

RURAL TOURISM IN TURKEY

***Abstract:** The paper deals with the description of Turkey as a rural tourism destination. The country is briefly presented from several perspectives: history; geography; demography; ethnography, folk culture, and tradition; economy; society; services; tourism and rural tourism.*

***Key words:** Turkey, tourism, rural tourism.*

1. Historical aspects

Turkey has been acting as a bridge between Asia and Europe for centuries and it is founded on the Anatolia and Thracian lands that include major part of historical Silk Road. Turkey Republic is a continuation of Ottoman Empire. Ottoman Empire came to collapse with Armistice of Mundos and started to be invaded by imperialist countries. British, French, Italian, Greek and Armenian who lived on the rule of Ottoman desired to share country and took the rule of many regions. Mustafa Kemal Atatürk and his friends who understood that Ottoman Dynasty would not overcome these difficulties founded Turkish Grand National Assembly and national forces, which were loyal to it, conducted Independence War and saved the nation from enemies between 1919-1922.

Turkish Republic which is democratic, secular, judicial state was founded after winning of the war by abolishing Ottoman Empire to make the country have a new, modern management system. The reason why Turkish Republic was accepted as continuation of Ottoman Empire was not only limited with founders and citizens of republic were Ottoman Turks and officers. Founded republic accepted debts of Ottoman Empire and paying this debt for years is a proof that Republic managers personally accepted themselves as a continuation of Ottoman Empire.

Why Turkish Republic is being continuation of Ottoman Empire stressed topic? What can be the relation with rural tourism? It is possible to summarize answers of such kind of questions as below:

Firstly, inherit from Ottoman Empire to Turkish Republic is not limited with lands of nation and debts. Ottoman Empire nearly spent last 120 years in many fronts by making war, for this reason it left a tired and exhausted society.

Second important topic, it is remarkable that Ottoman Empire was underdeveloped industrially. Major part of population made a living by agriculture and livestock, in

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other words with rural economic activities. Agriculture and were being done by infertile methods that were even primitive in that time. So the majority of the population was poor and needy.



Wrong belief that trade was a sin religiously caused this area to be controlled by non-Muslims. The trade of products that were produced in rural areas supported rural population.

The solution of poverty and needy is to beat illiteracy. Literacy rate of Turkey at that period is extremely low. Alphabet Reform was done to overcome this problem and Latin alphabet was used instead of Arabic Alphabet. Literacy rate started to increase rapidly.

New policies which were for the development of industry and economic activities' in rural areas being done more conscious and modern were done after the foundation of Republic. So that it was aimed that Turkey would develop and advance with industry and agriculture. This policy made deterioration against agriculture zone in following years. Over time agriculture was ignored and industry and construction was paid more attention. In summary, Turkey which has been a sufficient country for itself in agriculture production for years, has reached the

condition of importing agriculture products. Indicator that shows that rural people are in difficult condition economically is importing agriculture products.

Important reason of deterioration of rural population's life standards is splintering of agriculture lands by heritage and breaking into small pieces gradually. Modern and fertile agricultural activities are only possible with enough big lands according to scale economy principles. In fact, agricultural lands split into small pieces by breaking for decades and they are not enough to support one family.

Along with negative scene in agriculture area, Turkey has not developed enough industrially. Plane factory which was founded in the first years of republic and which started to take orders from abroad faced with closing suddenly. Auto projects which were fully produced by Turkish engineers and masters abolished with easy reasons. So the country dragged into industrialization that was under the control of foreign capital and partner's profits.

With the announcement of republic in 1923, it was aimed to restructure Turkish Republic's all institutions and organization and modernize all social life with Turkish's rooted social transformation Project. Without doubt, tourism sector received its share from this modernization attempts. Tourism activities, which were tried to be carried out individually before republic, started to be organizational after the announcement of republic. (Çoşkun; 2010)

It can be said that there was no significant development in tourism area before planned term until 1950's. The most important reason of this is that 1923-1950 period showed a rough situation both in terms of political conjecture and international size and also tourism movements being low in the world because of the war around the world, also Turkish Republic had internal and external economic, political and social problems and this caused country not to deal with the studies about the tourism. (Çoşkun; 2010).

Tourism appeared as a new opportunity in 1980's for Turkey which had not good report in industry and agriculture sectors. Tourism became a new hope bridge for the ones who could not find a place for themselves in industry also who were not happy about income of rural activities. The state encouraged to use opportunities in tourism area and succeeded to direct private sector's attention. Applications such as land allocation, grants depended on the usage of equity capital and long term credits with low interest loan and attention of tour operators drew many investors here. In fact, it is an exaggeration that high capacity and the most quality hotels have concentrated in Turkey.

Turkey could not spread tourism activities around the country although it has important success about foreign currency inflow, the number of beds, the number of coming tourist, the development of substructure from 1980's. This problem is especially about rural population. The ones who do not face up to leaving and saturating opportunities are lack of tourism pastry. In fact, one of the basic duties of state managers is create environments which will provide everybody to take equal share. In this content, tourism's being separated from the areas where there is

sea-sand-sun axis and where archaeological site concreted and tourism's being directed to rural areas come to fore as an important problem.

2. Geographical aspects

Turkey provides opportunity to mast tourism products thanks to its geographical situation. Some of these opportunities are still being used intensely, some of them are being used in low percentage or some of them have not been activated yet.

Tourism data and rural tourism potentials should be analysed separately in Turkey which is separated into seven regions geographically. Because topography, weather, cultural data of each region is different from each other. Turkey is separated into seven regions as Marmara, Aegean, Central Anatolia, Black Sea, East Anatolia, South East Anatolia, and Mediterranean.



□ Mediterranean Region, □ East Anatolia Region, □ Aegean Region, □ South East Region, □ Central Anatolia Region, □ Black Sea Region, □ Marmara Region

Marmara Region: Marmara Region which has seaside with Marmara Sea, Aegean Sea, Black Sea is a unique geography that has three cities which were capital cities of Ottoman Empire and has a city where Gallipoli War took place. Istanbul is a city which was capital city of Byzantine and Ottoman Empires for centuries, and a city which powerful cultural attractions and a city which is called capital of the world. Edirne, on the other hand, is a city which was capital city of Ottoman for a long time and is a remarkable city with cultural data in the field of tourism. Bursa is another Ottoman capital city and the city where Ottoman Empire was built. Bursa is in central point of highland and ski tourism along with its cultural riches. Kartepe Ski Center in Kocaeli attracts many tourists every year. Gallipoli peninsula in Çanakkale is visited by many local tourists along with Anzacs who come to join special rites every year. Trojan ancient city is another

touristic value which is subject to heroic films and is accompanied by influx of tourists.

Agricultural activities' being intense is another basic character of region thanks to its fertile lands. Second houses near many seaside settlements witness intense domestic tourism movements especially in summer season. They are Polenzeköy, Şarköy, Saroz Gulf, islands in Marmara Sea, Imbros and Tenedos in Aegean are primary places that are in demand.

Aegean Region: It owns many places that are called paradise in the world. It is not a coincidence that many civilizations settled down in Aegean for centuries and many cities were built. Region's natural resources and weather conditions provided the region to be focus of interest in every term. Two of the Seven Wonders of the World is in Aegean-Artemisia Temple and Mausoleum of Halicarnassus. Ephesus, Pergamum, Aphrodisias, Hierapolis, Tralles, Sardes, Miletus, Priene, Magnesia are ancient cities that stays from B.C. The place near Ephesus where the Virgin spent her last years and died is an important touristic centre for believers.

It is known that sejour tourism is intense with cultural attractiveness varieties and power along with sejour tourism which consists of sea-sand-sun triangle. Kuşadası which is a seaside town and which was opened to tourism after Istanbul is also in this region.

Tourism activities diversity in rural area and fauna richness is important in terms of tourism and potential for a lot of tourism activates. National Parks, Highlands and rivers are not opened for tourism enough. Kitchen culture of Region is another dimension to be focused. Mediterranean Kitchen which is olive oil that is coherent with human body, vegetable and herbs, sea products- weighted is dominant to kitchen. Dionysus who is called "the God of wine" lived in Nyssa ancient city, too.

Geothermal resources in the region are used for the production of energy, greenhouse activities and also for health tourism. However health tourism is seen as a field that has an underdeveloped potential yet. Bozdağ Ski Center was built in Izmir.

It is the easiest way to express Aegean saying that "Aegean is a geography that will not finish by telling."

Mediterranean: Mediterranean is a remarkable region with its particular conditions. State's mainly having properties in seaside (the lands did not attract anybody's attention as they were infertile in the past) let the state plan long sea sides to develop sea-sand-sun triangle. Turkey's and world's most beautiful, the biggest and the most qualified hotels and holiday villages are here. Although it is not luck as Aegean in terms of cultural and natural data, it is planned by the state effort tourism and its substructure was developed and it is an advantage for the region.

It has an important rural tourism potential with having Toros Mountains. Trekking, highland tourism, hunting tourism, ski tourism comes to mind first to be developed. Davraz Ski Center is in Isparta and Saklıkent ski Center is in Antalya.

Central Anatolia Region: It benefits little from tourism activates as it has no connection with sea. Culture tours include cities that are thousand years old and centres which are important for history of religions. Underground cities in Nevşehir are used to hide in the first terms of Christianity. Geomorphologic structures which are called as Fairy Chimneys attracts attention as they were used for living. Balloon flights there provide to see supernatural beauties and attract attention.

Central Anatolia Region has a lot of potentials that need to be developed. Development of ski centres with its qualitative and quantitative dimensions is point to be spoken in recent years. Especially Erciyes Ski Center in Kayseri is developing fast. It has different potentials to be developed in terms of highland and hunting tourism

Black Sea: Rural areas which gives immigrations most are in Black Sea. Agricultural opportunities are limited because of its hilly structure. Tea and hazelnut creates widespread agricultural texture. Fishing is one of the most important economic activities. Industry is scarcely any. Natural data is sufficient for rural tourism. Its highlands and rivers have been opened for tourism recently. Although it has a long sea side, it does not give opportunity to sea-sand-sun triangle to refresh because of sea season's being limited due to weather conditions. Pangaea, Agia Sophia is among the places which attract tourists much. It has 40 highlands including Anzer, Ayder, Uzan Göl, Kaçkar. Interest of local tourists' especially Arabs' increase every year. Kartalkaya Ski Center which is in the central point of western Black Sea region is one of the oldest ski center of Turkey. Esentepe Ski Center is in Bolu. Ilgaz Ski Center is small in terms of capacity, but attracts attention with its natural beauty. Çambası Ski Center is Ordu. Baybut Kop Ski Centre is founded in interior part of East-Black Sea Region

East Anatolia: Historical Artefacts and natural beauties constitute tourism resources of East Anatolia Region. Lack of transportation, unsuitability of weather interrupted the development of tourism. Ishak Pasha Palace in Doğu Beyazıt, Ararat Mountain, Nemrut Mount which has ruins of Kommagene Kingdom, Muradiye and Gürlevik Waterfall, Akdamar Church in Van Lake attracts tourist's attention in East Anatolia Region.

Munzur Valley National park in Tunceli, 40 fountains and its natural beauties are examples of tourism potentials that have not been used enough. Islands which were free and really swims in Aksakal Lake in Bingöl city arouse astonishment by moving like a float. Number of visitors increase every year. Çoruh River provides unique opportunities for the ones who want to live rafting excitement. There are a lot of suitable areas for climbing, camping and trekking activates along with Çoruh River.

Güneykaya Ski Center in Ağrı has a potential to develop. Palandöken Ski Center in Erzurum which is in 3125 meter is one of the most developed centres. Konak Ski Center which is accepted as second ski Center of Erzurum attracts more attention. Third ski Center of Erzurum is Kadilli Ski Center. Sarıkamış and Cıbiltepe

Ski Centres in Kars are other attractions. Ergen Ski Center is in Erzincan. Merkez and Tatvan Ski Centres are in Bitlis. Merkez Ski Center in Van, Bingöl Ski Center, Bubi Mountain Ski Center, and Muş Merkez Ski Center add richness to region.

South East Anatolia Region: In spite of cultural data in cities, it is a region that takes little from tourism pastry because of weaknesses in security. Its cultural richness's are rare. It can be an alternative to ski centres in terms of rural tourism. However rural populations' being few affects development of substructure negatively.

Zeugma which is 10 km east to Nizip district in Gaziantep is a wonderful beauty near Birecik Dam Lake. There are a lot of historical structures, churches, castles, ruins and 11 museums.

Ararat Mountain which is 2150 meter high in Kahta region in Adıyaman is a ruin because of National Parks and mausoleums. Mausoleum which was built for Kommagene King I. Antiochus created a tumulus with pebble stones and fire altar on terrace around the tumulus, Greco-Persian giant statue and emboss stell were done. Arsemia ruins, Women Mausoleum which was done for Isas by Kommagene King II. Mithridates Bestepeler Kumulus Tombs, Havradan Rock Tombs, Turuş Rock Tombs are important archaeological data in rural area. Dolmenler, Zey, Göksu, Palanlı, Kitap, Gümüşkaya caves adds to richness to the region.

Two lakes which are near Balıklıgöl Mosque in Sanlıurfa, which is known as a place where Prophet Abraham fell into fire after he was thrown into fire and historical artefacts nearby are places which attracts tourists. Karacadağ which is the most powerful ski Center of the region is in this city. Siirt Merkez Ski Center is second ski Center.

3. Demographic aspects

Populating of Turkey has increases fast in Republic Era and still continues to increase. Populating which is 13.6 million according to 1927 census, reached 20.9 million in 1950, 66.8 in 2000, 77.7 million in 2014. Projections say that population will reach 93.4 million in 2050 (TUIK; 2015)

In the process between now and the day republic was announced, Turkey's population turned into urban population from rural population. The population in which 8 of 10 people lived in rural areas in 1920 turned into a population in which 8 of 10 people lived in urban place in contrast (Turkey Economy; 2015)

With 1950 years, intense domestic immigrations started from rural places to urban places because of the factors that push people from rural areas to urban areas and because of the factors that pulls people to urban places from rural areas. Percentage of population living in urban areas where there is shanty house fact due to conurbation as cities were not ready for a major immigration movement and the percentage increased up to 48% at the beginning of 1970's.

Immigration tendency from villages to cities fastened after 1980's. The major reason of this change is workforce need for manufacturing industry and service

industry which came together in cities as a result of “industrialization strategy towards export”

This new economic structure needed more workforces for service industry which was organized in settlement areas and for industry sector which was organized in rural of urban settlements. Workforce migration from rural areas to urban areas fastened more. As a result of this process, the population of people living in urban areas increased up to 59% in 1990's, 65% at the beginning of 2000's and 87.2% nowadays. Urbanization in Turkey is a result of domestic immigration from rural areas to urban areas, not a result of natural increase of population.

The reason of intense immigration from rural areas to urban areas can be sorted as bellows (Turkey Economy; 2015);

- Factors such as firstly economic reasons, population exchange, location policies, individual and family factors
- Security reasons from the middle of 1990's
- Widespread poverty in villages
- Not having adequate possibilities except than agriculture areas in rural areas.
- Irrigated farming's being limited
- Agriculture lands' being separate and small
- Lack of physical and social substructure in the villages
- Not accessing basic public service regularly.

When population structure change is examined, 49% of population was male and 51% of population was female in 1935 and 50% of population was male and 50% of population was female in 2014 and there is only 1% shift. The population of women and men is equal and the importance of woman for workforce is high. (TUIK; 2015).

When population's distribution according to age zones is examined, 38.6% was under 14 in 1935, 56.7% were between 15-65 ages, 4.2% was above 65 years, in contrast, 23.7% was under 14 in 2014, 67.3% was between 15-65 ages, 59 was above 65 ages(TUIK,2015). This statistics show that Turkish population was intense in workable zone and the population started to get old. Looking after old population problem will gain with job finding problem in short and medium term.

Classification on ethnic origin is not done in census in Turkey. However it is known that Muslim is dominant and members of Christianity and Jewish and other belief systems are low in percentage as a result of belief system.

Official language is Turkish in Turkey. Kurdish people living in east and south east can also speak Kurdish. Governmental education institutions have been creating opportunities to protect and develop Kurdish language recent years. However everybody regardless of his/her ethic origin knows Turkish and speaks. It can be said that there is an interest to western languages such as English, German, French, Spanish and Italian with Russian, Chinese, and Japanese which are important for tourism sector.

4. Ethnographic, folkloric, cultural aspects and any other aspects related to tradition

Anatolia is a geography that hosted many civilizations during the history. A lot of artefacts which belongs to Ottoman and Seljuk Empires before Turkish Republic flash Turkish history in Anatolia. Cultural ruins which belong to civilization before thousand years Turks came to Anatolia are also very rich. Civilizations that were founded in Anatolia are respectively:

- 1) Hittite, Phrygians, Lydia's, Ionia, Urartians (between 2000 B.C and 600 A.C)
- 2) Persians (B.C 543-333)
- 3) Alexander Empire
- 4) Roman Empire
- 5) Byzantines (395-1071)
- 6) Turks (1071-.....)

With the excavations in recent term, findings and settlement which proves that civilization history goes back B.C 6000 is detected. For example, structures and works from 8000 years before were detected in excavations both in İstanbul and in Anaia ancient city near Kuşadası.

Anatolia hosted different cultures and different belief systems for thousand years. There are many monumental ruins (mosque, church and temple) which belong to Christianity and ancient periods along with Turkish and Islamic ruins. These structures and artefacts which reached today from rich lands were opened for visit in 190 museums and 138 archaeological sites depended on Minister of Culture and Tourism for the usage of people.

There are good examples of private museums which are done by some non-governmental organizations, local authorities to transfer local cultural values, reflect history in the area of industry, to spirit life styles' and production ways in addition to governmental and archaeological sites. Museums which Rahmi Koç founded with his name reflect the history of industry. Rahmi Koç founded four private museums, one is in Ankara and two of them are Cunda, Ayvalık. Two examples are in Kuşadası and near places which are important cruise and sejour tourism in terms of ethnography. Model village was born as a result of a village miss of a teacher who was born in his village and left it for education in Central Anatolia. People's interest to his works enabled him to develop a special museum which reflects his childhood in his village. Another example is Oleatrium special museum which is about olive and olive oil that is the basic agricultural products of Aegean and Mediterranean for all historical centuries. Oleatrium is a Professional investment done by a company who deals with travel agency, hotels, and food & beverage services and organize agriculture. Istanbul toy museum which was founded by poet, writer Sunay Akin, Locomotive Museum in İzmir Çamlık are other specific examples. It is possible to mention about applications which reflect life style of term such as about local dresses, house and kitchen equipments, jewellery, furniture, agriculture equipments.

Although governmental museums and archaeological sites and museums which belongs to private sector and non-governmental organizations are mostly in big cities, majority of them are in rural areas or in rural areas which have no connection with settlement areas. There are still many ruins which can be opened for visit after excavation. Different sponsors support excavations which were carried out by local and international universities.

Majority of Turkish population are Muslim. A suitable social structure appeared in Turkey where Islam is understood and lived in the most beautiful way after this approach united with human based approaches that came from Turkish traditions. "Guest of God" is a term which belongs to Turks. There are still village houses which are only to host guests for free. Strangers who come to villages are hosted in these houses and hosted by worthy people in village. Hosting a guest has a special place in Turkish Culture. It is believed that accepting a guest will increase fruitfulness of that table. Turks have a sense in which they become happy as a result of happiness of one's whom they host. These features are important social substructures that can develop tourism in rural areas.

5. Specific economic aspects

Turkish Republic has followed the developments in international conjectures to reach modern civilization's level closely from the beginning and an active member of international organizations such as OECD, NATO. In this way, Turkey applied for the partnership to European Economic Community (EEC) which was named the biggest peace Project of humankind after a short time in 31 July 1959 it was founded in 1957. Minister Councils of EEC accepted the application that Turkey did and suggested a partnership agreement until Turkey fulfilled terms of memberships. This agreement was signed in 12 September 1963 and put into action on 1 December 1964. ECEE agreement constitutes legal base of Turkey and European Union relations. At the 2. Article of this agreement, the aim of this agreement is expressed: "Sides encourage commercial and economic relations equally and without stop by taking concern into consideration that Turkey's economy will develop fast and level of employment of Turkish people will increase."

Turkey's nominee for full membership was enrolled in a summit in Helsinki in December 1999. In Brussels summit in 2004, it was said that Turkey did not indulge political criteria's and it was suggested that negotiations will start in September 2005. Negotiations started to suggest date and adaptation studies to acquire continue.

Although Turkey was not a full member to EU, it was involved into Customs Union after 1996. So free circulation of industry and agricultural products was provided and these sectors faced up to restructure to union regulations before Turkey was a member. On the other hand, Turkish tourism professionals became ready to European Union by wishes of European tour operators who have major share among the countries who send tourists to Turkey.

Ongoing membership process of Turkey is evaluated in progress report every year. Political developments, economic developments and abilities to fulfil membership obligations are handled in detail in progress reports which are prepared taking both Maastricht Criteria's and Copenhagen Criteria's in to commiseration. Information which was given in progress report of November 2015 in economic criteria's section are as below in summary (European Commission; 2015);

- Turkish economy is developed economy and it is an active market economy.
- Economic growth follows a positive course.
- Turkey continues to face internal and external imbalance which needs to fasten widespread structural reforms and to harmonize money and finance policies.
- High current account deficit continues to make Turkish economy more fragile against the changes in global money conditions and risk perception.
- Inflation inside continues to go high in a way that it can create a problem about macro economical stability, resource allocation, sharing. Inflation came up to formal expectations.
- Public debt has reached accessible level, but government budget structural balance is negative in great extent.
- Unemployment rate reached to annual average 9.9% rates by increasing a little in percentage.
- Turkey is ready to deal with competitive pressure and market forces in EU in a great extent.
- Turkey need to effort to provide transparency in state supports and effort to remove restriction and limitations in public acquisition.

Turkey has sixth biggest economy is Europe. Turkey has also intense commercial and economic relations with union. EU countries are the biggest commercial and investment partner of Turkey. 40% of foreign trade of Turkey is 2014 was carried out with EU member countries. This percentage reached up to 42% in 2015' first three months. 64% of foreign investment between January-November 2014 term is associated with EU countries (Minister of Foreign Affairs; 2015).

In terms of tourism, Europe is the biggest tourism geography of the world. It has tourism movements in terms of both destination and market. Turkey is remarkable country being more destination country than market country. Europe is biggest tourism market of Turkish tourism. According to 2014 data, 52% of tourists who came to Turkey came from Europe.

6. Social aspects

It is known that Turkey is behind EU countries in terms of civil society organizations. Only 12% of total populating is a member of civil organization. 93 people fall out for a civil organization in Croatia, 161 people fall out for a civil

organization in Macedonia, 714 people fall out for a civil organization in Turkey (TÜSEV; 2016) When the structure of civil organization is examined, it is seen that women percentage is 5.5%. 43.5% of organization are effort education, 28.9% is for social help. It can be said that there are some sensitive organizations about tourism and environment locally. It is known that environment is an important topic for City Councils which is founded as a result of local management law. Local civil organizations tries to interrupt hydroelectric power plants that are being built in black sea region as they blocks the water of so many small and big water resources and it will deteriorate natural structure and will affect rural economy negatively. Also, there are some organizations which try to prevent practices that are to get unearned income from many tourism areas.

It must be seen as important that local people are sensitive to environment and they move organized fort his topic to protect and develop sensitive touristic practices in terms of rural tourism.

7. Specific services

It is known that there is a high correlation between the development of communication and other sub structural possibilities with the development of tourism. Capacity and food & beverage services and amusement facilities of hotels will attract tourists easily. However these substructures and excessive development of tourism could cause capacity exceed. State develops road, water, communication substructure of places where it plans to develop tourism, also state pay attention to special substructures which is for rural tourism. For example, ski tracks and teleseyij in ski centres, thermal facilities in thermal centres, different sportive structures etc.

Turkey is generally an easy destination point to be reached all over the world. Istanbul, Ankara, Antalya and Izmir are intense cities in terms of air transportation. It is possible to reach many cities with connecting flights. It is known that development level rail transportation is inadequate for tourism and general purposes. Highway net is an important factor for rural tourism.

It is possible to say that there is no real sub structural problem about rural tourism and there are abilities to eliminate deficiencies in needed areas.

8. Tourism activity and its specific importance

Turkey's tourism did not develop in the first years of Republic as they were bigger problems to focus after the war and confusion were ongoing around the world. After the world war second, the more countries economies developed, the more attendance to tourism started to increase. Data is given below which will give chance to compare the point where Turkish tourism has reached with the past terms healthier:

Table 1

Statistics of Turkish Tourism

Years	Number of Foreign (000) Tours.	Tourism inc. (000) \$
1960	124	–
1970	725	52.000
1980	1.057.364	326.654
1990	5.389.308	3.225.000
2000	10.428.153	7.636.000
2010	33.027.943	24.930.997
2014	41.415.070	34.405.000

Source: Minister of Culture and Tourism, <http://yigm.kulturturizm.gov.tr/TR,9854/sinir-giris-cikis-istatistikleri.html>

When the data is examined, the number of tourist is 164 thousand in 1960, 1 million in 1980, and 10 million in 2000 and exceeds 41 million in 2014. With increasing number of tourists, tourism income has reached to 52 million in 1970, 7.6 billion dollars in 2000, 34, 4 billion dollars in 2014. According to spastics about world tourism organization, Turkey is 6th among the countries which attracts tourist. This shows the point where Turkey has reached by growing fast.

Table 2

Order of first ten countries which attracts tourists most in the world (2014)

Order of countries	Number of coming tourists (Million)
1. France	83,7
2. USA	74,8
3. Spain	65,0
4. China	55,6
5. Italy	48,6
6. Turkey	39,8
7. Germany	33,0
8. United Kingdom	32,6
9. Russia Federation	29,8
10. Mexico	29,1

Source: WTO, <http://www.e-unwto.org/doi/pdf/10.18111/9789284416899>

9% (1/11) employment of the world is directly or indirectly related with tourism sector (WTO). The percentage of employment that was created by tourism is determined as 7.81% in 2014 in all employment (AKTOP). Tourism is third biggest sector that creates employment in Turkey. According to data of another research done about tourism in Turkey and employment, tourism's percentage is about 12.76% in total employment rate with direct and indirect employment effects (Boz; 2006).

When agricultural activities' effect on employment is examined in rural areas, percentage decrease that is 35% in 2002, 23% in 2008 and 25.5% in 2011

(TOBB, 2013). This floating structure can be interpreted as people in rural areas are not happy about the situation and they are ready to move other sectors. Thus, there is no statics' data; observations say that transition from agriculture sector to tourism sector is intense. People who do not have any education and who have worked in agriculture sector have a chance to work low level of tourism. Young people who are high school graduates and who have university education in the area of tourism have chance to go higher positions. Vocational education institutions', being widespread in the area of tourism, make young people from rural areas to work in tourism easily.

In the light of all these information's and data, it should be accepted that rural tourism activities' development and dissemination is among the solutions of economic and social problems in rural areas in Turkey. In other words, tourism should be directed to inner places from seaside.

It is seen that tourism sectors employment percentage in all over the worlds is equal with tourism sectors' share in global economy. It can be thought that effect of tourism employment in one country is nearly equal with tourism's share in that country's economy. Tourism share in national of Turkey is 4.3% in 2014 year.

9. Specific model of rural tourism for the country under study

There are some activities to develop rural tourism in Turkey and some promotions are applied.

Rural tourism concept is though as recreational activities such as trekking, nature sports, buying of local products in village visits and tasting of village meals. Such kind of rural tourism activities can be seen in Bursa and Safranbolu where cultural richness are intense, in Muğla and Antalya where there is intense tourism or in near big cities like Istanbul and Izmir. Rural tourism has gained importance recently thanks to projects that are supported by local and foreigner resources (Soykan; 2002).

State who knows that supporting the investor is important to develop the country support rural tourism area which is an important tool to develop rural areas in a great extent. IPARD rural tourism support is important practice. As known, IPARD Grant program is worthless credit which aims to support nominee and potential nominee of EU countries and it aims to increase community standards to European Union Accounting Standards before membership. IPARD support includes 2007-2013 term and it was being applied as a part of "Rural Development Program". Program was renewed by European Commission with the name of "2014-2020 IPARD program period" and its applications were approved. Among the topics that will be supported with IPARD, there are rural tourism activities. The aims of grants aimed to rural tourism are (Erdağ; 2015);

- Pensions that will be founded by small/micro investors and farmers,
- The development of restaurant and "bed and breakfast" accommodation.

- Foundation of farm tourism facilities and development of them.
- Supporting the development of facilities (sport activities, nature travel, historical travel etc) which were built for touristic activities.

In this Grant program, projects which started in mountain areas, projects which were governed by the responsibilities of woman were given priorities. "Suitable spending" is important in calculating to support that will be given. Total spending value of each Project can be lower than 15.000 Euro and more than 500,000 Euro. 50% of spending value that is announced to investor is done by state support (EU and Turkish Republic support). Grant program is applied two times a year and it includes 42 cities which are thought have rural tourism potential.

Some rural tourism projects that are applied in Turkey can be summarized as below:

- Küre Mountains and Zümrüt village
- Development of eco tourism in Kastamonu Azdavay
- Rural tourism applications as a part of North Anatolia development program and North Anatolia Tourism Development Project
- Rural tourism practices in Şirince Village in Selçuk district in İzmir
- Tekelioğlu Village rural tourism development project in Manisa
- Some practices in Buldan, Göreme and Beypazarı

TaTuTa is one of the unique rural tourism practice's examples which is a system based on agriculture tourism in eco farms and sharing the information and experiences of volunteers. It is supported by Wheat Organization to support ecological life that is supported by United Nations Development Program Global Environment Capital. In the webpage of this program, there detailed information about 69 farms which are in 32 different areas. Volunteers can learn the place of ecological farms from the website and can work in heavy joins in the farm while staying in natural and peaceful environment (Aydın; 2012).

Dadalı Village in Akçakoca, Düzce presents tourists a real village life. Guests milk the cows in the morning, collect the eggs in chicken houses and feed the animals. They can wear local dresses can join traditional amusements such as betrothal, fiancé and wedding ceremonies (Elmas; 2012).

There is a similar enterprise in Fethiye. Agriculture tourism is supported by private sector enterprises in Fethiye. There are accommodation and food & beverage services in the farms. Fresh products that are collected in production areas and nearby places are served to guests (Zurnacı; 2012).

Perspectives of rural tourism

Rural tourism supports the refreshment and modernization of rural environment. Short, medium, long term objectives should be described openly before application of dynamic policies about rural tourism development. Short and medium term objectives can be summarized as below according to Sağcan (1986):

- Presentation of free time and amusement activities and creating a real touristic area.
- Development of local accommodation possibilities.
- Effort to create a tourist environment that will add value to rural areas.

Long term objectives are as below:

- Development of the idea that opens recreational activities and rural tourism should be opened
- Supporting the development of local enterprises
- Advertising the rural tourism and support the market.

Although efforts differ from other in the name of rural tourism policies, legal regulations about rural development is very important and many in numbers. ‘442 number Village Law’ which goes back to 1924 is one of the oldest regulations. Other laws followed legal regulations that started with this law. There are also regulations about management of organizations and special regulation about the projects other than the legal regulations which aims to develop rural tourism in Turkey. The aims of rural development projects are increase the development level by increasing the agricultural activities and incomes (Kiper, 2006). Rural development existed in Five-year-Development Plans are continued its importance. For example, it is written in 8. Five-year-Development Plan that tourism should be separated into kinds including eco tourism and there should be some steps for his policies (DPT; 2000).

Institution of Support for Agricultural Development founded Management Authority of Rural Development Program with Ministry of Food, Agriculture and Livestock and requested for proposal. The topics mentioned in the program are as below (ipard.tarim.gov.tr; 2011):

- The development of bed and breakfast, restaurant and pension services that will be done by small enterprises and farmers.
- Creating tourism facilities and development.
- Development of recreational possibilities

Rural tourism is mentioned often in tourism strategy-2023 which was published by Ministry of Culture and Tourism in 2007. Firstly, the principle in the vision is that: ‘to increase awareness of eco tourism, rural tourism and agricultural tourism within the frame of sustainable tourism in state, private sector and civil organizations. One topic that is covered in 2023 goals is:’ development of regional promotions according to kinds of tourism and development levels. It is mentioned to give efforts about increasing local and regional capacity among the strategies to develop domestic tourism. Another strategy mentioned is Turkey Tourism Strategy-2023 is brand topic. Shining the local values is making touristic centres brand are among the aimed goals. In the strategy of diversifying tourism, there are health, thermal, winter, golf, sea, eco tourism, highland tourism, conference, meeting and fair activities. Supporting nature based tourism kinds such as eco tourism, highland tourism, increasing the touristic substructure and service quality are among the goals. The most important goals are as follows:

- Local people will be educated about tourist product, making of souvenir, service, and quality and management topic
- People will be supported about turning their houses into Hotel.
- Detailed Maps will be created about different travel routes and rest areas.
- Local people will be educated about guest house management “Field Management Plan” will be planned for eco-tourism fields.

There is another heading in Turkey tourism Strategy-2023 about local and regional development “Tourism Development Areas”. Strategy is “tourism will use as powerful tool of local and regional development is tourism development areas which includes one more cities and destinations.

It can be seen that rural tourism is one of the most important topics in Turkey Tourism Strategy-2023. After rural tourism are included into this strategy, Ministry of Food, Agriculture and Livestock started to step for support program of European Union. IPARD program which was activated in 2007 as rural development tool before membership was separated into two stages (Can and Esengün; 2007). In first stage (2007-2009), Amasya, Çorum, Diyarbakır, Erzurum, Hatay, Kahramanmaraş, Kars, Konya, Samsun, Sivas, Şanlıurfa, Tokat and Trabzon cities were supported. At the second stage (2011-2013), Afyon, Ağrı, Burdur, Çankırı, Erzincan, Giresun, Isparta, Kastamonu, Kütahya, Mardin, Nevşehir, Ordu, Uşak, Van and Yozgat cities were supported within this program (Şerefoğlu; 2009).

In the light of data above, it can be seen that Turkey support rural tourism in great extent as a tool for rural development. It can be understood that Turkey has steps in the harmony with the help of union grants as a member of European Union. Development of rural tourism is seen as a tool to spread domestic tourism movements, shifting foreign tourism movements from seaside to highlands in central points.

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