

AGRI-TOURISM: AS A NEW ELEMENT OF COUNTRY PLANNING

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ABSTRACT

AGRI-TOURISM: AS A NEW ELEMENT OF RURAL DEVELOPMENT

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This thesis study is developed under the lights of new developments related to rural tourism sector in the world. With the effects of emerging term ‘sustainability’ in 1980s, sustainable tourism concept has found new implementation areas. The increasing demand on the tourism activities taking place in rural areas has lead the governments to find ways of benefiting from this tendency in a sustainable way.

Since the early 1990s, a new type of rural tourism called as agri-tourism has been developed as a concept that integrates agriculture and tourism activities in the western world. Whether it is evaluated as a tourism or agriculture development element, it is a new element of country planning. Nowadays, it is seen that there is also a new tendency for agri-tourism at local level through local initiatives in Turkey. Although there is still no governmental regulation for agri-tourism activities, political and practical developments demonstrate that the sector should be evaluated as a planning element for Turkey.

The main purpose of this study is examining the planning element characteristic of agri-tourism concept as an element for enhancing the rural tourism activities in Turkey. To achieve the purpose of planning element characteristic of agri-tourism, two examples from EU- Lublin and Tuscany Regions were examined to understand the dynamics of agri-tourism as a planning element. For these study

interpretative-comparative-textual method is used. Accordingly, the present condition in Turkey is evaluated through the obtained data and SWOT Analysis method was employed for analyzing the data. Accordingly, some suggestions are presented for developing agri-tourism sector in Turkey.

Keywords: Agri-tourism, rural tourism, alternative tourism, sustainable tourism, rural development

ÖZ

AGRO-TURİZM: YENİ BİR KIRSAL KALKINMA ELEMANI

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Bu tez çalışması, kırsal turizm sektöründeki yeni gelişmeler ışığı altında geliştirilmiştir. 1980’li yıllarda sürdürülebilirlik kavramının doğmasıyla birlikte sürdürülebilir turizm kavramı da doğmuştur. Kırsal alanlardaki turizm aktivitelerine artan ilgi, hükümetleri bu eğilimden sürdürülebilir bir şekilde faydalanmaya yönlendirmiştir.

1990’lı yılların erken dönemlerinden beri batı dünyasında agro-turizm adı verilen, tarım ve turizm aktivitelerini birleştiren bir turizm türü gelişmiştir. Görülmektedir ki, sadece gelişmiş ülkelerde değil, gelişmekte olan ülkelerde de bu turizm türünden alternatif kalkınma amacıyla faydalanılmaktadır. Son zamanlarda Türkiye’de de bu turizm türüne yerel seviyelerde artan bir ilginin olduğu bilinmektedir. Her ne kadar Türkiye’de henüz agro-turizm aktiviteleriyle ilgili olarak yasal düzenleme yoluna gidilmediyse de politika ve uygulama alanlarındaki gelişmeler Türkiye’de bu sektörden planlama elemanı olarak faydalanılabileceğini göstermektedir.

Bu çalışmanın ana amacı agro-turizm kavramının planlama elemanı olma özelliğini incelemektir. Bu amaçla Lublin ve Toskana Bölgeleri’ndeki agro-turizm uygulamaları incelenmiştir. Bu çalışmada yorumlayıcı-karşılaştırmalı-metinsel bir yöntem kullanılmıştır. Ardından elde edilen bilgiler ışığında Türkiye’deki mevcut durum incelenmiştir. Bu çalışmada, görüşme ve gözlem tekniği kullanılarak elde edilen bilgiler SWOT Analiz tekniği kullanılarak analiz

edilmiştir. Sonuç olarak sektörün Türkiye’de geliştirilebilmesi için öneriler sunulmuştur.

Anahtar kelimeler: Agro-turizm, kırsal turizm, alternatif turizm, sürdürülebilir turizm, kırsal kalkınma

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ABBREVIATIONS

- AOÇ:** Atatürk Orman Çiftliği (Atatürk Forest Farm)
- BC:** Before Christmas
- CAP:** Common Agricultural Policies
- ÇOB:** Çevre ve Orman Bakanlığı (Ministry of Environment and Forest)
- DİE:** Devlet İstatistik Enstitüsü (National Istatistic Institute)
- EAGGF:** European Agricultural Guidance And Guarantee Fund
- EC:** European Commission
- ECEAT:** European Center for Ecological and Environmental Tourism
- ERDF:** European Regional Development Funds
- ERDP:** European Rural Development Policies
- ESF:** European Social Funds
- EU:** European Union
- FİFG:** European Instrument for Fisheries Guidance
- KTB:** Kùltür ve Turizm Bakanlığı (Ministry of Culture and Tourism)
- LAG:** Local Action Group
- LEADER:** Links Between Actions for the Development of Rural Economy
- NGO:** Non-Governmental Organization
- OECD:** Organization for Economic Co-operation and Development
- TKB:** Tarım ve Köy İşleri Bakanlığı (Ministry of Agriculture)
- UKFIT:** Polish State Sport and Tourism Administration
- UN:** United Nations
- USA:**United States of America
- WTO:** World Tourism Organization

CHAPTER 1

INTRODUCTION

It is generally known that, tourism is one of the biggest economic sectors in the world. Traveling to some other parts of the world is gaining more importance because of various reasons; therefore, several effective changes are taking place in the supply of tourism sector all over the world.

Although some broad definitions of the term *tourism* implies the explanations including the definitions about the leisure activities; the sector has evolved from the primary traveling activities to today's contemporary popular facilities in recent years through the new demands. The necessities such as health, education, sports organizations, religion, shopping, trade and so on are providing new directions to tourism sector through the possibilities of globalization of knowledge and more efficient traveling facilities.

Reviewing literature about the tourism sector demonstrates the changes in traveling attitude, decrease in the seasonality feature of tourism and 'active holidays depending on culture, nature, traditional way of life have become the objectives of new tourists' (Tezcan, 2004) and the economic, social and environmental impacts on the area where the tourism activity taking place in.

Increase in tourist demands on nature-based areas leads to be served more tourism activities day by day and this situation leads the governments benefit from this increasing actual tourism tendency in a conservative manner, because the demand causes damages on the nature, in other words on the tourism products. Since tourism sector is one of the crucial instruments for the economic growth, especially in the developing countries, it tends to describe and develop various types of tourism activities, and plan them whether at global, national or regional

level but in a sustainable manner. This is not only for making it a profitable sector, but also for protecting the tourism resources to render them long lasting against the possible harmful impacts of the tourism activities due to the tourism development plans.

Nowadays, ‘all inclusive’ holiday approach of mass tourism is one of the negative factors effecting the economic survival of local small-scale entrepreneurs (Uçkun & Türkay, 2003) through its feature of leading the tourists stay in the facility during their holiday. Therefore, it leads following specific tourism development approaches distinct from mass tourism development for developing new sub-sectors of tourism, which are named as alternative tourism.

However, providing sustainable tourism approaches gain more importance to make the sector sustainable by protecting the tourism resources and this situation leads the governments constituting regulations and new approaches for the sector. At this point, the term of sustainability submits new approaches for the tourism sector not only protecting the present tourism resources but also evaluating and creating some of the nature-based, new products as the sustainable tourism products.

Alternative tourism presents new markets and alternative income possibilities for the local people through the alternative, nature-based tourism products. Mountains, forests, coasts, rivers and lakes, natural monuments, plantations, animal resources, climate, geological structure and thermal resources are the general resources that serve to tourism sector (Olalı et. al., 1983).

Also it should be said that alternative tourism creates a new economic opportunity for nature-based and rural areas. This situation leads to the relation between development and tourism in rural areas. However, this economic relation causes creating a number of tourism types in rural areas.

Rural tourism, a type of nature-based tourism, developing on the rural regions makes the sector gain many tourism facilities through the cultural, environmental and historical richness of the rural areas. In a rural context, the growing pressure emerging from the development-intensive nature of tourism, and the expansion of mass tourism, has introduced many new pressures as 'new tourism' discovers the qualities of rural environments (Hall&Page, 2002).

Agri-tourism is a new type of rural tourism, which is generally implemented in disadvantaged agricultural lands. It is developed as a sector with the aim of not only a development instrument for local people who are dependent on agricultural production but also for sustaining the agricultural lands. In some countries like Italy, Spain, Greece it is a growing sector with the policies of the governments aiming to benefit from it as a regional development instrument.

Agri-tourism sector is growing under the integration of principles of sustainability, rural development and tourism development not only in the developed countries but also in developing ones.

Across the United States, agri-tourism is emerging as an important product and market diversification strategy for farmers. It provides much needed cash flow to many farms challenged by declining profitability. It provides much needed cash flow to many farms challenged by declining profitability. The United States Department of Agriculture has estimated that more than 62 million Americans, age 16 or older, visited a farm between 2000 and 2001. An estimated 20 million children under the age of 16 also visited a farm at some point during this period. The Purdue Tourism Hospitality Research Center projects that between 1997 and 2007, nature and agricultural –based tourism will be the fastest growing segment of the travel and tourism industry (Schilling et. al., 2006).

Another information about the tourism numbers in rural areas in European Union (EU) says,

It is estimated that tourism in rural areas makes up 10-20% of all tourism activities and a Eurobarometer (1998) survey report shows that 23% of European holidaymakers choose the countryside as a destination every year (Djekic & Vucic, 2007).

Nowadays, in Turkey some recent developments are occurring related to the agri-tourism development in the political and practical areas. Because the rural development issue is one of the main problems that has to be solved in the process of inclusion to the European Union, nowadays there is more emphasis on the legislative and regulative literature about alternative tourism, rural tourism and agri-tourism as an alternative tool. In the rural development programs and strategy documents of Eighth Five-year Development Plan, the existence of rural tourism potential in some rural areas and regions and their potential powers for diversifying the rural economy are emphasized. It is also declared that agri-tourism will be strongly supported as one of the rural development strategies.

There are also a number of agri-tourism enterprises developing with volunteer initiatives at local level and these activities demonstrate the desires of local people and local administrations that want to benefit from the facilities of rural tourism in Turkey. Karaburun Village in İzmir, Kalecik District in Ankara and Tekelioğlu Village in Salihli as priorities for Turkey that serve some services such as accommodation, tasting and buying local foods which are called as agri-tourism by the local people and administration.

Another and the mostly known, because of the media effect, project in Turkey is the Buğday Association's 'Ecological Farm Holidays' project known as *Ta-Tu-Ta Project*. It is a cooperative project of volunteer farmers and non-governmental organization (NGO) aiming to promote ecological lifestyle. This project claims that farmer will benefit from agri-tourism by producing organic products (www.bugday.com).

Although these examples still do not have effectiveness on the tourism sector and these formations are still far away from a conscious about the principles of agri-tourism as a tourism-planning or rural development element, they have importance with the identity of having the priority role in agri-tourism development in Turkey.

This master thesis has been formed under the lights of these underpinnings related to the agri-tourism sector in the world and Turkey. The information gathered from the literature reviews about theoretical conditions and pre-interviews about the practical developments in Turkey indicate that agri-tourism should be evaluated as a planning element in rural development plans.

However, the problems of what agri-tourism is and how Turkey should benefit from agri-tourism are still undetermined issues in the Turkish administrative and legislative area. Therefore, the existing agri-tourism initiatives are in a non-planned, spontaneous development manner. Although these initiatives provide alternative income resources for rural people and present alternatives for the rural tourism demanders, the planning studies are necessary for not only preventing the threats of non-planned tourism activities but also for providing a strong, sustainable basement for the sector's development in Turkey.

Therefore, agri-tourism as a planning element constitutes the main subject of this study.

1. Purpose of the study

The overall aim of this study is to examine the planning element characteristic of agri-tourism concept as an element for enhancing the rural tourism activities in Turkey. Related with the overall aim, the study has three specific objectives:

- Examining what agri-tourism is and making understand the relationship between development, planning and tourism through the aim of identifying the main characteristics of agri-tourism concept
- Examining the required mechanisms for agri-tourism planning
- Examining the present legal and practical conditions of the sector in Turkey and presenting some suggestions for the sector's development in Turkey

2. Research question

The research question of this study is formed according to the following proposition: ‘Agri-tourism should be evaluated as a planning element for rural development issue in Turkey’, under the information of current political and practical developments in Turkey. Accordingly, the main research question of the study asks, ‘How should Turkey benefit from agri-tourism as part of long-term planning?’

3. Scope of the study

This study is realized under the three stages following each other. First of all the theoretical framework stage is prepared for exposing the theoretical basis of the agri-tourism concept to determine the relationship between agri-tourism, development and planning principles.

Secondly, after the theoretical framework of the study, to ascertain the needed mechanisms for an agri-tourism planning process, agri-tourism concept is reviewed and exposed as a planning element through two examples from Europe, *Lublin Region-Poland* and *Tuscany Region-Italy*. Europe is chosen for the research area since it is one of the most successful examples for agri-tourism enterprises in the world. Furthermore, Turkey’s Europe membership process entails to focus on rural development and reformation issues. Through this second stage, the mechanisms acting in the process from the decision-making to implementation and their relations are ascertained for characterizing the life cycle of agri-tourism planning process.

Poland-Lublin Region and Italy-Tuscany Region cases were ascertained through the two main aim of benefiting from agri-tourism. Lublin Region is preferred with its rural tourism development identity and Tuscany Region is chosen through its agricultural development identity.

Governance type of the regions is the other criteria focusing on these regions. Poland has up-to-bottom governance whereas Italy has bottom-to-up one. This criterion is preferred to demonstrate the importance of the community involvement in the decision-making process. It shows the contemporary approach that is 'Planning for the residents of an area and they should be given the opportunity to participate in the planning of its future development and express their views on the type of future community they want to live in' (Inskeep, 1991, p: 27)

At the third stage, current legislative conditions and practical dimensions of agri-tourism sector in Turkey are examined. Through two case studies, Karaburun Women Agri-tourism Initiative Project and Tekelioğlu Village Rural Tourism Development Project current condition of the sector is investigated. This investigation helped the researcher to triangulate information from the planning studies analyzed. Accordingly, suggestions are provided for developing the sector in Turkey according to the Turkish rural development approach.

4. Method

In the first stage of the study interpretative-textual data collecting method is used to make understand the theoretical framework of agri-tourism concept. Articles and books related to rural development, tourism planning approaches and agri-tourism development, EU and Organization for Economic Co-operation and Development (OECD) reports about rural tourism and rural development, internet resources and web-sites of agri-tourism initiatives are benefited to collect the required data.

In the second stage of the study, interpretative-comparative-textual method is used to demonstrate the planning mechanisms of agri-tourism sector through two comparative examples from Europe. Poland- Lublin Regions and Italy- Tuscany Regions are examined and compared through their distinct development approaches (up-to-bottom and bottom-to-up) and aims (tourism development and

agricultural development). Interpretative-comparative-textual method provided making see the common approaches and necessities of agri-tourism planning.

Third stage of the study is constituted by two approaches. To ascertain the theoretical conditions related to agri-tourism development in Turkey interpretative-textual method is used as the data collecting method. To ascertain the practical conditions related to agri-tourism initiatives in Turkey a comparative case study is employed. Interview and observation method is used as the data collecting method. For analyzing the data that were collected through the interviews and observations SWOT Analysis is used. SWOT Analysis has provided:

- Demonstrating the current conditions of agri-tourism initiatives in Turkey
- Inferences to make suggestions for the agri-tourism planning studies that will be done in Turkey

Conclusion

The first chapter of this study has the purpose of presenting an introduction to agri-tourism concept according to the theoretical framework. Following the theoretical framework, emergence and characteristic features of agri-tourism concept are examined through the general theoretical review and its relationship with planning concept are exposed.

The second chapter examines the planning element characteristic of agri-tourism sector as an element for enhancing the rural development activities. It is reviewed through Lublin and Tuscany Region examples after presenting the general situation of agri-tourism sector in EU. Under the data obtaining through the examples, the planning mechanisms and their relationships effecting the planning process are determined.

In the third chapter, past and current legal and practical situation of rural tourism and agri-tourism planning in Turkey are reviewed and interpreted for determining the current conditions of the planning mechanisms which are described in the second chapter for agri-tourism development. In this chapter, five-year development plans and laws and official programs related to the agri-tourism and rural tourism are reviewed.

In the fourth chapter, a case study is submitted through two cases of *Tekelioğlu Village Rural Tourism Development Project* and *Karaburun Women Agri-tourism Project*. Through these cases, it is aimed to ascertain the general developmental situation of the projects through SWOT (Strength, Weakness, Opportunity and Threat) analysis. Then, the results that are identified through SWOT analysis to ascertain the general properties of agri-tourism development in Turkey and some recommendations for the development of sector are discussed.

In the conclusion chapter, a brief summary of entire study and the evaluation of the hypothesis of the study through the results of the case study are provided in the first section. In the second section of the chapter some suggestions are submitted for the development of agri-tourism sector in Turkey.

CHAPTER 2

INTRODUCTION TO AGRI-TOURISM

2.1. Introduction

It is now generally accepted that international tourism constitutes one of the most significant of global trade flows (Lickorish and Jenkins, 1997, p: 63). From the primary times to today's contemporary tourism concept, sector had several development stages according to the conditions of the related terms.

2.2. Development of Tourism Sector as an Economic Development Instrument

In her study, Özgüç (2003, p: 202-224) categorizes the development processes of tourism sector in four groups on the basis of the European example, which is formed by the industrial revolution and its reforming impacts about the life and working conditions of the people as:

- **The period of industrial revolution (1750-1830):**

The period is explained with the social conditions of working class. Because of the hard living conditions of working class, traveling was the action of the rich classes as a luxury. Özgüç (2003, p: 209) determines although these traveling activities were not tourism activities, as we understand today, the emergence of guesthouses for travelers was the primary example for the commercial accommodation units.

- **The period of the growth in the internal and external tourism facilities (1830-1900):**

This period was the period of reforms in the working hours conditions that provided workers some leisure times. These leisure times provide travel

opportunities by the technological developments on transportation such as railways and present easier and more comfortable traveling facilities. Therefore, in this period, emergence of the primary tourism activities leads to new economical developments. The first tour operations and establishment of traveling agencies in this period are the important developments for the today's tourism sector. Thomas Cook was the first who established tour agency presenting tour operations from Leicester to Loughborough by the possibilities of railway systems (Özgüç, 2003, p: 211). Then several enterprises started to establish. These developments are also important evidences for the relationships between economic conditions, leisure times and development of tourism sector.

- **The period of the widening (expansion) in the international tourism (1900-1950):**

This period is important with the effect of two world wars. Although the wars caused to big economic problems in the world, the invention of the automobile provided opportunities for easier transportation conditions as one of the most important stage of tourism development process.

- **The period of international mass tourism (1950-):**

Especially the years between 1950-1960s are the years of recovering the economic conditions that the II. World War caused. After this period, increase in the automobile numbers and improving the life conditions lead to the growing of the sector in the following years.

Table 1 exposes the growth of the mass tourism industry through the increasing numbers of tourists and its economic power on the world's economy and as Lickorish and Jenkins (1997, p: 63) assert, 'There are no grounds for suggesting that future global demand will decline'. Lickorish and Jenkins (1997, p: 63-75), categorize the main economic impacts of tourism in four groups as, 'foreign exchange earnings, contributions to government revenues, generation of employment and income, and stimulation to regional development'.

Table 1: Increasing tourist numbers in the period of mass tourism

Years	Tourist Number	Tourism incomes (billion \$)
1950	25 300 000	2.1
1960	69 300 000	6.9
1965	112 800 000	11.6
1970	160 000 000	17.9
1975	214 400 000	40.7
1980	288 000 000	102.4
1985	329 600 000	118.1
1990	457 600 000	263.6
1991	463 300 000	276.1
1992	502 300 000	313.5
1993	518 200 000	321.0
1994	549 500 000	352.6
1995	565 400 000	405.8
1996	595 000 000	433.9
1997	618 200 000	439.7
1998	636 600 000	441.0
1999	649 900 000	454.6
2000	697 500 000	476.0
2001	692 700 000	462.2

Source: Table is taken from Özgüç (2003, p: 217)

To sum up, tourism sector has grown as one of the biggest economic sectors, which leads to increasing welfare, higher leisure times, and usable income. With the effects of the changing opportunities of developing technology that effects on the transportation skills, tourism sector will go on to develop as one of the biggest development instruments for not only developing countries, but also for developed countries.

2.3. Tourism and Rural Development

In recent years, parallel with the increasing demands for alternative types of tourism, especially taking place in non-urban areas, and the tendencies of governmental studies with the aim of benefiting from these demands present alternative development facilities for local people. Today, rural tourism industry is

one of the developing alternative types of tourism with the several types of rural tourism. Understanding what rural tourism is helps to understand its relation with rural development.

The first step should be explaining the debate about what rural land is and the criteria determining the term 'rural' before examining the rural development concept.

2.3.1. What is Rural Development?

Determining the term rural development still has confusion in the various literatures. There are definitions explaining the term but there is still difficulty to identify the term in a quantitative way. The OECD approach for the issue is the most accepted and reasonable one for some countries. However, it may be said that the common element of these definitions of the term rural is 'nature' and the common value of these approaches is ecology.

Difficulty comes from the inappropriateness of the various definitions of the term. For example, through the definitions according to the population may render some urban areas as rural. Therefore, rural areas also have the characterization of decreasing or stagnant demographic and economic conditions (Turistik Düzenleme, 1983).

In third direction, OECD describes the *rural land* as population density of the territory with less than 150 inhabitants / km² and identifies three main groups:

1. Predominantly Rural Regions
2. Predominantly Urbanized Regions
3. Significantly Rural Regions

OECD describes the *Predominantly Rural Regions* by the characteristics of the lowest population densities, incomes, older populations and the least adequate

basic services. *Predominantly urbanized regions* are described according to the feature of the population having employment bases in secondary and tertiary sectors and the regions likely to face potential threats to the environment, social and cultural heritage.

And in the third group, *Significantly Rural Regions* are determined by the properties of variety in economic and social vitality and the economy depending on the primary and secondary sectors and large- scale farming.

However, behind the disadvantageous conditions of rural areas for their inhabitants, these regions are also under the recreational demand of urban people and this increasing demand make the regions to be considered as more problematic with less suitable conditions for economic survival and this causes negative impacts not only on their regions but also on the whole due to consequences such as migration, environmental damages, decrease in the water resources. Therefore, producing solutions for the rural areas experts emphasize the vital role of urban areas. Therefore, ‘United Nations (UN), World Bank, EU, NGOs and governments should allocate more resources, knowledge and time for rural development’ (II.Tarım Şurası Commission Report of Rural Development).

II. Tarım Şurası Commission Report of Rural Development Policies indicates that the term of *society development* is used and defined by UN for the first time and interprets this definition for the rural development approach. Report asserts that rural development approach aims integrating the enterprises of small communities to improve their economic, social and cultural conditions through the efforts of the states and also aims establishing this integration across communities spreading out though nation in order to make them contribute to national development efforts.

Rural development issue has become a reality especially in the last 15-20 years through globalized approaches and national interventions because the problems of

rural areas are difficult to be solved solely by local people (Gülçubuk, 2005). It has emerged as the ‘consequences of globalized economies and international treaties that caused changes on conventional agricultural production system’ and the new system, named as post-productivist agricultural system which is focused on solving the problems of rural areas and makes the system sustainable by evaluating the area’s own properties by an integrated approach encompassing environmental, economic and social dimensions.

The simplest explanation of rural development concept should be that, it is the intervention process of governments with the aim of making the life conditions of rural regions better by several politics. As a general knowledge, life conditions of humanity develop and go on through the economic, socio-cultural and environmental factors of sustainability. Accordingly, new rural development approach has been developed under the basics of general sustainable development principles.

Rural development consists of a wide variety of new activities such as the production of high quality and region specific products, nature conservation and landscape management, agri-tourism and the development of short supply chains (Knickel & Renting, 2000).

These new activities in rural areas mean new income sources to local people; therefore diversification and multi-functionality are the main components agriculture.

Agriculture may be defined as multifunctional when it has one or several roles or functions in addition to its primary role of producing food and fibre. These additional functions might include agriculture’s contribution to long-term food security, the viability of rural areas, cultural heritage, land conservation, the maintenance of agricultural landscapes and agri-biological diversity. Policy makers across the globe are stressing the importance of multi-functionality as a social and economic goal, and the concept has become one of the most critical issues surrounding agricultural products at recent World Trade Organization negotiations (Bernardo et.al., 2004).

Rural development process also consists of a multi-dimensional area from the farm level to global level. ‘Although rural development often starts in the farm or farm household, it must also be defined at the level of region or the countryside, that is in relation to rural life in the broadest sense, and to the other (economic) actors operating in the countryside’ (Knickel & Renting, 2000). Thus it should be analyzed in four levels: farm, farm household, region and global.

Table 2 shows the impacts of rural development process in the various levels. The vitality of the relations among the levels should be explained by the vitality of the agriculture on human life. Therefore the consequences of the economic conditions of rural people directly relate the entire life in the world.

Table 2: Different levels of rural development analysis

Level	Key aspects
Farm	<ul style="list-style-type: none"> • The interrelationships between different farming activities • The reorganization of existing agricultural practices in order to accommodate new activities • The mechanisms through which new revenues and/or new forms of cost reduction are realized • The development of the multifunctional or multi-product farms • It is the level that most understanding the multi-functionality
Farm Household	<ul style="list-style-type: none"> • Strategies, patterns of resource use, interrelations and networks can only be adequately dealt with at farm household level • Reorganization of the way farming is combined with other economic activities • It is the level that most understanding the pluriactivity
Region	<ul style="list-style-type: none"> • The contribution of individual activities to the regional economy and regional employment • Indirect multiplier effects • Job creation in rural areas • Stabilization of farming activity in the region through pluriactivity • Interrelations between farms and other rural enterprises • Markets • Networks • Landscape • Multi-farm cooperation at local and regional level
Global	<ul style="list-style-type: none"> • Interrelations between agriculture and society as a whole • New needs and expectations that are articulated towards the rural areas, for example recreative opportunities, high nature values or environmental services, • Town-countryside relations, • The influence of state interventions such as state-financed programs for nature conservation and landscape management

Source: Adopted from Knickel and Renting (2000)

Another important point for rural development concept is to understand that the development process is not only for managing and regulating the conditions emerging through the rural areas. It also includes the managing the needs and expectations of urban society from rural areas. Therefore, rural development planners of a region or country must be aware of the external factors of the planning area as much as internal factors.

Mantino (2005) lists the underlying elements of rural development concept in five groups that are considered the main action areas. They are as follows:

- Supporting structural change in agriculture
- Developing opportunities for income diversification for the current rural population in other sectors
- Creating favorable conditions for internal and external investments
- Encouraging increased linkages among different sectors
- Enhancing living conditions for local populations

Rural development policies are the legislative rules and regulations that are prepared by the related institutions for obtaining and enhancing the aim of rural development. These policies determine the framework of the actions, the legislative positions and rights of the related actors. So, the *rural development plans* are prepared at the various administrative levels of a country through the development programs of the governments.

This process includes several mechanisms from the legislative dimension to implementation dimension in order to obtain the goals and objectives of the plan. *A rural development plan* is prepared according to the general planning principles. The main characteristics of planning are discussed in the third section of this chapter.

The agri-tourism context of this study is the agri-tourism related to multifunctional character of rural development concept. Multifunctional agriculture sector consists several non-agricultural activities, which are aimed to evaluate the farm-based products as alternative economic elements. Tourism is one of these elements directing the sector to the rural regions with the aim of getting rural regions more developed through meeting expectations of urban people for the recreational opportunities in rural areas.

2.3.2. Rural Tourism

The basic approach for identifying rural tourism contains four main characteristics (Kuntay, 2004):

- It realizes in rural areas
- It activates through the rural functions
- It develops under rural scale
- It depends on surviving of the traditional features

Although in some cases, rural tourism has remained an amateur production, recently it has been considered as a potential tool to strengthen the development of the rural community (Sugiarti et. al., 2003).

However, disadvantaged conditions of a rural region may be obstacles for tourism development in such areas. Djekic & Vucic (2007) list the factors that reduce the effectiveness of the rural tourism sector. They are as follows:

- Limited number of entrepreneurs in rural areas
- Conservative nature of investors
- Short supply of spare capital in rural areas
- Small scale and dispersed nature of the industry involving many micro enterprises

- Need for co-ordination, co-operation and partnership with government agencies to develop a 'destination' as distinct from a 'stop-off point' for an hour or a day
- Fragmentation in product provision and marketing efforts
- Lack of policy for the management development and marketing of rural tourism

This list shows the necessity for planning for tourism development in rural areas to determine the types of tourism activities taking place in rural lands in order to ascertain the goals and objectives of the activities. Planning is a must for not only establishing a tourism sector in a conservative manner for the environment, but also for reducing the disadvantaged conditions of the area. Therefore, rural tourism plans are parts of general tourism plans or rural development plans of a country, however they need local, specific approaches according to the area's characteristics. In other words, rural tourism development plans should be interpreted as not only the tool for evaluating the present valuable conditions, but also for transforming of the disadvantaged ones towards valuable conditions.

2.4. Tourism Planning

Tourism planning system is crucial for ensuring the tourism industry that can develop and thrive, with the aim of maximizing the valuable economic, social and environmental benefits. In other words tourism planning is a disciplinary regulations of the instruments that may be utilized and the opportunities, responsibilities, respondents and timing issues. Tourism plan is also used to gain the targeting benefits in the most sustainable manner possible.

Planning studies for developing a type of tourism in a region or area are first of all dependent on tourism policies of the country. Tourism policy is the whole of the precautions and interventions that are determined by the public administrative units through the general economy politics of the country for developing and

canalizing the internal and external tourism activities. Tourism policies of a country lead to benefit from the opportunities of tourism that are not only economic but also the non-economic, which are such as cultural, social, health and achieving these aims.

In the recent past, several tourism-planning paradigms have emerged from the broader traditions of urban and regional planning (Timothy, 1998).

2.4.1. What is planning?

‘In the broadest definition, planning is organizing the future to achieve certain objectives’ (Inskeep, 1991, p: 25-45). Gunn and Var, (2002, p: 3) says, ‘The purpose of any planning is to create plans of action for a foreseeable future and implement these actions’. In other words planning may be explained as deciding for the future by the knowledge of past and now. Planning action includes various aims including economic development planning, urban and regional planning, land use planning and infrastructure planning etc.

Planning is a crucial element for long term success because not only it defines the aims, required instruments, time, resources and costs before the realization of the phenomenon but also foresees the required controls and provides the opportunities for revising (Gürsoy, 2006) Generally, planning ‘is a continuous process and must be flexible, depending on changing circumstances, but it should still achieve the basic development objectives’ (Inskeep, 1991, p: 25-45).

Planning process has three main stages consisting of preparation, implementation and monitoring and evaluation of the results. Inskeep (1991, p: 25-45) categorizes the success steps of a planning process that are valid for all planning activities at every level, in a broader way as follows:

- Study preparation: writing of the study project terms of reference, and organization of the project

- Determination of development goals and objectives: Desired and foreseen results of the study
- Surveys: Collecting data about the research area's characteristics
- Analysis and synthesis: Analysis of the collecting
- Plan formulation: Formulation of the policies and physical plan, typically based on preparation and evolution of alternative policies and plans
- Recommendations: Formulation of the recommendations on plan-related project elements
- Implementation: Implementation of the plan by utilizing the techniques that have been identified in the plan
- Monitoring: Monitoring and feedback process of implementing process and results of the plans

2.4.2. Tourism Planning Concepts

'In the context of history, the planning of tourism development is relatively recent. Although a few geographers had written about tourism planning in the 1940s, the first major works appeared in the 1970s' (Gunn and Var, 2002, p: 7). Inskip (1991, p: 29) presents the practical application approaches for tourism planning in eight groups as continuous, incremental and flexible approach, systems approach, comprehensive approach, integrated approach, environmental and sustainable approach, community approach, implementable approach and application of a systematic planning process.

Timothy (1998) classifies tourism planning paradigms in a more general three main groups as community-based planning, incremental planning, and comprehensive approach.

Timothy (1998) explains the community-based tourism planning approach as 'locally defined goals and local development actions are an integral part of tourism planning which allows for high predictability and flexibility' Inskip

(1991, p: 29) explains the approach by maximum involvement of the local community in the planning process and its socioeconomic benefits. Timothy (1998) explains the incremental planning as where all stakeholders are permitted and encouraged to participate in the decision making process and Inskeep (1991, p: 29) says although still based on an adopted policy and plan, incremental, continuous and flexible approach sees the tourism planning is as a ‘continuous process with adjustments made as needed based on monitoring and feedback, but within the framework of maintaining the basic objectives and policies of tourism development’.

Timothy (1998) relates the comprehensive tourism development to systems approach and says comprehensive approach is ‘another view of tourism planning that takes on a systems tradition in that all aspects of regional tourism, including its institutional elements, facilities and services, are planned in a comprehensive manner’.

Systems approach is viewed the tourism development as an interrelated system. ‘Related to the systems and comprehensive approach, tourism is planned and developed through as an integrated system within itself and also is integrated into the overall plan and total development patterns of the area’ (Inskeep, 1991, p: 29)

The benefits of tourism planning for a country (Gürsoy, 2006):

- By the tourism plans, precautions and tools that are deemed necessary for tourism development are identified through the identification of future objectives
- Tourism plans provide a disciplinary order for the achievement of the objectives
- Tourism plans provide assurance for the financial resources and opportunities that the activity requires

- Tourism plans provide the dispersion of the responsibilities and the control on implications

2.5. Agri-tourism as a Planning Element

Agri-tourism plans are the parts of a general rural region development plans and planning study is the duty of the official administrative units which have the responsibility of rural development or tourism development. It should be a national or regional administrative unit but it may be a tourism or agriculture administration institution according to the role of the agri-tourism development of the national aim. Agri-tourism should be developed with the aim of enhancing agricultural production or tourism development; therefore agriculture and the tourism ministries are the primary responsible institutions for agri-tourism planning. Especially in developing countries, 'it is necessary the national intervention for development in any kind of tourism'. Whether agricultural or tourism ministry manages the process, coordination among the all administrative units, also forestry and environment ministries take role in the process, is the must.

2.5.1. Development of Agri-tourism

The successful practices of agri-tourism are seen in the countries that not only the countries, which their economies are based on agriculture and developing countries but also, developed countries.

It started to develop as a planning element especially in the last two decades through the raising on the agri-tourism demands as a new profile of tourist activity making it diverse from the other types of rural tourism. First of all discussion about the notion focuses on the definition of the term because it has different definitions and meanings in the academic literature and in the institutional contexts in the world.

It may be said that; the confusion about what agri-tourism is going on parallel with the confusion about the concept of rural tourism. Essentially, rural tourism contains agri-tourism. The indicative distinction between these two terms is the implementation areas. While rural tourism enterprises take place generally on rural lands; agri-tourism activities take place on agricultural lands. However, 'not all tourism which take place in rural areas is definitely rural, it can be urban in form, and merely be located in a rural area' (Ivona, 2003).

Another distinction between the terms is the tourism products. Agri-tourism product is agricultural; however other forms of rural tourism products are not. Understanding rural tourism as a general name of tourism form taking place in rural areas in a conservative manner presents the distinction between the terms.

2.5.2. Definitions and Approaches for Agri-tourism

First of all, it is essential to explain about the confusion on the usage of the several terms, which are taking place in the literature for describing the notion, before examining, the various definitions of agri-tourism. In the literature, there are several terms utilizing for each other instead of agri-tourism. The terms *agri-tourism/ agritourism*, *agro-tourism/agrotourism*, *farm-based tourism*, *tourism on the farm*, *farm tourism*, and *agriteinment/ agri-teinment* are the terms causing to the confusion. There is not a generally accepted one, every country or writer take over one of these terms according his or her approaches for the notion.

Examining literature presents the result that, the terms of farm tourism and agri-tourism often utilized in Western Europe. Agro-tourism/agrotourism is generally the usage of Eastern Europe like Greece, Italy and Turkey. Another usage, *agriteinment* is a term of combining agriculture and entertainment and it is used in United States of America (USA) with a distinctive meaning with agri-tourism.

In American literature there is a distinction between the terms agri-tourism and agritainment in other words entertainment farming. Wolfe and Holland (2002)

explains this distinction: ‘Agri-tourism customers tend to be thought of as out-of-town tourists, while entertainment farming activities often target local customers (school tours, youth groups, senior citizen clubs, etc.)’.

Clarke (1996) makes another distinction between *tourism on farm* and *farm tourism*; also some writers highlight this distinction. He relates the development of these terms with the focus of the researches. He says, the early researches focusing on the farm operations were evaluating the subject in a wide perspective and it reasoned the birth of the term *tourism on farms*. Then, the term *farm tourism* occurred according to Clarke (1996) the enlargement of research area according to the raise in the sector and focusing on the consumer, lead to usage of the term. In this study, the term agri-tourism is used because it is the most general one and because of demonstrating the agricultural and touristic feature of the concept.

American Farm Bureau Federation (2004) makes a definition of the concept as:

Agri-tourism refers to an enterprise at a working farm, ranch or agricultural plant conducted for the enjoyment of visitors that generates income for the owner. Agricultural tourism refers to the act of visiting a working farm or any horticultural or agricultural operation for the purpose of enjoyment, education or active involvement in the activities of the farm or operation that also adds to economic viability of the site.

Especially, since the second half of the 1990s, numerous definitions of agri-tourism takes place in the professional research studies as a contrast to the lack of definition in 1980s. 1990s was the term that the sector gained the most effective haste as the results of planning studies in the world. Therefore, as a consequence of raise in the research areas, definitions of the term varied and developed.

Another reason of this plethora is the complex structure of the concept that combines the agriculture and tourism principles. The researchers studying on tourism makes definitions reflecting the tourism dimension of the notion. There

are several studies examining agri-tourism as a sub-sector of rural tourism or ecotourism. These studies evaluate agri-tourism according to the sustainable tourism principles and cooperative tourism principles. However, writers studying on the agricultural dimension of agri-tourism examine the relationship of food production, sustainable agriculture, diversification on agri- cultural products etc.

A review of existing literature shows that there is no general definition or concept of agri-tourism. As well as academic studies identify various definitions, the national and regional laws of the countries make the definition of the sector with the drawing bordures and/or acceptations.

In this study, it is aimed to introduce agri-tourism as a planning element acting as rural development instrument. Also it is accepted as the sub-sector of rural tourism having its own dynamics operating distinctively from rural tourism. With its two dimensional structure, it combines the various principles of sustainable tourism and sustainable agriculture.

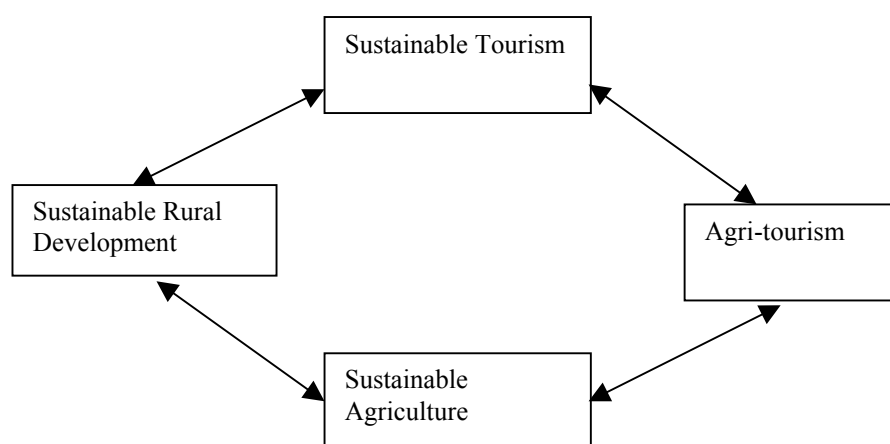


Figure 1: Two components of sustainable rural development constitute agri-tourism

Nowadays, there are various definitions in the governments' rural development programs by the reasons of verified approaches to this agricultural and touristic activity. One of these approaches, a sustainable way of economic survival in

agricultural regions, is the mostly accepted one in the literature. It is the approach of integration among sustainable development, sustainable tourism and sustainable agriculture principals. Rural tourism should be seen as a potential tool for conservation and sustainability, rather than as an urbanizing and development tool (Ivona, 2003).

Sustainability as one of the main components of the rural development concept introduces the main elements of agri-tourism concept. Although *tourism demand*, the desire for benefiting from tourism activities, is raising in rural regions and this raising makes the economic sector pleased, several deterioration on the tourism resources and tourism products make the governments to create strategies for utilizing the tourism resources -natural and cultural- in a conservative manner for the sector's future.

Especially 1990s were the years of emerging sustainable policies and practices for economic growth and sustainable tourism approach as a result of Rio Conference in 1992. 'Sustainable development, sustainability, environmental sustainability, sustainable growth are often used inter- changeably, and their specific connotations are then often confused and misunderstood' (Droy, 2003). Sustainable development approach targets the development programs of the countries and leads them using the present resources of the world in a sustainable manner that makes the resources also usable for the future generations.

Another misunderstanding and confusing point about the term is the sustainable tourism. It is generally premised that sustainable tourism is only related with the alternative types of tourism, which are realizing on the natural or nature-based areas. Therefore, it is important to understand that any type of tourism may be sustainable if it is planned and practiced according to the sustainable growth principles. Also it is important to understand, sustainable tourism is not a type of tourism, it is a tourism development approach taking its basis from the environmental conservation and sustainable development.

Inskeep, (1991, p: 29) explains sustainable tourism as, ‘The focus of the sustainability debate is that tourism must be planned and managed in such a manner that its natural and cultural resources are not depleted or degraded, but maintained as viable resources on a permanent basis for continuous future use’.

Lane, (1994) identifies four necessary features for the sustainable rural tourism strategies as:

- It is important that the person or team formulating the strategy is skilled not only in tourism development but also in economic, ecological and social analysis
- Wide consultations amongst all interest groups are essential. These consultations will include trade and business, transport, farmers, administrators, and the custodians of the natural and historic assets of the area
- Tourism relies more than any other industry on local goodwill. The local population must be happy with their visitors and be secure in the knowledge that the visitor influx will not overwhelm their lives, increase their income hosts and impose new and unwelcome value systems on them
- The strategy-making process should not be a once-only affair. It has to be an evolving long-term enterprise, able to cope with change, and able to admit to its own mistakes and shortcomings. It is the beginning of a partnership between business, government and cultural and conservation interests

Understanding the planning principles of sustainable tourism is important for understanding the emerging points of agri-tourism plans. Because it is a form of sustainable rural tourism; a successful agri-tourism plan has to include the principles of sustainable tourism and ‘the concept of sustainability in rural tourism must be a multi-purpose one if it is to succeed’ (Lane, 1994). Lane (1994) also lists these aims for the sustainability in rural tourism as:

- Sustaining the culture and character of host communities
- Sustain landscape and habitats
- Sustaining the rural economy
- Sustaining a tourism industry which will be viable in the long term-and this in turn means the promotion of successful and satisfying holiday experiences
- Develop sufficient understanding, leadership and vision amongst the decision-makers in an area that they realize the dangers of too much reliance on tourism, and continue to work towards a balanced and diversified rural economy

Carrying capacity analysis is the key instrument of sustainable tourism. It is ‘one of the most complex and confusing concepts, which faces the geographer in seeking to understand recreation sites and their ability to support a certain level of usage’ (Hall &Page, 2002, p: 134). Four types of recreational carrying capacity (Hall &Page, 2002, p: 134):

- *Physical carrying capacity*: Primarily concerned with quantitative measures of the number of people or usage a site can support, primarily being a design concept
- *Economic carrying capacity*: Primarily concerned with multiple use of resources, particularly its compatibility with the site and wider management objectives for the site
- *Ecological carrying capacity*: Primarily concerned with the maximum level of recreational use, in terms of numbers and activities, that can be accommodated by an area or ecosystem before an unacceptable or irreversible decline in ecological values occur
- *Social carrying capacity*: Often referred to as perceptual, psychological or behavioral capacity. The basic principles of this approach relate to the ability of individuals and groups to tolerate others, their activities and the level of acceptability

Ecotourism is the one, which is usually used instead of agri-tourism. The term was called for the first time in the late with the effects of the pursuit for developing sustainable tourism forms (Kahraman & Türkay, 2004, p: 85) Drawing definitive borders between these tourism types is difficult and still has lack of identification. The definite distinction between the terms is that ecotourism is a general identification of some types of tourisms with the responsibility of ethical procedures on conserving the nature. Through the reference of this acceptance, ‘agri-tourism can be viewed much like eco-tourism in that it is small-scale, low impact, and in most cases, education-focused’ (Blacka et. al., 2001).

Holdnak (2000) says, ‘According to environmentalists, ecological tourism is a measure of the amount of renewable resources in the environment in units of the number of organisms these resources can support. Thus, the volume of people is related to the limitations of a fragile and delicate environment’. He also identifies the *aesthetic carrying capacity* sustainable ecological tourism and defines the term as: ‘People’s space in relation to one another. It suggests that when tourists encounter many other tourists or see the impacts of other visitors their enjoyment may be diminished’.

Essentially, it is appropriate to say that ecotourism activities take place on the nature-based or rural areas and aims less destruction on the natural or human-made/cultural resources because of the tourism activities while utilizing them through the tourism demands. As it is explained above, sustainable tourism works for sustainable development and it aims to sustain tourism resources not only in environmental but also in economic and social approach.

2.5.3. Agri-tourism and planning

Agri-tourism concept dates back to vacation on farm and countryside tradition, such as visiting relatives or buying some rural products such as foods or

traditional goods. Holdnak (2000) says about the first vacationing on farms was operated in North Dakota in 1880s and according to the same article the first farm vacation brochure listed the farm facilities for the tourists in 1949. He indicates the effects of preparing the list of farms serving vacation facilities on the numbers of agro-tourists.

In Europe, ‘rural tourism first developed in France in 1951’ (Dettori et. al., 2004). A survey study in France in 1992 indicates ‘the French farmers declared that rural tourism is acquiring an increasing role and economic impact within their agriculture activity’ and also ‘from the analysis, it also emerged that rural tourism mainly practiced by female operators’ (Dettori et. al., 2004). It is known that in 1994, there were 21 000 farms with 109 000 bedrooms serving accommodation facilities providing benefits to farmers and regional economies by the rents of the rooms, selling agricultural products in Austria (Kahraman & Türkay, 2004, p:38)

Although agri-tourism was firstly emerged as individual enterprises, it developed as a sub-sector of tourism sector in cooperative manner by the effects of well-planned processes.

It should be possible to evaluate the development processes of agri-tourism in two categories as the period of farmers tried to benefit from the people’s tendency of spending holidays in rural areas and this tendency lead to development of the sector and the period of making these enterprises organized according to the aims, expectations and plans of the governments through the aim of providing a new tourism sub-sector.

Today, agri-tourism is benefited as an element of regional development programs and it acts as rural development instrument in the regions which economy is based on agriculture and has potential for tourism development.

Successful examples show that an agri-tourism plan requires some main features for achieving the objectives:

- Aim of the project: It is important to determine the aims and objectives of the project for making clear the development way for all the stakeholders of the project and so the future of the project
- Agri-tourism product as the regional/areal product: It is seen that the mostly famous agri-tourism areas are well known through their agri-tourism products. Agri-tourism product may be an agricultural product or the facility that is presenting in the area. Generally, grapes and wine, olive and olive oil products or the organic products are the most-interested agri-tourism products and they are presenting as the regional image elements. Moreover, accommodation facilities in the historical buildings is another agri-tourism product attracts the agri-tourists.
- Agri-tourism development area: Agri-tourism is generally encouraged to develop in unproductive and disadvantageous agricultural areas. Thus, it is aiming to sustain agricultural lands through providing economic and social opportunities for the farmers living in this area.
- Disadvantages of Agri-tourism: However, disadvantages of agri-tourism operation have to be considered such as competing with the main farm operations for time and labour. Also some responsibilities, financial risks and the high liability risk may be occurred
- Targeting groups: It is important to identify the target groups of the agri-tourism development area: Agri-tourists and agri-tourism products have to be appropriate. Also the tourists have to be appropriate for the traditional life styles of local people. Potential target groups should be school groups, youth groups, adult civic groups, families with children, business travelers, travel and tour firms, landscape and wildlife photographers, hunters, fair and festival goers, outdoor enthusiasts such as bikers, boaters, rafters

Agri-touristic demands and the characteristics of agri-tourists are one of the determiners of the basic features of the agri-tourism plans. Analyzing where tourists come from, the reasons of preference of agri-tourism, what they prefer to spend their money for and the characteristics of agri-tourists are one of the primary analysis studies of planning process and lead to the clarity of the aims and tourism supply.

Agri-tourist desires to learn about farm life but as all tourists wants to have confidence, comfort and looks for hygiene rules, desires to taste or buy high-quality local products (especially food), has emphasize on environmental protection. A survey study done in Kansas State shows the American agri-tourist behaviors effects on planning of agri-tourism because the farms located close to population centers clearly have a location advantage and tourists are more likely to travel to a destination if there are several tourist stops to visit (Bernardo et. al., 2004).

Agri-tourism supply varies according to the policies, touristic demand, the features of the geography that the tourism activity takes place in and the creativity of the farm operator. In the base of the tourism product there is agricultural production and traditional life style (food, health, handicrafts, house holdings and house keeping). Blacka et. al.(2001), categorizes the agri-tourism activities in USA into six groups:

1. Overnight stays:

- Lodging and camping
- Bed and breakfast
- Camp sites
- Youth camp
- Farm stays, feeding animals, picking fruit/vegetables
- Rental cabin for day trips / picnics
- Weddings, receptions, honeymoons

2. Special events and festivals

- Music festivals
- Harves festival

3. Off the farm

- Farmer's market
- Fairs
- Roadside stands

4. Recreation activities and events

- Fee fishing
- Biking
- Corn maze
- Horseback riding
- Bird watching
- Hiking
- Rock climbing

5. Fresh products and value-added products: Tourism enhanced direct marketing

- Pick your own fruits/vegetables
- Selling canned foods on farm
- Selling herbal/organic products

6. Youth and/or adult education

- Organized tours
- Agricultural education programs
- Nature education programs
- Demonstrations such as wine making, honey making or heritage crafts

Examples above are given to demonstrate the attractions for enterprises and the dimensions of the implementation areas. Diversifying these agri-tourism products are depending on the resources of the farm and region.

In recent past, several tourism-planning paradigms have emerged from the broader traditions of urban and regional planning (Timothy, 1998).

Inskeep (1991) categorizes tourism planning approaches in eight groups as continuous, incremental, and flexible approach, systems approach, comprehensive approach, integrated approach, environmental and sustainable development approach, community approach, and implemental approach. In these approaches agri-tourism provides the principles of community approach with its feature of ‘maximum involvement of the local community in the planning and decision-making process of tourism’.

Agri-tourism is evaluated as one of the main elements of regional tourism plans. However, besides being an element of regional tourism plans, agri-tourism has mechanisms to make develop and manage the activity. Agricultural tourism plans develop according to the cooperative tourism approach and a cooperative tourism approach requires cooperation between various planning units. Timothy (1998) examines these required cooperative relations of tourism development process, ‘Cooperation between government agencies, between different levels of government, between equally autonomous polities at various administrative levels, and between the private and public sector is necessary if integrative tourism development is the goal’.

So, agri-tourism is an element of tourism planning with its integrative and cooperative manner. Establishing a powerful agri-tourism sector in the regional scale depends on establishing a good coordination of relations in a well-developed tourism plan. The coordination of relations may be described as the roles of the administrative units of a country.

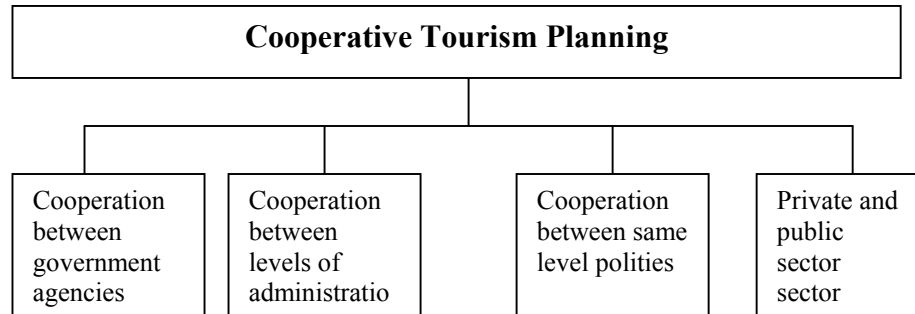


Figure 2: Four types of cooperation necessary for the development of successful integrative tourism,

Source: Scheme is taken from Timothy, (1998)

Reviewing the examples from the developed countries demonstrate that, the successful agricultural tourism practices involve cooperative action in all government levels. Another knowledge indicates that, local initiatives and non-governmental organizations take role on each level of agri-tourism planning process.

Each country has its own administrative structure and national administrations with the specific roles, in other words responsibilities operating for the requirements for the tourism development processes. Because agricultural tourism is a multi-sector approach (tourism and agriculture), it also requires cooperation between two or more same level administrations. Therefore it is important to evaluate the benefits and needs of these administrative units, such as polities and fiscal regulations.

Several case studies show that, level of national government is a determinative element in community-based tourism development. Because it is crucial participating into decision-making areas, it may be say that lower level of

administrations has more advantage to establish community-based tourism, such as agri-tourism with the positive impacts of local participation and cooperation.

In the countries with the higher level of governance, for instance Poland, it is the national government deciding, planning, encouraging, and monitoring the processes. Because undertaking most of the roles, which are the components of the agri-tourism development process, some disadvantages may effect on the agri-tourism development process, e.g. legal procedures may cause to lack of time or it may cause to lack of reflecting the local conditions and tendencies. Timothy, (1998), also underlines the requirement of ‘To be successful, tourism development in a region might require coordinated efforts between two or more levels of government’. Existence of two or more levels of government in the planning studies should help to represent the necessities of the levels.

However, in the countries with lower-level governance, in other words administrative decentralization, e.g. Italy, national government determines the national benefits and national approaches and exposes the targeting aims with agri-touristic activities for whole country. Planning the agri-tourism development process is the responsibility of the regional and local administrative forces. This kind of governmental structure provides participation of desires and necessities of local entrepreneurs, NGOs and private sector; so makes actual local conditions taking place in the plans. It also helps contributing to establish satisfaction among local people.

Cooperation among the farmers has another key role for agri-tourism development because of the positive effects of cooperation between the same benefit groups not only on developing conscious of the local community but also integrating the powers for providing common benefits in a competition area.

So, establishment of agri-tourism sector requires a cooperative structure because of the organized relations of the several administrative and operational units.

2.5.4. Agricultural dimension of agri-tourism

The post-productivist agricultural system takes place in the center of the agri-tourism industry. Centralized state intervention, agricultural co-operatives and national farmers' organizations –its pillars- have lost their capacity to regulate the agro-food system and respond to emerging problems of farmers, consumers and citizens (Brunori & Rossi, 2000). According to Ilbery et. al. (1998), 'post-productivist system is the world's new food regime which acts as globally and accepts new agricultural policies to implement'.

Productivist system is the known as conventional farming, which was emerged after World War II, by the effects of industrialization. It was the transition from 'farming as a family business to farming as a sector of an integrated agro-food industry has come to be called productivist agriculture' (Lowe et. al., 1993). It was the system of 'overriding priority on the production of food' (Trauger, 2001), supporting by governments by several subsidies.

There is a realization of a globally effected transition in the world as the consequences of international policies and consensus on new system of world's food production, therefore, international regulations determine the roles of countries and policies that they have to implement.

Through the new agricultural production model that is called as post-productivist system, governments aim to provide a multifunctional character to agriculture; aim to make rural territories become multifunctional on the other side of agricultural production.

The post- productivity system introduces advantages for:

- Qualitative priorities in food production
- Alternative income sources for farmers
- Sustainability of agricultural lands

- Conservation of environment
- New employment opportunities

It is the new, integrated and territorial rural development concept that one of the main targets of the post-productivity system. In this framework, agri-tourism raised as a planning element in the less-advantageous rural regions such as:

- Marginal lands
- Peripheral, mountainous areas
- Presence of unemployment
- Presence of tourism opportunities; landscape, cultural heritage, specialized food production and traditional food production skills
- The rural areas, which are closer to urban areas because distance of the area to urban settlements is an important criteria for determining the type of agri-touristic enterprises.

2.5.5. Agri-tourism as an economic development instrument

It has developed as an economic opportunity for farmers for:

- New marketing opportunities
- Adding value to agricultural production
- Diversifying and bolstering income sources

Ilbery et. al. (1998) submits farm-based tourism as an alternative farm enterprise of multifunctional agriculture. They describe an alternative farm enterprise as ‘a new (innovative) on-farm enterprise that involves the conversion, diversification or extensification of the farm business’. Accordingly describe the economic dimension of farm-based tourism by *pluriactivity* and *diversification* of farm business development.

Ilbery et. al. (1998) described pluriactivity as ‘redeployment of farm resources into new non-agricultural products’. Diversification of farm enterprises is related to performance of the farm’s production, farm’s resources and the enthusiasm and skills of the farmers about innovation.

2.5.6. Socio-cultural dimension of agri-tourism

Social and cultural effects of tourism effect on the individual behaviors, family relations, life styles, customs and traditions of the community system and this socially. A transformation effected on one element cause another transformations on the other elements of the system in the course of time.

To achieve the main aim of a country that developing the natural and economic resources and evaluating them for the people benefits could be realize through the human resources that have the required capabilities.

Multi-dimensional feature of agri-tourism also presents transformation possibilities on the socio-cultural dimension of rural region people. The changing conditions have socio-cultural impacts on the communities not only on rural people but also on urban people. These impacts:

- Education activities that are the requirements of the agri-tourism development process, provide new skills and conception of the world to rural people
- Agri-tourism plays a connective role between rural and urban people. Through this way rural people should have opportunities for having closer relations with urban life and urban people should have deeper knowledge about the rural parts of the world. This should effect on developing the communication between urban and rural people.

- Agri-tourism should provide new employment opportunities especially for young generation; it plays an effective role for decreasing the migration numbers.

2.5.7. Educational dimension of agri-tourism

Agri-tourism is also an educational instrument for farmers and consumers. In the farmer side, partners of a project such as universities, institutes and experts and others organize education facilities for farmers to provide new skills on agricultural techniques, tourism administrations, tourism services, language skills. On the other side, educational programs prepared for tourists by these units or farmers develop the awareness and knowledge of people about nature.

Education acts as one of the sustainable way for the future of rural life. Especially in America, operating daily educational tours for the school groups are well-developed activities for improving the awareness of children about nature and rural life conditions.

Veeck et. al. (2006), defines agri-tourism as ‘Defining agricultural tourism is something akin to the blind men and elephant, but there is general agreement that agri-tourism incorporates visit the farms for the purpose of on-site retail purchases, enjoyment, and education (cooking classes, flower classes, farm history)’.

In their study, Sherer et. al.(2005) indicates Pomerania Region, one of the European regions famous with the agri-tourism activities as ‘one of the great potential incomes for farmers’ and they emphasize ‘the need for qualified services in the areas for education about the environment and nutrition, especially for children and young people who are increasingly unawareness of the environment and nature and lack knowledge about the origins and production of food in the region’.

2.5.8. Agri-tourism as a gender approach

Agri-tourism differs from other types of tourism with its family labored characteristic. There are studies for researching on the women's role on agri-touristic activities and a gender approach was developed according to the roles of women in agri-tourism enterprises.

According to the data of (DIE,2003); in 2003, the general ratio of participation to the labourforce is 48.3% in Turkey. And while 70.4% constitutes by the men, 26.6% of this ratio is the women laborforce. While women participation to the labourforce in urban areas has the ratio of 18.5%; in the rural areas ratio increases to 39%. Data demonstrates that in Turkey, the number women participating to the labourforce in rural areas is more than urban areas. However, this women are the workers of their family works with no income and assurance. However, in Turkey migration from rural areas to the urban areas generally causes not participating to the laborforce of migrating women in urban areas.

However, when the women-men work participation is evaluated according to the regional properties in Turkey, it is accepted that in the Anatolian regions, 50%-80% types of rural works are achieved by rural women (Arat,1986).

Agri-tourism is a new work area for farmhouseholds and it is seen that women are the main operator of the facilities because of their role in the family life. In fact, generally it tends to establish by rural women because of the dominant feature of agri-tourism that is adoptable for the rural women's life style.

Greece is one of the countries where the agri-touristic activities generally operating by women. At the international level, connections between women lead to agri-tourism development as a women activity, as in the Karaburun Women Agri-tourism Project example, which is the consequence of the relations between Turkish and Greece rural women.

Therefore, agri-tourism planning issue directly relates the women problematic of rural development issue. Development of the sector also includes the socially, culturally and economic development of the women.

2.6. Conclusion

In this chapter, agri-tourism is evaluated through its main characteristics, which are appropriate for three main characteristics (social, economic, environmental) of rural and sustainable tourism development issue. Also it is reviewed as being a planning element.

Whether it is a tourism or agriculture activity, there is an increasing tendency for developing agri-tourism sector parallel with increasing necessities of protecting the agricultural lands of the world and as well as being a nature-based recreational activity with its tourism benefits, it is also gaining more emphasize with its structure serving for agricultural production and its aspects promoting the rural products of a country.

Because of its multifunctional, cooperative development aspect, agri-tourism planning activities are in need for various relations of planning mechanisms that are examined in the second chapter.

CHAPTER 3

AGRI-TOURISM IN EUROPE: TWO CASES

3.1. Introduction

Not only in Europe, almost in all developed countries of the world, rural solutions are produced to solve the problems through the local potentials of the area or region. In the recent approaches of rural development issue, traditions and products are served as the consumption goods, therefore policies developed with the aim of making *rurality* not only more valuable but also sustainable tool for rural development in Europe.

In Europe with the aim of emphasizing the integrative role and socio-economic importance of tourism, the year 1990 has declared as *European Tourism Year* and at the late 1990s tourism policies gained the feature of being employment policies

As the consequence, Europe has noticed and accepted the supplementary role of rural tourism on decreasing the regional inequalities and increasing the employment. The development process of rural tourism in Europe developed in a parallel way to the development process of rural development approach.

3.2. An Overview for Rural Development Policies in Europe

Rural development approach was firstly mentioned in the Mansholt Plan in 1968 because of the raise in the inadequacies and inequalities in the EU's rural areas. Plan was presenting measures for the future of rural areas by the way of modernizing farm businesses, decreasing farm population and early retirement for farmers.

From 1968 to today's rural development approaches, approaches have been transformed and developed according to the sustainability concept in the world and these new type of rural development policies lead to various success stories of economic growth in various regions of Europe. Nowadays, it aims to integrate the social and economic conditions of rural and urban regions and improving national economic performance, while conserving the important aspects of the rural heritage and solving the problems in its own districts of the region by its various potentials for development not only in economic standards but also social and environmental ones.

In Europe, the period of between World War II and 1980s were the times for agricultural policies that had the base of 'cheap food' through the financial supports, which were improving by the governments. Their aims were satisfying the agricultural community financially and preventing the migration.

However, 1980s were the years of vital transformations in the world. International agreements on agricultural policies expose new requirements for the future of the Common Agricultural Policies (CAP). These years were the years of economic, social and environmental constraints with the inequalities among rural regions, existence of skills for competition in the countries, which the economies is based on agriculture and increase on migration, also with the enlargement process. Therefore, new approaches developed those aim to satisfy all the sectors, which effected by the conditions, and in particular provide supportive mechanisms for the disadvantaged regions to guarantee fair competition.

At the same time, it was the period that the international agricultural agreements caused decreasing of the agricultural subsidies. These international developments lead to implementing new financial support programs in the course of time through the reforming in CAP in EU.

The reforming process in CAP prepared the adaptable bases for rural development policies. Agricultural policies and rural development policies include the same

development area according to the EU approach. This development process has some important milestones for the development of the European Rural Development Program (ERDP) approach. It gives clarity to evaluate the ERDP according to the most important dates of the process. Process may be examined through five main stages:

1. 1968- Mansholt Plan
2. 1980-Southern Enlargement & Territorial Approach
3. 1987/1988-Reforms in Structural Funds / Future of Rural Areas
4. 1996-European Conference on Rural Development / Cork Declaration
5. 2000-Agenda 2000

3.2.1. 1968- Mansholt Plan

It was the plan that was prepared in the productivist term, which was evaluating the rural development issue through agricultural manner. The focus of the new regulations of the plan was about the farmers' skills and rural lands' development. The importance of the plan is being the first approach to rural problems in a modernized approach. Then, 1970s were the years that under the effects of the Mansholt Plan.

3.2.2. 1980- Southern Enlargement & Territorial Approach

The year 1980 is the main important milestone for today's ERDP. The main effect on the reform was the Southern Enlargement of EU because of the participation of Greece in 1981 and then Spain and Portugal in 1986. The enlargement lead to significant problems on CAP because of the economic structure of these countries depended on agriculture. National and regional inequalities and differences on the economic structure lead to a crisis in EU, therefore, these conditions caused to the new transformations in CAP, which should explain as Sectoral / Productivist

Approach to Territorial & Integrated Approach. So, as a consequence, 1980 may be evaluated the year of determining the basic feature of the today's ERDP.

3.2.3. 1987-1988 Period of Reforms in Structural Funds

In 1987, five main objectives for the dissociation of the structural funds were determined to improve the effectiveness of structural funds. Structural funds are summarized to make understand the diversification in financial support mechanisms, which are working for different problems taking place in disadvantaged rural regions.

Objective 1 Regions are the most important ones with the aim to promote development and adjustment of regions, which are lagging behind economically.

Objective 2 Regions include areas undergoing industrial conversion, whose percentage share of industrial employment and average rate of unemployment both exceed the EU average. *Objective 3 Regions* are the regions that have long-term unemployment problems. *Objective 4 Regions* deals with vocational training for young people. *Objective 5a and 5b Regions* are the regions, which need economic diversification and which are dependent on extremely vulnerable agricultural activities.

In 1988, the structural funds reformed and expanded to provide a greater share of the funds for the less developed regions with the aim of achieving economic and social cohesion between different Member States. 1988 was the year of The Future of Rural Society because of the reforming in CAP and the considerations of the requirement for a European policy about rural development issue.

1. European Regional Development Funds (ERDF): Finance major infrastructure projects such as roads and ports.
2. European Social Funds (ESF): This fund is set up to reduce differences in prosperity and living standards across EU Member States and regions, and

therefore promoting economic and social cohesion.
(http://ec.europa.eu/employment_social/esf/discover/esf_en.htm)

3. European Agricultural Guidance And Guarantee Fund (EAGGF): Designed to help the agricultural and farming sector :It has two sections that includes guarantee and guidance sections. Fund supports and finances the Objective 1, the less developed areas, Objective 5a, agriculture and forestry and objective 5b-economic diversity opportunities.

3.2.4. 1991- LEADER Initiative (Links Between Actions for the Development of Rural Economy Initiative)

This initiative can be evaluated as the most important step for the European rural development program, with its aim of providing support for bottom to up projects in the depressed rural regions. Meanwhile, LEADER Initiative developed in three periods that are the LEADER I Period between 1991-1994, the LEADER II Period between 1994-1999, and the third period starting with Agenda 2000, which is named LEADER+ Initiative.

‘LEADER I marked the start of a new approach to rural development policy which is territorially based, integrated and participative and LEADER II saw LEADER I approach put to more wide-spread use, with emphasis on the innovative aspect of projects (http://ec.europa.eu/agriculture/rur/leaderplus/intro_en.htm).

LEADER Program supports rural communities to improve the quality of their lives and economic prosperity in their local areas. It is a public-private partnership organization and local action groups (LAG) should implement the local programs by the funds provided by Guidance Section Program has 4 main principles:

1. Bottom to up and integrated rural development programs
2. A territorial approach

3. Program finances by the European Commission (EC) and member states

3.2.5. The period of 1990-1997

MacSharry Reforms should be accepted as most effective formation of this period and through these new regulations. After these reforms EU gave priority to land use and equality issues of development in the rural regions and obligation for the member states for environment protection and forestry.

3.2.6. 1996- Cork Conference

European Conference on Rural Development in Cork, Ireland, raising the public awareness about rural development and making rural areas more attractive to live and to work in and promoting rural development in an international context were the emphasizing points of the conference. At the end of the conference, commission was published a declaration with ten points that calls for integrated approach, sustainability, subsidiary, management, coordinating the rural development programs and diversification.

European Conference on Rural Development held in Cork, has considered that agricultural development, economic diversification, natural resources management, culture tourism, recreational activities promotion shall be all in rural development future politics. It followed a rural development politics inspired to sustainability principles whose aim is preserve rural landscape quality and create necessary conditions to avoid rural exodus, valorizing environmental resources and diversifying economic activities (Ivona, 2003).

3.2.7. 1999- Agenda 2000

These policies under Agenda 2000 reflect the multifunctional character of the EU rural development approach. Under Agenda 2000, new reforms on agricultural and structural policies developed and a set of measures presented for rural areas. By this way, EU enlarged the intervention areas and types of interventions by the new programs.

European rural development approach is territorial and integrated. (Knickel and Renting, 2000) categorizes rural development through two approaches in **Table 3**.

Table 3 exposes the vitality of the two elements, the cultural landscape and regional identity, for agri-tourism development. In the countries that developed agri-tourism sector in a sustainable manner, it seen that a good-working agri-tourism plan brings up the agricultural development. It leads protecting the agricultural lands from the usage with different purposes.

It may be said that, cultural landscapes and regional identity are the two cores of the European rural development approach related to rural tourism development. By this approach the region itself is the tourism product with its identity and regional image. Therefore rural tourism is a regional marketing strategy that supported by EU to develop in such a manner.

‘The national or regional rural development plans submitted by each country in accordance with the **Rural Development Regulation 1257/99**. This regulation that was approved in 2000, has the purpose of leading the countries to implement measures of improvements to farm structures, agri-environmental measures and also presents measures for encouraging the development of rural activities.

Figure 3 exposes the rural development issue according to its three elements, which are in relation in the life cycle and demonstrates the multi-functional characteristic of rural economy. Agri-tourism is given as one of the non-agricultural products that are produced by agriculture producers, distinct from the other tourism activities that take place in rural areas.

Table 3: Two examples of key interfaces in rural development

Rural Development Elements	Environment	Agriculture	Rural Development
1. Cultural landscapes and regional identity	Maintenance of natural resources and the diversity of cultural landscapes	Marketing of agricultural products with a regional image; Processing and marketing at regional level	Regional marketing; short food chains from producer to consumer; High quality food products; Development of rural ('green') tourism
2. Bio-energy production	Reduction of air pollution in conjunction with the production of energy crops; Increasing crop diversity	Diversification of agricultural production into non-food crops; Product innovations; New secondary products and farm-based processing technologies	Development and diversification of non-agricultural sectors; Spin-off (multiplier) effects in rural business; 'Seedbed capacity' of farming for new economic activities

Source: Knickel and Renting, (2000)

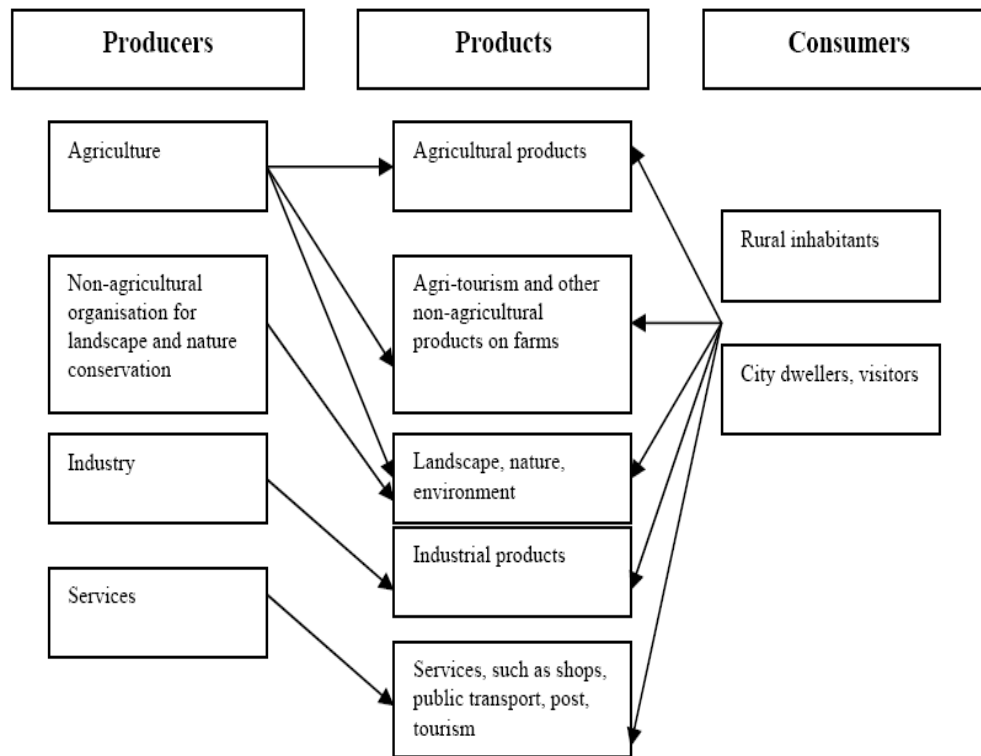


Figure 3: Figure exposes the three dimension of rural development issue.

Source: Scheme is taken from Veer and Tuunteer, (2005)

3.3. Rural Tourism in Europe

In Europe, agri-tourism is encouraged and managed through two legislative-regulative mechanisms of regional development plans and rural development plans of the countries. There is not a specific legislation or regulation about rural tourism in the legislation of EU. Each country determines its own policies according to the principles of its own development policies, therefore ‘rural tourism appears to be a heterogeneous activity across the EU countries’ (Dettori et.al, 2004).

‘Tourism plays an important role in the development of the vast majority of European regions. Infrastructure created for tourism purposes contributes to local

development, and jobs are created or maintained even in areas in industrial or rural decline, or undergoing urban regeneration' (EC, 2006).

The recognition of the main linkages those are economic, social and environmental between tourism and sustainable development, 'has been achieved in 1997 by the European Conference in Luxembourg where tourism was identified as the key to activating growth processes in rural functionality of several economic and non-economic sectors' (Dettori et. al., 2004)

At the European level several international institutions and associations act for promoting and assisting the rural tourism activities. European Centre for Ecological and Environmental Tourism (ECEAT) is one of those organizations, which 'is a network of over 1300 small-scale accommodations and tourist services all over Europe, offering sustainable quality of tourist services and approves their contribution to local communities and protection of the environment' (www.eceat.org).

In the WTO Seminar, '*Rural Tourism in Europe: Experiences and Perspectives*' in 2002, consensus of the countries is grouped in the six approaches:

- Economics
- Protection on the environment
- Legal Framework
- Quality of life
- Preservation of culture
- Transition to the market economy

As the consequence of the seminar, required and useful strategies that were suggested by the countries are grouped in four categorizes:

- Organizations and Co-operation for ensuring the establishment and management of a successful rural tourism
- Linkages and Networks is useful between rural tourism products providers
- Zonal approach that as a strategy which takes account of the natural and cultural assets of a particular destination (Such as Area A- Farm tourism, Area B- Mountain Activities; Area C- Vineyard Trails of a rural tourism development region)
- Clusters for achieving viability in rural tourism are likely to be greater by 'clustering' rural tourism enterprises (Data is adopted from: http://www.unwto.org/regional/europe/PDF/rural_en.pdf)

EU did not identify any specific policy for rural tourism development. Rural tourism develops under the regional development policies that are developed at the regional level through the EU criteria, because EU supports bottom- to-up approaches.

At this point discussion is formed as, how do the countries develop their policies, what are the vital indicators of the agri-tourism development process and how do the countries make organized their administrations for developing rural tourism at the regional and local level, how can the governments determine the lands for rural/agri-tourism development through the zoning approach.

Another discussion is whether agri-tourism is only a tourism activity, in other words, it is only for the economic growth of the weak regions and is agri-tourism should be panacea for a region as marketing the region as the tourism product.

3.4. Agri-tourism in Poland and Italy

3.4.1. An Overview to Rural Tourism sector in Poland

Poland is one of the EU members since 1 May 2004 and it includes the 8,4% of total population of EU with 38.2 millions of population. Poland, the ninth larger country of EU with 312700 square kilometers, with 16 provinces (voivodships), 314 counties (poviats) and 2478 communes (gminas) is an underdeveloped country with a dominant agriculture sector in the whole economy and approximately, 93% of the total territory of Poland is rural (Data is taken from the web site of Polish Ministry of Agriculture).

Veer and Tuunter, (2005) categorizes the current conditions of the Poland's country-side in seven groups:

- Little vitality and development
- High levels of recorded and concealed unemployment
- Low income because of the decreasing profitability of agricultural production
- High level of dependence on social support from the government
- Negative migration (younger people, in particular, moving to cities).
- Low training levels and lack of entrepreneurial capacity
- Underdeveloped technical and social infrastructure

In Poland, agri-tourism facilities had started to take place as a rural tourism development element in 1990s under the policies of rural tourism development and rural tourism has been an element of the rural development program of the Polish government and the national policy “support rural families adjusting to change resulting from economic restructuring” (ruraltourisminternational.org).

The opinion of benefiting from rural tourism/ agri-tourism should developed because of the conditions that do not allow competition economically in the new market economy after the participation to EU.

1990s were the years of adopting the EU market economy criteria and Poland was a weak country with its economy that is dependent on its traditionally agriculture sector after falling down the socialist regime. EU supported Poland not only by financial resources also lead the process of transformation on rural tourism sector to develop as an alternative solution way for the rural families.

In Poland rural tourism organizations are supported by “two funding organizations supporting the rural development: The Agency for Restructuring and Modernization of Agriculture and the Foundation of Assistance - Programs for Agriculture (ruraltourisminternational.org).

In Poland, agri-tourism and rural tourism are implemented in the mountainous areas, at the coastal areas and in the vicinity of lakes, rivers and forests. Malopolskie Region with 3433, Warminsko-mazurskie Region with 2500 and Pomorskie Regions with 2392 agri-tourism and rural tourism facilities are the three leaders of the country.

The Ministry of Agriculture and Rural Development of Poland estimated that “The total number of agri-tourism farms (farm-stays), rural tourism (rural home-stays), and eco-tourism accommodation in 2002 as 13154 units, comprising 137164 beds which accommodated 960132 visitors” (Hegarty and Przezborska, 2005). Researches, which are done in the rural tourism leader region Wielkopolska, expose the motivations of the farmers that direct them to initiate tourism facilities in their farm.

In Poland, ‘agriculture has adapted relatively quickly to the transition. Instead of a closed socialist system, there is now a wider global context with domestic farmers

and food processors struggling to control the agro-food complex and assert their own interest' (Turnock, 1999).

Turnock, (1999) explains the increase on private farming and the process of privatization of agricultural lands after the communist system in his study. According to the information that he has given, 'some people want to use rural land for non-agricultural purposes as part of a suburbanizing trend towards gardening and hobby farming by the owners of weekend cottages and by younger people from the towns who seek an escape from unemployment in small scale farming'.

Table 4: Comparison of entrepreneurial motivations in Ireland and Poland

Entrepreneurial Motivations of Wielkopolska Region	Percentage of Total Number of Rural/Agri-tourism Enterprises
Financial	95,6
New opportunity/experience/ people/ business	74,9
Decreased revenue from traditional livelihood	17,5
Lifestyle choice/ decision /control density	12,6
Employment opportunity	4,4
Market opportunity (assist farming sales)	0,6
Other reasons (for example, type of market opportunity)	9,8

Source: Adopted from Hegarty & Przezborska, (2005)

Table 4 demonstrates the comparison of entrepreneurial motivations of rural tourism enterprises in Poland and Ireland.. In the adoption process of Poland to market economy, Polish National Tourist Organization, an institute of the Sport of

Tourism Administration, and experts from EU member states analyzed the tourism potential of Poland and identified five alternative types of tourism products for Poland:

- City and cultural tourism
- Active tourism
- Rural tourism and agri-tourism
- Transit tourism
- Border-zone weekend tourism (Hegarty and Przezborska, 2005)

Augustyn (1998) presents a critical approach to the sustainable tourism development model that contains rural tourism adopted from foreign examples and implemented in Poland. Article particularly emphasizes the lack of the researches that are vital for the development process of a sustainable tourism model in Polish areas/regions that were regarded as tourism areas through the decision of national government that does not include the local participation to the decision-making process.

In fact, although EU interventions for developing rural tourism in Poland, at the side of the Polish experience, rural tourism pilot project areas were determined by the dominance of the government's decisions. Pilot projects do not reflect the local communities thoughts about their considerations on their region, therefore rural tourism was developed as an intervention of the state in Polish rural areas.

Augustyn (1998) also evaluates the sustainable tourism development issue according to the Inskeep's sustainable tourism approach and exposes the positive and negative characteristics of Polish rural tourism strategies.

The positive and negative characteristics of Polish rural strategies are listed on the **Table 5**. Given data is important to understand the basic necessities of a well-

planned rural tourism model. It is clearly seen that, Poland directed to benefit from tourism sector's advantages in a short process.

Table 5: Positive and negative characteristics of Polish Rural Tourism Strategies

Positive Characteristics of Polish Rural Tourism Strategies	Negative Characteristics of Polish Tourism Strategies
<ol style="list-style-type: none"> 1. The involvement of, and collaboration with, national institutions responsible for environmental protection in the process of formulating the strategy 2. The identification of tourism activities within rural areas that preserve their environmental and cultural heritage 3. Support for lower levels of government to develop their own development strategies consistent with the national strategy 4. The inclusion of tourism in land use planning 5. The development of public consultation techniques in order to involve various stakeholders in making decisions related to rural tourism development 	<ol style="list-style-type: none"> 1. Lack of research into the environmental, cultural and economic effects of rural tourism development prior to the choice of areas where rural tourism is to be developed 2. Lack of development of models for appropriate levels of tourism development in rural areas (e.g. carrying capacities) and sustainable economic indicators (e.g. 'sustainable income') 3. Lack of standards and regulations for environmental and cultural impact assessment, monitoring and auditing of existing and proposed tourism development projects 4. Lack of environmental accounting systems for rural tourism 5. Lack of involvement of local communities and all providers of tourism services in making decisions related to rural tourism development 6. Lack of representatives of indigenous populations on rural tourism advisory boards 7. Lack of educational and awareness programs which would sensitize people to the issues of sustainable rural tourism development (the emphasis is placed on the economic effects of rural tourism development)

Source: Adopted from Augustyn, (1998)

Ireland model was implemented in Poland through the experience of increasing rural tourism sector in Ireland with the financial support of EU, but because of several differences between the two countries, Polish rural tourism sector reflects some negative characteristics more than positive characteristics of rural tourism strategies.

In Poland, rural tourism development process is managing by only one legislative regulation of Polish State Sport and Tourism Administration (UKFIT) with weak relations among the other administrative units and sectors. Rural tourism generally does not have an agricultural characteristic; it generally aims to submit employment facilities mainly such as rural accommodation in the rural areas because women and young people having tendency for migration to urban areas. 'Based upon the objectives of the overall strategy for the Polish tourism product development, five-year strategic plans for rural tourism development and its promotion were formulated' (Augustyn, 1998).

(Hegarty & Przezborska, 2005), identifies three types of entrepreneurship according to the tourism dependency for Polish farms:

- *Directly related to tourism activity:* In these type of tourism activities, enterprises get their main source of money from tourism sector
- *Indirectly related to tourism activity:* It is the typical small-scale family business specifically connected to farms in Poland that earning additionally income from tourism
- *Indirectly related to tourism activity and non-integrated to tourism development:* These are micro-scale enterprises deriving tourism income through various activities.

These are known as the main implementation forms of rural/agri tourism in the world. The main questions of which one is necessary for what type of regions

with the rationalization of the reasons are the directories of the development of a well-developed rural tourism-planning model.

3.4.2. Agri-tourism Development in Lublin Region

Lublin Region is one of the eastern Poland regions with the agricultural structure. 57% of the total lands of Lublin Region are agricultural, 23% is forests and 20% is other land.

Although the main sector is agriculture in the region, agriculture is attempted to develop hardly. According to the Ministry of Agriculture and Rural Development, there are about 246.000 small farms with the average land area of 6.9ha per farm and sector is in the tendency of development with the encouragements of EU financial support programs.

Map shows the distribution of the sectors that are tourism, internet technologies, mechanical engineering, agro-business and environmental technologies. 'According to the Main Statistical Office, 278.600 people are working in the agriculture sector at the end of the 2004' (Sector profile report of INTERREG IIC Project). The report also exposes the strengths, weakness, opportunities and threats of the region through a SWOT analyses study in **Table 6**.

In Lublin Region, there are 11 associations and 300 agri-tourism farms offer 2500 beds for tourists per year (Szymoniuk, 2003). As it is said above, in Poland Rural Tourism has a women initiative characterization and in Lublin Region about 75% of the agri-tourism farms are owned or managed by rural women.



Map 1: Map of the Lublin- Lubelska Region

Source: Map is taken from Sector Profile Report of INTERREG IIIC Project.

It may be say that, in the Lublin region, local administrations and local people are still not well-developed through the effects of the governance system that dominates the national government through the traditional features coming from the communist system. However, local people are learning and become familiar with the opportunities of the new European system and the developing awareness help to improving the regional administrative mechanisms.

Table 6: SWOT Analyses for Lublin Region

STRENGTHS	WEAKNESS
<ul style="list-style-type: none">• Extremely favorable conditions for agricultural production in the region• Dominant position in agricultural production of many goods in Poland• Relatively strong support from sector institutions and organization• Well developed sphere of agricultural sciences in the region	<ul style="list-style-type: none">• High fragmentation of agriculture• Low qualifications of farmers• High level of employment in agricultural sector• Low agricultural productivity• Insufficient support from food industry• Rural mentality - reluctance towards change and modernization
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Good assessment of Polish food products in EU states• Increase in extra-regional export and in export to international markets• Expected considerable funds transfers (direct subsidies and resources for investments)• Rise in income for people employed in this sector	<ul style="list-style-type: none">• Competitive products from other EU markets• Migration from rural areas• Necessity to adjust agricultural production to EU and international standards

Source: Sector Profiles Report INTERREG IIIC Project

As in all regions of Poland, agri-tourism clusters constitute the core of the agri-tourism development in the local level and the agri-tourism clusters constitute the local associations representing their benefits and rights at the regional and national level. By the way of clustering, the farmers offering agri-tourism services aim to cooperate for their benefits on the various issues although they are the competitors of an increasing sector. The farmers empower their relations not only in their own clustering units, but also with the neighboring clusters, institutions, and the Regional Center for Agricultural Consultancy.

Szymoniuk, (2003), categorizes the objectives of the clusters which justify the need to integrate, such as:

- Joint marketing projects

- Supervision of the quality of the services
- Lobbying
- Applications for subsidies

At the regional level there is no regulation or regional law regulating the agri-tourism services. Regional Center for Agricultural Consultancy is an information center for providing knowledge to farmers about the national regulations or several agricultural skills.

Examining the formation of agri-tourism development process, dominance of the national governmental role is seen clearly. The organizational and functional relations are presented in the **Figure 4**.

3.4.3. The Planning Mechanisms of The Rural Tourism Development Process in Lublin Region

At the regional level, Regional Chamber of Tourism and Consortium of the Tourist Organization are the responsible institutions for the development of tourism in the Region.

However, in Poland all types of tourism is planning and managing by the national administration, therefore the role of the regional institutions are not regulative; they provide the information for local people that they need.

The relationships between the administrative units and planning mechanisms submitted in the **Figure 4**, descriptive way is utilized to explain the relations in a simpler manner. By this reason, through grouping the relations drawn in the **Figure 4**, four main mechanisms are described as:

- a) **Legislative-Regulative Support Mechanism:** UKFIT's laws and EU PHARE Program act as the legislative support mechanism. EU PHARE program is a financial and informational support program for the candidate members for EU.
- b) **Financial Support Mechanism:** In the Lublin example EU is the only financial supporter mechanism of the development projects, which are developed by the Poland's national government.
- c) **Monitoring Mechanism:** National administrative units implement the monitoring mechanism in addition to the legislative-regulative support role.
- d) **Action Mechanism:** Agri-tourism clusters acts as the action mechanism by the supports of the mechanism listed above.
- e) **Human Resources Mechanism:** The general status of the region members.

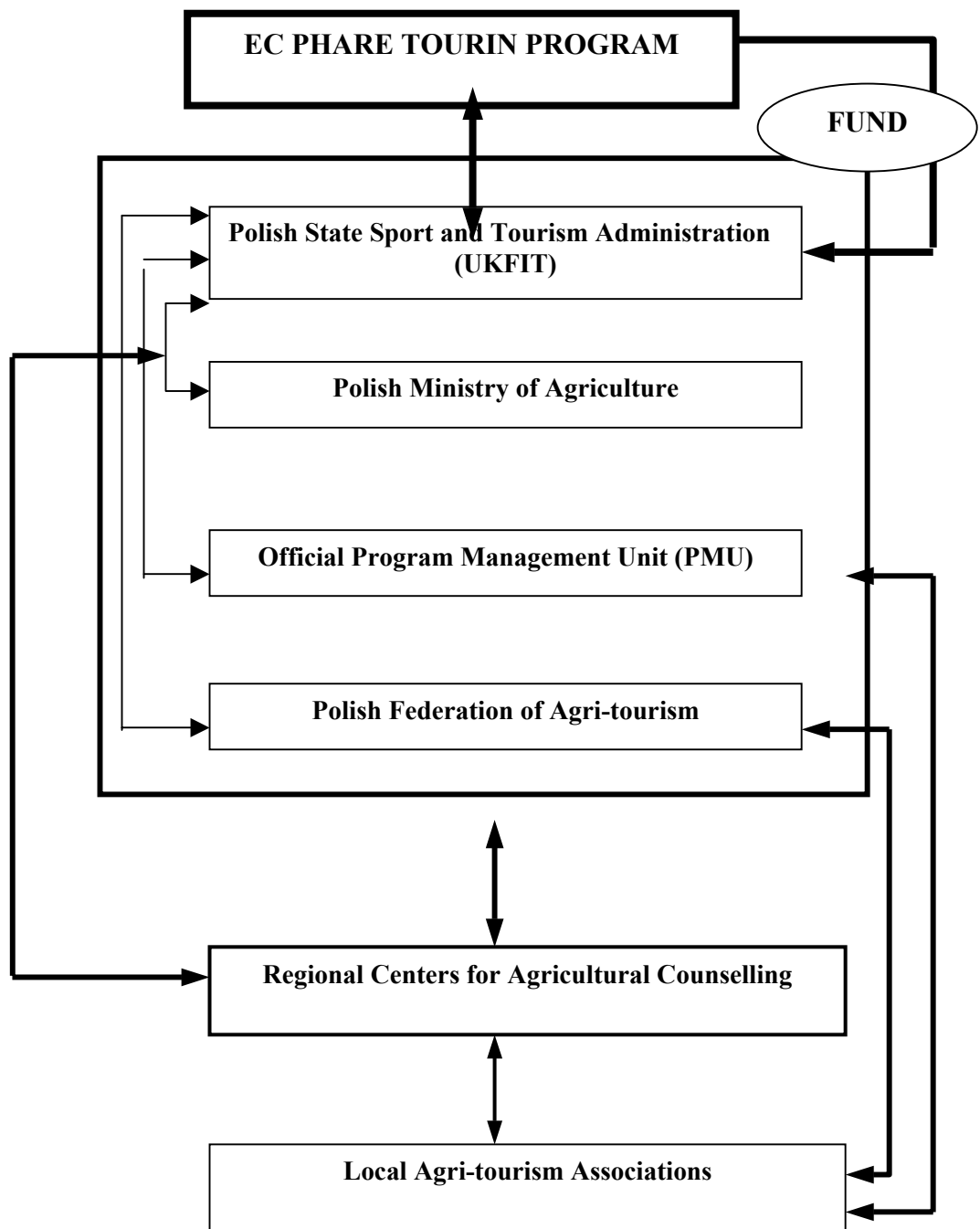


Figure 4: Figure of Agri-tourism Development Processes in Lublin Region

3.5. Agri-tourism in Italy

3.5.1. An Overview for Agri-tourism Sector in Italy

Italy is known as one of the countries, which have strong agricultural economy in the world. Also, agri-tourism is the fastest growing form of tourism in Italy (Veer and Tuunteer, 2005).

Italy is one of the oldest members of EU and the reformed CAP, meanwhile helped to empower the Italian agriculture and food sector. But while agriculture sector developed, at same time unfair conditions for some regions or part of the regions with the various disadvantaged conditions of the area.

Agri-tourism was thought to benefit in these types of areas by the decisions of national and regional administrations and EU financial supports. Essentially, in the Italian rural regions have tourism demand every time with the general emphasize on every dimension of Italian culture.

The first and main knowledge about Italian agri-tourism model is its agricultural based dimension. In other words, in Italy agri-tourism is not a tourism activity according to the national law, but an agricultural event because it is aimed to protect the agricultural lands.

In Italy, national government acts as one of the three legislative mechanisms with the national law for agri-tourism in Italy. Italian National Framework Law n 730 of 5 December 1985 defines the agri-tourism activity as a complementary element to agriculture sector. The law was updated and developed as Law No 96 of 20 February 2006

Another important point of tourism in Italian rural areas is diversification of the tourism types in the rural areas. National and regional policy makers identify

many of tourism types for presenting the Italian rural regions with regional tourism images.

According to the 2005's numbers, "the number of farms offering some kind of tourist services has doubled to 12.500 units in 2003 with a turnover of 750 million euros. 10.000 units accommodation, 7.500 units of restaurants, 930 units of camping facilities and 1.520 units of horse riding" (OECD, 2005b).

Today, Italy is known with wine, oil, traditional foods and life styles. For achieving the regional development, structural funds utilized to improve awareness of local people, environmental and cultural values. Tuscany Region has the biggest economy and service on agri-tourism. Region is known in the world by its wines and wine-path tourism.

3.5.2. Agri-tourism Development in the Tuscany Region

In the Tuscany Region, four mechanisms of the development process works according to the Tuscany's regional rural development.

Tuscany Region attracts tourists by its historical, cultural and environmental properties for the very long times. Regional administrators preferred to develop agri-tourism in the region, although the presence of touristic demand. Because of the exceeding demand the carrying capacity of the region and deteriorating the tourism product. Tuscany case is important because of this reason to expose the establishment the sustainable tourism in a high density of tourism center.

"Tuscany is situated in Central Italy and has a population of three and half million people and a geographical extension of about 23 thousand square kilometer, with a density of about 155 inhabitants per square kilometer" (OECD, 2005b).

Tuscany divided into seven territorial systems with 287 municipalities, 10 provinces and 20 mountain communities as (EC, 2006):

1. Open urban systems-cities that are the strong knots of the interregional network (for example, Florence, Siena, Lucca)
2. Regional urban systems- cities providing the region with services (Pisa, Livorno)
3. Open industrial systems-export oriented industrial districts (Prato, Arezzo, Pistoia)
4. Tourist-industrial systems- based on both activities with less industry (Prato, Arezzo, Pistoia)
5. Open tourist systems- areas with strong international presence (Viareggio, Forte dei Marmi, Elba Island)
6. Tourist-rural systems- rural areas with diffusion of second houses (Maremma, Siena)
7. Marginal systems- mountain areas

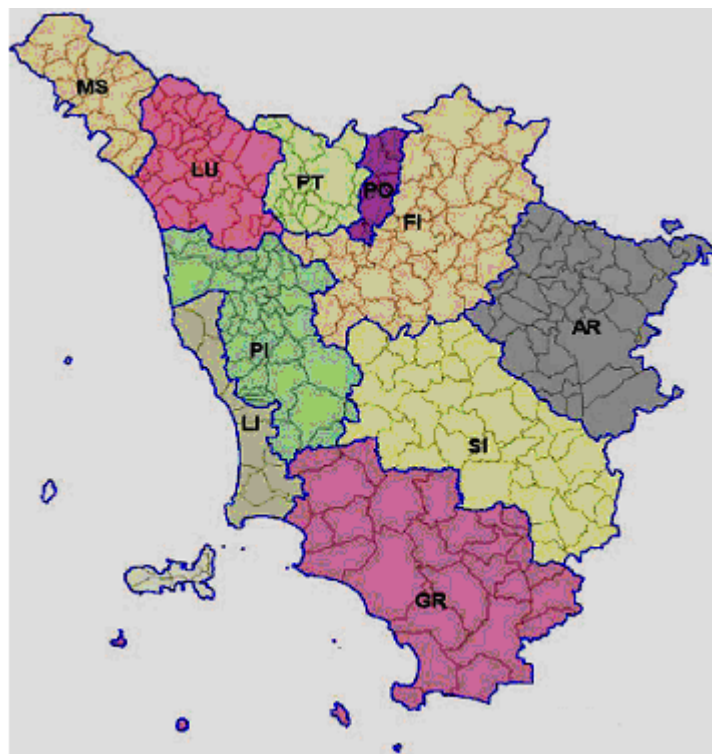
Table 7: Table presents Tuscany in numbers

TUSCANY	NUMBER
Population (inhabitants)	3.565.00
Provinces	10
Mountain Communities	20
Communes	287

Source: Comparative Case Study, IT

In Tuscany, agri-tourism activities are planned, managed and financed under the encouragement of the European Rural Development Policies. Agri-tourism sector is developed under the Local action program –LEADER- according to the incitements of the local participation and local responsibilities those also lead to increase in the effects of farm level in the process.

Agri-tourism is developed in the region as complementary element for the income. Agricultural product diversification, adding value to the products and direct marketing constitutes the cores of agri-tourism in Tuscany and the regional law introduces the notion as an opportunity and a challenge for rural areas(Sonnino, 2004).



Map 2: Tuscany Map

Source: (OECD, 2005b)

‘The link between agri-tourism and sustainable rural development has recently been made more explicit in the political discourse of Tuscany’ (Sonnino, 2004). Rural Development Plan ‘designed to achieve *external coherence* with the principles of sustainable development’ (Sonnino, 2004). And ‘agritourism is listed, along with the evolution of typical products and the development of

organic agriculture, among strategies that have halted the rural exodus and revitalized rural areas' (Sonnino, 2004).

Under the lights of this information, it is seen that the planning process mechanisms work good as a coordination success of the national, regional and local units. Good-working coordination among the different levels; is represented in the **Figure 5**. Scheme in particularly, underlines in the Tuscany model the collaboration of EU and the regional government. Also establishment of LAG (Local Action Groups) make understand the roles of local people in a bottom-up approach of sustainable development process.

As it is seen in the **Figure 5**, regional administration has relations within all the levels of Tuscan's agri-tourism development process. **Figure 5** also makes understand the importance of a bottom-up approaches in the development of private sector through the relations for benefits of each groups. Therefore, as a general understanding, sustainable tourism development needs the coordination of common benefits of different groups, in other words it encourages a co-operative manner for the competitive groups because of their common benefits.

In Tuscan model, there are three political support mechanisms: EU-LEADER Program, Italian National Law, Framework Law n 730 of 5 December 1985, as the first one, The Agriculture Sector Orientation and Modernization Law of 15 June 2001 and Regional Laws, Regional Law 5/95, Regional Law 53/ 1997, Regional Law 41/1998, Regional Law 01/2005.

The financial support mechanisms of the process are EU LEADER program. Program provides the financial resource to local projects and directs the regional administration for distribution of the financial resources. Also the National Law n 423 of 30 December 1991 regulates the fiscal regime for the farms serving agri-touristic services through not to reducing but simplification of the taxes. As it is explained before, legislative-regulative mechanism acts at the regional level in all

of the regions in Italy. Regional Rural Development Plan of Tuscany Region identifies the roles of each unit and determines the regulations and rules by the participation of local associations.

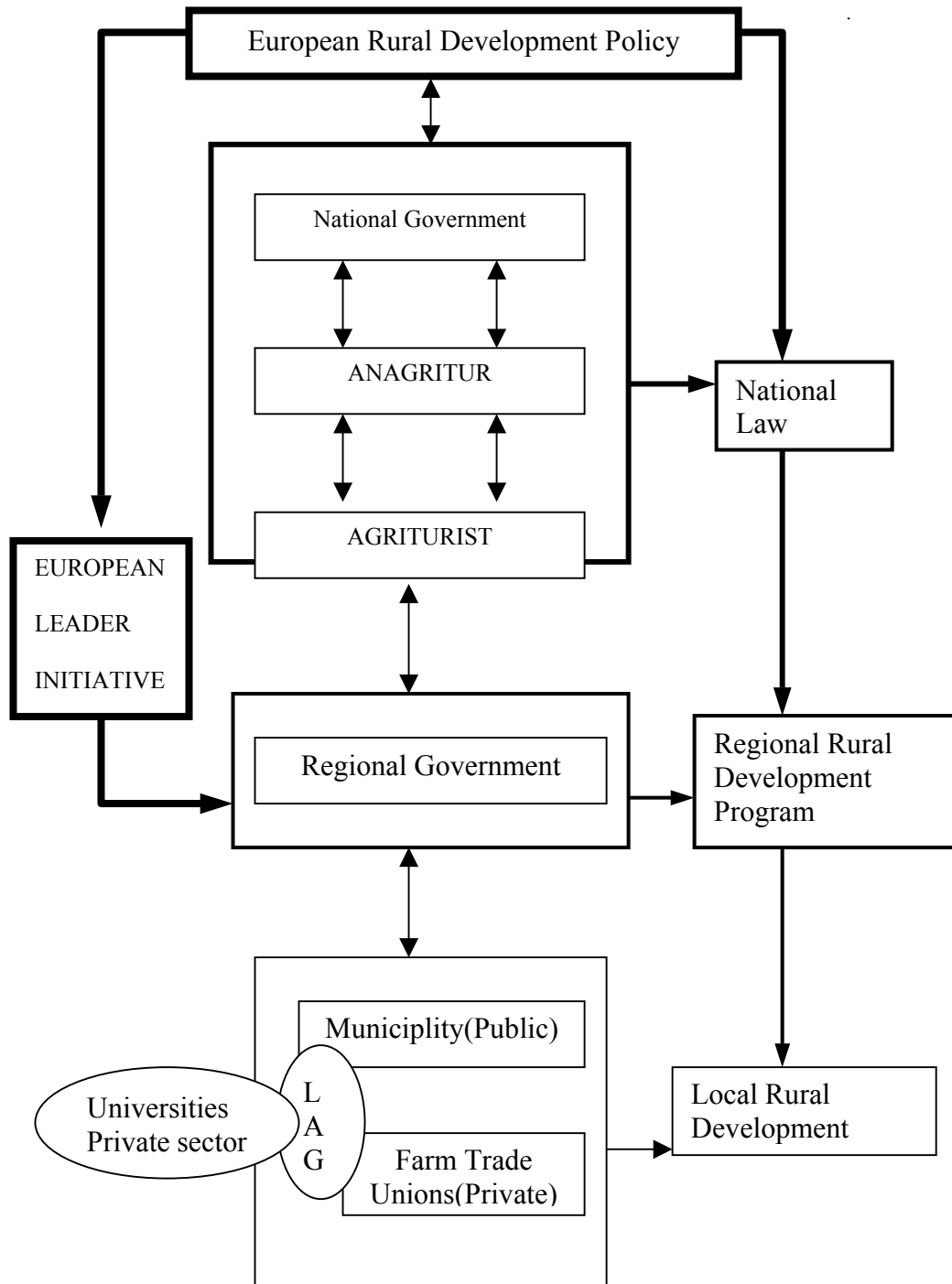


Figure 5: Sheme of Agri-tourism Development Processes in Tuscany Region

Action mechanism takes place in the local level by local action groups that are constituted of municipalities and farm trade units, with the participation of private sector and education units.

3.6. Conclusion

The types of developmental structure for rural/agri-tourism are examined under the two comparative examples above. Data obtaining as the consequence of the comparison is listed in **Table 8**.

According to the data that is given in **Table 8**, the most effective criteria for agri-tourism development should be listed as:

- Bottom-up approach that allows the participation of the local people to the process
- Linking with agriculture sector provides sustainability of agricultural lands and agricultural production
- Advertisement of the sector as a regional/local image
- Specific legislations and regulations for the sector
- Small size of farms are more appropriate for agri-tourism development
- Tourism conscious and culture of the local people effects on the sector positively

Table 8: Differences and similarities between Lublin and Tuscany Regions

CRITERIA/ DIFFERENCES	POLAND -Lublin Region	ITALY-Tuscany Region
Bottom-up approach	Weak	Strong
Linking tourism with agriculture	Weak	Strong
Regional Image	Weak	Strong
Diversification in tourism product	Low	High
Share of agricultural tourism in overall tourism sector	Very low	Moderate/increasing
Legislative-Regulative Mechanism	Specialized for tourism sector	Specialized for agriculture sector
Financing mechanism	EU-PHARE Program+ National Government	EU- LEADER program + National Government
Monitoring Mechanism	Central Monitoring	Local Monitoring
Action Mechanism	Weak	Strong
Human Resources Mechanism	Weak	Strong
CRITERIA/ SIMILARITIES	POLAND –Lublin Region	ITALY-Tuscany Region
Size of agri-tourism farms	Small	Small
Tradition of rural tourism	Long	Long

Agri-tourism planning process should be analyzed in five steps. Table 9 exposes the development steps and the related management process of agri-tourism planning.

Table 9: Agri-tourism development and management process

STEPS	PROCESS
1. Identifying the objectives	<ul style="list-style-type: none"> • Identifying the objectives • Comparing the objectives • Integration of the objectives with the more
2. Researches	<ul style="list-style-type: none"> • Quantitative data • Qualitative data • Social, economic, political and environmental factors
3. Analyses and Synthesis	<ul style="list-style-type: none"> • Evaluating the data • Reflection to future of the necessities and capacities
4. Suggestions	<ul style="list-style-type: none"> • Preparation of alternative plans • Deciding upon the most appropriate policies
5. Implication and Management	<ul style="list-style-type: none"> • Implication • Monitoring • Evaluating process

Source: Table that is adopted from Shapley and Sharpley, (1997) is taken from Gündüz, (2004)

Agri-tourism development process is examined according to two comparative examples in this chapter. Examples show the required mechanisms and their relationship to make understand the sector's development process. Examining the process through two different examples with the different aims and types of governance show there are same mechanisms but the relations among these mechanisms should be different in the agri-tourism development process. These processes are:

a) Legislative-Regulative Support Mechanism

Among the five mechanisms of agri-tourism planning, legislative and regulative mechanism may be evaluated as the primary one because of its directory role on defining the action, determining the activity area, determining the legislative rights, status and the responsibilities of the people in relation with the law, encouragement of the society for the entrepreneurship and gaining the control on the action. Laws on agri-tourism must serve equivalent opportunities and prevent the unfair competitiveness for the benefit groups.

The primary role of the administrative unit is preparing the legislative dimension to draw the general framework of the action by the laws. The laws are also the legislative instruments that present:

- Definition of the agri-tourism action is given and the aim and limitations of the action is determined clearly
- The legal rights and responsibilities of the entrepreneurs. These laws are also necessary for the human rights for preventing the unfair competition
- The necessary mechanisms and their relationships effected on the planning process

As the secondary study, planning institute's legislative and/or regulative mechanism ascertains the agri-tourism development areas and regions through the analyses and identifies the characteristics of the agri-tourism activities and facilities.

b) Financial Support Mechanism

This mechanism is the mechanism that constitute of internal and external financial resources that provide the financial requirements of the implementing process. Determining the needed financial amounts and sharing of the funds fairly is

crucial and must be regulated in the planning studies. Nowadays there are various institutions providing funds for the development projects in the world. Especially the underdeveloped countries need to benefit from these funds. However, appropriate institutionalization is required for these kinds of financial supports and it is the role of central administrations. Also, the local and national sponsors should be effective on the agri-tourism development.

c) Monitoring Mechanism

The overall aim of the monitoring mechanism, that may be identified national, regional and local level, is controlling the established agri-tourism system whether the implementations are appropriate for the rules. Quality management is all about regular monitoring and evaluation of impacts on the visitor, enterprises, the environment and the local community (EC, 2002) According to the Williams et. al., (2001) monitoring mechanism procedures and measures provide:

- Encouragement of the development of quality accommodation and catering facilities
- Encouragement of the implementation of the regulations and the rules
- Encouragement of preventing the unfair competition.

d) Action Mechanism

Implementing an agri-tourism development plan is dependent on the existence of the determination of the necessities for the action and the required roles. The actors acting on the implementation process, such as NGOs, municipalities, universities, farmer unions and local people, constitute the action mechanism.

Action mechanism includes the activities such as innovation on infrastructure, education, and restoration of the accommodation units, advertisement of the project. This mechanism may work in various forms according to the undertaking responsibility of the process and the democracy culture of the societies.

An advertisement facility of the project takes place in this mechanism and the possible advertisement activities should be prepared in all the levels of the countries. As an example, in Italy (Brunori&Rossi, 2000):

Wine producers have been participating in an *open cellar* initiative. On the same day, all over the country, farms open their doors to the public and producers receive visitors personally. National Association of Wine Cities promotes the *star goblets* initiative.

Also, festivals and special day ceremonies are another advertisement facilities of the projects with their local characteristics.

e) Human Resources Mechanism

Human Resources Mechanism may be identified as the human skills of the community and its relations and socio-economic effects on the market economy.

Marks-Bielska and Bialobrezeska (2003) identifies the human resources as:

In modern market economy the quality of human resources forms one of the most important factors of competition in a region. It is understood as the status of community members, health state, the level of education, professional qualifications and general knowledge that enables their change in the course of professional life, the state of services that decide upon the aforementioned (schools, medical service, courses for adults), the attitude of the local community members towards the technical innovations as one of the main factors of local development.

Agri-tourism sector needs conscious and educated people about the required skills of being a tourism operator as well as hospitable and conscious about participation to the decision-making process because ‘the benefits of agri-tourism and value-added processing are likely to be more positive if local people have some control over such forms of development. Local involvement and partnership allow the comparative advantages of groups of farms from specific regions to create unique market positions (Agri-tourism Market Development Status Report of British Columbia Ministry of Agriculture, Fisheries and Food and Ministry of Small Business, Tourism and Culture, 2001, p: 76).

CHAPTER 4

AGRI-TOURISM IN TURKEY

4.1.Introduction

Tourism is a global activity in today's world. Planning tourism activities is gaining more importance for the countries that utilize the tourism resources in the most effective way in order to obtain the desired revenue figures. According to the WTO tourism sector will be the most developed sector in the next twenty years. Numbers given in **Table 10** indicate the increasing demand for the tourism sector in the world and Turkey in twenty years.

Table 10: Tourist numbers, tourism revenues and tourism shares of the sector between 1980-2001

	YEARS		SHARES	
	1980	2001	1980	2001
TOTAL NUMBER OF TOURIST (WORLD)	285 Million	692.7 Million	100	100
TOURISM REVENUES (WORLD)	92 Billion US	465 Billion US	100	100
TOTAL NUMBER OF TOURIST (TURKEY)	1.2 Million	11.6 Million	0,42	1,67
TOURISM REVENUES (TURKEY)	400 Million US	10,1 Billion US	0,43	2,17

Source: Ministry of Culture and Tourism, 2003. Data is adopted from Tezcan, (2004)

Table 10 shows the increasing revenue and the shares in the total numbers of tourism sector for Turkey between the 1980 and 2001 and exposes the effects of tourism planning in Turkey in 1980s.

There is still no research about the numbers and revenues of rural tourism in the world and Turkey. Turkish official reports (e.g. national development plans) about national and rural development of Turkey indicate the increasing demand for nature-based tourism in Turkey and the necessity of planning the nature-based tourism sector for the vitality of natural life and areas.

Turkey is a tourism country that may respond the developments and the transformations in the world's tourism tendencies. Directing the increasing tourist potential from coastal areas to the alternative areas should be evaluated as an opportunity for Turkey with the existence of natural and cultural facilities.

Developing tourism in a region that has touristic attraction elements and intensifying tourism activities in those places take more time than the desired one. It requires allocating a large amount of financial resources to the sector for constructing the infrastructure and superstructures of the region (Tutar & Tutar, 2004).

4.2. Rural Development Approach in Turkey

In Turkey, there are 3 million agricultural business enterprises that families constitute more than half of this number. Average area of business enterprises is 6 hectares and 33% of employers of Turkish people employ in agricultural sector. Comparing with EU, while there are 13 million enterprises in EU, average agricultural area is 13 hectares and employment share of agricultural employment is less than 5% (Yılmaz, 2005).

Numbers show the disadvantaged conditions of rural areas in Turkey. According to Yılmaz (2005), under the Turkish rural development context looking for solutions, the resources that will be utilized in the rural development approach includes three main areas as:

- Precautions for agricultural production that is in relation with environmental conservations
- Establishing activities and projects that aim to improve the agricultural productivity
- Establishing projects that aim diversification of non-agricultural income resources

In **Table 11**, it is identified the strengths, weaknesses, opportunities and threats of rural area conditions in Turkey. Analysis indicates a rural tourism potential, however the weaknesses and threats may be serious obstacles for rural tourism and agri-tourism development.

The projects that aim to improve the life conditions of rural population and to develop the rural regions are realized in two stages i.e. non-planned period and planned period. Nowadays, the planned term also includes the regulations according to the EU adoption process.

Table 11: SWOT matrix of the rural areas in Turkey

Strengths	Weaknesses
<ul style="list-style-type: none"> • Existence of large agricultural lands and the existence of irrigation possibilities • Richness of agricultural production potential and diversification in product • Diversification in agricultural industry and raw material • Productive effort potential • Diversification on local products that may be mark • Transportation, communication and electric potential • Richness of fauna and floristic properties • Richness of cultural and touristic potential • Richness of handicrafts • Experience of rural development practices • Increasing numbers of NGOs work for rural development • Widespread public organizations 	<ul style="list-style-type: none"> • Rural employment and incomes are generally dependent on agricultural facilities • Problems of agricultural structure • Poverty especially in villages in forest areas • Insufficient amounts in educations, (especially girls) • Necessity for the modernization in rural infrastructure • Problems related to the usage of natural resources • Insufficient quality of soil, erosion, • Insufficient public services • Insufficient data needed for analyzing the economic and social structures of rural areas
Opportunities	Threats
<ul style="list-style-type: none"> • Development tendency of non-agricultural sectors • Development in conscious of consumers on healthy and organic products • Increase in rural tourism potential • Participation and adoption process to EU • Developments in production, communication technologies • Development of urban economies • Developments in the roles and effectiveness of local administrations 	<ul style="list-style-type: none"> • Changing tendencies on agricultural support policies and easier conditions for international trade • Increase in unemployment and poverty amounts under the process of restructuring the agricultural sector • Migration of young population, • The harmful effects of tourism on natural resources • Increase in inequalities in the regions and between regions • Increase in the cost of petrol in the world

Source: Data is taken from National Rural Development Strategy Document, 2006

The situation of numbers of the rural population and urban population listed in **Table 12**. Table shows the increasing migration tendency in Turkey.

Table 12: Changing population of rural and urban areas in Turkey between the years of 1927-2003

YEARS	RURAL POPULATION		URBAN POPULATION		TOTAL
	NUMBERS	%	NUMBERS	%	
1927	10.3	75.8	3.3	24.2	13.6
1940	13.4	75.6	4.3	24.4	17.8
1950	15.7	75.0	5.2	25.0	20.9
1960	18.8	68.1	8.8	31.9	27.7
1970	21.9	61.6	13.6	38.4	35.6
1980	25.0	56.1	19.6	43.9	44.7
1985	23.7	47.0	26.8	53.0	50.6
1990	23.1	41.0	33.3	59.0	56.4
2000	23.8	35.1	44.0	64.9	67.8
2003	24.1	33.8	47.1	66.2	71.3

Source: DIE, (2003)

Diversification of tourism activities in Turkey should be realized by the opportunity of high potential of natural, historical and cultural resources such as plates, lakes, and thermal resources of the country.

It may be said that, in Turkish legislative area, some concepts about nature-based tourism activities are not determined through a specific approach. Rural tourism concept takes place in the legacy of Ministry of Culture and Tourism (KTB) with very general definitions through the Regulation for Rural Tourism. Necessity of planning process for rural tourism development takes place in the related

regulation but according to the information gaining from KTB, in Turkey there is still no rural tourism facility that has rural tourism facility certificate.

Alternative tourism activities started to develop in the early 1990s. Priorities of the diversification of tourism activities that KTB has started under the general approach of alternative tourism generally include plate tourism, trekking and rafting (Pirselimoğlu, 2007). The national strategy presented in the Sixth National Development Plan about tourism development asserting that ‘Winter, hunting, water sports, festivals, youth, congress, thermal, golf and third age tourism activities will develop’, lead the development of the sector.

Planning term in Turkey, makes the mass tourism sector is one of the biggest sector. According to the agri-tourism development in Turkey, subject should be examined through three periods.

4.3. The Republic Period - (1923-1950)

This period includes the years between 1923 and 1950. This period includes the innovations in agricultural area. The agricultural and rural development issues within the national development arena begin with modernization effort of Turkey by the establishing of the Turkish Republic. These years were the times with the large amount of rural population living in the rural areas and the economy that dependent on agricultural production. Before the planning period starts in 1963, The Village Legislation, The First Economy Congress, The First Village and Agriculture Congress, Legislation for Making Farmers Land-owners were the activities of the term relates the rural development issue (Aksoy et. al, 2007).

As the redevelopment approach, Ataturk Forest Farm (AOÇ) may be accepted as the first and one of the most crucial examples for integration of the agriculture, development and redevelopment concepts in Turkey. AOÇ was established in 1925 with the name of Gazi Farms by Mustafa Kemal Atatürk’s directories

through a series of desires and objectives this project is important for this study with its characteristic that integrating agriculture and recreation.

In the letter numbered **4/545**, which was written to the Prime Minister's Office in order to make AOÇ operate under Prime Minister's Office in June 1937, M. Kemal Atatürk explains the two main functions of establishing AOÇ as:

1. Establishing examples of modern agricultural systems. Constituting and integrating the circles of a chain from production to consumption
2. Creating a beautiful environment and providing an area for resting, enjoying for people

In 1938, farm is given to operate under the Institute of National Agriculture Enterprises. Then after it was taken under the operation of National Production Farms since 1950, it is still an institution of depended on Agriculture Ministry (TKB) with the name of AOÇ since 1950.

Establishing a this kind of multifunctional agricultural production system in these years is a vital example for not only the agricultural production, but also for improving the conscious of people about the importance of agriculture and its directory function for the society providing recreational facilities.

The first years of Turkish Republic, a number of innovation legislation took place on the agricultural area. They should be summarized as 442 numbered Village Legislation in 1924, establishing of Institute of National Agriculture Enterprises through the 3308 numbered law in 1938, 4753 numbered Making Farmers Land-owners Legislation and establishing of National Production Farms in 1950 by the 5433 numbered law.

4.4. The First Liberal Period - (1950-1963):

In this period making farmers landowner was continued through the law 4753. The most important feature of this period is beginning of the agriculture with tractor. This led to more agricultural production and caused to necessity for more agricultural land. And this situation caused to transformation of state lands and grasslands into agricultural lands (Çecik, 2002).

Making Farmers Land-owners Legislation has changed for two times in 1950 and 1955. Agriculture with motor power through the Marshall subsidies led the basement of today's current agricultural and rural position of Turkey.

4.5. The Period of State Planning Organization / The Term of Five Year Development Plans - (1963 -)

The period begins with the first five-year plan for the years of 1963-1967 with the aim of benefiting from planning for the effectiveness in realization of social and economic. Tourism sector has taken place in all five-year development plans of Turkey as one of the vital economic development tools. The relationship between rural development and the tourism in five-year plans is submitted as a development objective in the Eight Five-Year Plan.

4.5.1. Legislative-Regulative Mechanism Related To Agri-tourism Development in Turkey

Erdoğan (2003) explains the role of the legislative- regulative mechanism as:

The legislative force that plays role on the formation of the tourism industry may be defined as the cooperative economic, national and international structures that make the laws or effects on the law making process. Legislative forces may be verified from the NGOs to supreme court. Through the legislative regulations relations are directed as desired and through the monitoring mechanisms, the relations desired to control.

4.5.1.1.The Eight National Five-Year Development Plan

The Eight National Five-Year Development Plan submits more articles about rural development issue than the articles related to development objectives of tourism in rural areas. Tourism strategies of this plan generally concentrate on technical issues such as educational issues, certification programs.

In the rural development section of seventh chapter related to objectives and policies of regional development, **Article 579** indicates that enhancing the rural potentials and increasing the income and employment are the basic of rural development through the sustainable development principles.

Article 580 defines the priorities on:

- Increasing the employment in rural areas
- Improving the human resources
- Enhancing the economic activities that lead to increase the income of rural population
- Improving the life qualities
- Effective cooperation and participation o local people on each level of administration
- Improving the participation of NGO's in the development process

And **Article 584** indicates that for realization of the objectives listed above, the areas having local potential such as tourism, handicrafts, stockbreeding and weaving, will be encouraged and it will be given more emphasis on improving economic and social infrastructures for the migrated people who wants return home.

In the Eight Five Year Plan, tourism development issue is evaluated in the **Article 1572** saying about the measures that will be taken for enlargement of the tourism season for the whole year according to the new demands.

Article 1586 mentions about developing new tourism areas for golf, winter, mountain, thermal, health, yacht, congress and ecotourism. Also in **Article 1587** it is mentioned about developing the ecotourism sector in National Parks with the aim of enhancing sustainable tourism.

4.5.1.2. The Ninth Five-Year Development Plan and The Rural Development Policies Special Expertise Sub-Commission Report

The rural development vision for the year 2013 in the Ninth Development Plan The Rural Development Policies Special Expertise Sub-Commission Report is presented as ‘For helping the rural population to be employed locally and have human living conditions Turkey should invest in sustainable development that is efficient, wide-spread and protecting natural and cultural resources by taking a cooperative and integrative approach’ (IX. Development Plan, The Rural Development Policies Special Expertise Sub-Commission Report, p: 117).

Its main aim is decreasing and removing the weakness of the rural areas and improving the strengths and evaluating the opportunities through a sustainable manner listed in the **Table 11**. The plan also identifies the instruments that should be utilized for arriving the objectives of the plan as developing integrative and sustainable programs and projects that:

- Emerge and increase income for rural people
- Improve the human and natural resources as the main principle
- Enhance the local cooperative approaches and participation to the process
- Gain the maximum coordination between related central and local administrations and render it sustainable

Report also emphasize the necessity of the congruity of the projects to the participation process to EU and the essential characteristics of them that enhance the alternative non-agricultural employment

The Ninth Five-Year Development Plan is the first national development plan that attracts more attention on rural tourism and agri-tourism. In this plan agri-tourism is determined as a specific term that is distinct from rural tourism. In the ninth development plan, rural tourism is defined as ‘Rural tourism is not only farm tourism or agricultural tourism, it also includes holidays in natural areas, nature-based tourism activities, tour operations to rural areas, spend time in rural life and production and selling of handicrafts’.

It gives place to an evaluation of KTB emphasizing the role of rural tourism on young population, women and the socialization process of the whole community as well as local economy. Plan explains the positive effects of rural tourism for rural development as:

- Employment and diversification on job potentials
- Developing of service sector
- Diversification of agricultural production methods
- Evaluating the forests close to the urban areas with the recreational aim
- Conserving the rural landscapes
- Decreasing or preventing the migration
- Conserving the historical structure
- Developing of the conscious of the importance of nature
- Developing the handicrafts
- Improving the life conditions of rural women socially and economically
- Improving the new initiatives and ideas

In the **page 128** of the ninth plan, the priorities and the precautions of the plan are defined in seven groups:

The fourth one includes non-agricultural employment, diversification of the income resources and supporting the entrepreneurship in rural regions. To realize this precedence, the plan highlights nine expedients including rural tourism as one of most important ones.

The expedients related to tourism development are:

- Establishing a rural tourism network and educational programs about job skills and consultancy service programs
- Ascertaining the areas/region that have tourism potential and determining the pilot regions for the pilot rural tourism projects and settlement areas
- Preparing action plans under the leadership of local administrations and supporting the rural tourism activities of NGOs
- Supporting the agri-tourism activities
- Encouragement of the local handicrafts production
- Ascertaining and the restoration of the historical values in the rural areas and encouragement of gain this potential to tourism sector

Also the seventh precedence about the sharing the authority among the public institutions, improving the coordination and developing the cooperation with the NGOs, submits an expedient for rural tourism, agri-tourism and eco-tourism development as gaining the coordination among the TKB, Ministry of Environment and Forestry (ÇOB) and KTB.

About the implementation strategies, this plan presents the necessity of revising and making laws for nature-based tourism development. The ninth development plan makes a distinction between agri-tourism and rural tourism in the page according to the administration of the activity. Plan says that the appropriate administrative and institutional units that are established under the TKB should

enhance coordination, encouragement and orientation of the agri-tourism activities. The plan indicates the KTB as the responsible administrative institution for the development of rural tourism activities and determines the necessity of a rational evaluation to analysis the institutional capacities of these administrative institutions for the given responsibilities.

The Ninth Development Plan serves more serious and detailed approaches for agri-tourism and rural tourism development among the all development plans. It is understood that, agri-tourism is aimed to develop as a complementary element for the agricultural producers. According to the plan agri-tourism will be developed under the development axis increasing the comparative potential and locally institutionalization of the public administrative units. Under the information of the ninth plan, it may definitely say that, the ninth plan makes correct the hypothesis of this study that agri-tourism should be planning element for the rural development approach in Turkey.

However, although the ninth plan rural development report indicates agri-tourism as an alternative development potential in Turkey, plan does not include the determination of the types of agricultural lands that are suggested for agri-tourism development. Because agri-tourism should be a complementary element for the agriculture sector, the role of agri-tourism and the types of the land the agri-tourism should be implemented on must be defined clearly in the agri-tourism development plans for the future of the agri-tourism and agriculture sectors.

4.5.1.3. Tourism Encouragement Law

For regulating, developing and providing a structure to tourism sector, in 12.03.1982, 2634 numbered Tourism Encouragement Law is declared in the Official Gazzette (Tezcan, 2004). Then, the new law 4957/2634 is stated as the following four purposes:

- Determining the precautions and regulations for developing and regulating the tourism sector, and providing a dynamic structure and operation for the sector
- Ascertaining the tourism services and the culture and tourism development and protection areas
- Encouraging the tourism investments and operations
- Monitoring and controlling the investments and operations

This law declares the KTB as the responsible institution of tourism development in Turkey. According to the law, KTB has the authorization for making the tourism plans at all levels. Law also indicates the criteria related to culture and tourism development regions and areas and presents encouragement facilities of the tourism investments and operations, protection criteria for the natural and cultural values.

Law 4957 is the determiner of the tourism development issues in Turkey. The law also states the KTB as the responsible institution of monitoring and controlling. However the law does not present regulation about the tourism activities in the agricultural lands.

The required legislative regulation about agri-tourism activities also relates the TKB. Therefore, it may be say that, new regulation and laws are necessary for development of the agri-tourism sector in Turkey.

4.5.1.4. Governmental Regulations for Rural Tourism Facilities

In the sixth chapter of Governmental Regulations of Rural Tourism Facilities, general features of a farm house-village house are identified. Regulation emphasizes the importance of the agricultural activities for the vitality of the natural and cultural heritage of the rural areas. And through this vitality, regulation indicates the feature of a farm/village house as:

- Innovation of the present buildings and the new buildings have to be constructed appropriate for the characteristics of the essence structure of the buildings
- Determining the bed number capacity through the first feature
- Providing assurance for the protecting the environment of the areas that tourism sector should be developed in
- Constructed in rural regions with the aim of farm organization; providing farm production and participation facilities for the tourists to the agricultural production activities, submitting the rural life conditions
- Minimum five rooms

This regulation does not present a determined regulation for the agri-tourism facilities. However, the lack of certificated rural tourism initiatives in Turkey (data was given by KTB) demonstrates the deficiency of the regulation and the management of the administrative units related to the rural tourism development issue in Turkey.

4.6. Conclusion

Tourism sector because of its multi-dimensional and dynamic structure needs interest and supports in the developing plans and policies of the governments (Ataer et. al, 2003).

In Turkish legislative area, although the existence of the required planning process is identified in the KTB laws, there is still lack of identifying the required coordination among the institutions and the required responsibilities of these institutions for rural tourism development in Turkey.

The non-existence of facilities that have rural tourism certification in Turkey demonstrates the insufficient policies and interests of the administrative units on the rural tourism development issue.

The development strategy submitted in the IX. Five-Year National Development Report demonstrates the tendency of benefiting from agri-tourism as a rural and agricultural development element; distinct from rural tourism, which is under the development responsibility of KTB, agri-tourism sector is planning to develop under the TKB responsibility. These conditions indicate the determination of these two distinct concepts and agri-tourism development areas and also identifying the legislative rights and responsibilities of the agri-tourism entrepreneurs legally.

A qualified human resources mechanism plays the leading role on providing the sustainability of agri-tourism sector. Because agri-tourism is a community-based tourism development approach, participation of local people in the process has a crucial importance for developing the sector in Turkey.

However, insufficient services in the rural areas such as education, communication, health, are still one of the unsolved most important problem of Turkey. Therefore, undeveloped human resources mechanism should be the primary obstacle for developing agri-tourism in Turkey.

Development of rural human resources mechanism issue is also one of the subjects of Turkish five-year national development plans. Although the plans emphasize the importance of improving the human resources in rural areas, and mention about the necessary precautions for the problem, not only with the effect of insufficient governmental interventions, but also the some ingrained behaviors of Turkish rural people, solving the problem needs effective rural development policies and interventions that include development of human resources.

Also another difficulty for developing tourism in rural areas is the integration of agricultural labor force and tourism labor force (Küçükaltan, 2002). Preventing the decrease the in agricultural labor force and providing new employment areas

through the tourism sector requires an important planning process according to the Turkish national rural development policies.

Monitoring the tourism activities is the responsibility of KTB according to the Article 30 of Tourism Encouragement Law. Article indicates the authority of KTB on monitoring the implementations of certificated investments and facilities according to the determined regulations of the certification. Law also indicates the KTB authority on submitting the monitoring action to the other determined person or institutions.

However, because there is still no legislative area that determines the agri-tourism facilities, there is still no monitoring mechanism that should be evaluated related to agri-tourism in Turkey.

CHAPTER 5

RESEARCH AND METHODOLOGY

5.1. Material

Agri-tourism development projects and agri-tourism products of villages constitute the primary material of the case study. Also, the materials of Tekelioğlu village taking place in the Salihli district of Manisa city and Sarpıncık, Parlak and Küçükbağçe villages of Karaburun district that are within the borders of İzmir city, interviews with the agri-tourism entrepreneurs and the project coordinators and chairman of Karaburun district and the Manisa City Tourism Administrator about the agri-tourism projects and facilities and the observations for the general features of the villages and local people are the secondary materials of the study.

Required data for the study were obtained from interviews and observations in order to understand the internal and external factors effecting agri-tourism development projects. Data gathered from the observations were required not only for having a general evolution of the project and project areas but also for confirming the information through interviews and literature review.

Interviews were taken from two agri-tourism entrepreneurs in Tekelioğlu Village and seven of fifteen agri-tourism entrepreneurs in Karaburun District.

Observations and the photographs were taken from the study areas and the project details were interpreted and evaluated according to the literature review so as to determine the present situation of the agri-tourism projects. Also maps defining the study areas on the basis of various conditions effecting on the tourism process are used for collecting data.

Documents related to the subject are obtained from Karaburun Municipality, Salihli Chamber of Commerce, Manisa Tourism Administration and Manisa Administration of Agriculture.

5.2. Case study areas

In order to investigate the current situation of agri-tourism development in Turkey, two study areas were selected.

The cases, that are the Tekelioğlu Village Rural Tourism Development Project and the Karaburun Women Agri-tourism Project, were identified through a series of criteria in order to obtain the required data for this thesis. They are as follows:

- Having the aim of providing employment and socio-economic development
- A cooperative structure that different institutions and organizations take place in
- Constituting an example for the basics of agri-tourism planning in Turkey

Through these criteria, the present agri-tourism projects, Karaburun Women Project, TA-TU-TA project of Buğday Organization, Kalecik District Agri-tourism Development Project and Tekelioğlu Rural Tourism Development Project were examined through pre-interviews on the phone. Telephone pre-interviews with the project coordinators and municipalities aimed at briefly learning the stories behind the projects as well as objectives of the projects. Through these pre-interviews Tekelioğlu Project and Karaburun Projects were chosen as appropriate for the research since they met the characteristics defined above.

Karaburun Women Agri-tourism Project and Tekelioğlu Village Rural Tourism Development Project are two primary examples for agri-tourism development in Turkey with their employment fostering and rural development characteristics.

Karaburun Project includes 3 villages and 15 women entrepreneurs; Tekelioğlu Project includes one village and 110 families interested on tourism. Each project has a cooperative structure constituted with volunteer initiative. While Karaburun Project is in relation with the Karaburun District's tourism potential, Tekelioğlu Project is not in relation with tourism areas.

5.3. Method

SWOT Analysis method is used for evaluating the general conditions of the projects. The data obtained through interviews, observations and literature review are grouped into two categories as internal and external factors by SWOT analysis. While reaching this categorization an interpretative approach was taken. On the basis of the results, the principles and requirements of agri-tourism planning in Turkey are determined. This analysis aimed to determine key issues that help to have a deeper understanding for agri-tourism in Turkey as a planning element.

What is SWOT Analysis?

SWOT Analysis is firstly utilized in 1970s for business management purposes. In the following years it was used as an analysis and planning instrument for various implication areas. By the method with its approach of examining the four parameters, that are strengths, weaknesses, opportunities and threats of the researched context, it is possible to analyze the qualitative and quantitative properties of the phenomenon so as to establish the SWOT matrix. Through the evolution of the matrix a strategic approach for the analyzed structure is constituted (Uçar, 2005).

SWOT analysis is developed as an instrument for the institutions to provide maximum benefit from their skills, resources and environmental conditions. In other words, it is used to obtain data for planning activities.

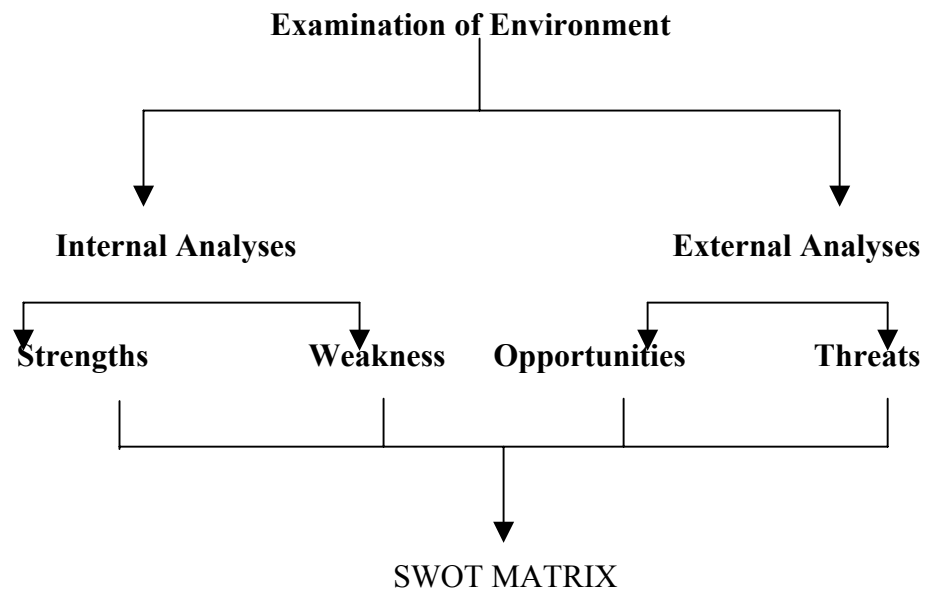
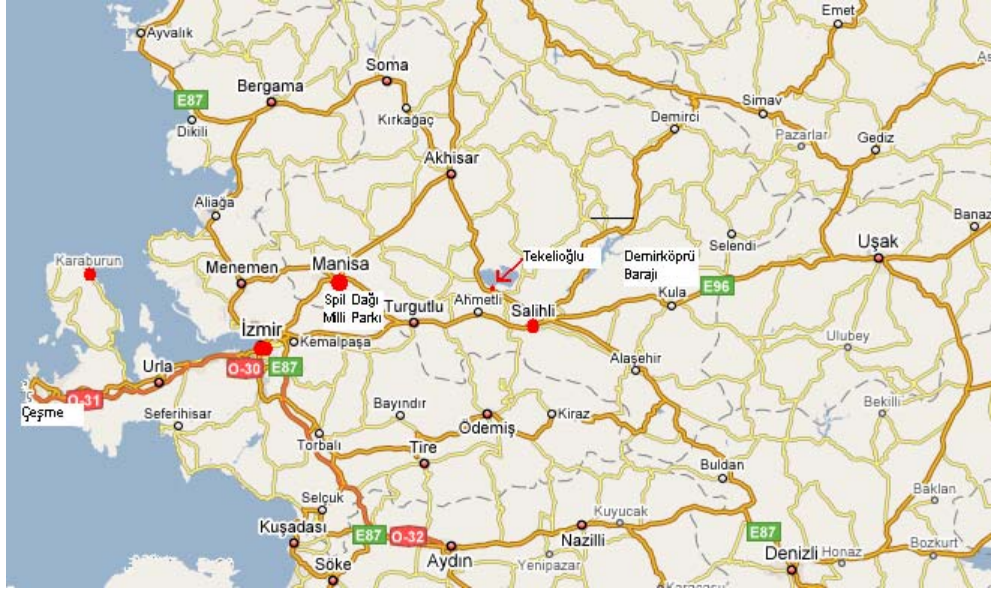


Figure 6: General structure of SWOT Analysis

Source: Pirselimoglu, (2007)

5.4.Case study

Case study was employed in order to have an overview about the agri-tourism activities in Turkey. It is an exploratory research focused on determining the major issues underlying agri-tourism planning, as well as on analyzing the strength, weakness, opportunity and threat factors related to the agri-tourism development in Tekelioğlu Village and Karaburun District.



Map 3: Transportation map of Tekelioğlu Village and Karaburun District

Source: Table is adopted from www.karaburun.gov.tr

5.4.1. Tekelioğlu Village Rural Tourism Development Project

5.4.1.1. General Overview for the Manisa City and Salihli District

Tekelioğlu Village takes place in the city borders of Manisa. Manisa city takes place in the Aegean Region of Turkey with 1.260.169 population number (DIE, 2000), 15 districts and 13.810-km² surface areas. The Aegean Region's economic apportionment in the entire economy of Turkey is generally based on agricultural production.

Manisa city has Mediterranean climate characterization with annual 16,8 °C temperature. July is the hottest month of the year with approximately 34.4 °C and January is the coldest month of the year with approximately 3.0 °C temperature (Data is taken from the web page of Manisa Culture and Tourism Administration).

Manisa city is one of the important agricultural production areas in Turkey. 72,75% of seedless raisin, 21,45 of tobacco and 11,66% of cherry and 6.85% of cotton production of Turkey are produced in Manisa city. Salihli, Turgutlu, Manisa and Bakırçay plains are the agricultural lands with the higher production. There are approximately 125 000 agricultural operator and approximately 89,5% of this number are the small, family operations with approximately 1-25 decare areas (Data is taken from the website of the Manisa City Agriculture Administration).

Secondary economic tool of Manisa is the increasing alternative tourism demand. City has the tourism development potential with its ancient, historical, cultural and natural values. History of the city lasts to B.C. 3000 and city has the marks of Hittite, Frigia, Lydia, Rome, Byzantine, and Ottoman civilizations.

Spil Mountain National Park, historical and natural sites and museums have increasing tourism potential as it is seen in the **Table 13** and **Table 14**.

Table 13: *Number of local and foreign tourists accommodated in hotels in Manisa City

* First Half of the Year			*End of the Year		
Years	Local tourists	Foreign tourists	Local tourists	Foreign tourists	Total
2005	-	-	117 977	6 419	124 396
2006	63 523	7 926	133 036	15 653	148 689
2007	73 918	3 361	-	-	-

Source: Tourism Development Strategic Plan Documents of Manisa City Culture and Tourism Administration

Table 14: * Number of local and foreign tourists visited museums and historical sites of Manisa City

* First Half of the Year			*End of the Year		
Years	Local tourists	Foreign tourists	Local tourists	Foreign tourists	Total
2005	-	-	16 110	50 411	66 521
2006	16 710	21 931	21 093	45 386	66 479
2007	10 676	32 548	-	-	

Source: Tourism Development Strategic Plan Documents of Manisa City Culture and Tourism Administration

Another tourism products of Manisa city are the thermal resources. With the effects of increasing thermal tourism demand, thermal facilities have the increasing tendency.

Development of thermal tourism, cultural tourism and nature-based in Manisa are the three key elements of Manisa City Culture and Tourism Administration's tourism development strategic plans.

It may be said that Manisa city has appropriate conditions for agri-tourism development with the agricultural production, climate conditions and alternative tourism potential. Manisa City Culture and Tourism Administration is one of the public supporters of the rural tourism development project in Tekelioğlu Village. However, supports are inadequate because of the non-existence of centrally supports for agri-tourism and undetermined responsibilities of the local administrations.

Salihli District takes place on the E96 Uşak-İzmir road and İzmir-Uşak-Afyon railway. District has the 74 km distance to the Manisa City center and totally has 149. 151 population number (DİE, 2000). District has 1302 km² surface area and Mediterranean climate conditions.

Economy of Salihli district is based on agri-cultural production, industry and trade. Generally cotton, olive, fruit and vegetable, tobacco and seedless raisin are produced and there are 58 fabrics of private sector in Salihli that mainly produces agricultural products.

Salihli Chamber of Commerce has determined the development strategy of the district as development of agriculture, tourism and trade (3T formula: Tarım-Turizm- Ticaret). As well as the importance of the trade and agricultural production, tourism resources of Salihli District has also the development potential. Sardes civilization and Lydia Civilization ruins and ancient Aigai city take place in the district. Also district has geo-thermal resources and there are expectations for the increasing tourist numbers through the effect of four-starred geo-thermal hotel construction in Salihli.

5.4.1.2. Tekelioğlu Village

Tekelioğlu village is one of the villages of Salihli District with 115 houses and 376 population number (DİE, 2000). Arriving to the village is providing through the Denizli-İstanbul road by the hourly service autos from Salihli Center. Population has decrease tendency because of the migration of approximately 3-5 young inhabitants of the village every year because of the unemployment problems. Therefore, population is getting older.

Organic agricultural production is the main economic resource of the village since 1985 through the encouragements of a German firm. The firm is the only marketing tool of the products.

There is 11.285 decare agricultural production area in the village and seas am, wheat, barley and olive are mostly produced agricultural products. **Table 15** demonstrates the agricultural production area amounts in Tekelioğlu Village

Table 15: The agricultural production area amounts in Tekelioğlu Village

Agricultural production area of Tekelioğlu Production	Decare
Olive production area	3100 decare
Seasam , Wheat, Barley production area	6500 decare
Grape and cotton production area	550 decare
Tomato, Pepper production area	500 decare
Tobacco production area	635 decare
TOTAL AREA	11.285 decare

Source: Data is obtained from the mukhtar of the Tekelioğlu Village.

Village takes place near the Marmara Lake. The lake is the second biggest lake of Aegean Region with 34 km² surface area. Lake is shallow and was emerged through the volcanic formations in the Gediz plain. Connection between the Gördes Çayı and Gediz River is obtained by the channels and by this connection Gördes and Gediz's excessive amount of water is collected in the Marmara Lake. The water of the lake is used to irrigate the agricultural lands in the summer months (Encyclopedia Britannica). Agricultural lands near the lake are productive because of the richness of the alluvium.

Although the existence of 101 kinds of birds and the fishery potential, villagers generally do not benefit from the lake and it is in need for maintenance because the unconscious implementations cause to threats on the lake's natural potential.

On the eastern side of the village there are the kings' graves of Lydia Civilization. Area that the graves (tumulus) take place in is historical site and the tumulus are known as Bintepe Tumulus. Bintepe Tumulus takes place on the western side of the Salihli plain. There are about 100 tumulus and these are one of the other biggest examples that take place in Anatolia. Tumulus lasts to B.C. 7.Century.

However, although the ancient value of the tumulus there no precaution against the robbery threats.



Photo1. Entrance of the village on the Denizli-İstanbul Road



Photo 2: A view from the village



Photo 3: Lydia Civilization Tumulus Photo

Source: Photo is obtained from the archive study of Nedim ZURNACI, the coordinator of the Tekelioğlu Village Rural Tourism Development Project



Photo 4: Marmara Lake and the agricultural production areas

















Photo 5: Marmara Lake and fishery area



Photo 6: Marmara Lake is in need of maintenance

Table 16: Legend / Map 4

	District Center		Fishery and lake tourism
	Villages		Ancient values
	Agriculture production area		Cultural tourism
	Mountainous- Forestry Area		Natural Values
	Transportation (Uşak-İzmir Road)		High School
	Thermal Tourism		Agricultural Industry
	Agri-tourism		Trade



Map 4: Location Map of Salihli District and Tekelioğlu village

Source: Map is adopted from (<http://www.googleearth.com>)

Houses in Tekelioğlu village generally one decker as the identical feature of the village, however, there are a few new buildings that do not appropriate for the village characteristics. 92 houses of the village are used solar energy system for heating the water. In the center area of the village there are a park area (Atatürk Youth Park) and wedding ceremony saloon.

The primary school with its one teacher and 16 students is the only public service of the village. The village clinic is closed for years and the only health services that may be the villagers benefited take place in Salihli Center, that are the state hospital and the private one.

Nowadays, villagers are in tendency for transformation from single to multi-functional agriculture by the rural tourism activities. Villagers give support to this development through their whole family and create a Rural Tourism Festival in the village. Especially women desire the development of tourism in their villages with the effects of the income results of selling handcrafts and local foods in the Rural Tourism Festival.

Tekelioğlu Village with its agricultural production, natural and ancient features and its environment presents appropriate conditions for rural tourism and agri-tourism development.

5.4.1.3. A General Overview of the Project *

(* Information that is given in this section is prepared through the interviews, which were done with the project coordinators and the agri-tourism entrepreneurs. For the interview questions See Appendix A & B)

Tekelioğlu Village Rural Development Project has emerged by the initiatives of Manisa Governor's Office in the late 2005. All the public institutions and NGOs were the driving forces for the projects. They considered these initiatives as tools for development issue in Manisa's rural areas. Tekelioğlu Village Rural Development Project was developed as a suggestion of Manisa City Agriculture Administration but because of the insufficient resources of local governance, project could not take place in the Governor Office's development program.

Then the project evolved by the efforts of volunteers and institutions with the aim of eliciting benefits from the recreational potential of organic agricultural production areas and from Marmara Lake that demonstrates increasing demand on rural tourism and ascending potential for the village's present tourist number.

Activities started with the participation of the project coordinator to the Leonardo Programme, *Ecological Agriculture and Ecotourism in Europe Education and Implementation*, with the support of Salihli Chamber of Commerce. They aimed to have knowledge about ecotourism, integration of tourism and agriculture as well as about the EU projects. Through the Leonardo Project, two villages of Salihli District near the Marmara Lake, Tekelioğlu Village and Köseler Village, were suggested to develop rural tourism. The natural and historical characteristics and agriculture production abilities of these villages made them attractive sites for the project.

First of all, with the help of village's mukhtar, villagers were informed about the project and they were asked about their opinion about tourism development in the village. Through the residents' approval and interest in the project, implementations first have begun in Tekelioğlu Village in the late 2006.

Because of the importance of the consciousness of the human resources about the project and their responsibilities, the action process has begun through educational programs for women, men and children in the wedding ceremony

saloon. Villagers showed high participation in the education programs. They were given information about the project, the possible benefits of the project on the village and their life and also their roles and responsibilities in the process. Education programs were continued by the educators of agricultural engineer (the coordinator of the project) from Manisa City Agriculture Administration, tourism teacher and handcraft teacher from Salihli Trade High School in the preparation process of Rural Tourism Festival. Through the programs villagers learned selling techniques to commercialize their products in a healthy and profitable way. The education programs were:

1. Local Food Culture
2. Packing up the foods
3. Handicrafts
4. The activity program of the festival

Manisa City Agriculture Administration Office organized the festival. Also Municipality, Governor's Office, Manisa City Tourism Administration Office and Salihli Chamber of Commerce gave support to the project. In the preparation process, 9 WC buildings were constructed and the primary school's garden and the center area of the village were organized for the festival. In the tourism week, advertisement activities were prepared as stands, TV and radio Programs. The festival happened in April 2007, with 250 participants coming from Manisa, İzmir and other neighbor cities.

The third action of the project was educating the local people about the importance of the cooperative attitude. As a result, villagers established the Limited Tekelioğlu Village Agricultural Development Cooperative to integrate their efforts in order to increase their revenue.

Establishment of the Rural Tourism Development Organization followed this action with the aim of representing the village and the project in the institutional

context, producing the required projects, establishing the necessary relationships especially with public institutions and advertising the project.

The four agri-tourism entrepreneurs have consciousness about the relationship between agriculture and tourism. Two of the entrepreneurs were interviewed in order to learn their definition of agri-tourism, reason of their interest in agri-tourism and the source of their knowledge about agri-tourism. They were also the participants of the TA-TU-TA Project. This project was mentioned as the first source of information about agri-tourism. Entrepreneurs made similar definitions that are including the terms of agricultural production, volunteer guests for production activities, selling their products directly and accommodation services under the local conditions of their family lives.

Nowadays while one of these entrepreneurs is organizing his house as an accommodation facility, other one is in need for financial resources for the innovation and accommodation activities in the house.

Essentially, Tekelioğlu Rural Tourism Development Project is a volunteering project and it is organized and developed spontaneously by the effects of informal relationships that are mainly friendships. Project coordinator plays the key role in the management of the process. Therefore, trust of the people about the coordinator and the project partners has an impact on development of the project. Because project did not develop under a planning process, decisions are made in a spontaneous manner. It was aimed to have a planning process through the initiatives of the Rural Tourism Development Initiative.

Project financially supported by the local sponsors. In 2008, IPARD aids will be given for the project. In this stage of the project, some infrastructure activities are continuing by the Salihli municipality and Manisa government.

The institutions that act in the development process of the Tekelioğlu Village Rural Tourism Development Project are:

- Manisa Government
- Manisa Tourism Administration
- Manisa Agriculture Administration
- Salihli Municipality
- Salihli Anatolian Trade High School
- Salihli Chamber of Commerce
- Manisa Rural Tourism Development Organization
- Tekelioğlu Cooperative
- Private Sector

The support of these institutions has gained generally through the informal relations of the volunteers.

Table 17: Identification card of the Tekelioğlu Rural Tourism Development Project

IDENTIFICATION CARD OF TEKELİOĞLU RURAL TOURISM DEVELOPMENT PROJECT	
Name of the Project	Tekelioğlu Village Rural Tourism Development Project
Partnerships of the Project (Action Mechanism)	Salihli Chamber of Commerce Manisa City Tourism Administration Manisa City Agriculture Administration Salihli Commerce High School Rural Tourism Development and Support Organization Salihli Municipality Manisa City Government
Aim of the Project	Developing the socio-cultural, economic and environmental conditions of Tekelioğlu village
The Elements that Aim to Develop by the	Organic agriculture production and

Table 17: Identification card of the Tekelioğlu Rural Tourism Development Project

Project	marketing of the products Marmara Lake's fishery and bird-watching potential Historical values of the village Local handicrafts
Activities realized through the project	Educational programs Rural Tourism Festival WC Establishment of agricultural development cooperative Establishment of Rural Tourism Development Organization
Activities that are targeting to realize through the project	Establishment of an education center Restoration of the buildings that need maintenance Maintenance and enhancement of Marmara Lake to be gained recreational possibilities Creating picnic areas Organic Agriculture Festival Environmental tours by horses Physical planning studies of the village Facilities for bird-watching and fishery
Legislative-regulative Support Mechanism that the project depending on	–
Financial Support Mechanism	Local sponsors, IPARD (in 2008)
Monitoring Mechanism	Rural Tourism Development Organization will be organized a group for monitoring the implications
Human Resources Mechanism	Tekelioğlu village people
Tourist potential of the village (year)	1500
Current numbers of the families that are interested in agri-tourism	4
Numbers of the present agri-tourism facilities	1
Agri-tourist numbers that visited the village	2
Types of the present agri-tourism services	Accommodation

Table 17: Identification card of the Tekelioğlu Rural Tourism Development Project

Types of the agri-tourism services that the families planning to serve	Working activities in the agricultural production area Local food activities Making handcraft activities
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Photo 7: Village needs maintenance



Photo 8: Village drinking fountain



Photo 9: A typical village house



Photo 10: Kitchen of the agri-tourism pension

5.1.4.4. SWOT Analysis

Table 18: SWOT Matrix of Tekelioğlu Rural Tourism Development Initiative

INTERNAL FACTORS	STRENGTHS	WEAKNESSES
1.Project	Existence of the action mechanism Education programs for women, men and children Support of NGOs and local public institution Milk products of the cooperative will be evaluated as agri-tourism product	Insufficient researches and analysis before the project starts Lack of action plan Some regulations were done without of a plan Lack of education making people learn about becoming a tourism entrepreneur

Table 18: SWOT Matrix of Tekelioğlu Rural Tourism Development

Initiative

2.Project Area	1. Agricultural Production & Marketing	Organic Agriculture since 1985 in whole of the village Agricultural production areas are near the houses People want to continue to organic production	Lack of agricultural product that may be evaluate as agri-tourism product Organic Products are only buying by Rapunzel Firm Organic production in the village is only under the encouragement of the firm
	2.Natural Values	The Marmara Lake's fishery potential The Marmara Lake with its 101 types of birds has bird-watching potential The Marmara Lake with its environment that is covered by olive production areas, presents a landscape beauty Climate is appropriate for tourism in every season of the year	The Marmara Lake is neglected Because of the hot climate and the insufficient irrigating general landscape of the village is arid and neglected There is no wide green area for the recreational activities
	3.Historical Values	Village is surrounded by tumulus that are the graves of the Lidia Civilization and this presents an interesting landscape value Agai Ancient City in the Kösele Village 20 km far away from Tekelioğlu Village Also in Salihli District there are several historical values from the Sardes and the Lidia Civilization appropriate for tour activities Because the Lidya is the first civilization used the money for the first time, golden money figure is thought to use as the symbol of Manisa for the advertisement activities	People do not interest on the tourism potential of historical values The lack of maintenance and restoration in historical sites and shortage of service Replacement of traditional architecture by modern concrete buildings
	4.Culture	Local foods and handicrafts	Some local ceremonies are forgotten, such as wedding ceremonies

Table 18: SWOT Matrix of Tekelioğlu Rural Tourism Development

Initiative

	5.Village's Tourist Potential	Village has tourism potential, approximately 1500 tourists/year, coming from Europe Festival leaded to visiting approximately 250 people the village	For 20 years, village did not benefit from the tourist potential
3. Human Resources		110 families decided to participate to the process Interest of the local people for rural tourism and agri-tourism initiative Participation of the local people to the education programs for women, men and children People have trust on the project, project coordinator and the partners of the project People want to serve tourism service by their family Hospitality of the local people Positive attitude of local people towards establishing and maintaining cooperatives	Lack of participation to the decision-making process Low educational level of the population Because of the insufficient employment resources young people tend to migrate Waiting for someone or some efforts for making develop the project Weak communication between local people and tourists due to limited knowledge about tourism Lack of entrepreneur spirit in local people
EXTERNAL FACTORS		OPPORTUNITIES	THREATS
1. Project		Social, economic and environmental development opportunity for village Project should be an example for the other villages Increase in the support of NGOs in environmental issues Olive production should be the symbol element for agri-tourism product Adding value to the products (olive, cotton, milk)	Natural and historical values are under the threats of non-planned action Non-planned development should tend people only tourism Environmental problems may occur due to misuse and over consumption of nature and environmental resources by local entrepreneurs. Erosion

Table 18: SWOT Matrix of Tekelioğlu Rural Tourism Development

Initiative

2. Project area	Village is on the Istanbul-Salihli road Less-sloping Accessible Approximately 400 inhabitants The Ataturk Youth Park that takes place in the village	Village has infrastructure problems Insufficient public service sector There is no regulation for the rubbish, they are left in empty areas near the village Decreasing amount of irrigating water Erosion
3.Legislative/Regulative Area	Increasing official speeches and planning approaches Manisa City Tourism Administration have been started several initiatives through the alternative tourism development approach	Changing agricultural policies often Lack of official, legislative supports may cause to decrease on the trust of people to the project
4. Financial Resources	EU funds KTB financial aids for festival organizations Local sponsors Local dynamics	Lack of financial supports may cause to decrease on the trust of people to the project
5. Advertisement	Increasing interest of media on alternative tourism Virtual communication on internet (internet opportunities)	Exagration of the information resources about a non-developed tourism facility Disinformation of some information about the project

Table 18: SWOT Matrix of Tekelioğlu Rural Tourism Development

Initiative

6. Tourism Potential	<p>Increasing tourist numbers of Manisa city through the alternative tourism-thermal profile</p> <p>Increasing interest of rural tourism in other villages of Salihli District</p> <p>Historical values- tumulus, Sardis, Lydia and Agai</p> <p>Antique City in the border of Salihli village</p> <p>Construction of four-stared hotel may lead to tourist increase in Salihli</p> <p>Mountain Spil National Park</p>	<p>Some cultural values are forgotten</p> <p>Tumulus in Tekelioğlu Village do not protecting against vandal actions and this cause to burglary</p> <p>There is no historical awareness and interest on Salihli District's historical potential for tourism development</p> <p>Because of the insufficient irrigating and maintenance nature is becoming drought</p> <p>Pollution effects on Marmara Lake</p>
7. Human Resources	<p>Local people should have chance for socially development</p> <p>Some migrating people may turn back to the village with the increasing employment and income resources</p>	<p>Because of the migration, population is getting older and this cause to decrease on the productive effort</p> <p>Loosing farmer identity</p>

Salihli District has also another private agro-tourism facilities because of its convenient conditions for agri-tourism development in other Villages. Tekelioğlu Village Rural Tourism Development Project should act as the prior example for these initiatives with its cooperative development model.

In the Adala Town of Salihli District, a private initiative called Attalos Farm Tourism presents agri-tourism services to the visitors coming from generally Manisa and İzmir. Farm presents natural life atmosphere with 15 kinds of animals, vineyards and various fruits.

Farm daily provides employment opportunity for about 30-35 workers coming from the other villages and also village products buying from the villages are selling in the facility to the urban visitors.

This example is important with its role not only providing an economic opportunity for its environment but also constituting an example for the farm owners who are nowadays interested in agri-tourism.



Photo 11: At the farm organic products buying from the villages are selling to the visitors



Photo 12: A view from the farm



Photo 13: A view from the farm

5.4.2.Karaburun Women Agri-tourism Initiative Project

5.4.2.1. General overview for Karaburun District and Sarpıncık, Parlak and Küçükbahçe Villages

Karaburun District with its 15 villages takes place in the borders of İzmir city with 109 km distance to the city center. Karaburun Peninsula is the western point of Turkey, at the entrance of İzmir Gulf. The Peninsula has mountainous geography with the 180 km coastal areas (www.karaburun.gov.tr). İzmir Gulf takes place on the eastern, Urla District takes place on the southern and the Aegean Sea takes place on the northern and western side of the Karaburun District.

Settlement history of the city dates back to B.C. 3000. İzmir city is located in the western side of Anatolia and with its 3.370.866 population number (DİE, 2000) it is the biggest city of the Aegean Region and the third biggest city of Turkey. İzmir city has 28 districts.

City economy is depended on industry, tourism and agriculture. Although the İzmir city's big economic potential, Karaburun District takes place on the western side of the city with its smaller, undeveloped structure.

Total population number of Karaburun District is 13.446 (DİE, 2000). Arriving to the peninsula from İzmir is generally providing through the İzmir-Çeşme highway and Balçova- Gülbahçe-Karaburun Road that is on the 55.km of the highway. There is no direct arriving service from İzmir to Karaburun. Although it has the existence of the sea potential, there is no sea arrival service. The road of Karaburun has difficulties for arriving Karaburun with more than 180 curves.

Climate conditions of Karaburun Peninsula have similar properties with the Western Anatolia's Aegean Coastal Areas. Climate has Mediterranean character

with hot-arid summers, rainy winters and annual average 17C° temperature. Because of the topographic and climatic conditions, peninsula has the dominant southern and northeastern winds with annual average 36m/sn speed (www.karaburunizmir.net).

Because of the mountainous character of the peninsula, agricultural production has disadvantageous conditions for development. Geographical conditions also effect on marketing the products negatively. Therefore, effectiveness of the agricultural production on the peninsula's economy is weak. However, local people subsist on agriculture. Fishery and stock-breeding are also the agricultural instruments of the local people.

Total agricultural production area is 3.705ha and artichoke, mandarin and olive are the main agricultural products that are producing in the peninsula. Also the irrigating problems cause threats for agricultural production. The only industry is the olive oil factory in the Eğlenhoca village.

Peninsula has natural, historical and cultural values. Despite its large coastal line, district has low amount of sandy beaches for developing the sand-sun-sea tourism. However, Karaburun has sea-sand-sun tourism demand with the effects of its clean, blue-flagged beaches. Generally tourists of Karaburun district are the ownerships of the summerhouses. There are one four-star hotel, five three-star hotels and the smaller ones in the district.

One of the most attractive features of the peninsula is its mythological and historical past. The past of the peninsula dates back 15 million years ago (Öztekin, 2006). In the ancient Greek mythology, Peninsula is known as the Mimas City, which is the area of a number of stories that taken place (Öztekin, 2006). Also because of the old Greek settlements in the region, peninsula still reflects the features of some Greek culture.

According to the data taken from the Karaburun local government, at the weekends of summer months the tourist number of Karaburun is averagely 15.000 with the summerhouse owners and there are 700 beds in the district center. Tourist number decreases in the winter months to averagely 3000 tourists.

Karaburun peninsula has advantageous conditions for various types of alternative tourism with its geographical, natural, historical and cultural values. Therefore, there are eco-tourism activities, trekking groups, and camping areas in the area. Since 2005, in Sarpıncık, Parlak and Küçükbahçe villages there are also agri-tourism facilities.















Sarpıncık village is 15 km far away from the district center and the population number of the city is 178 (DIE, 2000). Sarpıncık village, because it is the first village taking place on the Karaburun-Küçükbahçe road, has the easiest arriving conditions from Karaburun center then the other villages. Because it takes place on a hilly area, with its stone-made architecture, the settlement presents an unusual view. Olive and narcissus flower is producing in the village and also village has an inlet. There is no school and health unit in the village.

Parlak village takes place on the middle and the hilliest point of the Sarpıncık-Küçükbahçe road. It has the poorest arriving and communication conditions among the other villages. The distance between Parlak village and Karaburun center is 22 km and the population number of the village is 184 (DIE, 2000). Olive and vegetable is the agricultural products of the village. The village has inlet. However arriving the inlet, as the Sarpıncık Inlet, has difficulties because of the road and geographical conditions. There is no school and health unit in the village.

Küçükbahçe village is the bigger one of the three villages. Although there is 33 km distance from the Karaburun Center, Küçükbahçe village has advantageous conditions with its flat area near the sea. The population number of the village is

773 (DIE, 2000). Essentially, the first settlement of Küçükbahçe village takes place on the east of present settlement. However, because of the disadvantageous geographical conditions of the village especially for agricultural production, village settlement has been carried to the present location that has flat agricultural areas that are suitable for agricultural production in winter months. This condition leads to secondary house culture in the village. In the village generally organic winter agriculture has been done and the main agricultural products of the village is citrus, artichoke and olive. There is no school and health unit in the village.

Table 19: Legend / Map 7

	İzmir City Center		Fishery
	District Center		Historical Values (Greek Settlements)
	Villages		Ancient values
	Agriculture production area		Agri-tourism
	Mountainous- Forestry Area		Natural Values
	Transportation		Sea-Sand-Sun Tourism
	Mountainous-Rock Areas		Agricultural Industry



Map 5: Location of Karaburun District

Source: Map is adopted from <<http://www.googleearth.com>>

5.4.2.2. A General Overview of the Project

Karaburun Women Agri-tourism Initiative is an education and employment project that was established by a group of women in the Sarpıncık, Parlak and Küçükbahçe Villages of Karaburun District. Through the project, women who sell the homemade fruit jams, local foods and handcrafts established a cooperative. 7 of 15 entrepreneurs of the cooperative are serving bed & breakfast facilities in their houses, which were innovated through the criteria of the project.

Project is emerged through Women's Initiative for Peace Organization (**WINPEACE**) that was established through the initiatives of Turkish and Greek volunteers with the aim of enhancing friendship between Turks and Greeks. Organization developed an agri-tourism education project for Turkish rural women as it was developed in Petra Village of Greece. The education project that was prepared by WINPEACE originators was submitted to EC for financing and acceptance of the project by EC started the process in November 2004.

Karaburun District is preferred with its natural and historical structure and Sarpıncık, Parlak and Küçükbahçe Villages were chosen according to their local settlement forms, agricultural production, natural landscapes, historical Greek settlements, and the enthusiasm of the women that were informed during the interviews done with them.

After the convincing process of the women and their families, education programs started and last for three months between March and June 2005. Education programs were about:

- Awareness of being women
- The cooperative system

- Communicating with tourists without knowing a foreign language, and education about some services e.g. preparing a breakfast table, cleaning the windows
- Producing in cooperation

Women are also made aware of producing local foods and fruit jams. 30 women participated in the education programs. Then at the stage of establishing the agri-tourism cooperative, the number decreased to 18 women because of the financial requirements of establishing the cooperation. Today the cooperative has 15 members and seven of these members are regulated their houses for the determined criteria that require bedrooms with bath and WC, a common kitchen and hygiene rules. At this point, the first coordinator indicates the impropriety of the rules that were decided in Istanbul by the members of the WINPEACE for the villages' conditions. **Table 20** demonstrates the number of cooperative members, accommodation units and bed numbers in Küçükbahçe, Parlak and Sarpıncık Villages.

Table 20: Cooperative member, accommodation unit and bed numbers of Karaburun Women Agri-tourism Initiative

VILLAGES NUMBERS	KÜÇÜKBAHÇE	PARLAK	SARPINCIK	TOTAL
Cooperative Member Number	8	2	5	15
Accommodation unit number	4	1	2	7
Bed Number	13	7	13	33

After establishing the cooperative and accommodation units, women had stands in the bazaar of Karaburun and started to sell their fruit jams. Through the education program they are also visited the Petra Village to see the example for developing

their knowledge about the project and women from Petra visited the three villages. Also through the effects of the media, project was made known and visitors started to come to villages. Internet was the most effective information dissemination medium for becoming known. **Table 21** demonstrates the number of Turkish and foreign tourist numbers. **Table 22** demonstrates tourist numbers according to their nationalities.

Table 21: Turkish and foreign tourist numbers for three years visit the Karaburun Women Agri-tourism Initiative Project

VILLAGES	KÜÇÜKBAHÇE		PARLAK		SARPINCIK		
YEARS	T*	F*	T	F	T	F	TOTAL
2005	8	4	7	6	9	10	44
2006	15	3	10	-	4	2	34
2007	8	1	6	-	7	2	24
TOTAL	31	8	23	6	20	14	102

Table 22: Tourists numbers according to the nationality

COUNTRIES	TOURIST NUMBERS
Turkey	74
Greece	19
Italy	3
Germany	2
America	2
Spain	1
Norway	1
TOTAL	102

In the preliminary stage of the project, governor of İzmir and the mayor of Karaburun District showed interest in the project and provided some help about the requirements of the project. After this preparatory process and by the end of the EC project, today Karaburun Women Agri-tourism Initiative is working to

develop the project through the efforts of cooperative and the credit aims of Karaburun local government for restoration of the houses. However, because the villages of Karaburun project are located in the second-degree protection area, villagers have some obstacles for restoration and renovation activities of their houses.

The institutions that act in the development process of the Karaburun Women Agri-tourism Initiative Project are:

- İzmir Agriculture Administration
- Karaburun Local Government
- Karaburun Municipality
- İzmir High Technology Institute
- WINPEACE Organization
- Kızılay Organization

Table 23: Identification Card of Karaburun Women Agri-tourism Initiative Project

IDENTIFICATION CARD OF KARABURUN WOMEN AGRI-TOURISM INITIATIVE PROJECT	
Name of the Project	Karaburun Women Agri-tourism Initiative
Starting Date	November 2004
Partnerships of the Project (Action Mechanism)	WINPEACE Limited Karaburun Women Cooperative
Aim of the Project	It is an education and employment for women program for the local women
The Elements that Aim to Develop by the Project	Natural and historical potential Local catering and handicrafts
Activities realized through the project	Education programs Establishing the women cooperative Stands in the Karaburun Bazaar

Table 23: Identification Card of Karaburun Women Agri-tourism Initiative Project

	<p>Stands in the Karaburun Festival</p> <p>Pension services</p> <p>Maintenance and innovations in the houses</p> <p>Physical planning studies by a group of architecture students from High Technology Institute</p>
Activities that are targeting to realize through the project	<p>Developing pension services</p> <p>Direct marketing of the local products</p> <p>Environmental travels to the areas that have natural and historical values</p>
Legislative-regulative Support Mechanism that the project depending on	–
Financial Support Mechanism	Karaburun Local Government
Monitoring Mechanism	–
Human Resources Mechanism	Küçükbahçe, Parlak and Sarpıncık Villages Women
Tourist potential of the villages	–
Current numbers of the women that are interested in agri-tourism	15
Numbers of the present agri-tourism facilities	7
Numbers of the present bed numbers	33
Agri-tourist numbers that visited the village (for three years)	102
Types of the present agri-tourism services	Bed & Breakfast
Types of the agri-tourism services that the families planning to serve	<p>Bed & Breakfast</p> <p>Volunteer participation to the agricultural production activities</p> <p>Selling the products directly</p>

5.4.2.3.SWOT Analysis

Table 24: SWOT Matrix of Karaburun Women Agri-tourism Initiative Project

INTERNAL FACTORS		STRENGTHS	WEAKNESSES
1.Project		Existence of the action mechanism Being a women employment project Established by NGO initiative Being cooperative initiative Education programs are realized by the participation of the experts	Because decisions about the project were made in Istanbul by the members of WINPEACE Organization some of them were not appropriate for the people's lifestyles It tries to develop in a non-planned process No serious analysis studies were done Physical planning studies do not implement because of the lack of interest and financial resources Accommodation units are in need to maintenance Cooperative has no appropriate facility for advertisement and selling products
2.Project Area	1. Agricultural Production & Marketing	Organic vegetable and fruit production Olive production Fruit jam production	Agricultural lands are far away from the accommodation units Marketing is providing by merchants coming villages People can not market their products directly No initiative for adding value to agricultural products

Table 24: SWOT Matrix of Karaburun Women Agri-tourism Initiative Project

	2.Natural Values	Mountainous geography has dominant landscape value Aegean climate is appropriate for agri-tourism for all months of the year Each village has its inlet with clean sea and clean air conditions Wind Healing plants Ornamental plants	Damage on the water resources
	3.Historical Values	Existence of the historical Greek settlements on the road among the villages Mythological past of Karaburun District	Historical buildings are in need to maintenance Because the area is historical site people can not innovate their houses
	4.Culture	Aegean Culture Folkloric traditions Because the area is historical site, local settlement characteristics is protected Local catering properties are still continuing	People cannot accept money from the tourists because of their hospitality traditions Settlements do not have close relations
	5.Village's Tourist Potential	Tourists having interest on local cultures and natural conditions are interested in the project	Rarely, tours are organized to see the natural and historical values by some tour operators

Table 24: SWOT Matrix of Karaburun Women Agri-tourism Initiative Project

3. Human Resources	<p>Education programs provide a conscious on not only women but also whole family members about tourism</p> <p>Women want the continuation of the project</p> <p>People are accustomed to tourists because of the tourism potential of Karaburun District</p> <p>Hospitality of the people</p>	<p>Low level of education</p> <p>No initiative behavior</p> <p>Because of the insufficient employment resources young people tend to migrate</p> <p>Women have conscious about the relationship between agricultural production and agri-tourism</p>
EXTERNAL FACTORS	OPPORTUNITIES	THREATS
1. Project	<p>Project should be evaluate as the pilot project</p> <p>Because the region is appropriate for other alternative tourism forms as trekking, surf, they should be evaluate in an integrative approach</p> <p>Olive oil factory in the Eğlenhoca village of Karaburun</p>	<p>Lack of planning</p> <p>Lack of effective management</p> <p>People tend to loose their trust on the project and the coordinator</p> <p>Men of the families do not allow for every tourists (marriage is important for them)</p>
2. Villages	<p>Sarpıncık Village is close to the Center of Karaburun District</p> <p>Küçükbahçe District has advantageous conditions through the winter agriculture</p> <p>Geographical conditions of Küçükbahçe Village is not have mountainous character</p> <p>Küçükbahçe village is close to sea</p> <p>Arriving conditions to peninsula should be improve by the sea services</p>	<p>Villages are generally poor because of their economy depended on agriculture</p> <p>Parlak and Küçükbahçe villages are far away from the center of Karaburun District</p> <p>Parlak Village is the poorest and disadvantageous village with the geographical, communicational (telephone, road) and the public services</p> <p>Road needs maintenance</p> <p>There is no facility on the road among the villages;</p>

Table 24: SWOT Matrix of Karaburun Women Agri-tourism Initiative Project

3.Legislative/Regulative Area	Increasing official speeches and planning approaches	Changing agricultural policies Lack of official, legislative supports cause to decrease on the trust of people to the project
4. Financial Resources	EU Funds	Some people do not evaluate the credits given by the Karaburun local government through the given reasons Awareness of the EU funds is low
5. Advertisement	Internet resources, and media should continue to be effective for the advertisement of the project as it was done in the establishment process of project Becoming a LEADER-MED Project	Exagration of the information resources about a non-developed tourism facility Disinformation of some information about the project
6. Tourism Potential	Karaburun District's tourism potential Karaburun Festival in every first weekend of September in Karaburun District Fishery is desired to develop by local people Olive and olive oil products should be the agri-tourism product of the project Increasing interest on the historical settlements in the world Foreign tourists are interested in the project	Because the agricultural lands are far way from the villages, insufficient productive efforts and reluctant people for the agricultural production, on-planned increasing tourism potential may cause to damage on the agricultural production and sustainability of the lands Karaburun road with 183 curves

Table 24: SWOT Matrix of Karaburun Women Agri-tourism Initiative Project

7. Human Resources	Local people should have chance for socially development Some migrating young people may turn back to their villages with the increasing employment and income resources	People do not have conscious about their rights and financial resources Women have some disagreements Some women do not behave according to the rules of the cooperative Loosing farmer identity
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5.5. Results & Discussions

Evaluation of the Tekelioğlu Rural Tourism Development and Karaburun Women Agri-tourism Initiative projects demonstrated similar results not only for local level planning actions but also for upper level planning studies. While the interviews with agri-tourism entrepreneurs and observations generally demonstrated the factors that have to be paid attention for the local level action plans, other interviews shed light on especially the underlying factors of the upper-level agri-tourism development in Turkey.

The four villages that were visited for the case study generally demonstrate the conditions of rural areas in Turkey that are submitted in National Rural Development Strategy Report, given in **Table 11**.

In the **Table 23**, the comparison of the two villages is given on the basis of the current conditions of agri-tourism development projects according to the needed features of agri-tourism sector in order to understand the general conditions for Turkey. List was prepared under the data obtained through the case study and reviewing the literature.

Table 25: Comparison between the two projects for evaluating the factors that may effect on agri-tourism planning studies in Turkey

CRITERIA/ DIFFERENCES	Tekelioğlu Rural Development Project	Karaburun Women Agri-tourism Initiative
Aim of the projects	Developing the socio-cultural, economic and environmental conditions of Tekelioğlu village	Education and employment for women
Linking tourism with agriculture	Medium	Weak
Participant to Project	High- Family	Lower- Women
Disadvantages of agri-tourism	Low	Higher
Coordination between same level of administrations	Medium	Low
Cooperative behaviour	Strong	Lower
Financing mechanism	EU-IPARD Program Local Sponsors	Karaburun Local Government and the revenue of the cooperative
Monitoring Mechanism	-	-
Action Mechanism	Strong	Weak
Agricultural production	Medium	Low
Accessibility	Medium	Lower
CRITERIA/ SIMILARITIES	Tekelioğlu Rural Development Project	<i>Karaburun Women Agri-tourism Initiative</i>
Size of agri-tourism farms	Small	Small
Tradition of rural tourism	-	-
Bottom-up approach	Strong	Strong
Regional Image	Weak	Weak
Diversification opportunity in tourism product	High	High

Table 25: Comparison between the two projects for evaluating the factors that may effect on agri-tourism planning studies in Turkey

Share of agricultural tourism in overall tourism sector	Low	Low
Legislative-Regulative Mechanism	-	-
Human Resources Mechanism	Medium	Medium
Location	Appropriate for agri-tourism development	Appropriate for agri-tourism development
Tourism Potential	Medium	Medium
Planning studies	Low	Low
Farm scale	Small	Small
Agri-tourism product	-	-

The strengths of the projects generally depend on the natural, cultural and the agricultural values of the villages and the cooperative behavior of the people. However, weaknesses of the two projects are generally based on the economic and educational conditions of the farmers. Tekelioğlu, Küçükbahçe, Parlak and Sarpıncık villages' inhabitants are in tendency to transform from single to multifunctional agricultural production by their own initiatives because of the necessities for new income resources.

The main features are reviewed which are the aim of the project, agri-tourism product, agri-tourism development area and the disadvantages of agri-tourism that are the necessities for the achievement of an agri-tourism plan. It is found that the projects occurred under economic development purpose, and the villages are appropriate for the agri-tourism development with the location conditions. However, lack of planning has an impact on the other criteria. In Karaburun Project home-pension operations may be evaluated as the agri-tourism product but the conditions of the buildings do not have enough agri-tourism facility conditions

for serving accommodation facility. Olive production has an opportunity for evaluating as the agri-tourism product in Tekelioğlu Village. On the other side there is still no precautions against the disadvantages and the threats of the agri-tourism development.

Tourism potential of Manisa and İzmir city and the agricultural structure of the villages present the main opportunities for the agri-tourism development. It may be said that the awareness of the people about making their agricultural production multifunctional and the agri-tourism potential of the villages present the most important opportunities for the projects.

In Salihli District, not only in Tekelioğlu Village but also in other ones, because of the interaction among the villages, there is an increasing interest on agri-tourism initiatives. Tekelioğlu Village Rural Tourism Development Project is the first one and therefore it has the role of being example for the other villages by its cooperative manner, if it may be achieved.

Nowadays, Tekelioğlu project is in constructing level with the pursuit of physical planning activities and financial resources for the development of the project. Although there are 4 agri-tourism entrepreneurs, 15 farmers indicated their interest in agri-tourism and it is seen that they are in need and curiosity to see the results of the present enterprises to decide for being an agri-tourism entrepreneur. Karaburun project is in more developed structure with 7 accommodation units, 33 bed numbers and 15 employed women. However, low amount of tourists reflects the results of insufficient interests of public institutions and advertisements; Karaburun entrepreneurs have credit debt taken for the innovation in their houses and they have disappointment because of the current position of the project that they have not expected.

Generally it may be said that inhabitants of the villages are in relation with urban areas and all the villagers tend to have more modern living conditions in their villages. Especially, large amount of Karaburun villagers have secondary houses

in Karaburun center or İzmir. Because of unproductiveness and low income, people are not pleased with agricultural production and they tend to have new income resources. This causes migration of young people. Villagers mention that young generation of their villages with low-level education has unemployment problems in the urban areas.

Although Tekelioğlu people have more advantageous conditions with the encouragement of Rapunzel Firm for their organic products, migrating problem is one of the most crucial one for the Tekelioğlu, too. However, organic production and the guarantee income resources providing by Rapunzel firm, make the Tekelioğlu villagers more pleased with agricultural production and they are in desire of continuing the organic agriculture with the demand for new income resources such as new markets. So, agri-tourism and rural tourism development idea was accepted by the villagers under these conditions and nowadays in Tekelioğlu village, similar excitements, desires and hopes are seen as in the first stages of the Karaburun Women Agri-tourism Initiative.

Agri-tourism entrepreneurs' answers for the question about the definition of agri-tourism concept demonstrate the conscious on the relationship between agriculture and tourism. All of the entrepreneurs used the terms of agricultural production, volunteer guests, selling their products directly to the tourists and accommodation services under the local conditions of their family lives. Tourism attractions that they plan to serve are various as milking and stockbreeding, making various jams, pick your own, bed & breakfast facilities. Despite the existence of this consciousness, people still do not have further vision about the possible conditions of the villages and their lives when the tourism gets developed.

Karaburun women have learned agri-tourism firstly by the WINPEACE education project and Tekelioğlu entrepreneurs said that they were learned about it by TA-TU-TA project, when the members of the Bugday Organization come to the

village with the aim of introducing their project. It demonstrates the effectiveness of NGOs and education programs on developing consciousness.

It is seen that, villagers' interests of becoming a tourism entrepreneur are formed through the projects. While Tekelioğlu agri-tourism entrepreneurs answered the question as promoting their village and having new markets for selling their organic products, Karaburun women reply the question as earning their own money and having a job because it is a women education project. None of the Karaburun entrepreneurs said about the environmental protection dimension of agri-tourism or development of their village. It may be generally said that, because it is a women education and employment project, Karaburun villagers' approach for the project reflect their own financial problems; they do not have a visible interest on the development of the village. Being a women project and the little amount of participators make the project generally distinct from the villages' general socio-economic conditions.

However, Tekelioğlu villagers' answers about rural tourism development project reflect their consciousness about village development that will positively effect their family development. The answers of the question about the reason of being members of TA-TU-TA project were 'having new income resources' and this situation also demonstrates the importance of the cooperative action.

Another question about the target tourist profile exposes the effect of local ethic structure and the dominance of the men in both two examples. Entrepreneurs were asked if they welcome every kind of tourists. Tekelioğlu entrepreneurs directly said that they do not want to accommodate single men and non-married couples because of their family lives. This answer was also given by Karaburun women through the explanation of not allowing by the men of their families (husbands, father-in-law and sons). Only one woman indicates that she does not want, but generally women do not emphasize the marital status and gender of the tourists. This condition underlies the necessity of analyzing the acceptations of local

people and determining the target groups of the project. Another impression is that, although being a women project, pleasure of the men generally plays one of the indicative roles on the process.

Another impression is that education programs are the most effective studies of both two projects. Villagers indicate the importance of the education programs that they had; Tekelioğlu farmers emphasize the necessity of new education programs; indicate their necessity about being tourism entrepreneurs. About this issue, Karaburun project has more developed conditions because of the effects of the education programs about being tourism enterprisers. However, in both villages, people said that they face difficulties to establishing economic relations with tourists because of Turkish hospitality customs. They mention about the tourists as ‘our guests’; they did not like the term ‘commercial guest’ when they are said. It is seen that conflict between farmer identity and being tourism-entrepreneur has to be solved by the education programs.

The four villages have various natural, ancient, historical, cultural and agricultural resources that should be evaluate as tourism products. The agricultural and tourism potential and the warm climate conditions of Aegean Region are appropriate for agri-tourism in every month of the year. Therefore, agri-tourism as being appropriate for every season of the year should be evaluated as an opportunity for these projects.

However, these opportunities are also under the threats of non-planned tourism development. Although it is more developed, Karaburun project’s strengths and opportunities are not benefited for agri-tourism development. Being a women project may be one of the reasons of this situation and nowadays project is in need to be known. Therefore, through the directories of the İzmir Agriculture Administration; Karaburun Project got a member of Leader-MED Project to get advertisement of the initiative under the logo of Leader-MED. Leader-MED Project is an Italian Initiative and contains the small-scale Mediterranean projects

that aim to develop the local conditions of rural areas and these small scale projects includes the aim of developing agro-tourism, ecotourism, agricultural production, employment to sustain the Mediterranean characteristics.

It is decided to make the advertisements of Tekelioğlu project through the NGO supports in a rural tourism magazine. Also because the 250 participants of rural tourism festival pleased the people and the partnerships of the project, they are in preparation process of the second festival, organic agriculture festival, in the village. Manisa City Tourism Administration is the regulative institution of the festivals through the supports of KTB for the festivals. However, tourism administrator indicates the activities of the festivals that not reflecting the local features of the villages. It is indicated the need of a well-organized festivals and their importance on the advertisement of the projects.

It is understood that the festivals may be evaluated as one of the important promoter instruments of the projects especially for their closer environments. Making know the festivals by the whole country requires comprehensive promotion activities with the supports of KTB. This issue relates the upper level of planning activities.

Another impression about the interviews with the local people and coordinators is the financial requirements of the projects. Tekelioğlu project's financial requirements are decided to solve by EU IPARD funds. With the effect of project coordinators' knowledge about benefiting from EU funds, people have the trust of solving the infrastructure and superstructure problems of the village. Coordinator indicates the necessity of physical planning studies of the village and they are in a pursuit of a planning project and looking for the ways of establishing relation with the related departments of the universities. However, although in Karaburun, physical projects of the villages are prepared by the İzmir High Technology University in the preparation process of the project, they could not applied because of the financial deficiency.

The results of analyzing the internal and external factors that effect on the development of these two projects demonstrate the necessity of planning projects to achieve the targeting aims. Impressions reveal the relationship between the satisfaction of the people and development of the projects. Satisfaction of the entrepreneurs is necessary for the future of the project; because agri-tourism can be develop through the human resources mechanism. At this level, while Tekelioğlu farmers have expectations about the future of the project as it was in the starting level of Karaburun project, Karaburun women are more hopeless because of the disinterestedness of the related public institutions with their projects and the low amount of tourist numbers. Because they do not have the required infrastructure about this tourism form, the economic deficiencies and public institutions they are more abstainer and the members of cooperative has been decreased from 18 to 15 members.

In Tekelioğlu Village, because it is under development stage, project still has not provided employment or income. In Karaburun 15 women are producing and selling their products and earning income. Although they are not pleased with the income amounts related to pensions, the number of sold jams is increased from 500 jars in 2005 to 1500 jars in 2006.



Photo 14: Sarpıncık Village



Photo 15: Pension in the Sarpıncık Village



Photo 16: Historical stone-made buildings need maintenance



Photo 17: Sarpıncık Inlet and Sarpıncık Lighthouse



Photo 18: Parlak Village



Photo 19: Stone-made buildings on the road between Sarpıncık and Parlak Villages



Photo 20: Agri-tourism pension in the Parlak Village



Photo 21: Historical Greek settlement on the road between Parlak and Küçükbahçe Villages



Photo 22: Old settlement of Küçükbahçe village



Photo 23: Agri-tourism pension in Küçükbahçe Village



Photo 24: Fruit jams of Karaburun Women Agri-tourism Cooperative



Photo 24: Handcrafts of Karaburun Women Agri-tourism Cooperative

CHAPTER 6

CONCLUSION

6.1. Findings

In this thesis study, agri-tourism planning concept is examined. First of all it is seen that, agri-tourism concept has been developed as a sub-sector of rural tourism both in the developed and developing countries through the necessity of sustainable development. Agri-tourism evolves through its local development approach based on conservative manner. Because nowadays rural development issue is one of the most important problem of the countries for increasing the unbalanced economies between urban and rural geographies, agri-tourism gains an attractive role with its structure that is depend on local dynamics. Sector submits development possibilities through the own sources of a region and constitutes a new communicative area between urban and rural people. Agri-tourism concept was developed as a rural development instrument through the increasing tourism demands of urban people on the rural areas and generally organic life conditions. However, on the other side, the migration tendency of rural people from rural areas to urban areas is continuing.

Sector should be evaluated as an integrated part of general tourism development policies or rural development policies of a country. At this point it is vital to distinguish the relation between the rural development and tourism development because the agri-tourism sector service for the rural development on the side of becoming varied of tourism sector of a country.

Generally agri-tourism is being evaluated as a part of the general tourism plans that are part of the entire development strategies of countries.

Rural tourism concept as a development strategy was developed at the intersection of these two tendencies through the parallel approach of alternative tourism as an alternative to mass tourism. In the course of time, rural tourism activities diversified according to the type of the activities and the areas that the activity takes place in.

Today, for many developed countries, environmental problems entail great efforts for protecting the natural resources. Hence, for the following years these conditions have presented necessities for new tourism and recreation approaches (Sağcan, 1986).

Agri-tourism concept is developed as a distinct formation with its main characteristics of tourism activities in the farms and in the agricultural lands. Agri-tourism is a form of tourism to market the farm life and farm products as tourism products. This concept is developed by planners to provide new social, cultural and economic opportunities for farmers while providing alternative education and recreation facilities for urban people.

At the other side of the approach, term is developed for protecting the agricultural production and agricultural lands against the attractiveness of economic power of tourism activities. Because, increasing tourism demands on the rural areas may cause transformations on the agricultural lands and natural resources through non-agricultural activities. Therefore, these damages emphasize the necessity of planning agri-tourism activities.

This study showed that agri-tourism plans are formed through three main questions:

- What is the aim of the agri-tourism activity?
- Where should be agri-tourism developed?
- How should be agri-tourism developed?

The answer of the first question determines the targets of the action. As it is reviewed in this study through the EU and Turkey examples, agri-tourism is generally utilized as a rural development instrument and it is planned through the national rural development or regional development plans. Also it is seen that the agri-tourism facilities should aim the tourism development or agricultural development. It is the multi-functional agriculture approach of productivist agricultural production as the emerging point of the agri-tourism sector, providing alternative income resources to the farmers. So, agri-tourism is also occurred as a new type of agricultural production.

The answer of the second question demonstrates that, it is suggested to develop in disadvantageous agricultural lands such as marginal lands, small-scale farms and mountainous areas that have less competition possibilities against the advantaged ones. Agri-tourism facilities are suggested as complementary instruments for agricultural production and generally they are not developed as the primary activity of the farmers because of the sustainability of the agricultural production. However, this situation is generally valid for the agri-tourism facilities that aim the agricultural development. Especially in the developed countries such as Italy, the importance of the negative effects of tourism on agricultural lands is emphasized through the laws.

Another important criterion for the agri-tourism development areas is the distance between the agri-tourism facilities and urban areas. Generally agri-tourism activities tend to develop in closer agricultural areas to urban areas. Additionally, agri-tourism develops in the agricultural areas that have tourism potential in their closer environment.

Agricultural, rural and tourism policies of a country are the main determiners of development form of agri-tourism facilities. Administrative structure of the country also plays role in the development of the sector.

Especially in the developed countries, agri-tourism sector is developed through a system that has mechanisms making it working and the five mechanisms of agri-tourism development process, *legislative-regulative support mechanism, monitoring mechanism, financial support mechanism, action mechanism and human resources mechanism*, constitute the framework of the system.

Essentially, agri-tourism is a form of tourism that is founded upon local dynamics. Therefore, a well-working system from bottom to up or up to bottom is one of the most needed elements for the agri-tourism development process.

However, it is seen that bottom-up approaches are more successful for agri-tourism development because of the cooperative and local structure of this tourism form. It is also seen that, local people attitudes, cultures, desires and expectations play a crucial role on the development of the sector. Therefore, a planning study containing the local people participation should provide achievement for the process.

As it is seen in the results of reviewing the Italian and Polish examples, the most determiner of the agri-tourism development process is the quality of the human resources mechanism of the agri-tourism development process. Therefore, organizing the process according to the local dynamics of the development area and improving the local conditions is required.

It is found that, nowadays, at the local levels, primary constitutions of agri-tourism are occurring in the non-industrial agricultural production areas in Turkey. These constitutions demonstrate the necessity and desires for multi-functional agricultural production of small-scale agriculture producers. Increasing amounts of roadside stands and organic product sales also demonstrate this new tendency in Turkey.

Although the existence of decrease in population number of rural areas, 35% of entire population of Turkey is living in the rural areas (www.tuik.gov.tr). The new agri-tourism tendency should be evaluated as an alternative income instrument in Turkey, as it is declared in the Ninth Five-Year National Development Plan of Turkey.

It is seen that, rural tourism and agri-tourism development issues are still not in the control of the Turkish national government. Although, this situation leads to non-planned activities, on the other side it presents free conditions for the agriculture producers who are interested in agri-tourism and rural tourism. It is found that the lack of legislative responsibilities such as taxation, are making the farmers more desirous for agri-tourism initiative.

The two case studies from Turkey demonstrate the necessity for guiding of rural people and the sensitivity of NGOs about the issue. However, although the local administrations are in tendency to support the rural people's initiatives, deficient resources and underdetermined responsibilities of the administrative institutions cause problems for developing the initiatives. Lack of coordination among the administrations is one of the main complaints of the agri-tourism project coordinators.

On the other hand, lack of the spirit of entrepreneurship of local people is the common impression of the two cases. People are in tendency to protect their own supplies and do not want to take risk. Also because of the effects of not having experience of being tourism operators, people do not participate to the development issues of the project; only prefer to do the what they are said.

It should be evaluate that, tendency of the people that they do not interest on some other issues related with the project and the village. This situation shows the importance of the necessity of the conscious for working together for a common project.

It should be said that, especially in Karaburun project, for the future of the project people are generally expect from official institutions and coordinators to help them. People have expectations for interventions and supports, as WINPEACE had been given at the beginning of the project.

However, it is seen that, there is an improvement on the consciousness of rural people about the necessity of education and multi-functional farming. Rural people demonstrate their desire of being owners of their operation. At this point NGOs play a vital role on this condition and it is foreseen by the writer that providing the required education and finance supports should lead the development of agri-tourism as a sub-sector of tourism in Turkey.

Another important finding of the projects is exposing the women factor. Development of both two projects depends on the women factor. Women are the indispensable operators of the projects because of their effects on the rural life and rural economy. Therefore agri-tourism depends on the existence of the women on the process. However as it is clearly seen in Karaburun project, achieving the implementation of agri-tourism or rural tourism in a village requires the participation and support of men because of Turkish traditional rural life style.

6.2. Suggestions

In Turkey, the current sea-sand-sun tourism sector is constituted through the state interventions and encouragements in 1980s. These supports were the major factors for establishing the sector. Nowadays, the pursuit for diversifying the tourism sector and the terms of alternative tourism, ecotourism, thermal tourism, mountain tourism, congress tourism are more frequently used. Also time organic agriculture, organic life styles and products attract more consumers in Turkey.

As being parallel to the sustainable tourism development approach; having a tourism sector that operates twelve months of a year diversifying the sector is also gaining more attention in the tourism politics area. On the other hand, Turkey's participation process to the EU requires serious rural development operations. As it is declared in the official area, Turkey has to be produced new development instruments for its rural regions and tourism in rural areas should be evaluated as a new sector in Turkey. Also as the complementary tool to the agricultural production farmers should be able to benefit from tourism. However, the relationship between rural development and rural tourism is still not determined sufficiently in Turkish rural development programs.

Development of general sustainable tourism sector depends on several criteria listed below (www.tursab.org.tr):

- Variation of natural, historical and cultural tourism supplies of a country
- Geographical and climatic conditions that are appropriate for various tourism facilities
- Well-developed NGOs and trade unions
- Strong local administrations
- Well-developed and specified advertisement and marketing methods
- Success on creating supply of tourism

Although the increasing demands for alternative tourism in Turkey, there is still no determined national policy for alternative tourism development that should directly adress the development of agri-tourism sector.

This thesis exposes three main points related with agri-tourism and rural development in Turkey:

- Rural people whose economy is dependent on non-intensive agricultural production in Turkey are in need and desire of multifunctional agriculture

- These people are looking for new markets and marketing types of their not only agricultural but also traditional products such as handicrafts, local life styles
- Turkish national rural development approach demonstrates the potential of agri-tourism for development in rural areas

It is seen that, current position indicates the necessity for multi-functional farming and appropriate conditions for agri-tourism development in Turkey. These positive conditions for agri-tourism development can be listed as:

- Appropriate geographical and climatic conditions of Turkey
- Strong natural, historical and cultural conditions of Turkey
- Developed conscious of local people on multi-functional farming
- Richness of traditional life features
- Support of NGOs and trade unions on the development of alternative tourism

Disadvantages of agri-tourism development in Turkey can be listed as:

- Lack of national policies for development of alternative tourism
- Lack of legislative orders
- Uneducated rural people who do not have spirit for investment under poor economic and social conditions
- Lack of planning studies

Generally, it should be accepted that agri-tourism development is based on four related groups that are the public sector, private sector, NGOs and the local people. These four actors are the complementary elements of the system by supporting each other through the cooperative studies of these groups to achieve five main planning mechanisms examined in this study. The public institutions

that take role on the agri-tourism development process are the ministries, local administrative institutions and universities. These institutions should generally share the responsibility of planning and the education issues.

First of all, it requires determining the administrative institution that has the responsibility for the development of the sector. This process is dependent on the aim of benefiting from agri-tourism in Turkey. As it is declared in the Ninth Five-Year Development Plan, development strategies of Turkey aim to benefit from agri-tourism as a rural development instrument. However, Turkish rural development policies should have the aim of benefiting from agri-tourism as agricultural development or tourism development. This criterion should be the determinant of the formation of agri-tourism facilities in Turkey.

Administrative institutions should provide the required solutions for planning the sector, determining the roles of local administrators, supporting the participation of the people, providing financial supports and monitoring of the process.

Turkish administrative and legislative area has to be reorganized according to the agri-tourism development. This organization should be included the legislative determination of the concept, aims and implementation areas of the sector. Determination of the term should eliminate the confusion between what agri-tourism and rural tourism is.

As it is declared in the Ninth Five-Year National Development Plan Rural Development Policies Special Expertise Sub-Commission Report, agri-tourism sector should be developed by the TKB administration. However, because it is a tourism activity, coordination between KTB and TKB is also necessary for the sector development.

To encourage the farmers for multi-functional farming through the agri-tourism development, pilot project implementations should act as prior examples as it is

seen in the Polish example. In Turkey, pilot projects should be implemented through the supports and encouragements of the national government.

For ascertaining the pilot projects implementation areas, social, economic and cultural analyses are required to ascertain the appropriate areas and conditions for agri-tourism development in Turkey. As it is seen in Tekelioğlu Village Rural Tourism Development Project and Karaburun Women Agri-tourism Initiative Projects, especially cultural and traditional features of local societies play a determining role on the tourism development process. Therefore, because agri-tourism operations are the family operations, determining the local conditions and the target groups should play a vital role for the sustainability of the sector.

Accordingly, through the necessity of legislative-regulative mechanism, related laws should be legislated by the responsible ministries. Laws and regulations related to agri-tourism development should be determined:

- What is to be done to make agri-tourism distinct from the other rural tourism activities?
- Who is agri-tourism operator and who determines the rights and responsibilities of the agri-tourism operator?
- Where or what kind of areas should agri-tourism activities be developed on?
- What are the basic features of an agri-tourism facility?

In Turkey it is not appropriate for suggesting about a bottom-up approach as it is discussed in European examples. Although the current developments in Turkey indicate a bottom-up initiative, developing agri-tourism as a sector in Turkey, national intervention should be required. However current initiatives should be evaluated as the pilot projects through the supports of the responsible ministry.

Encouragements and supports are the determiner factors of the sector's development. Responsible ministry and its organizations and regulations should play the vital role on encouragements for the farmers. Because educational and financial issues are the mostly required necessities of farmers, public sector should provide basic financial and educational necessities for farmers.

Agri-tourism facilities have opportunities not only for tourism funds but also for agriculture and rural development funds in Turkey and Europe. The Program of Supporting the Rural Development Investments of KTB is one of the financial supporting programs. This program was developed under the framework of 2006-2010 National Agricultural Strategy and it aims financially encouraging the investments that are realized by the farmers' own capital. It is supported through EU and aims to increase the investments in rural areas.

For about the financial support mechanism that is required for agri-tourism development in Turkey, it is important to evaluate that:

- Because of the repayment obligations, farmers do not want to take loans Although they indicate the financial problems for the operation, they also indicate the risks of investment on loan because of the deficient financial support mechanism
- Although the farmers know about the EU funds, they do not have enough skills for making an application for a fund because of the deficient human resources mechanism
- Some people prefer to use the loans for other issues because of the deficient monitoring mechanism

As it is seen in the European cases, especially universities play a crucial role on the education of rural people. Courses that have the aim of such as improving the knowledge of people about tourism sector, marketing their products, the features of being a tourism operator and also creating information offices that are the

informative units about such as agriculture, agri-tourism, official issues are the required units of a developing agri-tourism sector. Educational programs should help providing the constitution of consciousness about importance of local people's participation to the process.

At this point NGOs, especially the farmer unions and agricultural cooperatives and also the trade unions play active role in representing the farmers and their desires and rights. Because agri-tourism sector develops as parallel to the quality of human resources mechanism, sector requires well-educated farmers about the sector and pre-determined rights and opportunities. Agri-tourism development should submit a vital development opportunity for rural women in Turkey. Improving the social conditions, economic and educational conditions of rural women should bring benefits of rural society for the long-term rural development studies in Turkey.

Private sector plays the marketing and advertising force of the sector. Cooperation between the farmers and the private sector should create opportunities for new markets. As it is seen in the Tekelioğlu example, private sector plays the formative role for organic agriculture and marketing role for organic products of the village. On the other hand network of the firm provides a serious number of tourist potential to the village.

To sum up, essentially the five planning mechanisms reviewed and presented in this study, demonstrate the relationship between cooperative tourism planning approach and agri-tourism development. The main problem of Turkey for the development of the sector may be deemed as the lack of cooperation among government agencies. Cooperation between government agencies, different levels of governments, equally autonomous polities at various administrative levels and the private and public sector and NGOs should establish the agri-tourism sector in Turkey through the positive effects of the desires and initiatives of Turkish farmers.

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APPENDIX A

INTERVIEW QUESTIONS FOR THE PROJECT COORDINATORS:

- 1. Could please give information about the beginning of the project?**
- 2. Could you please explain the aim of the study clearly?**
- 3. Could you please make a definition of rural tourism and agri-tourism?**
- 4. What is your job and what is your role in this project?**
- 5. Why are you interested in rural tourism development?**
- 6. What are the reasons for deciding upon these villages? What are the identical properties of this villages related to agri-tourism?**
- 7. What are the tourism potentials of this project aiming to improve in this project? How did they identify?**
- 8. Do the residents of the village/villages have tendencies for innovations and development? If your answer is yes, how did it identified?**
- 9. What are the partners of this project?**
- 10. How did they participate to the project?**
- 11. Did you visit any other agri-tourism or rural tourism development areas in Turkey or world?**
- 12. What types of activities were done in the passed time of the project?**
- 13. Who did decide upon these activities? Could you please mention about the decision-making process?**
- 14. Is there an action plan for the development of the project?**
- 15. Is a planning study necessary for the future of the project? Why?**
- 16. Could you please say about the details of the plan? In other words, which elements or what are have to plan?**
- 17. Is there a relationship between organic production and tourism development in this project?**

18. Could you please tell about the main problems and the primary necessities for the future of the project?
19. Is there any legislative support of this project?
20. What is the financial support of this project?
21. Is there a responsible institution, unit or person monitoring the implications and developments in the project?
22. Why and how the cooperation and association did establish? Could you please give information about the cooperation structure and current situation?
23. Is there a potential target group of the project?
24. What types of official supports are given for the project?
25. How many people related to tourism in the village/villages?
26. Could you please give information about the facility numbers, bed numbers of the accommodation units and tourist numbers?
27. Could you please give information about the public services taking place in the villages for the daily tourists such as catering, communication, and health?
28. When the tourism develops here, what conditions may be danger for the future of the project and the village?
29. Is there a necessity for some precautions and limitations for some activities? Why? If your answer is yes, what are they?
30. Who did take active role in the implementation of the decisions in the villages?
31. Finally, could you please tell about the demands from the government and state for the development of the project?

APPENDIX B

INTERVIEW QUESTIONS FOR THE AGRI-TOURISM ENTREPRENEURS:

- 1. What is your education degree?**
- 2. What is your income resource?**
- 3. What are the agricultural products producing in your village?**
- 4. Could you please make a definition of agri-tourism?**
- 5. Before this project, did you hear/learn about the existence of a tourism form called agri-tourism?**
- 6. Why are you interested in agri-tourism? How did you decide to be a tourism operator?**
- 7. What kind of tourism services are you serving or thinking to serve?**
- 8. Did you have education about tourism and being tourism entrepreneur?**
- 9. Did you have any investment for agri-tourism?**
- 10. What kind of tourists do you accept to your accommodation facility?**
- 11. How many tourists accommodated in your facility?**
- 12. Are you pleased with the income?**
- 13. Which members of your family interested in agri-tourism development?**
- 14. Are you pleased to be a member of this project?**
- 15. Could you please tell about your positive and negative decisions about this project?**
- 16. What else from investing for accommodation facility are you doing developing of the project?**
- 17. What are your main problems and expectations?**
- 18. Have you got any credit support? Is it enough?**
- 19. What kind of tourism activities should be operating in your village?**
- 20. Did you visit any other agri-tourism facility?**