

Atatürk Üniversitesi Edebiyat Fakültesi Dergisi
Atatürk University Journal of Faculty of Letters
Sayı / Number 65, Aralık/ December 2020, 1-15

**LOCALS' VIEWS OF RURAL TOURISM: A CASE OF DARENDE
(MALATYA/TURKEY)*,****

**Kırsal Turizme Yönelik Yerel Halkın Bakışı Darende Örneği
(Malatya/Türkiye)**

(Makale Geliş Tarihi: 22.09.2019 / Kabul Tarihi: 04.11.2020)

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Abstract

Rural tourism is a kind of tourism that takes its source from nature. It has been formed as an alternative of mass tourism and it protects nature and local customs. Rural tourism, which is seen as an important tool to improve rural people, provides additional income for local people, diminishes migration from rural to urban, and makes great contribution to environmental consciousness in rural areas. Turkey is very rich in rural tourism potential. The richness of landscapes, cultural and historical features, and the diversity

* This article was constructed from the Master's Thesis Locals' Views of Rural Tourism: A Case Of Darende (Malatya/Turkey) completed in 2018 in Atatürk University, Institute of Social Sciences.

** The summary of this article was presented as verbal notice at the Association of American Geographers 2019 Annual Meeting in Washington DC

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of gastronomic values allowed the formation of numerous rural tourism areas. Darende can be one of them.

Darende is a district of Malatya and located in the west of it. The most important economic activity of Darende is agriculture; however, since the irrigable areas are rare and people cannot receive enough income from agriculture, they migrate from Darende. Rural tourism which offers extra income to local people is an important source of income.

In this study, the importance, effects, and features of rural tourism were focused on and the natural, cultural and historical tourist attractions in Darende were explained. Attitudes of the people in Darende to rural tourism were measured using a questionnaire and some suggestions were provided for the development of rural tourism of Darende.

Keywords: Rural Tourism, Darende, The Potential of Darende's Rural Tourism, Views of the Residents in Darende about Rural Tourism

Öz

Kırsal turizm, kitle turizmine alternatif olarak oluşmuş doğayı ve yerelliği koruyan ve kaynağını doğadan alan bir turizm şeklidir. Kırsal alanlardaki halkın kalkındırılması için önemli bir araç olarak görülen kırsal turizm yerel halka ek gelir sağlar, kırdan kente göçü azaltır ve kırsal alanlarda çevresel bilinç oluşmasına katkı sağlar. Türkiye kırsal turizm açısından potansiyeli zengin bir ülkedir. Yer şekillerinin, kültürel ve tarihi özelliklerinin zenginliği, gastronomik değerlerin çeşitliği birçok farklı kırsal turizm sahasının oluşmasını sağlamıştır. Bunlardan biri de Darende olabilir.

Darende Malatya iline bağlı ve ilin batısında yer almaktadır. Darende ilçesi büyük ölçüde tarıma bağlıdır fakat sulanabilir tarım alanlarının azlığı ve tarımsal ürünlerin yeterli miktarda gelir getirmemesi, insanların göç etmesine neden olmaktadır. Bununla birlikte Darende ilçesi sahip olduğu kırsal turizm potansiyelini yeterli oranda kullanamadığı görülmektedir.

Bu çalışma ile, kırsal turizmin önemi ve etkileri ve kırsal turizmin özellikleri üzerinde durulmuş, Darende ilçesinin sahip olduğu doğal, kültürel ve tarihi turistik çekiciliklere değinilmiştir. Darende halkının kırsal turizme yönelik algıları anket yöntemi kullanılarak incelenerek Darende'de kırsal turizminin geliştirilmesi için öneriler getirilmiştir.

Anahtar Kelimeler: Kırsal turizm, Darende, Darende'nin kırsal turizm potansiyeli, Darende halkının kırsal turizme yönelik algıları

1. Introduction

As a result of industrialization, there occurred intensive migration from rural areas to cities and population of cities increased rapidly. Rise in people's in-

come, developments in transportation conditions and quantity of their free time increased at the same time. People started to join tourism activities as masses by means of obtaining rights such as paid annual leave and weekly off. But in time some changes happened in tourism expectations and people wanted to see the unseen and gain different experiences. Therefore, different tourism types and activities that can be done in nature such as mountaineering, camping, hiking, horse-riding, safari and rafting showed up for people to spend their holiday. These types of tourism activities that can be done in nature have been named as rural tourism. As well as the rural tourism can be done in a farm or village houses, visits to natural areas are also counted as rural tourism.

Calmness, stillness, will of relief created an important travel motivation for the people got bored with impacts of cities' noise, stress, disturbance and monotony. With this motivation, people started to go to places that have rural cultures and rural lifestyles. For this, according to their interest, different rural areas have been visited and time has been spent in touch with nature. At first, while people went to plateaus for the reasons to grass down their animals, to prepare their winter storages and to avoid insects today they go there mostly for recreation and tourism.

Especially in our country where people emigrate from rural areas intensively, agricultural activities have been decreasing, prices of agricultural products have been increasing, urban areas have been getting more populated and these cause many problems from education to infrastructure. As a result, there is not enough service to these areas. Rural tourism provides additional income to the people living in rural areas and migration is prevented due to financial factors. There is a great potential for rural tourism in our country and yet this potential is not used sufficiently. Darende having many resources in terms of rural tourism was selected as the research cite of this study. In the study, the potential sources of Darende district were analyzed and the perceptions and thoughts of the people about rural tourism were examined.

2. Rural Tourism

People's views of rural areas as recreation areas have revealed the concept of rural tourism. At first, rural tourism started in rural areas with rafting, skiing and fishing (Gartner, 2005). Today, some activities such as rural walks, cultural trips, animation shows, special events for children and old people, fairs, feasts and festivals, various courses, agriculture, animal husbandry, promoting local handicrafts are done within the scope of rural tourism (Yallagöz, 2010). Rural tourism is a kind of tourism that integrates with rural culture, natural environment and agriculture and also can easily adapt with other tourism types (Soykan, 2003). Activities in nature such as cycling, hiking, trekking, angling, hunting, safari tours, horseback riding and agriculture are considered as components of rural tourism.

Several definitions have been made for rural tourism:

- “Rural tourism is a type of tourism done by using activities as a supply source in the sense of tourism in areas where agricultural and animal activities are dense” (Uçar, Çeken and Ökten 2010:4).
- Rural tourism is defined as a tourism policy that is moderate in the sense of social responsibility, environmentally friendly, respectful to life and rationalist that aims to transfer the recreational tourism resources to future generations while improving the well-being and integrity of the local people by increasing respect and sensitivity to the environment.
- “With the aim of providing local sustainable development and creating social solidarity between rural areas and cities, rural tourism is a touristic utilization of natural resources, agricultural areas, cultural heritage, rural houses, traditions, and products that reflect regional identity” (Baykal and Toprak, 2010: 4).
- Rural tourism can be defined as the alternative tourism type realized by the people who are bored by the stressful life, dirty air and chaos of the cities, as a result of their longing for rural life and nature, by visiting the rural areas and presenting the products of the locals to tourists as a touristic supply (Yazgan and Kadanalı, 2012).
- According to the definition of World Tourism Organization (2017), rural tourism covers not only agricultural or farm tourism but also all tourism activities in rural areas.

3. Rural Tourism Potential of Darende District

According to the information and findings obtained until recently, the first known owners of the district, which has a history of 7000 years, are the Hittite tribes like the Hurrites and the Hattites. Then it entered the reign of the tribes and states such as the Urartians, Assyrians, Medes, Persians, Macedonians and Romans (Özer, 2015: 7). After the Malazgirt war in 1071, it was under the reign of the Seljuks. In the following periods, Darende came under the sovereignty of various principalities and joined the Ottoman lands in 1516 at the time of Yavuz Sultan Selim (Şancı, 1997). In the past, the district was named as Timelkia, Tiranda, Tiryandafil, Derindere; later on it was called as Darende. The district is an important settlement because during the Middle Ages the South-North caravan route passed through it. The district, had been a town of the province of Sivas until 1934, has been a district of the province of Malatya later on (Özer, 2015).

Darende district is a district of Malatya province; it is located in the Upper Euphrates section of the Eastern Anatolia region. The area of the district is 1524 km². It was established in the west of the Eastern Anatolia region where the Eastern Taurus and the Southeastern Taurus are separated and departed. The district is located at the west end of the Eastern Anatolia, on the north-west of Malatya and is 112 km far from the city center. It is adjacent to Hekimhan and Kuluncak to the

east, Gürün and Elbistan to the west, Akçadağ to the south, and Kangal districts to the north (Figure 1).

Darende is a district with deep-rooted history, cultural values and tourism potential with local differences. However, it is seen that this potential is not used sufficiently. This has been caused by deficiencies such as lack of plans and programs, transportation, communication, accommodation, infrastructure, publicity. Considering the people wanting to marry in old village styles, the migrants of the region coming there to call their old values, and the number of the people wanting to spend holiday in their village, it is an attractive place. Natural values, religious values and motifs of the region increase the importance of this place in terms of belief and rural tourism. In district, Hezanlı, Kepez, Akbabaçalı Mountains and in the north Kızılyüce Mountains and its surrounding are suitable for hunting. There are hunting animals such as partridge, rabbit, fox, quail and also wolf in winter. In addition, angling can be done in Tohma streamlet. The fact that Somuncu Baba lived and died there also makes Darende stand out in terms of faith tourism.



Figure 1: The Location of Research Field

Source: http://cografyaharita.com/haritalarim/41_malatya_ili_haritasi.png,
E.T. 16.02.2018

Günpınar Waterfall, Tohma Canyon and Kudret Pool, Balaban Icmeler, Abdurrahman-i Erzincani Mosque and Complex, Somuncu Baba Complex and Recreation Area, Zengibar Castle, Hasan Gazi Tomb Martyr Monument, Lonely Minarals, Yusufpaşa Bedesten, Darende and Balaban Kerpiç Houses, Hüseyin Paşa Bath, Maşettepe Tumulus, Ozan Mausoleum are the main touristic sources of the district (see Photos 1).



Photos 1: Some Touristic Sources of The Darende District: **a)** Günpınar Waterfall, **b)** Kudret Pool, **c)** Tohma Canyon, **d) 1-2** Somuncu Baba Complex and Recreation Area, **e)** Zengibar Castle,

4. The Aim And Method Of The Research

The aim of this study is to reveal the rural tourism potential of Darende district with its cultural and touristic values, to learn the thoughts of the people about rural tourism, to present the problems and to offer suggestions for the development of rural tourism. The fact that there is no study on rural tourism in the region makes the study unique. In addition, since public's view on tourism will be reflected and potential resources of the region will be addressed in the study, it may be a guide for those who want to invest there.

The survey was conducted on-site and a survey was conducted and the data were collected. By using the questionnaire questions in the study of Emiroğlu's (2013) "Evaluation of Local People's View of Rural Tourism Living in Kazdağı Region: The Case of Adatepe and Mehmetalan Villages", thoughts of Darende people about rural tourism were evaluated. Anyone living in Darende and included in the research is the population of the research. In this study, due to the difficulty of reaching the entire population, Darende district center, Balaban neighborhood, Yeşiltaş neighborhood, Hisarcık neighborhood, Hisarkale neighborhood, Başkaya neighborhood were chosen as the sample by using simple random sampling method. In simple random sampling, each element constituting the population has a chance to enter the sample (Arıkan, 2004: 141). For the population of Darende (25.510), it is sufficient to apply 384 questionnaires in the 95% confidence interval (Kalaycı, 2010); in order to increase the reliability of the data, a total of 400 surveys were conducted face to face with the public. Problems related to rural tourism in the field was also tried to put forward.

Reliability Analysis

The purpose of reliability analysis is to measure the randomness of data. If the answers given to the questionnaire are randomly distributed, it is decided that the results of the survey are reliable. Reliability analysis is used to test the reliability, coincidence and consistency of the selected sample.

Whether the result is reliable or not is determined by the value of Cronbach Alphas Alpha (α).

- If $0,00 \leq \alpha < 0,40$ is not reliable.
- If $0,40 \leq \alpha < 0,60$ is low reliability.
- If $0,60 \leq \alpha < 0,80$ is very reliable.
- If $0,80 \leq \alpha \leq 1,00$ is highly reliable.

Table 1: Cronbach's Alpha Coefficient of the Perception Scale for Rural Tourism

Cronbach's Alpha	Number of items
0,834	22

According to the Table 1 above, the Cronbach's Alpha coefficient of the perception scale for rural tourism, consisting of 22 items and 5-point Likert, was found to be $\alpha = 0.834$. The sample volume is highly suitable for analysis. There was no need to remove any question from the scale.

5. Results

Of the 400 participants surveyed, 37.8% were 16-18 years old, 13.5% between the ages of 18-24 and 12.3% between the ages of 25-30. 54.9% of the respondents were high school graduates, 22.1% were primary school graduates and 15.3% were university graduates. 64.4% of the respondents were males and 35.6% were females (Table 2).

Table2: Characteristics of The Participants of The Survey

Variables	Groups	Number of people	Percent (%)
Demographic features	16-18 years old	151	37,8
	18-24 years old	34	8,5
	25-30 years old	40	10,0

	31-39 years old	37	9,3
	40-49 years old	54	13,5
	50-59 years old	49	12,3
	60 years old and up	34	8,5
	Total	399	100,0
Education	Primary school	88	22,1
	Middle School	31	7,8
	High school	219	54,9
	University	61	15,3
	Total	399	100,0
Gender Distribution	Male	255	64,4
	Female	141	35,6
	Total	396	100,0
Marital status	Married	182	45,8
•	Single	215	54,2
	Total	397	100,0

According to the majority of the participants, the most important tourist attraction of Darende is the Somuncu Baba Complex. Gürpınar Waterfall, Tohma Canyon, Zengibar Castle, Hasan Gazi Tomb and Martyrdom Monument are seen as other important touristic places of Darende (Table 3).

Table 3: Distribution of the Touristic Places by the Order of Importance According to the Local People

Most Important Touristic Places of Darende	1st Order of Importance	2nd Order of Importance	3rd Order of Importance
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	F	%	F	%	F	%
Somuncu Baba Complex	258	65	69	17	26	7
Gürpınar Waterfall	62	16	167	42	70	18
Tohma Canyon	1	8	2	11	78	20
Zengibar Castle	1	3	3	1	1	0
Hasan Gazi Tomb and Martyrdom M.	8	2	32	8	89	2
Kudret Havuzu	8	2	2	3	28	7
Abdurrahman-i Erzincani Mosque and Complex	6	2	6	2	9	6
Rural Lifestyle	3	1	2	1	4	1
Lion Stones	2	1	0		5	1
Yusufopaşa Bedesten	2	0	3	1	0	0
Old Houses of Darende	1	0	7	2	6	2
Festivals in the district	1	0	1	1	11	4
Tomb of Mediseyh	1	0	2	1	6	2
Total	94	00	386	00	383	100

In order to determine the views of the people in Darende about rural tourism, a scale with a five-point Likert scale in which the lowest level of agreement was 1

(strongly disagree) and the highest score was 5 (strongly agree) was used. According to the findings from the data collected,

The items with the highest agreement are (Figure 2);

- It makes me happy to see tourists coming to our region (4,19),
- Tourism will increase the income of the people in our region (4,15),
- Tourism will increase the workforce in our region (4,12),
- Tourism will benefit small businesses in our region (4,10), and
- Tourism will contribute significantly to the social and cultural development of our region (4,05).

On the other hand, the items with the lowest agreement are (Figure 2);

- The government's incentives and training for rural tourism are sufficient. (2,63),
- Tourism causes an increase in crime in our region (2,70),
- In case of the development of rural tourism, I may open a few rooms of my house to the use of tourists (2,74),
- Rural tourism will create business opportunities for foreigners rather than local rights (2,88),
- The lifestyle of the rich tourists in our region spoils our culture (2,89),
- Tourism causes corruption in the traditional culture and local customs in our region (2,97),

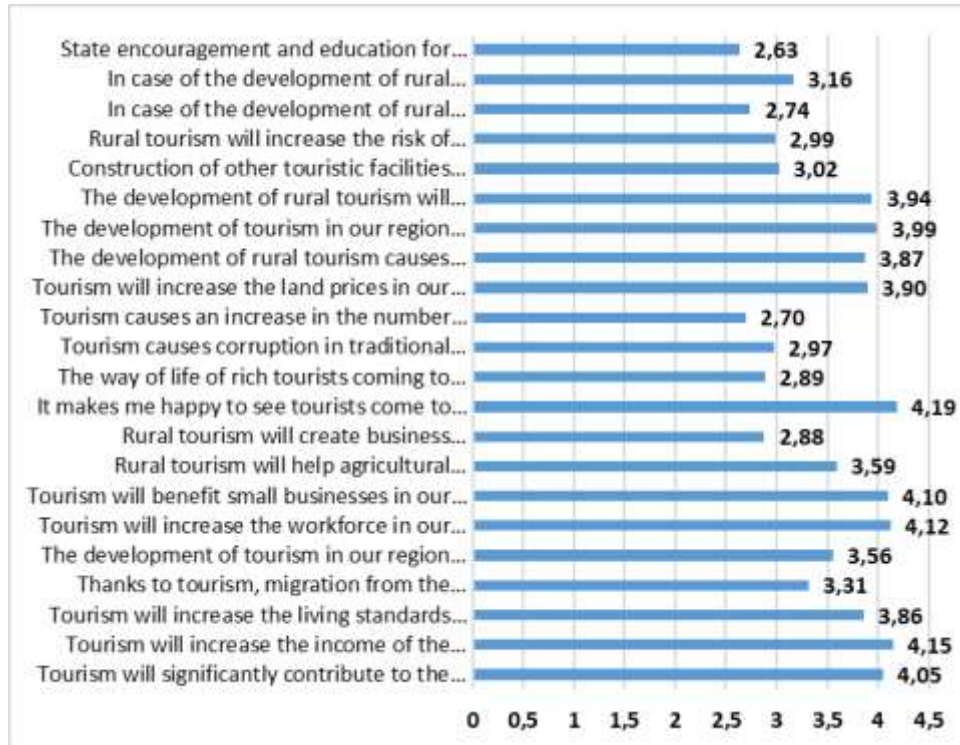


Figure 2: Views of the Participants on Rural Tourism

6. Conclusion and Recommendations

Rural tourism is a type of tourism that is practiced in many countries of the world today. In the widespread use of rural tourism; new searches in tourism, the changes in the expectations of tourists, the increase in the interest in the discovery of new places and local cultures, the reactions to mass tourism, and the fact that rural tourism is seen as a tool in rural development, have gained more importance (Kutukiz, Uslu, Öztürk, Özdek and Derinkök, 2016: 900). While urban people were going to rural areas mostly for recreational purposes, for day-to-day or relatives-familiar visits before, today they go to spend their longer-term holidays, especially because of the attractiveness of the rural life style, the lack of limitations and difficulties that will create stress and pressure, and the possibilities for people to feel free (Soykan,1999: 71). Rural tourism can be a long holiday in a country that is miles away from the tourist's permanent residence, or in the form of an afternoon excursion in the rural area a few minutes away (Özkan, 2007: 87).

The large area of rural regions in our country increases the importance of rural tourism. Rural areas of our country are such places that are generally under-developed, have inadequate infrastructure, give migration to urban areas and have

high unemployment rate and low income. Low income in rural areas is due to inadequate agricultural production or inadequate irrigation facilities. However, rural tourism contributes to the increase in income and development by providing additional income to the people in rural areas. This reduces immigration and even helps the region to attract people from other places. In addition, rural tourism has a significant power with regards to women's employment, encouraging the spirit of entrepreneurship, bringing local economies input and dynamism, mobilizing economic sectors, supporting rural development at the level of both country and region (Soykan, 2003:9).

Darende is a district of Malatya with a population of 28,978 and its income source is largely dependent on agriculture. People migrate from Darende constantly due to insufficient income sources. According to the data of TUIK (Turkey Statistical Institute), only %22.21 (29.978) of people born in Darende live in Darende and %77.39 (114.870) of them live in other cities. This data shows that there is a large migration from Darende. The reason for these migrations is the insufficiency of agricultural areas and the inability of the public to earn enough income. Darende has a great rural tourism potential with many natural and man-made touristic values. These values are in direct proportion to the local people's participation in tourism. For this reason, in our research, the perception of tourism among the local people was tried to be measured in Darende, and problems were put forward and solutions were proposed.

Main Ideas of Darende People on Rural Tourism;

The statement "We are happy to see the tourists coming to our region" was answered by people of Darende with an agreement level of 4.19 out of 5. In other words, the majority of the people want tourists to come.

- The statement "Tourism will increase the income of the people in our region" was answered by people of Darende with an agreement level of 4.15 out of 5 and "Tourism will increase the workforce in our region" 4,12.
- The statement "Tourism will benefit small businesses in our region" was answered by them with an agreement level of 4.10. It is understood from these data that people of Darende think small enterprises will benefit from the public tourism activity and additional employment will appear and the people's income will increase. However, in the interviews with the tradesmen in the district center, the tradesmen stated that tourism would not benefit them since tourists only went to the tourist areas and did not come to the city center. Small businesses in the district center should also be able to benefit from tourism. A tourist information center to be opened in the district center will make tourists to come here first.
- The statement "Tourism will contribute to the social and cultural development of our region" was answered by people of Darende with an agreement level of 4.05 out of 5. It is seen in the observations that young people think that tourism

will contribute positively to the social and cultural aspects but people over the age of fifty think that tourists will harm their cultures. The adherence of the old people to the traditional and the openness of the young people to innovation play an important role in this. For the prediction of the elderly, the carrying capacity of the region should be investigated and public awareness should be raised.

- The statement “State encouragement and education for rural tourism is sufficient” was answered by them with an agreement level of 2,63 out of 5. Malatya province is one of the provinces supported for rural tourism, but the public cannot benefit from these supports enough. This is because the public is not informed about the incentives and there is a lack of knowledge of the public about tourism. At this point, the public should be informed about tourism and incentives through regional development agencies and the public should be encouraged for new initiatives.
- The statement “Tourism leads to an increase in crime in our region” was answered by them with an agreement level of 2,70 out of 5. The public think that tourists will not cause an increase in crime.
- The statement “In case of the development of rural tourism, I open a few rooms of my house to the use of tourists.” was answered by them with an agreement level of 2,74. People do not want to open a few rooms of their house to tourists. However, they state that they can open a farm business. For this purpose, the public should be supported in opening farms for tourists to accommodate.
- The statement “Rural tourism will create business opportunities for foreigners rather than localities.” was answered by them with a level of agreement of 2,88. In other words, people think that rural tourism will create business opportunities to them rather than people outside the region.
- The statement “The way of life of rich tourists coming our region spoils our culture.” was answered by them with a level of 2,89 out of 5 and the statement “Tourism causes corruption in traditional culture and local customs in our region.” was answered by them with an agreement level of 2,97. In other words, they think that tourists will not harm their own cultures and will not cause corruption in local customs.
- The statement “Rural tourism will increase the risk of destruction of our natural resources and environment in our region in the future” was answered by them with the agreement level of 2,99. The public thinks that tourists will be conscious and will not harm the environment.
- To the question of “What are the problems related to rural tourism in Darende?” people stated that Darende's biggest problem is the lack of publicity.
- Touristic activities should be diversified. For example, the Arızgeben site is a very convenient place for paragliding, but it is not used sufficiently. In neighborhoods such as Dinek, Yeşiltaş and Hisarcık, there are quite suitable areas for

trekking and hiking. There are many places to camp on the edge of the Tohma streamlet and angling can be done in it.

- There are small-capacity city hotels in Darende, but there are no small, quality accommodation facilities close to the tourist attractions. In the places close to these tourist attractions, environment-friendly, rural tourist facilities should be opened.

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