



AN ASSESSMENT APPROACH FOR SUSTAINABLE TOURISM IN AMASRA'S RURAL AREA

Yeliz SARI NAYİM

Bartın University, Department of Landscape Architecture, Bartın/Turkey

ABSTRACT

Sustainable rural tourism indicates a common relationship between tourism and rural landscape. Rural landscape, on the other hand, is the combination of natural and cultural landscape, which are among the main elements that attract tourists to a destination. Using rural landscape in a protective way for future generations also means successful sustainable tourism.

In terms of rural tourism, Turkey attracts attention both with its coasts and back coast landscapes. With its natural beauties such as the mountains, highlands, water resources, plant cover Black Sea Region within the country has significant resources for tourism. Amasra, the field of this study, is one of the rural tourist attractions on the foothills of West Black Sea Mountains. The continuity of the natural and cultural values of rural landscape is of great importance for the sustainability of rural tourism in Amasra. In this context, the existing rural landscape features were assessed with the findings obtained through rapid rural assessment, face to face meetings with experts and authorities and field observations. Solution suggestions were made for the transfer of landscape values examined in Amasra rural area with a protection-utilization balance and the requirements for a successful sustainable tourism development were explained.

Keywords: Rural landscape, sustainable tourism, rapid rural assessment, Amasra, Black Sea Region.

AMASRA KIRSALINDA SÜRDÜRÜLEBİLİR TURİZM İÇİN BİR DEĞERLENDİRME YAKLAŞIMI

ÖZET

Sürdürülebilir kırsal turizm, turizm ile kırsal peyzaj arasındaki ortak bir ilişkiyi ifade etmektedir. Kırsal peyzaj ise turistleri alana çeken temel unsurlardan doğal ve kültürel peyzajın bir birleşimidir. Kırsal peyzajın gelecekteki nesiller için korunarak kullanılması, aynı zamanda başarılı bir sürdürülebilir turizmi ifade eder.

Türkiye, kırsal turizm açısından gerek kıyıları gerekse kıyı ardı peyzajları ile dikkat çeker. Ülke içinde Karadeniz Bölgesi, dağları, yaylaları, su kaynakları, bitki örtüsü gibi doğal güzellikleri ile turizm açısından önemli kaynaklara sahiptir. Araştırma alanı olan Amasra ise, Batı Karadeniz Dağları'nın eteğinde, Karadeniz ile bütünleşmiş önemli kırsal turizm merkezlerinden biridir. Amasra'da kırsal turizmin sürdürülebilirliği için, kırsal peyzaja ait doğal ve kültürel değerlerin devamlılığı büyük önem taşımaktadır. Bu bağlamda çalışmada, mevcut kırsal peyzaj özellikleri sürdürülebilir turizm ilkeleri açısından hızlı kırsal değerlendirme, uzmanlarla ve yetkililerle yapılan yüz yüze görüşmeler ve alan gözlemlerinden elde edilen bulgular göz önüne alınarak değerlendirilmiştir. Amasra kırsalında koruma-kullanma dengesi içinde irdelenen peyzaj değerlerinin en az değişimle gelecek nesillere aktarılması için çözüm önerileri oluşturulmuş, başarılı bir sürdürülebilir turizm gelişimi için yapılması gerekenler açıklanmıştır.

Anahtar kelimeler: Kırsal peyzaj, sürdürülebilir turizm, hızlı kırsal değerlendirme, Amasra, Karadeniz.



1. INTRODUCTION

Such negative factors as over urbanization and difficult living conditions today poses serious pressure on people living in urban areas. The desire to go away from these pressures reflects on tourism activities and rural tourism based on natural and cultural environment replaces classical tourism concept of sea, sand and sun (Oral and Şenbük, 1996; Gülez, 1998).

The increasing interest in natural and cultural areas makes it a must to protect, innovate and provide the ecological balance in these regions (Gülez, 1994; Oral and Şenbük, 1996; Atay and Özaydın, 1996). Unfortunately, as Atay and Özaydın (1996) states wrong utilization and practice decisions in tourist attractions damages natural and cultural tourism resources and prevents them to be transferred to the future generations.

In fact, these resources are the main tourism assets that attract tourists to the region. When these assets start to be destroyed, regression will be seen in tourism. Tourism and environment concepts which are considered as totally opposite facts are, in fact, relevant to each other. Therefore, protection of environment is highly important for sustainable tourism (Sarı, 2001). Environment protection is inevitable for successful development of tourism (Karaaslan and Özelçi, 1995; McIntyre et al., 1993).

The role of tourism in the protection of environment was clearly stated in the Manila Declaration of WTO in 1980. It was stated in this declaration that protection of natural and cultural resources at international scale was the objective of universal tourism planning (Karaaslan and Özelçi, 1995).

One of the environmentally friendly approaches in tourism is sustainable tourism that is directly related to sustainable development (Ulusoy, 1997). The concept of sustainability in tourism is stated as the protection and improvement of natural, historical, cultural, social and aesthetic values that are the sources of tourism and thus, ensuring the continuity of their attraction (Oral and Şenbük, 1996). Sustainable tourism reflects a common relation between tourism and protection of nature and it is seen that many concepts such as nature tourism, soft tourism, environmentally-friendly tourism, ecotourism are used for the development of sustainable tourism (Himmetoğlu, 1992; Clarke, 1997; Karaaslan, 1995).

In the development of sustainable tourism there is a mutual interaction between satisfaction of visitors' needs, personal welfare, protection of uncorrupted natural resources, protection of cultural resources and the economy needed to realize these practices. What is important at this stage is to ensure the harmony between the interactions. Sustainable tourism principles that ensure this harmony can be listed as below (Nijkamp et al., 1992; Paçacı, 1994; Sertkaya, 2001):

- Environment is a tourism wealth. The long-term sustainability of this wealth should not be damaged by short-term ideas and should be protected and transferred to the future generations.
- Tourism should be considered as an activity providing benefits not only to tourists but also to the area and the society.
- Tourism-environment relationship should be organized in a way that will ensure environmental sustainability in the long-term. Tourism should not be allowed to destroy natural resources, create environments that cannot be used in the future and form unacceptable effects on environment.
- Protection of natural environment for future generations should be based on plans and projects.
- Development of tourism should comply with the scale and natural character of the area.
- Any area of tourism should ensure harmony between the needs of the visitors and the people living in the area.
- Tourism industry, local authorities and environmental institutions are responsible for being in harmony in line with the mentioned principles and for working together for the applicability of these principles.
- Participation of local people to tourism should be on their own will and audit should belong to them to an extent.
- Equality should be ensured between the generations of today and the future. For instance, tourism revenues should be distributed equally between the people in tourism business, local people and the environment.
- Cooperation should be made in harmony with other economic sectors.

- Tourism industry, local authorities and tourists should comply with certain ethical rules that respect the environment and culture, economic, traditional and political life of the area.

In this respect, Turkey attracts attention both with its coasts and back coast landscapes in terms of rural tourism. Black Sea Region, within the country, has rich resources in terms of tourism with its natural beauties including mountains, highlands, water springs, plant cover. Amasra, the field of this study, is one of the significant rural tourism centers on the foot of Black Sea Mountains.

For the sustainability of the rural tourism in Amasra, the continuity of the natural and cultural values belonging to the rural landscape is highly important. In this context, the existing rural landscape was assessed considering the findings from rapid rural assessment in terms of sustainable tourism principles, face to face interviews with experts and authorities, field observations. Solution suggestions for the transfer of landscape values of Amasra within protection-utilization balance were formed; and necessary things to be done for the development of successful sustainable tourism were explained.

1. MATERIALS AND METHODS

2.1 Materials

Materials used in examining the field of the study are as follows:

- Maps belonging to the field of the study,
- Documents obtained from various institutions,
- Literature review related to the subject and the area,
- Observations notes and photographs belongs to the examinations carried out in the area,
- Oral information obtained from authorities and local people,
- Face to face interviews with experts,
- Findings of rapid rural assessment applied in 11 villages to find out existing situation in rural parts of research area.

2.1.1 Research Area

Amasra district located within the borders Bartın province in the Western Black Sea Region in Turkey was the field of this study (Figure 1) (Sarı, 2001). The district rural area is composed of 30 villages. However, this study focused on 11 village settlements which were determined to have high and medium tourism potential by Sertkaya (2001). While Çakrazşeyhler Village and Akkonak Village were examined as settlements with high potential, Tarlaağzı Village, Gömü Village, Ahatlar Village, Çakrazboz Village, Göçgündemirci Village, Makaracı Village, Sarayüzü Village, Yukarısal Village and Şükürler Village were assessed as settlements with medium tourism potential (Sarı, 2001). Figure 2 shows these 11 villages in green.

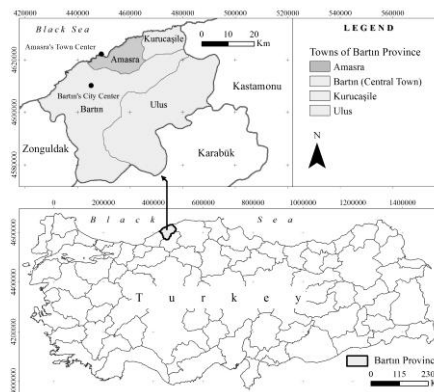


Figure 1. The location of the field of the study in Turkey (Anonymous, 2000a; Sarı, 2001).

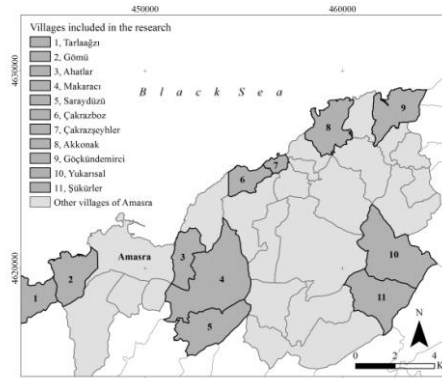


Figure 2. 11 village settlements examined in the study (Sarı, 2001).

The geographical location, topographical and geomorphological character, climate, natural plant cover, historical background and socio-cultural structure of Amasra are significant in its being a tourist attraction.

The coast of the city on the Black Sea are mostly steep rocky. However, there are narrow beaches in some parts of these rocky coasts (ATI, 2001). Various bays along the coastal line and Değirmenağzı Waterfall are among the outstanding attractions in Amasra. While it is Tarlaağzı and Gömü bays on the west of the district, it is Bozköy, Çakraz, Akkonak and Göçgün beaches on the east (Sarı, 2001). Değirmenağzı Waterfall is at a 3 km distance from Amasra and located at Ahatlar Village Değirmenağzı (Anonymous, 1998a).

Bozköy Beach is in the first bay when going towards east from the center. The beach is surrounded by steep rocks and people use the place for daily visits. Çakraz Beach is a 1 km long narrow and sandy beach. The western side of the beach is surrounded by steep rocks while the eastern side of the beach is surrounded by small rises. Aliobası Stream and Ova Stream confluence and disembugue into Black Sea at Çakraz Beach. Akkonak Beach has a beach where there are both sand and pebblestones in front of steep slopes. Değirmen Stream passes from Akkonak Beach and reaches to Black Sea. Göçgün Beach is 1 km long and 150 m wide narrow and sandy beach. There are two headlands covered with forest on the east and west end of Göçkün Bay (Sarı, 2001). The natural bay located 1 km north on the coast and settlements of Göçgündemirci Village, Gürcüoluk Cave at Çakrazboz Village and Bozköy Coast are registered as 1st Degree Natural Protection Area (Anonymous, 2001c). It is anticipated that Gürcüoluk Cave had been used as a settlement during Prehistoric period (Sakaoğlu, 1999). Çakrazşeyhler Village coastal line is protected as a 2st Degree Natural Protection Area (Anonymous, 2001c). Typical Black Sea climate reigns in Amasra district in which the area receives precipitation in all seasons and summers are cool and winters are warm (Anonymous, 2001a). Because Black Sea climate reigns in the district, it characteristically has the potential flora and vegetation unique to the Black Sea. Potential plant cover includes many herbaceous species including deciduous forests, half evergreen bushes and geophyte species which grow in mild Black Sea climate (Yatgın, 1996; Yılmaz, 2001; Sarı Nayım, 2010).

The history of Amasra or Sesamos, its first name in history, dates back to XII. Century BC (Sakaoglu, 1987). Amasra has always been a tourist attraction for Turkey and Western Black Sea in terms of culture tourism with its historical destinations. Queen Amastris who gave her name to the town made glorious houses and mansions be built in the town. Roman Emperor Claudius, on the other hand, made the road that connects Amasra to Sinop over Tekkeönü and to Filyos over Bartın be built in addition to many other historical places. One of the important remaining belonging to the period is the Kuşkayası Road Monument (Anonymous, 2001b). There is no similar remaining to this monument in the whole Anatolia (Anonymous, 1998b). The monument, which was registered as a cultural heritage in 1992, exists as an important work in terms of its contribution to particularly international tourism.

The mountains that run perpendicular to the coast caused to the existence of a rough topography and that make access and settlement to the rural areas difficult (Sertkaya, 2001). There are more settlements intended for tourism in the coastal villages compared to inner parts. Most of the secondary settlements in Çakrazşeyhler Village are hostels whose first floors are used as coffee houses and restaurants. Due to restrictions and topographic difficulties arising from the fact that they are 1st Degree Natural Protection Area, housing in such

rural settlements as Bozköy, Akkonak and Göçgündemirci did not develop and the natural features are protected (Sarı, 2001).

The population density of the town center and coastal villages of Amasra is higher compared to villages in the inner parts (Anonymous, 2000b). 40% of the population is engaged in agriculture and livestock farming, 40% of the population is engaged in mining, 15% of the population is engaged in trade and particularly in fishing while the remaining 5% is civil servant (Anonymous, 2000b). In addition, local people in such coastal villages as Bozköy, Akkonak and Çakraz earn their living from tourism. In this scope, wood engraving is important. Products of traditional wood working are made by artisans living in villages close to the center and sold in Çekiciler Bazaar in the center of Amasra (Sarı, 2001).

Inadequacies in airline and sea transportation to Bartın and Amasra restrict the development of the region in terms of economy and tourism. Amasra section of the coastal highway project that started in 1998 is completed while Kuruçayı section is ongoing. It is believed that the tunnel and highway works will improve the quality of transportation to coastal villages of Amasra and contribute to the tourism in the area (Sarı, 2001; Sarı Nayim, 2010).

2.2 Methods

The flow chart belonging to the three phase method followed in this study is shown in Figure 3.

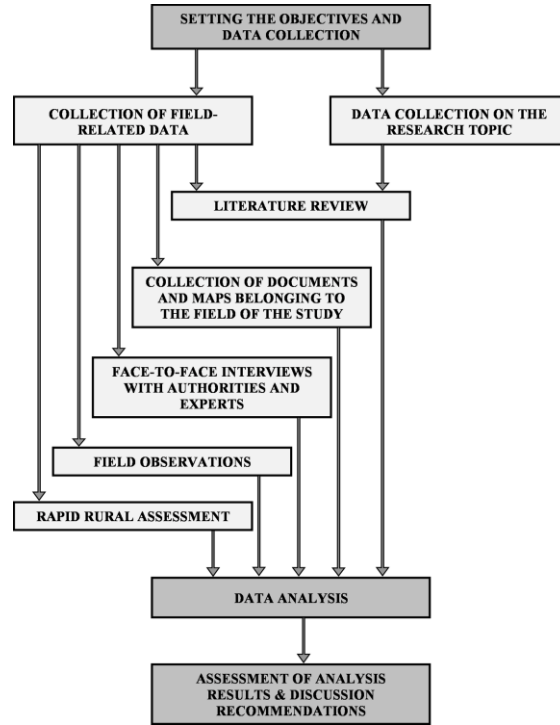


Figure 3. Method flow chart of the study (Sarı, 2001).

2.2.1 Data Collection

In order to present existing state related to the natural and cultural values in the villages determined in Amasra rural area and to get detailed information about the area, rapid rural assessment study was used. Rapid rural assessment form was formed by utilizing Gülçubuk (2000).

As a preparation of rapid rural assessment study, observations and examinations on the landscape values of the area was made; and these information was supported via information from the literature; and the information planned to be obtained were identified.



Rapid rural assessment is a mutual learning process which is realized in line with a common objective towards collection information from people who live in the area and know about the environment without incurring much expense (Gülçubuk, 2000).

2.2.2 Data Analysis

The forms prepared within the scope of rapid rural assessment study were filled with interviews with the village headmen of the 11 villages. Since the form was filled with village headmen only, the responses were assessed village by village; and made into a table.

In the analysis of the data obtained from the rapid assessment studies that represent a significant part of the study;

- Notes from the oral interviews carried out with authorities and experts and observations on the field of the study were examined,
- Rough copies and photographs taken were interpreted and visual analysis were made,
- Resource analysis in the light of written oral literature was made.

2.2.3 Assessment of Data

Findings related to the field and obtained as a result of the analysis carried out were compared with the analysis carried out towards sustainable rural tourism and assessed. In addition, rapid rural assessment results, which were converted into graphics and figures, were taken into account. As a result of these assessment;

- Existing rural landscape assets that serve as a source to rural tourism in Amasra were presented,
- Suggestions for a sustainable tourism planning that will ensure both protection and utilization of landscape values were developed.

2. RESULTS

3.1 Assessment of the Results of Rapid Rural Assessment Study

Rapid rural assessment was done in order to find out existing infrastructure, natural and cultural values and also tourism and recreation activities which take place in villages having tourism potential. The results of the study are listed below:

- Due to economic problems, people with such problems living in villages migrate to places where there are more job opportunities. People are mostly engaged in agriculture, husbandry, tourism and mining.
- All villages within the scope of this study receive domestic-foreign visitors except Saraydüzü, Makaracı and Yukarısal villages in the inner parts. The result of the rapid rural assessment revealed that the reason behind the fact that these villages in the inner parts do not receive visitors is that they are not promoted efficiently.
- The visitors coming to the villages mostly prefer one day or 2-3 days to visit.
- The villages with a tourism potential are mostly in the coastal line. The cleaning of the beaches is carried out by the village headman.
- There are streams in most of the villages. And making picnic and fishing around these streams are the main activities.
- Generally there are forests in the villages. According to the rapid rural assessment people in most of the villages having forest stated that there were no risk of cutting the trees.
- Swimming is possible in all coasts except Gömü Bay. Gömü Beach is polluted due to the coal washing activities of Amasra Coal Mining Industry (ATI) Facility. In addition, picnic and camping in villages is getting more widespread.
- Land hunting activities are carried out particularly in Saraydüzü, Makaracı, Şükürler and Yukarısal villages in the inner parts and in Ahatlar, Çakrazboz and Göçgündemirci villages on the coast. These are villages which are rich in terms of wild life and natural plant cover providing the habitat for the wild life.
- Çakrazşeyhler Village has been under the pressure of intense buildings such as central Amasra.



- Most of the villages with medium and high tourism potential are not adequate in terms of accommodation and food services.
- There are no transportation problems in villages with a tourism potential.
- It is found that the infrastructure in the villages within the scope of the study is not good.
- People in these villages go to Amasra center and Çakrazşeyhler Village for education and health services.
- Collection and disposal of solid waste in the villages arises as a big problem.
- Wastes that are not regularly collected cause to pollution around rural settlements and beaches.
- While Bozköy, Çakraz, Göçgün beaches have such equipment as shower, changing rooms, dustbins, seats which partly satisfy the need other villages with a beach do not have any of these. It is found that the arrangements made do not meet the need at an adequate level.

In addition to the rapid rural assessment results, notes from face to face meetings with experts and authorities and field observations were taken into account in the study. When an overall assessment is made, it is seen that with the start of tourism in Çakrazşeyhler Village in an unplanned way in economic, social and physical terms, the natural and cultural environment has been negatively effected. In other villages, on the other hand, because necessary promotion has not been made and because there are not enough facilities for accommodation and eating and most important of all, because topographic features do not allow settlement, people only go to these villages for daily visits and in addition to that, both the positive and negative effects of tourism activities is experienced less.

3.2 Negative Effects that Effect Amasra Rural Landscape and Measures that can be taken

Negative effects determined in rural environment that are in contradiction with protection-utilization principles and the measures necessary to be taken against these negative factors are listed below:

Negative effect: Overcrowded, noise pollution, parking problem, loss of historical values.

- ✓ Due to classical tourism activities based on sea-sand-sun system, during the summer months the population increases almost ten times compared to the regular permanent population and the capacity of the coastal villages is thus exceeded. As a result, such problems as inadequate water, hygiene, noise pollution, traffic, parking space and destruction in historical places rise.
- ✓ The historical places in the area cannot be adequately protected.

Possible Measures that can be taken: Reducing the number of visitors by taking the capacity of the places into consideration, directing visitors to alternative places for tourism activities, planning space use.

Negative effect: Excessive growth, visual pollution.

- ✓ Due to excessive and rapid growth, the number of buildings that are not compatible with the traditional buildings in the area in terms of their color, material, architecture and height have increased especially in Çakrazşeyhler Village.
- ✓ The buildings in the forest area behind Bozköy Beach of Çakrazboz Village are not compatible with the natural structure and thus, cause to visual pollution. These buildings in the area, which is protected as 1rd Degree Natural Protection Area, do not comply with the site decisions.

Possible Measures that can be taken: Guiding visitors to other touristic regions, planning space use and implementation of regional zoning methods.

Negative effect: Solid waste problem.

- ✓ Solid waste thrown around by local people and visitors and not collected regularly in Bozköy, Çakraz, Akkonak and Göçgün beaches particularly in summer months causes to environmental pollution.
- ✓ It is possible to see debris and household solid waste on the sides of the roads and streams on the way to the villages.
- ✓ The visitors leave the garbage in the places they visit and thus, pollute the environment seriously.

Possible Measures that can be taken: Running awareness-raising campaigns, editing the regulations, locating waste bins to appropriate places and implementing appropriate collecting, storage and disposal methods.

Negative effect: Vandalism.



- ✓ Gürcüoluk Cave is under intense pressure of the people searching for treasure. People dig very deep in the bottom of the cave in order to find treasure. And during these diggings most of the dickites has been destroyed.
- ✓ Illegal cutting of trees in some villages in order to obtain fuel wood lead to destruction of plant cover.

Possible Measures that can be taken: Increasing controls, running awareness-raising campaigns, editing the regulations.

Negative effect: Infrastructure problem.

- ✓ Because there is no adequate clean-up system, the pollution from Amasra Coal Mining Industry Facility's coal washing unit made it impossible to swim at Küçük Liman (Small Port) and Gömü Bay. Gömü Bay is totally covered with coal dust.
- ✓ There are such infrastructure systems as electricity and telephone in the villages. Due to lack of staff and students health centers and education buildings serve at Amasra Center and Çakrazşeyhler Village. And that the waste waters are accumulated at sullage pits causes to health problems.
- ✓ In some parts on Amasra-Cide road, there are corroded areas due to new road and tunnel construction.

Possible Measures that can be taken: Implementation of proper clean-up system, putting restrictive rules, increasing controls

Negative effect: Inadequate equipment.

- ✓ Although Çakrazboz, Akkonak and Göçgündemirci beaches have natural beauties it lacks equipment to meet the daily needs of visitors. Especially during the tourism season, such equipment as toilets, showers, changing rooms, seats, dustbins do not meet the need. Therefore, the visitors are not glad about this inadequacies.

Possible Measures that can be taken: Meeting the needs, issuing regulations on certain standards.

Negative effect: The low quality of touristic facilities

- ✓ That the existing accommodation facilities do not have quality standards causes to dissatisfaction of visitors.

Possible Measures that can be taken: Organizing training programmes, issuing regulations on quality standards, creating awareness in investors.

3. DISCUSSION AND CONCLUSIONS

The principle for the development of a successful sustainable tourism is to form a management plan which will minimize the negative effects that prevent the sustainability of natural and cultural resources. According to Bartın Province 1/100 000 Environmental Plan, Amasra rural area, which is the field of this study, sustainable tourism is included within coastal management plan (Sarı Nayim, 2010). Within this scope, the main factors to be considered in terms of "Development of Sustainable Tourism" in Amasra rural area are listed below:

- According to Turkey's Tourism Strategy 2023 Action Plan prepared by the Ministry of Culture and Tourism (2007) there are 7 thematic tourism development corridors in Turkey. The 5th one of these corridors is the 'Western Black Sea Coastal Corridor' that covers a 500 km coastal line between Şile and Sinop. It is planned that the region is developed within the framework of culture, coast and nature tourism. This coastal corridor where Amasra district of Bartın province is also included is determined among the regions that should be primarily developed with the coastal corridor it is located, its biological diversity and ecotourism potential. The biodiversity in Amasra rural landscape that is unique to the Black Sea provides a significant potential for the ecotourism infrastructure of Bartın province (Sarı Nayim, 2010; Nayim, 2012). Organization of ecotourism-based domestic and foreign tours by highlighting the rural landscape values of Amasra will contribute significantly to the development of tourism in the area.
- Amasra rural area is neighboring Küre Mountains National Park which has Turkey's 1st and Europe's 13rd PAN Park certificate. Therefore, the promotion of the rural tourism values of Amasra together with Küre Mountains National Park at national and international platforms should be supported.
- Inadequacies and irregular conditions in both sea and air transportation in Bartın and Amasra, which restricts the development in terms of tourism, should be enhanced.



- For the development of sustainable tourism, training programmes should be organized and implemented for the local people and visitors to be more environmentally conscious.
- The natural and historical fabric of Amasra rural area should be protected; and the traditional village houses should be used as new facilities for accommodation, dining activities and as museum, meeting or exhibition hall.
- Such important monuments as Kuşkayası Roadside Monument which is unique in Anatolia should be brought in to tourism within protection-utilization balance. The Ancient Roman Road Network that follows Amasra coastal mountains should be established again and introduced to domestic and international tourism environments.
- Gürcüoluk Cave which is a 1st Natural Protection Area should be arranged with protection- utilization balance and brought in to tourism with domestic and international promotion.
- The art of woodworking and carving in Amasra should be supported and encouraged via vocational training programmes in order for the continuity of the local traditions.
- Bozköy, Akkonak, Çakraz and Göçgün bays with natural beauties are places which are convenient for camping. The coastal areas should be arranged as daily recreational activity and camping areas through landscape planning design projects. Camping tours from around Turkey and abroad should be directed to the region via necessary promotional activities.
- Construction of Bartın-Kurucaşile-Cide state highway that will make it more convenient to access villages of Amasra with high tourism potential in terms of quality and time should gain speed. The destroyed areas on the sides of the road during the construction of the road should be rehabilitated and should be afforested according to its natural plant cover.
- Cleaning campaigns should be organized by local authorities, voluntary institutions and local people at Bozköy, Çakraz, Akkonak and Göçgün beaches which are polluted as a result of intense utilization during summer months. Works related to Blue Flag Project which encourages the protection of coasts should be supported.
- There should be more space for public in coast plannings. Buildings should be planned behind the coast.
- Training programmes for increasing tourism investments, raising awareness in investors and supporting them to improve the standards of the existing facilities, developing the professional know how and skills of the employees should be implemented.
- Excessive visitor utilization in the town particularly in summer months should be expanded to the whole year via alternative tourism options.
- The starting up of the yacht landing area in Amasra center is an important step in terms of the development of national and international yacht tourism. The culture tourism in the region, mountain and nature tourism, birdwatching, photography, trekking, cycling, boating activities should all be developed.
- Local support for sustainable rural tourism should be provided via non-governmental organizations.
- In all rural settlements with a tourism potential, tourist information points, where all domestic and foreign visitors can get help and information and be in cooperation, should be organized.
- Brochures that introduce the region should be printed and awareness should be created in visitors on sustainable tourism via training seminars by tourism industry and local authorities.
- Environmental planning should be made in Bozköy, Çakraz, Akkonak and Göçgün bays and such needs as shower, WC, changing rooms, walking trail, seats, dustbins etc. should be provided.
- While choosing the equipment, colors and fabrics that comply with the natural and cultural fabric of the environment should be chosen. Standards should be set for the advertisement boards on the road sides.
- All parties related to tourism should carry out touristic and recreational activities that will damage rural landscape at a minimum level.

A tourism approach based on protecting the environment at Bartın and Amasra scale will bring an economically, socially and physically developed environment in the area. And when the case is vice versa, tourism will start destroying its own resources. Therefore, the environmental values unique to Amasra rural area should not be destroyed for short-term benefits but should be brought in rural tourism by highlighting sustainability and for long term benefits. Sustainable development of rural tourism in the area will be possible via the continuous and balanced use of natural and cultural resources.



ACKNOWLEDGEMENTS

The author would like to thank her thesis advisor Emeritus Prof. Sümer Gülez that contributed to this research that forms a part of her master's thesis.

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