. Industries have decentralised their production over time, causing their buildings in central business areas to remain idle. These industrial areas, which are located in the urban space commodified with neoliberalism, do not serve any social or individual benefit during their idle period. For this reason, their transformation becomes inevitable. The large masses and open spaces of industrial buildings are very favourable for gaining a public function. Especially as seen in foreign examples, transformations such as museums, educational spaces and art galleries can be easily realised in these areas. Large fairgrounds, which were established to gather people together in times when the internet and communication tools were not yet developed, are also among the areas subject to dysfunctionalisation and transformation, just like industrial areas. Fairgrounds, which attracted a large number of visitors from the surrounding provinces and districts in addition to the province and district where they were established, have lost their functions today as a result of the realisation of spatial product trade over the internet platform due to the development of technology. It is of great importance to prevent the erasure of the abstract meanings and public functions attributed to industrial buildings in collective memory. Moreover, heritage and conservation issues are not only limited to physical and social structures, but are also closely related to planning approaches that shape the legitimacy of space.

This study qualitatively and quantitatively examines the transformation process of the industrial buildings located in the city centre of Samsun province and the fair area representing the industrial products of the period in addition to these buildings, and draws attention to the change in social and social perception in addition to physical transformation during the transformation of these areas. The tobacco factory located in the central district of Samsun province is used as a shopping centre today. The fairground, which is located in the same district and has a geographical proximity relationship between them, has lost its pavilions and casinos as a result of its transformation and continues its function as a foreigners' bazaar and amusement park today. When the physical transformations of these two transformation areas were completed, no reminder of the past was left behind, and their roles in social memory changed and they gained new

meanings today. With the new meanings they have gained, the concepts of knowing the old meaning and valuing the old meaning have become vague and have come to the point of extinction among the young population.

2. Place, Industrial Heritage, Strategic Planning

Space, as we know it, is a concept beyond its physical boundaries and at the same time ambiguous. Those who live in space reproduce it. For this reason, space is the product of the conceptualisation of society (Lefevbre, 1991)). The space produced by social definitions gains meaning through daily experiences and memories and embodies identity relations (Boyer, 1994). In the neoliberal context, space is the production of capitalist societies and is open to transformation as 'not places' as defined by Marc Augé (Augé, 2009). The process, often underpinned by global capitalism, privatisation and commodification, transforms cities into inhospitable environments that erase collective memory and diminish the meaning of public spaces (Boyer, 1994). The 'uniform' construction in the production of contemporary spaces makes them no longer places (Augé, 2009).

Industrial heritage consists of the remains, materials, meanings and memories of industrial culture that have historical, architectural and social value and are collectively referred to as Industrial Heritage (TICCIH, 2024). The International Committee for the Conservation of Industrial Heritage (TICCIH) joined the United Nations-based organisations in 2000 in cooperation with the International Council on Monuments and Sites (ICOMOS) and contributed to the universalisation of the concept of Industrial Heritage (Saner, 2012). In the Nizhny Tagil Industrial Heritage Charter, TICCIH (2003) emphasises the importance of preserving the functional integrity of industrial areas and warns that the removal of machinery or auxiliary elements can significantly reduce the value and authenticity of an area. The Charter also advocates adaptive reuse, which respects important materials and original patterns of activity and ensures compatibility with the historic use of the site.

The Industrial Revolution has not only created radical transformations in production techniques, but also led to profound changes in the organisational structures of urban spaces. The emergence of new forms of production has accelerated the integration of industry with cities and in this process has had direct or indirect effects on the location of urban functions such as housing, workplaces and transport. The concentration of factories in certain areas has caused the labour force to be directed towards these areas, which has paved the way for the formation of an industry-based structuring in the formation of urban space. However, over time, industrial structures became insufficient to adapt to technological developments and this resulted in the loss of function of many buildings in the urban area. Especially since the second half of the 20th century, the transition from Fordist production systems to post-Fordist production systems has brought more flexible and dispersed forms of production to the forefront; this has caused centralised and large-scale industrial structures to become idle. This transformation created significant ruptures in both economic structure and urban morphology, and brought spatial reuse, transformation and functional changes to the agenda (Noon, 2000). By the 1970s, the decentralisation of industry and production activities led to the emergence of new centres and sub-centres, and the large industrial buildings in the old city centres and the residential areas around them became dysfunctional and created urban depressions (Roberts, 2000).

Industrial areas, which rapidly spread in cities after the Industrial Revolution, started to lose their functionality over time with the development of technology and changes in urban dynamics and became largely idle. However, these areas have become the carriers of a strong collective and cultural memory, not only as places where production is realised, but also through the daily life practices, experiences and memories of the users. The accumulation of this memory has played a decisive role in shaping urban identity and urban culture; the industrial landscape has shaped the social memory as well as the physical structure of cities. Today, these derelict buildings face the risk of losing their authenticity.

Cultural heritage is not only the preservation of physical remains, but also a dynamic process that becomes sustainable when the local community recognises, values and manages this heritage. However, when the potential of heritage sites, especially their capacity to foster a sense of belonging and community cohesion, is not sufficiently recognised, they are at risk of "placelessness". This is a consequence of uniform urbanisation supported by mass culture, big capital, centralised authority and standardised urban experiences.

In this context, culture-based reuse approaches are often disregarded on the assumption that they have low economic returns, whereas this approach enables an understanding of urban regeneration that overlaps with local needs and respects historical and cultural value. Therefore, it is of great importance to evaluate both tangible and intangible values with a holistic perspective in the conservation and re-functionalisation of such areas (Relph, 1976).

The decision-making process in urban planning is theoretically determined by different planning approaches. Strategic spatial planning theory, which is widely used today, came to the agenda in our country between 1980s and 2000s (Çamur, 2009). Strategic spatial planning means not only the development of long-term visions but also the integration of institutions and stakeholders (Bryson et al., 1996; Polat, 2020). The main features of strategic planning are listed as broad participation, taking into account opportunities and threats or strong and weak characteristics (Bryson et al., 1996; Ersoy et al., 2016). The strategic planning process basically consists of three stages. In the first stage, an identification study showing the current situation and contextual structure of the city is carried out, followed by focus group studies, and in the last stage, all stakeholders are brought together (Ersoy et al., 2016). A plan is basically defined by two elements, one of which is the targeted purpose and the other is the necessary arrangements for this purpose (Bettleheim, 1967). The lack of any of these two elements causes the plan to be incomplete or faulty. For this reason, there should be foresight about the future in planning (Friedman, 1987; Ersoy et al., 2016). Foresight in planning should be free from emotions and objective. Otherwise, the planning study to be realised will contain accuracy in proportion to the emotions of the planner. Various analysis and synthesis methods can be used to prevent this situation and to make the decision-making process for the future objective. These methods can be carried out as SWOT study and stakeholder group

analyses in strategic spatial planning (Ersoy et al., 2016), on the other hand, foresight for the future can be made objective by supporting it with geographical information systems and analysis programs suitable for today's technology. There are four basic elements of competitiveness, which are defined as economic performance, government efficiency, labour productivity and infrastructure (Scott et al., 2003). Three of these four factors bring about policy-level actions and the other one brings about spatial actions. It is expected that the competitiveness potential of the city will be increased by planning both types of actions within the framework of strategic planning. Cities with high competitiveness maintain their relevance in today's conditions by better adapting to development and change. Achieving sustainable competitiveness in global economies depends on localisation. Localisation is becoming increasingly important (Porter, 2008; Doğan, 2020). An important dimension of competitiveness is the production of knowledge, and at this point, the importance of cities and regions is increasing day by day. At this point, two different views have emerged scientifically, one of which argues that competition is at the scale of firms (Krugman, 1994), while the other shows that cities and regions are involved in this competitive process (Porter, 2008). Today, international sales and relations have gained importance in cities that have to compete with each other (Zeren, 2012). With strategic planning, cities are gaining high quality of life and competitive potential day by day. Competitiveness comes to the forefront not only in the economic field but also with changes in social and cultural fields (Doğan & Bakan, 2020). Cities increase their international interactions by using their geographical location and transportation alternatives and become globalised by being included in a network (Akman & Arıcıoğlu, 2019). Another important factor in competitiveness is symbiotic relationships and clusters in industrial areas and the service sector. Symbiotic relationships between the input parameters and output parameters of a raw material or service are called symbiotic relationships where another structure can feed from this process (Uzun et al., 2024). In clusters, the competitive potential that comes to the fore in issues such as economies of scale, externalities, cooperation and qualified labour employment is important (Porter, 1998; Küçükoğlu, 2015).

Disaster risk areas within the current settlement areas of the city can be analysed by using remote sensing and geographical information systems (Aydın, 2011). However, analysing only the current situation without future disaster scenarios is not suitable for strategic spatial planning. Urban resilience can be increased through interventions to be made in new risky areas that emerge as a result of simulating land use with reference to the current situation (Meerow et al., 2015). Every disaster affects the social dimension of the society beyond the physical destruction it causes. Those who are demoralised by the loss of their relatives, those who have lost their jobs and/or homes, and those who have been demoralised by the loss of their relatives are the areas where the psychology of the society is negatively affected. In these cases, in order to reduce the social and economic loss of the disaster, pre-disaster analyses and synthesis studies should be carried out well, and in addition, future plans should be prepared in accordance with disaster simulations (Chelleri, 2012).

Geographical information systems, which constitute the preliminary step for making future-oriented land determinations, are computer-based systems and are hardware and software that enable the preparation, production and storage of coordinated spatial data, while at the same time keeping the data under control and making them queryable (Huismann et al., 2009). With spatial data production, multi-layered analyses can be performed thanks to the systems that enable all data produced at the same coordinate to be superimposed. In addition to standard surface analyses, certain network analyses and advanced calculations can be easily performed using geographic information systems. Current situation analyses can be performed by combining multi-layered analyses with certain analysis groups. In order to make a complex synthesis such as suitability for settlement, AHS should be used and certain parameters should be provided. In the first stage of the settlement suitability analysis to be made with multi-layered data to be superimposed, geological data such as lithology, groundwater depth, soil classes and proximity to fault lines will be processed. Then, slope, aspect and elevation analyses known as landforms and surface analyses, as well as rainfall and proximity to rivers are processed into the system. In the last stage, after the land cover is processed into the system, all data are given weights according to their importance. The purpose of these weights is to make the important data more dominant when creating the settleability synthesis. After the weighting process, the weight of each pixel is summed by using the tools of geographic information systems and the final settleability analysis is reached (Özşahin et al., 2015; Çelikyay, 2015; Dai et al., 2001; Çetin, 2013).

In addition to the settleability data analysed in the current situation, land use scenarios for the future provide the opportunity to intervene in advance to many problems that are likely to occur in the future. It is known that these methods are developed and used especially in countries with high population density. Regions where the dominant role of urbanisation continues in densely populated areas and ecological fragility increases are simulated in advance and economic and social studies are carried out for these areas (Wang & Ding, 2024). There are two main approaches to land use scenarios: top-down and bottom-up. In top-down approaches, satellite images, population change, current land uses and large-scale data are used, while bottom-up land use models are based on mass behaviour and social preferences (Gaur & Singh, 2023). In addition to prioritising the industrial sector as the return of industrial-oriented constructions today, the Republic of Turkey has brought agricultural incentives to the forefront as a form of development different from today's focus by including periods in history when agricultural investments were ahead of the industrial sector. When the data from the first years of the Republic are analysed, it can be observed that the distribution of agriculture, industry and services sectors in GDP, which is one of the most decisive examples of this situation, increased with a focus on agriculture between 1923-1940. Among the main reasons for this situation, the effect of sub-policies such as the abolition of the Ashar tax can be observed (Topuz, 2007).

The liberalism approach that Turkey has implemented over time, especially in the 1980 and later period, has caused agricultural production to remain in the background while making various incentives suitable for investment in the country. In this period, tourism structures and the encouragement of foreign capital represent a period in which

architecture and planning disciplines also recognise the starting point for the change of some dynamics by creating a direct attraction factor in space (Sağlam, 2020).

3. Material and Methods

Figure 1. Study Area.

İlkadım district, which is the central district of Samsun province showing a linear development pattern with the coast, was selected for the field study. The population of İlkadım district, which has 46.670 hectares, is 322.228 people (Turkish Statistical Institute, 2023). The transformation processes of the tobacco factory and national fairgrounds located in İlkadım district were analysed qualitatively and quantitatively, and attention was drawn to the collective memory lost during the transformation.

In the process of analysing the transformation of Samsun Tobacco Factory and National Fairgrounds and its effects on collective perception, both quantitative and qualitative methods were utilized, drawing on two primary data sources. As secondary data sources, various scale zoning plans from municipal archives, as well as historical institutional and personal archives relevant to the region of the study area, were reviewed. The primary data sources involved conducting interviews with 15 randomly selected individuals from within the study area, along with an additional 5 professionals who were key decision-makers involved in the transformation process of the site. However, as this research is ongoing, the interviews have not yet been fully completed. To date, interviews have been conducted with 2 key informants and 5 randomly selected individuals.

Additionally, a survey was conducted with 392 users selected through simple random sampling at various times and on different days within the study area. In determining the sample size, the statistical population of the district to which the study area belongs was chosen as the universe. Literature research revealed that for populations of 500,000, a sample size of 385 individuals is typically used with a 95% confidence interval. The sample size for the survey was accordingly selected to ensure a 95% confidence interval.

After data collection, the analysis began by identifying the frequency (f) and percentages (%) of participants to determine the participant structure. The reliability of the data was assessed using the Cronbach's Alpha value, while skewness and kurtosis values were examined to check for normal distribution. During the analysis process, correlation analysis was used to identify relationships between two quantitative variables, and Chi-Square analysis was applied to assess relationships between two qualitative variables. Regression analysis was conducted to determine whether there was a relationship between dependent and independent variables. For examining potential significant differences between two independent groups of variables, the Independent Samples t-Test or the Mann-Whitney U test was used. When analyzing potential significant differences among more than two independent groups of variables, One-Way ANOVA and Kruskal-Wallis H tests were employed. The Paired Samples t-Test method was utilized to examine possible significant differences between the means of two dependent groups.

4. Urban Historical Background

The settlement of Turks in Samsun dates back to the 12th century. The Amisos region, the first settlement area of the city, is located in the northern region of İlkadım district with today's administrative borders. The main source of

livelihood in the settlements in the Amisos region is sea trade, fishing and trade of forest products, so the economic history of the city is directly related to the Black Sea, where it is located (Sancak, 2024).

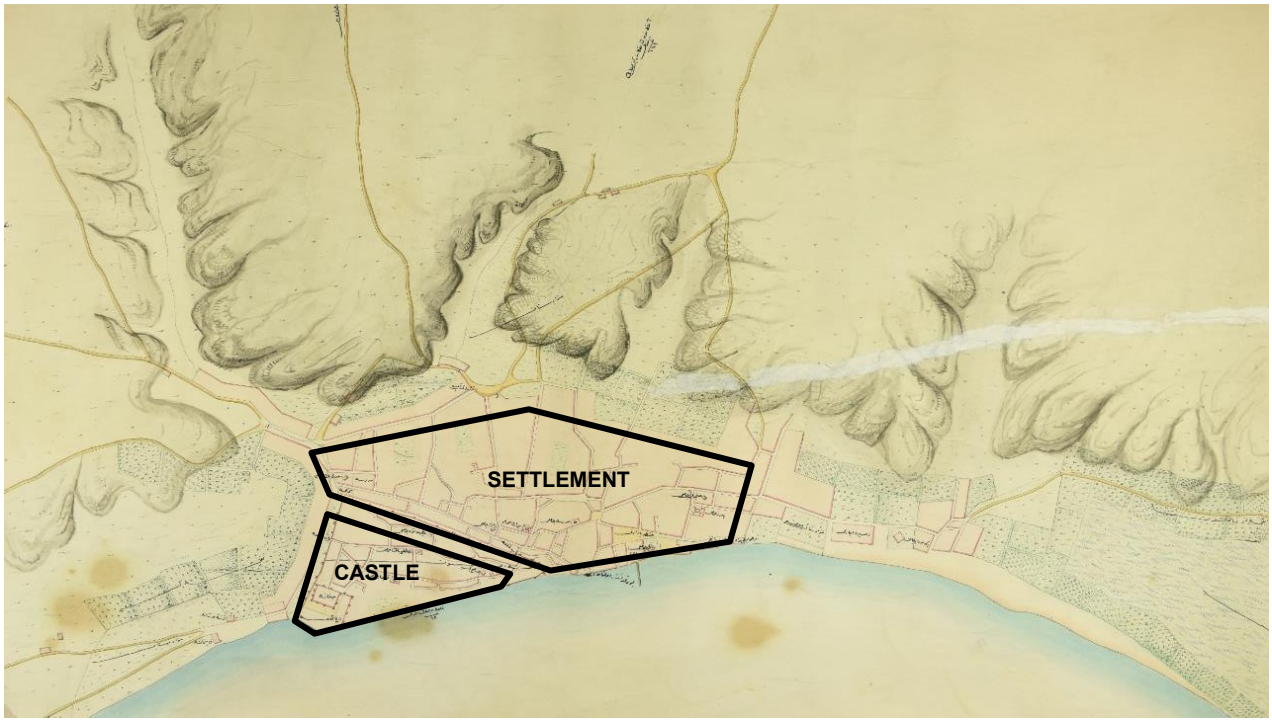


Figure 2. Settlement Map of 1850 (Embiya Sancak Archive).

In the 1850s, the population of Samsun was about 3000 people and the built-up area of the city together with the castle was about 30 hectares. The main source of livelihood of the city is provided by tobacco cultivation and trade combined with maritime trade. Tobacco trade rapidly expanded the economy of the city and led to the opening of new settlement areas. While the development of the city continued rapidly, the Great Samsun Fire in 1869 led to the re-formation of the urbanisation dynamics of Samsun.

It is known that an area of approximately 13 hectares was damaged by the fire. After the fire, Monsieur Briyo, the chief engineer of Trabzon province, came to Samsun and carried out planning works for the settlement after the fire. With the works of Monsieur Briyo, the city was reconstructed and a grid system was proposed for the zoning organisation of the new city. The 1884 road direction plan envisaged the linear development of the city parallel to the Black Sea. Settlement areas were defined by roads with a grid system. In addition to the residential areas, the map also includes the Tobacco Bazaar (Duhan Bazaar) and Tobacco Regime representing the tobacco trade and production, which became the main economic source of the city (Sancak, 2024).

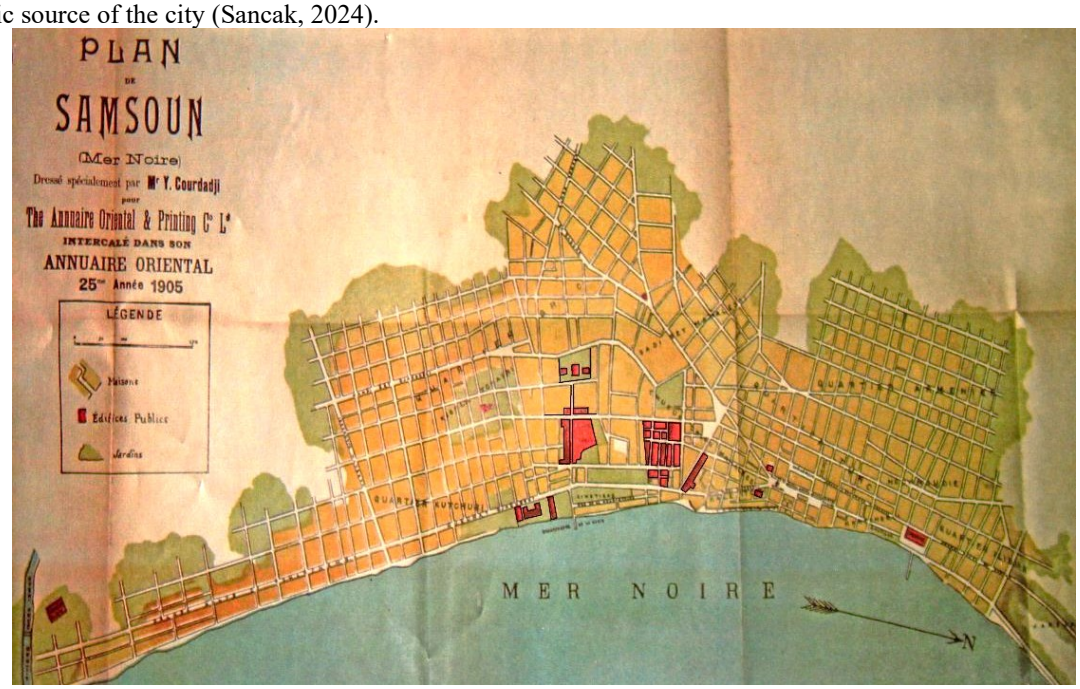


Figure 3. . Road Direction Plan of 1884 *(Created by Courdadji* "Plan de Samsoun (Mer Noire) dressé spécialement par Y. Courdadji pour The Annuaire Oriental & Printing Co. Ltd. Intercalé dans son Annuaire Oriental 25me Année 1905" Başbakanlık Osmanlı Arşivi, Salt Reserach).

Samsun city has seen great development activities in different periods since 1884 until today. İlkadım district, which is the main centre of the city, has caused the city to fringe towards the western and eastern regions along with its development on the south-southwest axis. Although the western axis of the city was urbanised later than the eastern axis, Atakum settlement has formed the new sub-centre of Samsun and the focus where the residential areas are located. Atakum is the second largest district of Samsun in terms of population. The entertainment, recreation and residential areas of the city are currently produced in Atakum region. The current development dynamics are also located around the south-southeast axis of Atakum district. Kurupelit campus of Ondokuz Mayıs University, located within the administrative boundaries of Atakum, provides dynamism in the commercial and residential areas of the city. The northern axis of Atakum district constitutes the cottage area used as secondary housing. The industrial focus of the city is Tekkeköy district. Industrial Site and Organised Industrial Zone are located in Tekkeköy district. Canik settlement is a bridge connecting İlkadım and Tekkeköy settlements. The four central districts have economic, social and cultural relations with each other. Due to this relationship, the city continues its development around these four central districts.

5. Tobacco Factory

Established in 1887, Samsun Tobacco Factory was established to support the tobacco trade between the Tobacco Bazaar, Cigarette Factory and Tobacco Wharf.

5.1. Tobacco Factory History

Figure 4. Aerial photo of Samsun Tobacco Factory dated 1917 (Embiya Sancak Personal Archive).

Samsun's first narrow-gauge railway was built on the street in this area to facilitate the transport of heavy tobacco bales. The factory, which was initially established with nine buildings, has reached a total of 17 buildings over time, including various functions such as production areas, management units, security, cafeteria, infirmary and warehouses. However, only five of these buildings have survived to the present day; the rest were demolished in different periods for various reasons. The first major demolition took place in 1980, when Blocks A and B to the southeast of the factory were completely removed as part of the mosque and bazaar project. In the same period, Block I to the west was partially demolished due to the 19 Mayıs Boulevard Road Project. Blocks C, D and I were completely demolished before the adaptive reuse process that started after the cessation of production, while the surviving buildings were transformed in accordance with new functions.

5.2. Tobacco Factory Today

Figure 5. Tobacco Factory, 2025 (Onur Genç Personal Archive).

The tobacco factory, which operated for industrial production in the past, continues to serve under the name of Bulvar Shopping and Life Centre by changing its function today. This transformation is a remarkable example of the reintroduction of industrial heritage into contemporary urban life. Preserving its historical texture to a great extent, the building has been transformed into a modern urban space both aesthetically and functionally thanks to its adaptive reuse. Bulvar Shopping and Life Centre aims to offer a different experience to its users by going beyond being just a traditional shopping centre. Various spatial alternatives are offered to visitors thanks to the combination of open and closed areas. Walking paths, landscaping and recreation areas in the open areas create an attractive social environment especially for families and children. The indoor areas include shops, restaurants and various service units, transforming the shopping centre into a multifunctional living space.

With this new function, the building makes significant contributions to the city life both economically and socially. At the same time, architectural elements referring to the past of the tobacco factory strengthen the emotional ties that visitors establish with the space and contribute to cultural continuity. Thus, the transformation of a historical building into a contemporary urban space sets an example in terms of both identity preservation and sustainable urban development.

6. National Fairground

Samsun Fair was first opened in 1963 under the name of ‘Samsun 19 May Black Sea Fair’. In 1964, with the decision taken by the Ministry of Trade, it was officially registered as Turkey's first ‘National Fair’ (Keskin & Sarı, 2023).

6.1. National Fairground History

Figure 6. National Fairground Samsun 1970's (Ferruh Örel Archive).

Samsun Fair opened its doors to visitors for the first time in 1963 and gained an important place in the socio-cultural and economic life of the Black Sea Region. Considering the conditions of the period, the fair was not only a commercial event, but also a showcase where new technologies, products and services were introduced and contributed to the modernisation process of the region. Samsun Fair became both an economic and cultural centre of attraction for the people of the region and visitors from the surrounding provinces. The pavilions located in the fairground and reflecting the architectural understanding of the period were among the symbols of the fair. Especially the Tekel Pavilion and the pavilions belonging to the Agricultural Equipment Corporation attracted great attention with their content and innovative designs; they made significant contributions to the promotion of domestic production and state-supported agricultural-industrial policies. These pavilions can be considered not only for promotional purposes, but also as the spatial equivalent of Turkey's modernisation moves.

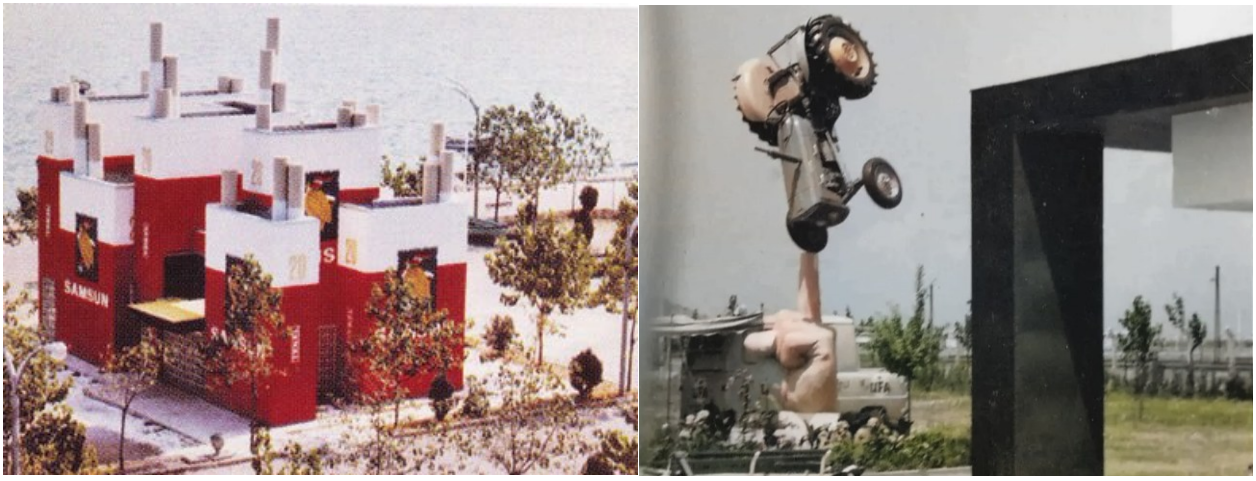


Figure 7. National Fairground Pavillions 1960's (Gökhan Akçura Archive, Hüseyin Kösebay Archive).

The Samsun Fair was organised with widespread participation and intense interest until the 1980s, but after this period, it began to lose its former appeal for various reasons. The economic and social transformations experienced throughout Turkey also brought about a change in the concept of fairs. Over time, the fairground lost its commercial identity and gradually transformed into an area where small-scale, temporary, and unorganised commercial activities took place.
This process led to the fair moving away from being a professional event and evolving into something akin to street vending. In the 1990s, a different development took place in the western part of the exhibition area; people from abroad who engaged in suitcase trade began to operate here, and the area came to be known as the 'Foreigners' Market.' This market can be considered an example of the unregistered trade structure of the period. At the same time, this development also demonstrates a functional transformation in the urban use of the fairgrounds.

Figure 8. Foreigners Bazaar (Hüseyin Kösebay Archive, Mehmet Gündüz Archive).

With the closing of the Samsun Fair in 1992, this historic venue effectively ceased to function as an exhibition centre. Since then, the area has fallen into disuse and become an unused, neglected space within the city.The process of abandonment also serves as a typical example of the problem of functional obsolescence that urban spaces face when they fail to adapt to changing economic and cultural dynamics. Today, the future use of this area, which once served as an important social and economic hub, presents a critical issue for urban planning and conservation policies.

6.1. National Fairground Today

The National Fairgrounds, which once hosted important social, economic, and cultural events in the city of Samsun, has lost its original function over time and evolved into different forms of use. Especially since the 1960s, this area, which reflects Samsun's commercial and industrial identity, continues to exist today with a multi-functional use model.This transformation of the fairground is significant in terms of urban memory and also serves as a notable example of spatial re-functionalisation processes. Today, certain sections of the fairground have been converted into a commercial structure known as the ‘Foreigners’ Market.’ This bazaar has become a centre where individuals from different nations gather to engage in commercial activities and sell various products. It is not only economically significant but also serves as a space for cultural diversity and social interaction. Due to its proximity to the city centre, this area experiences high foot traffic and contributes to maintaining the vitality of regional trade.

Figure 9. Today's Fairground (İlkadım TV).

Another important current use of the fairground is related to entertainment. The amusement park established in the area in previous years has been a popular destination for the people of Samsun and visitors from neighbouring provinces for many years. However, it has been observed that this amusement park has begun to lose its functionality and is in the process of closing down completely. This situation can be interpreted as a sign of meaningful transformation in terms of both economic sustainability and changing urban needs. In addition, some of the structures within the fairgrounds, which were previously used as entertainment venues, have been repurposed and are now operating as wedding halls. This transformation points to the role of cultural events and social gatherings in urban life. The conversion of casinos

into wedding halls is a noteworthy application in terms of both spatial continuity and economic evaluation in urban planning. These halls are used for various special occasions, engagement ceremonies, and group events in line with the social structure of the city.

Figure 10. Today's Amusement Park (Walking Addict).

The redevelopment of the Samsun National Fairgrounds for different purposes today serves as an important example of how spaces that bear traces of the past can be evaluated in harmony with contemporary urban life. This transformation should be approached not only from a physical perspective but also from socio-cultural and economic dimensions; comprehensive plans should be developed to determine how the area can be developed into a sustainable, multi-functional urban component in the coming years.

7. Results

The transformation of urban spaces is not merely a physical change process but also involves the reshaping of urban memory and the transformation of social memory. In this context, the social perceptions regarding the current functional transformation of the National Fairgrounds and Tobacco Factory, which once served as important public and economic spaces in Samsun, have been evaluated based on survey and interview studies.

The qualitative and quantitative data obtained reveal that awareness of the transformation of these two areas varies according to age groups. In particular, a large proportion of individuals aged 18-25 have limited knowledge about the past functions of these spaces. While some young individuals stated that they had no information about this transformation process, those who did have information did not consider this transformation to be a significant element in terms of urban identity and memory. This situation shows that the younger generation's connection to the urban past has weakened and that their awareness of collective memory is limited. On the other hand, as age increases, especially among individuals aged 60 and above, it is observed that the level of knowledge about the past functions and transformation processes of these two areas increases and that this transformation is considered more meaningful in terms of urban identity. Older individuals have followed and understood this transformation process more closely due to the social, cultural, and economic ties they have established with these areas in the past. The survey results reveal that individuals in this age group have strong memories of the former vitality of the fairground and the economic importance of the Tobacco Factory in the city. In this context, it can be said that the older generation is more closely attached to the city's memory and evaluates spatial changes in the context of continuity with the past.

This generational difference in perception highlights the need to actively inform younger generations about the preservation and transmission of urban heritage to future generations.

This is because remembering the physical existence of a place, as well as its past functions and social significance, is important for the continuity of urban culture. Young individuals' familiarity with these spaces solely in their current state leads to the neglect of their past socio-cultural roles. As a result, awareness of transformed urban areas such as the Fairgrounds and Tobacco Factory in Samsun varies significantly across age groups. This situation highlights the need for local authorities and academic circles to undertake awareness-raising initiatives regarding memory spaces in order to ensure the sustainability of urban memory. The preservation of urban identity is not only possible through the physical preservation of spaces but also through the transmission of social awareness about these spaces across generations.

8. Conclusions

This study examined social perceptions of the spatial transformation processes of the Fairground and Tobacco Factory, located in the city of Samsun and which have historically served important social, cultural, and economic functions, in the context of intergenerational differences. The findings reveal that awareness levels regarding these spaces vary significantly across age groups. In particular, young individuals aged 18-25 were found to be largely unaware of the past functions of these areas and to have weak connections with spatial memory. The fact that young people only recognise these historical spaces through their current functions indicates that the place of the past in collective memory has faded. This situation shows that cultural memory has been seriously lost among younger generations and that this poses a significant threat to urban identity. The failure to ensure spatial continuity can lead to a weakening of the sense

of belonging among young people and a severing of their emotional ties to the city. Urban memory is not merely a nostalgic accumulation carried by older generations; it is also a system of social values that must be carried into the future through conscious individuals equipped with knowledge of the past.

In conclusion, both local governments and educational institutions must take a more active role in transmitting cultural memory to younger generations. Urban transformation projects should not be limited to physical interventions; they should adopt a holistic approach that encompasses the narratives of the past and collective memory. Otherwise, the historical and cultural elements that constitute urban identity will inevitably be erased in the eyes of new generations.

References

Akman, A. Z., & Arıcıoğlu, M. A. (2019). Şehirlerin rekabetinde sosyal sermayenin önemi üzerine bir araştırma [A study on the importance of social capital in the competitiveness of cities]. *KMÜ Sosyal ve Ekonomik Araştırmalar Dergisi, 21*(36), 19–33. https://dergipark.org.tr/tr/download/article-file/745863

Amen, M. A., Afara, A., & Nia, H. A. (2023). Exploring the link between street layout centrality and walkability for sustainable tourism in historical urban areas. *Urban Science, 7*(2), 67. https://doi.org/10.3390/urbansci7020067

Amen, M. A. (2022). The effects of buildings' physical characteristics on urban network centrality. *Ain Shams Engineering Journal, 13*(6), 101765. https://doi.org/10.1016/j.asej.2022.101765

Amen, M. A., & Nia, H. A. (2020). The effect of centrality values in urban gentrification development: A case study of Erbil City. *Civil Engineering and Architecture, 8*(5), 916–928. https://doi.org/10.13189/cea.2020.080519

Augé, M. (2009). *Non-Places*. Verso.

Aydın, O. (2011). CBS temelli hücresel otomata yöntemiyle kentsel büyüme modeli: Ankara örneği [Urban growth model with GIS-based cellular automata method: The case of Ankara]. *Coğrafi Bilimler Dergisi, 9*(2), 135–157.

Babazadeh-Asbagh, N. (2018). The adaptive reuse of Cibali Tobacco Factory, Kadir Has University. *Tourism Graduate Students Research Congress, 9*, 203–210. Famagusta, Northern Cyprus. https://doi.org/10.2139/ssrn.5119737

Babazadeh-Asbagh, N. (2024). Cultural heritage interpretation: Problems and proposals for the medieval churches in the walled city of Famagusta, Northern Cyprus. Türkiye: Municipality of Alanya. E-ISBN: 978-625-99484-4-7. http://dx.doi.org/10.2139/ssrn.5119840

Babazadeh-Asbagh, N. (2024). Interpretation proposals for the churches in the walled city of Famagusta, North Cyprus. In H. A. Nia & R. Rahbarianyazd (Eds.), *Innovative approaches to cultural heritage and sustainable urban development: Integrating tradition and modernity* (pp. 316–359). Cinius Yayinları. ISBN: 9786256072930. http://dx.doi.org/10.2139/ssrn.5119766

Bettleheim, C. (1967). *Studies in the Theory of Planning*. Asia Publishing House.

Boyer, C. (1994). *The City of Collective Memory*. The MIT Press.

Bryson, J. M., & Roering, W. D. (1987). Applying private-sector strategic planning in the public sector. *Journal of the American Planning Association, 53*(1), 9–22.

Chelleri, L. (2012). From the resilience of theory to the resilience of cities: A trip through the theoretical debate. *Landscape and Urban Planning, 103*(2), 155–167.

Çelikyay, S. (2015). Arazi kullanım uygunluğu analizlerinde CBS ve Analitik Hiyerarşi Süreci (AHS) yöntemi: Bartın örneği [Use of GIS and AHP method in land use suitability analysis: The case of Bartın]. *Bartın Orman Fakültesi Dergisi, 17*(25-26), 73–81.

Çetin, A. (2013). CBS ve AHS kullanılarak kentsel mekânın yerleşime uygunluk analizi: Antakya örneği [Settlement suitability analysis of urban space using GIS and AHP: The case of Antakya]. *Doğu Coğrafya Dergisi, 33*(114), 1–12.

Dai, F., Lee, C. F., & Zhang, X. (2001). GIS-based geo-environmental evaluation for urban land-use planning: A case study. *Engineering Geology, 61*(4), 257–271.

Doğan, İ. F., & Bakan, İ. (2020). Rekabet üstünlüğü sağlamada şehir rekabetçiliği [City competitiveness in achieving competitive advantage]. *Hitit Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, 3*(2), 331–351. https://doi.org/10.17218/hititsosbil.763235

Ersoy, M., Şengül, H. T., Bademli, R. R., Günay, B., & Gedikli, B. (2016). *Kentsel planlama kuramları* (3rd ed.) [Urban Planning Theories]. Ankara: İmge Kitabevi.

Friedman, J. (1987). *Planning in the Public Domain: From Knowledge to Action*. Princeton University Press.

Gaur, S., & Singh, R. (2023). A comprehensive review on land use/land cover (LULC) change modelling for urban development: Current status and future prospects. *Sustainability, 15*(2), 903. https://doi.org/10.3390/su15020903

Harvey, D. (2005). *Spaces of Neoliberalization: Towards a Theory of Uneven Geographical Development*. Franz Steiner Verlag.

Henri, L. (1991). *The Production of Space*. Cambridge Press.

Huisman, O., & de By, R. A. (2009). *Principles of Geographic Information Systems*. International Institute for Geo-Information Science and Earth Observation.

İlkadım TV. (2025, May 3). Samsun İlkadım Tanıtım Filmi. *Milli Mücadelenin İLK ADIMI* [Video]. YouTube. https://www.youtube.com/watch?app=desktop&v=yuFyAXvlcUc&ab_channel=%C4%B0lkad%C4%B1mTV

Keskin, K., & Midilli Sarı, R. (2023). Cumhuriyet dönemi mimarlığı bir kamusal mekân, kentsel imge serüveni: Samsun Fuarı [A public space and urban image adventure of Republican period architecture: Samsun Fair]. *Mimarlık Dergisi* (429). http://www.mimarlikdergisi.com

Krugman, P. R. (1994). Competitiveness: Does it matter? *Fortune, 129*(5), 109–115. https://money.cnn.com/magazines/fortune/fortune_archive/1994/03/07/79041/index.htm

Küçükoğlu, N. (2015). Kümelenme ve rekabet gücü: Türkiye'deki kümelenme uygulamaları [Clustering and competitiveness: Clustering practices in Turkey]. *Journal of Economics, Business & Political Researches, 4*(9), 99–116.

Massey, D. (1994). *Space, Place, and Gender*. University of Minnesota Press.

Massey, D. (1995). The conceptualization of place. In D. Massey & P. Jess (Eds.), *A Place in the World? Places, Cultures and Globalization* (pp. 45–85). Oxford University Press.

Meerow, S., Newell, J. P., & Stults, M. (2015). Defining urban resilience: A review. *Landscape and Urban Planning, 147*, 38–49.

Özşahin, E., & Kaymaz, Ç. (2015). CBS ve AHS kullanılarak doğal çevre bileşenleri açısından kentsel mekânın yerleşime uygunluk analizine bir örnek: Antakya (Hatay) [An example of settlement suitability analysis of urban space using GIS and AHP in terms of natural environment components: Antakya (Hatay)]. *Doğu Coğrafya Dergisi, 20*(33), 111–134. https://doi.org/10.17295/dcd.52077

Polat, E., Korkmazyürek, B., & Kahraman, S. (2020). Planlamada yeni bir paradigma baskısı: Stratejik mekânsal planlama (SMP) [A new paradigm pressure in planning: Strategic spatial planning (SSP)]. *GSI Journals Serie A: Advancements in Tourism Recreation and Sports Sciences, 7*(1), 155–176. https://doi.org/10.53353/atrss.1314147

Porter, M. E. (1998). Clusters and the new economics of competition. *Harvard Business Review, 76*(6), 77–90.

Porter, M. E. (2008). *Rekabet stratejileri, sektör ve rakip analizi teknikleri* [Competitive strategies, industry and competitor analysis techniques] (G. Ulubilgen, Trans.). İstanbul: Sistem Yayıncılık.

Relph, E. (1976). *On the Identity of Places*. Architectural Press.

Roberts, P., & Sykes, H. (2000). *Urban Regeneration: A Handbook*. SAGE Publications.

Sağlam, H. (2020). *Mimarlık politika ilişkisi* [Architecture and policy relationship]. Ankara: Nobel.

Saner, M. (2012). Endüstri mirası: Kavramlar, kurumlar ve Türkiye'deki yaklaşımlar [Industrial heritage: Concepts, institutions, and approaches in Turkey]. *Planlama* (1–2), 53–66.

Scott, A. J., & Storper, M. (2003). Competitive cities in the global economy. *Regional Studies, 37*(6–7), 549–578.

Topuz, A. (2007). Cumhuriyet dönemi ekonomisinde tarımsal yapının incelenmesi (1923–1950) [An analysis of agricultural structure in the Republican economy era (1923–1950)]. *An Analyze Of Agricultural Structure In The Republican Economy Era (1923–1950)*.

Türkiye İstatistik Kurumu. (2023). *MEDAS (Mekansal Endeks Dağıtım Sistemi)* [Spatial Index Distribution System]. https://biruni.tuik.gov.tr/medas/?locale=tr

Walking Addict. (2025, May 3). Samsun havadan çekim | 4K Drone Görüntüleri | Turkey-Samsun Drone View [Video]. YouTube. https://www.youtube.com/watch?v=RgzScYHTPAw&ab_channel=WalkingAddict

Wang, H., & Ding, A. (2024). Predicting land use changes under shared socioeconomic pathway–representative concentration pathway scenarios to support sustainable planning in high-density urban areas: A case study of Hangzhou. *Sustainability*.

Zeren, H. E. (2012). Kent markalaşması sürecinde iç girişimcilik faktörü [The factor of intrapreneurship in the process of city branding]. *KSÜ İİBF Dergisi, 2*(1), 95–104. http://iibfdergisi.ksu.edu.tr/tr/download/article-file/107643