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INTRODUCTION

The quality of life (QoL) is a general and individual judgment formed by the interaction of many components. Many researchers consider the concept as a multi-dimensional and complex structure (DIENER and SUH, 1997; VAN KAMP et al., 2003). QoL, which is related to happiness, living standards and welfare, is often used to describe the sense of well-being (LARSEN and EID, 2008; DIENER et al., 2009).

In different disciplines, the terminology and measurements used to describe the concept of QoL varies. Most of the research defines or measures the concept through the view that objective realities, and the subjective perception of it, constitute QoL. Environmental factors constitute the objective realities, and the environmental responses of the individuals constitute the subjective perception (SZALAI, 1980; DISSART and DELLER, 2000; VEENHOVEN, 2000). In development of QoL, life satisfaction, personal characteristics, health, education, family, social participation, physical and social environment, housing, safety and economic factors are decisive (VEENHOVEN, 2000; RAHMAN et al., 2005; REVICKI et al., 2000). The environment is one of the main factors determining QoL (WHOQOL, 1997; RAHMAN et al., 2005). In studies on the environmental aspect of QoL, besides individual characteristics, the natural-built environment, housing environment, housing quality, satisfaction of housing and the environment, human behaviour, environmental adaptation, the accessibility of public services and benchmarking standards of individuals are evaluated (VAN KAMP et al., 2003; MARANS, 2003; MURDIE et al., 1992). Rahman et al. (2005) refer to the importance of the individuals’ preferences to their QoL. If the residents’ preferences do not have an impact on their living environment, the problem of environmental adaptation may arise, and QoL may be adversely affected (PACIONE, 2003). The purpose of QoL research is to evaluate the consequences of policies and to develop a basis for policies towards social wellbeing (DIENER and SUH, 1997; PACIONE 2003). Exploring links between QoL components is useful for determining the effect of different interventions, and a scale should be developed to understand the connections (MARTIN, 2012).

The environmental qualities and the satisfaction of the housing areas have an impact on QoL. This study aims to measure QoL within the context of the interactions between human behaviour and the living environment. In line with this aim, a conceptual model is developed to measure QoL, and a case study is conducted in an urban transformation area in Turkey, where QoL has become a significant issue. The study examines the Doğanbey Urban Transformation in Turkey that was implemented without considering the expectations of the residents in the area. The transformation, which was implemented according to deci-