

---

## GLOBALIZATION AND WATER MANAGEMENT: THE CHANGING VALUE OF WATER

AUGUST6-8 AWRA/IWLRI, UNIVERSITY OF DUNDEE INTERNATIONAL SPECIALTY CONFERENCE 2001

---

### A CASE STUDY IN BOTTLED WATER TRENDS AS A COMMODITY IN MERTER, ISTANBUL

Anya Butt<sup>1</sup>, Muhammet Memduh Osmanoglu, and Murat Basaran

**ABSTRACT:** Containing approximately 1/5 of Turkey's population, Istanbul's population continues to increase as development and urbanization progress, creating water supply problems. In addition to sheer volume, an issue of water quality also exists. The predominance of travertine limestone as underlying bedrock leaves much of the water drawn from reservoirs hard. Establishment of water purification plants by the government does not keep apace with the growing demand for potable water in this growing metropolis. Despite assurances by the Istanbul water authority (ISKI) of delivery of purified water via the city's water supply system, independent water merchants and elaborate in-house filtration systems are growing in number. In this paper, we examine the supply and cost structure of bottled water in Merter, a suburb of Istanbul, over the last 5 years, as well as the volumes sold in relation to the growth of the suburb.  
**KEY TERMS:** Water cost, urbanization, development, karst

---

<sup>1</sup>Dept of Geography, Fatih University, Karaagac yolu, Buyukcekmece,34900 Istanbul, Turkey.  
[anya@unr.edu](mailto:anya@unr.edu)