

## **Sirince 5.0<sup>1</sup>**

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### **Abstract:**

This paper investigates the transformation of Sirince Village which is a well known touristic era since the end of 2012. The date of December 21, 2012 is a milestone for Sirince, which is shown as one of the two places where it is believed that the domesday will not occur according to the Mayan Calendar. It was recorded that approximately 150 security forces and 270 press members came to Sirince from all over the world. Sirince tourism spreads throughout the year thanks to the Mayans, local and foreign tourists start to prefer Sirince for 12 months. Sirince started to lose its traditions with "consumption tourism"; it might be named as Sirince 4.0 in this period. For Sirince, hitting the bottom started in 2014. With the change in the law made in the 2014 local elections, the villages in the metropolitan areas were transformed into neighborhoods. Previously, business licenses were issued under the Special Provincial Directorate, and all the power was transferred to the district municipality while the inspections were carried out. The Village Chamber was abolished and all the assets of the village were shared among public institutions. There is no village or farmer's business left. It was expected that all services of the village would be done by the district municipality. With the general political problems in the district and the rapid growth of Sirince, an average of two million tourists began to be hosted annually. Sirince Village Agricultural Development Cooperative started losing its power. The village, which developed with cultural tourism in the 1980s, suddenly turned into a consumption-oriented, cheap sales center. Food safety has reached uncontrollable dimensions, environmental pollution has increased. Buildings that did not comply with the regulations of the Board of Monuments increased, and commercial enterprises were built in agricultural areas under the name of original architecture. The Association decided to dissolve and the Cooperative was liquidated. In 2016, Şirince Reproduction (Turetim) Association set out to reproduce Sirince; The 1st Olive Festival was held. Sirince Turetim Association, which provides communication with all local authorities, reported all the problems of the neighborhood and made a presentation to the relevant authorities for solutions. While these were the best developments of the Mayan period, the worst development was solidarity, food safety, business ethics and Sirince values, which hit the bottom completely with the pandemic. In 2021, the people of Sirince came together again for their village. This time, it was ensured that all applications that hit the bottom with the effect of the pandemic that shook the world were reviewed. As a result of the evaluations made between 01.01 2021 and 03.05.2021, the targets were determined. In line with these goals, the first step was taken on May 14, 2021 and the Sirince 5.0 program has been launched.

**Keywords:** Cooperative, Society 5.0, Community, Business Development, Agro-Tourism, Agriculture, Tourism, Reproduction Economics

**JEL Codes:** Q13, Y2, Z13, Z38

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## Executive Summary

This paper investigates the transformation of Sirince Village by 2012, 21th December after the Mayan Calendar nomination. The Mayan Calendar nominated two places on the Earth that never ends although all around the world ends. One of the places is in France, Bugarach Village and the other one is in Turkey, Sirince Village.<sup>1</sup> Up to 2012, Sirince had a tourism movement with the support of guides and tours. The number of hotels had been increasing by the 1990s. The milestone is 2012 and the Mayan Calendar for Sirince, that the people have preferred for 12 months to visit. Tourism movement of Sirince affected all aspects of the Village and agricultural activities started losing its importance for livelihood. Many people have been transforming their areas into tourism areas and people have been getting more income from tourism. This also affects the lifestyle of the Village and people could not satisfy the demands. Therefore, the result of this is that people started using products from out of the Village and they sell tricky products to the tourists without sharing the truth. This is a fact that anyone can observe in the Village. Agribusiness started collapsing and food economics began to have a base from outside of the Village and nobody can control this economy.<sup>2</sup>

Sirince lost its institutions during this period of tourism movement. This type of tourism is called “consumption tourism” described by John Urry (1990) as a paradox with the conclusion that consumption patterns of tourist related services can not be separated from social impact. In 2016, Sirince Reproduction (Turetim) Association was established for regenerating this process into production phase by combination of agricultural and tourism activities together. In recent years, the rural world has seen new challenges. Nature and landscape conservation is increasingly regarded as important. Historic buildings and “traditional” rural societies are receiving more attention. In some more accessible rural regions, there has been an influx of the population; a trend known as counter-urbanisation. But for most parts of the countryside, rural decline issues remain important (OECD, 1994).

The Village is like a present from Greek people to the Turkish territory with all wealth from agriculture and architecture. This is a combination of cultural and agricultural heritage. People of Sirince, now, aware of this wealth and they have come together for regeneration of their valuable institutions at the local level. With the help of the Association, Sirince Village Agricultural Development Cooperative returned from liquidation on June 23rd, 2021. The Cooperative publishes its strategy with a model to be an example for other similar Cooperatives. In Turkey, there are 18.722 cooperatives under Ministry of Trade (MoT) data by October 2020 and 4.356 of all cooperatives are consumer cooperatives. However, the Ministry of Agricultural and Forestry (MoAF) reported in November 2020, there are 6.785 agricultural development cooperatives with 737.057 members/farmers. The statistical information about agricultural and consumer cooperatives proves that there is a large number of structural bodies for the agri-food sector. Sirince Cooperative is likely a case study for all other Cooperatives in Turkey. The sector is huge and a domino effect may occur for local development.

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<sup>1</sup> See Hurriyet Dailynews

<https://www.hurriyetaidailynews.com/sirince-bugarach-ready-for-armageddon-37291>

<sup>2</sup> See Trip Advisor comments:

[https://www.tripadvisor.com.tr/Attraction\\_Review-g815366-d318898-Reviews-Sirince\\_Koyu-Sirince\\_Izmir\\_Province\\_Turkish\\_Aegean\\_Coast.html#REVIEWS](https://www.tripadvisor.com.tr/Attraction_Review-g815366-d318898-Reviews-Sirince_Koyu-Sirince_Izmir_Province_Turkish_Aegean_Coast.html#REVIEWS)

## 1. Introduction

This paper investigates the transformation of Sirince Village during the years from agriculture to consumption tourism by giving a futuristic approach by modelling for reproduction of the resources with community perspectives and observations. "Society 5.0" is described as follows "A human-centered society that balances economic advancement with the resolution of social problems by a system that highly integrates cyberspace and physical space." on the Cabinet Office website of the Government of Japan. According to readings of Society 5.0, it is obvious that this approach should be implemented and discussed at the local level for its achievements. To make a human centered society would only be possible by considering the local level instruments. Therefore, Sirince 5.0 is run by the achievements of Society 5.0 within cultural aspects.

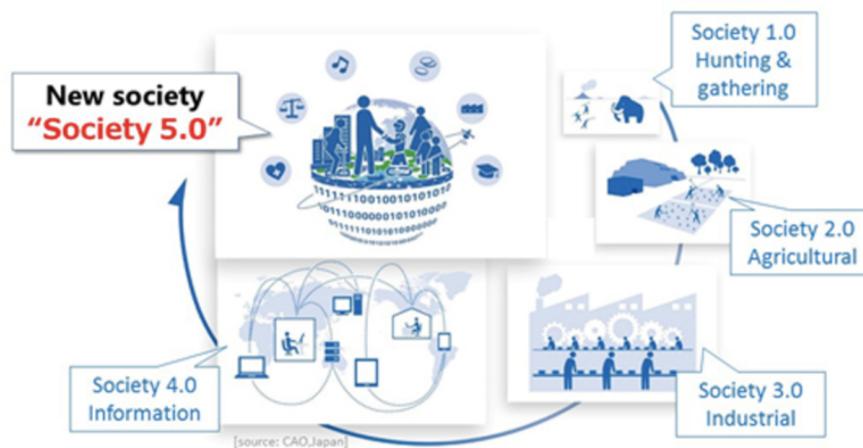


Chart.1. New Society: Society 5.0<sup>3</sup>

Cooperative movement has been the focal point of Turkey in recent years. In 2018, the Ministry of Agriculture and Forestry, the Ministry of Family, (ex. Labour) and Social Services and the Ministry of Trade signed a protocol for cooperation on women cooperatives. In addition, the Ministry of Trade has announced their grant programme for women cooperatives and the Ministry of Family and Social Services and the Ministry of Agriculture and Forestry were granted by European Union with around 3.400.000 Euro for supporting cooperatives in 30 provinces. The result of this, returning from liquidation of Sirince Agricultural Development Cooperative is normative for saving local resources and cultural heritage. Sirince Reproduction (Turetim) Association was established in August 2016 for the purpose of increasing awareness of locality and agrotourism. The reunification of the policy making process encouraged people of Sirince to rebuild collectiveness economically for their livelihood.

The futuristic approach comes through for sustainable development. The Next Generation Cooperative Model is discussed for the future of Sirince by considering the expectations and needs of people in Sirince. As in *The Next Revolution: Popular Assemblies and the Promise of Direct Democracy*, Murray Bookchin (2015) indicates "Present-day culture, social

<sup>3</sup> See CAO website: [https://www8.cao.go.jp/cstp/english/society5\\_0/index.html](https://www8.cao.go.jp/cstp/english/society5_0/index.html)

relations, cityscapes, modes of production, agriculture, and transportation have remade the traditional proletariat into a largely petty bourgeois stratum whose mentality is marked by its own utopianism of “consumption for the sake of consumption.” as understood for blind consumption culture which collapses all values and resources with the cooperation and solidarity of people. Sustainability of the model is discussed by the experience between 2005-2021. The main idea behind sustainability is human resources of Sirince for the resilience of the new cooperative system.

## **2. Cooperative Movement**

Sirince Village Agricultural Development Cooperative was established in 2005. The Cooperative has 40 registered members. The members are all farmers around the Village and they mainly have been cropping different types of fruits including olives. The Cooperative members came together for collective selling of peaches in 2005 and for the first five years of the Cooperative, it had been successful.

In 2012, correspondence Mayan Calendar, interestingly, the Cooperative started losing its power by transparency discussions against the board. Then, the founder team left their duties and the new managing team got the power. Between 2012-2017, the new team did not involve all members for governance and the Cooperative exactly lost its impact on agriculture. After all upcomings, in 2018, a person complained the Cooperative legally to the Presidency communication center (CIMER). As a result of this compliment, the Provincial Directorate of Agriculture and Forestry started an audit process to the Cooperative. The members learnt the mistakes that had been done by the board members on the legal issues. This resulted with liquidation of the Cooperative.

During the pandemic, farmers became more aware of the irreparable situation in the tourism sector including tourism actors, everybody started searching for a new solution for their livelihood. Then, the Cooperative came up again as a solution by the support of Agricultural Cooperatives' Izmir Union (Koy-Koop Izmir) and mukhtar of Sirince. On May 26th, 2021, instagram live program was organized with Ms. Neptun Soyer who is the President of the Agricultural Cooperatives' Izmir Union (Koy-Koop Izmir) and Ismail Yildirdi, mukhtar of Sirince. This was the starting point of a new cooperative movement and future strategies of the Cooperative to the transformation of Sirince Village.

The Cooperative aims to create effective management in Sirince Reproduction (Turetim) Association with collaboration of other institutions. In addition, restructuring in Sirince Village Agricultural Development Cooperative is aimed to develop digitization policies for an innovative cooperative model.

## **3. The Next Generation Cooperative Model**

The Next Generation Cooperative Model has a base of three dimensions. The first dimension is transparency in the past for the future. Under this dimension, the 2012-2020 period was evaluated by the independent members for the calculation of losses economically to pay debts. The responsible members of those debts are warned to provide a

budget to balance the financial situation of the Cooperative. In the cooperative sector, there were many discussions about the financial situations of cooperatives. Many cases such as corruption and bribery are rarely reported as negative perception through cooperatives.<sup>4</sup> The second dimension is re-emerging the culture of solidarity in Sirince with all local institutions including mukhtar. Together with building solidarity, providing educational support to primary and secondary school students in Sirince and obtaining geographical indications for products unique to Sirince would be organized accordingly. The third dimension is cooperation. Collaborating with other cooperatives and working in harmony with the Agricultural Cooperatives' Izmir Union are the fundamental activities of cooperation.

Agritourism strategy plan is the first action after the following dimensions are sustained and planned. The result of those policies is regeneration of agriculture with the expectations of tourism. Tourism will return its face into the production phase to sustain resources for the future. The Next Generation Cooperative Model involves today's actions and tomorrow's needs together. People in Sirince decided to have a convention on agribusiness plan that involves agritourism parameters.

#### **4. Sustainability**

Sustainability is not only about environmentalism. It is also about an independent development process which is systemized by own resources such as labour and finance. Sirince needs to seek a sustainability program for a stable agritourism plan. The agritourism model of Sirince will be effective when people in Sirince believe in the continuous income of this sector. Consumption tourism hardly impressed the economy of Sirince to gain income fast and individually. Pandemic show individualism is not unlimited and it is limited with crises anytime. Collectivism proves its power against global crises such as seriously affected countries from COVID19.<sup>5</sup>

Sirince 5.0 is a sustainable program transforming businesses with common needs of all sectors. The Agribusiness model of Sirince 5.0 is an integrated approach to all living areas of the Village. Daily tourism activities are not as convenient as before. Human centered policies for providing income by using all resources together with producing economical activities are now available for future generations. The key point of those perspectives is making Sirince an awareness center for around two million tourists who visit every year.

#### **5. Conclusions**

Sirince 5.0 is formed by using Society 5.0 principles and Sirince Village Agricultural Development Cooperative is the owner of this model for the next generation cooperative movement in Sirince. For the legal statute changes, local institutions are guaranteed a living area. In 2014, Sirince became a neighborhood like any place in the city center of Izmir although Sirince is a mountain settlement with agriculture and its own resources.

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<sup>4</sup> See <https://onlinelibrary.wiley.com/doi/10.1111/cjag.12254>

<sup>5</sup> See <https://pubmed.ncbi.nlm.nih.gov/33643992/>

Sirince 5.0 is the collective solution for sustainable development of Sirince Village. From the past experiences, tourism may be enough for getting income but the whole picture is not good to save resources and Sirince values. Agritourism approach is now available for saving tourism outputs and also saving natural resources.

The sustainability of the model will be ensured by the motivation of people of Sirince and local authorities. Agricultural Cooperatives' Izmir Union is the main partner of Sirince for sustaining agritourism implementations. The other actors for agritourism actions are tourism pioneers of Sirince. Due to the results of the pandemic, tourism pioneers are now more aware of nature and agriculture of Sirince. Sirince is now ready for collective and integrated development with its own resources by protecting values and its wealth.

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