



Determining the Opinions of Farmers Towards the Development Potential of Agricultural Tourism: The Case of Amasya

Çiftçilerin Tarım Turizminin Gelişme Potansiyeline Yönelik Görüşlerinin Belirlenmesi: Amasya Örneği

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DETERMINING THE OPINIONS OF FARMERS TOWARDS THE DEVELOPMENT POTENTIAL OF AGRICULTURAL TOURISM: THE CASE OF AMASYA

ABSTRACT

Individuals who are fed up with the negativities of cities such as air pollution, traffic and crowds, and who want to relieve the negative effects of stress in their business and social lives, request to stay, even for a short time, in a village, a farm or a chalet. In addition to accommodation, they want to participate in agricultural activities and provide these experiences to their children. Agricultural tourism stands out as a type of alternative tourism carried out in places where agricultural activities are intense in order to respond to these demands. In this study, it is aimed to determine the agricultural tourism potential in Amasya and its surroundings, which is an important agricultural region in Turkey, and the perspective of the local people on agricultural tourism. A survey was administered to 385 people to obtain data in the study. It was concluded that farmers are knowledgeable about agricultural tourism, they support the development of tourism in their regions, but they are reluctant to host tourists in their own enterprises.

Keywords: Agriculture, Agricultural Tourism, Farmer, Tourism.



ÇİFTÇİLERİN TARIM TURİZMİNİN GELİŞME POTANSİYELİNE YÖNELİK GÖRÜŞLERİNİN BELİRLENMESİ: AMASYA ÖRNEĞİ

ÖZ

Kentlerin hava kirliliği, trafik, kalabalık gibi olumsuzluklarından bunalan, iş ve sosyal hayatlarındaki stresin negatif etkilerini üzerlerinden atmak isteyen bireyler bir köyde, bir çiftlikte ya da bir dağ evinde kısa süreli de olsa konaklamayı talep etmektedirler. Konaklamanın yanı sıra tarımsal aktivitelere katılmak, çocuklarına da bu tecrübeleri yaşatmak istemektedirler. Tarım turizmi, bu taleplere cevap vermek üzere tarımsal faaliyetlerin yoğun olduğu yerlerde yapılan bir alternatif turizm çeşidi olarak ön plana çıkmaktadır. Bu çalışmada Türkiye’de önemli bir tarım bölgesi olan Amasya ve çevresinde tarım turizmi potansiyelinin ve bölge halkının tarım turizmine bakış açısının belirlenmesi amaçlanmıştır. Verilerin elde edilmesi için 385 kişiye anket uygulanmıştır. Çalışmada çiftçilerin tarım turizmi konusunda bilgili oldukları, bölgelerinde turizmin gelişmesini destekledikleri ancak kendi işletmelerinde turist ağırlama konusunda isteksiz oldukları sonucuna varılmıştır.

Anahtar Kelimeler: Tarım, Tarım Turizmi, Çiftçi, Turizm.



1. INTRODUCTION

Compared to the past, the majority of today's population lives in cities and metropolises. Individuals try to get away from their crowded and stressful lives, even for a short time. It can be said that rural tourism activities emerged as a result of these efforts. Activities to be carried out in the countryside are very attractive for both those who long for the village life of their childhood, parents who want their children to experience this life, and children and young people who see examples in virtual environments in schools in cities but are curious about the real thing.

Rural tourism, which is considered a type of alternative tourism, attracts the attention of tourists who do not want to be tied to the trio of sea, sand and sun. Agricultural tourism, which is included in rural tourism, consists of activities carried out to attract tourists to areas where agricultural activities are carried out and used by local people in a region. While these activities are an opportunity for visitors to escape the monotony of the cities they live in, they are also an important earning opportunity that should be taken into consideration for small family-owned agricultural enterprises.

Tourism offers important opportunities for solving the problems experienced in rural areas. Sustainable tourism is one of the most important tools in revitalizing agricultural values and culture, protecting the rural environment and increasing employment. In this context, when tourism and agriculture are evaluated together, agricultural tourism both contributes to rural development and implements sustainable tourism principles. The importance of agricultural tourism becomes evident due to its multilateral benefits. For example, it provides additional income to farmers, supports local and regional development, enables women to use their potential, brings together urbanites and villagers, provides tourists with the opportunity to experience rural life on-site, plays a role in the protection and promotion of regional cultural heritage, and integrates with outdoor recreation activities and other types of tourism. can be expressed (Baykal et al., 2020).

Rural tourism, as an umbrella concept known to everyone, is touristic activities in rural areas. Original agricultural tourism within rural tourism; It is the use of the agricultural assets of the farm, whose main income is agriculture, in tourism without commodifying it, and it differs from non-specific agrotourism (farms whose main occupation is not agriculture, various visits in the countryside, etc.) (Streifeneder, 2016). While the concept of rural tourism is used in a broad sense to cover a wide range of activities in rural areas, agro-tourism is considered as a tourism activity based on farms and farmers (Kosmaczewska, 2008).

Agricultural tourism, which is an extension of eco-tourism, aims to bring people living in the city to rural areas to spend their holiday periods and spend money,

while offering visitors the opportunity to experience agricultural life directly and first-hand (Demirezen, 2020). Agricultural tourism; Values the cultural and natural heritage of countries that enable the development of alternative tourism, protects and preserves the environment; It is a versatile type of tourism that offers a slice of people's daily lives and promotes agricultural areas and markets local products. Agro-tourism can be expressed as the tourism services offered by individuals who live with agricultural production types in rural areas to people who come to visit these destinations (Shafeei, 2012).

One of our regions with potential in terms of agriculture is Amasya and its surroundings. Amasya is an important settlement with a rich historical and cultural background, having served as the capital of the kingdom throughout its ancient history of over 8 thousand years, where the foundations of the War of Independence were laid and where the Amasya Circular, which is considered the birth certificate of the Republic, was signed (Eryılmaz, 2020). According to the data of Amasya Provincial Directorate of Agriculture and Forestry, Turkey is ranked 1st in sugar beet seed, hemp seed and jujube production, Turkey is 2nd in onion production, Turkey is 3rd in apple and cherry production, and Turkey is 4th in okra and poppy production. In addition to agricultural production, poultry enterprises, beekeeping enterprises, aquaculture enterprises, cattle and small livestock enterprises and animal husbandry are also in a good condition (Amasya Provincial Directorate of Agriculture and Forestry, 2022). This diversity is seen as an advantage for agricultural tourism.

This study aimed to evaluate the agricultural tourism potential of Amasya. As a result of the survey conducted on agricultural business owners in the region, headmen's offices and representatives of the chamber of agriculture, the perspective on agricultural tourism was tried to be revealed and suggestions were made to develop the potential.

2. PREVIOUS STUDIES AND THEORETICAL BACKGROUND

Rural areas; living areas that have unique natural and cultural characteristics, are easier to live in compared to cities, and where people do not completely disconnect from the city. People living in these regions generally make their living from agriculture and animal husbandry. However, especially new generation farmers are looking for different income-generating activities in order not to be limited to agriculture and animal husbandry. The main purpose of rural development is; The aim is to minimize the socio-cultural and economic development gap between the city and the countryside as a result of the effective use of the resources of rural areas or places, to prevent migration to cities by increasing employment opportunities in rural areas, and to raise the living standards of people in rural areas (Başer, 2020).

Rural tourism activities offer important alternatives for farmers who think this way. Rural tourism activities; It draws attention in terms of preventing migration from rural areas to cities, helping to increase women's employment, providing local entrepreneurship, enabling the revival of the local economy, and supporting the evaluation of agricultural products grown in the region. In addition, through these activities, interaction is ensured between the population in rural and urban areas, helps to preserve the historical and cultural heritage in the rural area, and enables the implementation of traditional activities (Fleischer and Felsenstein, 2000; Morgül, 2006; Çeken et al., 2012; Çuhadar and Ünal, 2017).

Agricultural tourism, which is a part of rural tourism, is a type of tourism preferred by people who are tired of stressful city life and long for nature and village life, to get rid of all their troubles by establishing a close relationship with nature (Aşık, 2016). In this type of tourism, tourists travel from the cities where they live to the countryside. In this way, rural areas develop thanks to tourism without being destroyed, local people and tourists come together, farmers' incomes increase, and tourists' enjoyment of their travels increases. In this way, all stakeholders gain material and moral gains.

Agricultural tourism; visiting agricultural and livestock production areas such as farms, vineyards, gardens, fields, barns, sheepfolds and coops, participating in daily work in these areas such as milking milk, collecting eggs, fertilizing, picking vegetables or fruits, and staying overnight in villages or farmhouses, It covers various activities such as purchasing local products. These activities both facilitate the work of farmers and provide them with income (Cebeci, 2008). Agricultural tourism can be defined as the set of events and relationships that arise from people's travels to rural areas other than where they live permanently, where agricultural producers demand the goods and services they produce in suitable places in the natural texture of the region, minimizing their desire to raise money in the region (Wolfe and Bullen, 2009).

Agricultural tourism is a set of relationships arising from temporary accommodation by visiting agricultural areas in rural areas, actively participating in daily agricultural activities, purchasing produced products to take home, participating in order to learn about the cultural riches and handicrafts of the region, and purchasing products (Aytuğ, 2011). Agricultural tourism is a form of rural tourism implemented in rural environments, where agricultural farms and all their facilities are used (Dudaş et al., 2008).

The prominent characteristics of agricultural tourism can be listed as follows (Dorobantu and Fieldsend, 2011):

- Provides the opportunity to travel to an unspoiled, quiet area,
- Accommodation, transportation, food and beverage and recreation costs are quite low,
- Visitors have the opportunity to consume and purchase organic foods that they cannot access in the cities they live in,
- People living in rural areas have the opportunity to be informed about and experience their handicrafts, clothes, traditions and living conditions,
- Visitors have the chance to share the same environment with their rural family members,
- Visitors have the opportunity to both watch and participate in agricultural activities,
- Walking in nature, bird watching, exploring water resources, feeding animals, milking, etc. provides the opportunity to participate in many activities,
- Enables farmers to continue their agricultural activities,
- Agricultural tourism activities can be sustained outside the tourism season,
- Since it is carried out in close connection with the local economy, it also helps the development of other business lines connected to the agricultural sector.

It is possible to group the agricultural tourism activities to be carried out in agricultural enterprises into different groups such as recreation activities, educational activities, entertainment, accommodation services and product sales. Activities such as hunting, fishing, etc. that incoming tourists will do in rural areas are considered as outdoor recreation, while activities such as helping with the work done in agricultural tourism enterprises, agricultural techniques, etc. are defined as educational activities. In addition to these activities, activities such as festivals, fairs and field days are important activities that allow agricultural tourists to have fun. Activities such as roadside stands, pick-your-own activities, and producer markets are activities that facilitate the marketing of local and cultural products produced by producers (Gümüş, 2015).

Although the agritourism experience establishes a direct link between tourism and agricultural areas, tourists' active participation in agricultural activities and farming processes is not required. Agritourism encompasses a variety of activities in addition to agricultural activities, including overnight stays, use of farmland for bird watching, horseback riding, hiking and other recreational activities (Barbieri

and Mshenga, 2008). Therefore, while these activities are carried out, farmers can continue their agricultural activities if they wish, without leaving their routine.

Agricultural tourism, which can be considered a sub-branch of rural tourism, is also called agri-tourism, agro-tourism, farm tourism or village tourism in the literature. Although different types of tourism such as eco tourism, village tourism, dairy tourism, garden tourism are also related to agricultural tourism, there are differences between them. The basis of agricultural tourism is to enable people who have to live in the city to experience nostalgia by taking them back to the village life of their childhood, even if only for a short time. When the national and international literature on agricultural tourism is examined, it is seen that the above-mentioned concepts are used together in the studies. Table 1 includes some examples from the literature on the subject.

Table 1. *Studies and Main Findings on Agricultural Tourism*

Study	Aim of the Study	Main Findings
Baykal F., Yıldız, S. and Ataberk, E. (2020). Development Potential of Agrotourism in Izmir Rural Area: Obstacles and Future Outlook, International Journal of Contemporary Tourism Research, Vol 4: No: 2, p.143-162	To reveal the development potential and obstacles of agrotourism in rural Izmir and to make suggestions for the future.	Organic agriculture, product diversity, brand products, farmer potential and by-products are the most important supply sources that will ensure the development of agrotourism in Izmir. However, there are important obstacles such as weak entrepreneurship, lack of organization, lack of demand and lack of institutional incentives.
Kılıç, T. & Başkaya, Z. (2018). Agro-Tourism Potential of Bilecik Province. International Journal of Geography and Geography Education, 38, 234-246.	To evaluate the agro-tourism potential of Bilecik Province.	Bilecik, in terms of agro-tourism activities; It has an important potential in terms of agricultural festivals, Hidrellez, Commemoration of Ertuğrul Gazi and Söğüt festivals, its historical and cultural heritage, Harmankaya Canyon, pick-your-own activities and farm activities.
Yılmaz, B.S., Doğru, H. and Yumuk, Y. (2014). A Research on the Applicability of Agricultural Tourism as a Type of Rural Tourism in Ayvalık. Journal of Agricultural Sciences Research 7 (2): 28-32, 2014	To determine the agrotourism potential of Ayvalık and to reveal the feasibility of agricultural tourism in the district.	Agricultural tourism in Ayvalık can be developed by supporting gastronomy tourism; It has been concluded that olive and olive oil producers also represent an important part of the development process in question.

- Wioletta Kamińska, W. & Mularczyk, M. (2015). Development of agritourism in Poland: a critical analysis of students' expectations of agritourism farms. *Miscellanea Geographica – Regional Studies on Development*, Vol. 19, No. 4, pp. 44-55
- Priyanka, S. & Kumar, M. (2016). Identifying The Potential of Agri-Tourism in India: Overriding Challenges and Recommend Strategies. *International Journal Of Core Engineering & Management* Vol 3, Issue 3
- Shen, S., Wang, H., Quan, Q. and Xu, J. (2019). Rurality and Rural Tourism Development in China, *Tourism Management Perspectives* (30): 98-106.
- Fons, V., Jose, A., Fierro, M. and Patino, M. G. (2011). Rural Tourism: A Sustainable Alternative, *Applied Energy* (88): 551–557.
- Jaafar, M., Kayat, K., Tangit, M. and Yacob, F. (2013). Nature-Based Rural Tourism and Its Economic Benefits: A Case Study of Kinabalu National Park, *Worldwide Hospitality and Tourism Themes*, 5(4): 342-352.
- To determine the expectations of students in selected academic centers in Poland towards facilities on agritourism farms and to identify the socio-demographic characteristics that determine these expectations.
- To investigate the status of agritourism in India, identify the factors required for the development of agritourism, examine the challenges and suggested strategies of the agritourism industry.
- Rurality and the development of rural tourism in China were examined.
- It is aimed to contribute to the sustainability and development of rural tourism in the Aragon region of Spain.
- Nature-based rural tourism and its economic benefits: Researched within the scope of Kinabalu National Park Case.
- Academic youth expect, above all, to be provided with opportunities that will enable passive leisure and the independent preparation of meals.
- A weak relationship was found between students' expectations from the facilities in agricultural tourism farms and their economic situation.
- Agritourism is a system that supports agricultural activities in India. Farmers and farm owners can benefit from this opportunity with a different approach.
- It has been emphasized that China should pay more attention to the preservation of traditional rurality in the eastern coastal regions, that local farmers in rural areas play an important role in the development of rural tourism, and that politicians and government officials should include policies that will diversify the agricultural production of rural farmers.
- A SWOT analysis was conducted for rural tourism in the Aragon region.
- They emphasized that the people living in Kinabalu National Park think that tourism contributes to economic growth and that facilities are needed for the sustainability of the park.

2.1. Agricultural Potential of Amasya

Amasya is one of the regions with high agricultural potential in terms of land availability and plant product diversity. Amasya has a total surface area of 570,100 hectares, of which 254,960 hectares, corresponding to approximately 45% of this area, consists of agricultural lands. Amasya has become one of the leading cities in agriculture and animal husbandry, especially with the Suluova Besi Organized Industrial Zone.

Amasya's commercial activities concentrate on agricultural products. Products such as sugar beet, onion, chickpeas, lentils, beans, sugar, sunflower oil, milk and dairy products, eggs, animal feed, flour and citrus fruits are the most important products subject to intra-province and extra-province trade. Agriculture ranks first in the provincial economy and constitutes a significant amount of G.N.M.H. 179,988 people from approximately 35,998 farmer families make a living from this sector (Ministry of Agriculture and Forestry, 2024).

The ecology of Amasya province has a variable and diverse structure. This change and diversity in ecology creates many alternatives for agriculture. Due to these features, it allows the growth of many different species and varieties in both cultivated plants and natural flora (plant species). The main products grown in the province are field crops such as wheat, sugar beet, onion, sunflower and poppy, as well as important fruit products such as apples, cherries and peaches, and vegetable products that are mainly consumed in the domestic market. In recent years, vegetable cultivation has been shifting from open areas to greenhouse areas, and plastic-covered greenhouse areas have become widespread.

10 reasons to invest in agriculture in Amasya were determined by the Amasya Provincial Directorate of Agriculture and Forestry as follows (Amasya Provincial Directorate of Agriculture and Forestry, 2022):

- Presence of microclimatic areas with suitable ecological conditions for agricultural production,
- Increasing the production potential of the Geldingen, Merzifon, Suluova and Gümüş plains in the province through land consolidation works, as well as productive land structures and irrigation opportunities,
- The province has a nationwide say in terms of production value and efficiency in products such as cherries, apples, onions, red meat, okra, sugar beet seeds and greenhouse vegetable cultivation,
- Especially in recent years, professional investments have been made in areas such as egg poultry farming, breeding livestock, and fruit growing,

- The province is located in the transition zone of Turkey's north-south and east-west roads, Iran-Iraq trade highway and railway transportation, and air transportation is available,
- There are agricultural industries such as sugar factories, yeast factories, sun-flower factories, flour and feed factories, marmalade production facilities in the province,
- Having a high variety of products such as fruits, vegetables, industrial plants and grains, and having sufficient water resources when existing and alternative possibilities are evaluated,
- Intensive breeding of cattle, sheep and buffalo and the high number of enterprises engaged in intensive animal husbandry, the existence of a large capacity meat integrated facility, a heifer production center and the existence of a sufficient number of unions and cooperatives to ensure the unity of livestock breeders,
- It has very suitable ecological conditions and suitable agricultural areas for seed growing and fruit sapling production, and it has the most suitable climate and vegetation for spring development in beekeeping,
- The province has a strong tourism potential such as ecological tourism,

2.2. The Focus of the Study

It is thought that rural development will accelerate in Amasya and its districts, which is a developed region in terms of agriculture, thanks to agricultural tourism, the welfare level of the local people will increase, and the migration of the young population to cities will decrease. To achieve these, it is very important to learn the opinions of the local people who farm in the region on this issue.

3. MATERIAL AND METHODS

3.1. Study Area

Amasya was selected as the study area which is in the Black Sea Region of Turkey. Amasya stands in the mountains above the Black Sea (Karadeniz) coast, set apart from the rest of Anatolia in a narrow valley along the banks of the Yeşilirmak River. Agricultural activities are concentrated in the districts, not in the city center. Therefore, the study was applied to farmers in the districts of Amasya, where agricultural activities are intensive, especially in Suluova.

3.2. Research Design, Questionnaire, Variables and Scale

This research employed a quantitative approach to learn the opinions of the local people who farm in the region on this issue. A structured questionnaire was developed and administered between 28.06.2024-28.07.2024. The data collected from the structured questionnaires included information about the socio-demographic characteristics. To measure items, a 5-Point Likert Scale (ranging from 5=strongly agree to 1=strongly disagree) was employed, consistent with previous studies in the field.

To assess the reliability and validity of the items on the 5-Point Likert Scale, a Reliability Analysis was conducted. Reliability Analysis is a method used to evaluate the consistency of responses to survey questions, providing insights into the reliability and validity of the collected data (Eisinga et al. 2013).

3.3. Reliability Statistics

The data obtained in the study was analyzed using the SPSS (Statistical Package for Social Sciences) for Windows 15.0 program. Table 2 shows the Case Processing Summary and it is seen that 385 people participated in the study and 359 of them were considered valid. 26 surveys whose survey questions were not fully answered were excluded from the analysis.

Table 2. Case Processing Summary

		N	%
Cases	Valid	359	93.2
	Excluded(a)	26	6.8
	Total	385	100.0

Table 3. Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.800	.844	21

As a result of the reliability test (Table 3), the Cronbach's Alpha value of the scale consisting of 21 propositions was found to be 0.800. From the "Reliability Statistics" table, since the reliability of the factor is higher than 0.700 ($0.800 > 0.700$), "Cronbach's Alpha" is in a good and acceptable state.

4. RESULTS

4.1. Demographics and Background Variables

A total of 385 people participated in the survey. As seen in Table 4, 85.5% of the participants were male and 71.9% were married. When we look at the ratio of women and men participating in the study, the male ratio seems to be high. Although

women participate in agriculture as much as men, the rate of men participating in the survey was higher than women because the study was conducted with a system that applies to areas such as the chamber of agriculture and district agriculture. Although women actively participate in agriculture, the proportion of men in official agricultural activities has been observed to be high.

The highest age group of participants was between 30% and 41-50 years old. When looking at the education levels, it is understood that there are people with education at all levels, but the highest level is high school / vocational high school graduates with 35.8%. 40% of the participants stated that their employment status is farmers. It is understood that those who stated that they have other employment statuses are both engaged in farming and work professionally in other fields.

Table 4. *Distribution According to Demographic Characteristics*

Tables	Groups	Frequency	Percent (%)
Gender	Male	329	85.5
	Female	56	14.5
	Total	385	100.0
Marital Status	Single	108	28.1
	Married	277	71.9
	Total	385	100.0
Age Group	20 and under	18	4.7
	21-30	54	14.0
	31-40	110	28.6
	41 -50	116	30.1
	51-60	57	14.8
	61 and above	30	7.8
	Total	385	100.0
Educational Status	Primary Education	88	22.9
	High School/Vocational High School	138	35.8
	Associate Degree	66	17.1
	Bachelor Education	78	20.3
	Master's Degree	6	1.6
	Doctorate	9	2.3
	Total	385	100.0

Working Status	Farmer	154	40.0
	Retired	42	10.9
	Unemployed and Looking For a Job	10	2.6
	Public Employee	77	20.0
	Student	16	4.2
	Freelancer	52	13.5
	Agricultural Business Manager	28	7.3
	Other ()	6	1.6
	Total	385	100.0
Income Status (monthly) (TL/\$)	No Income	76	19.7
	7.501-10.000 /229-305	22	5.7
	10.001-20.000 / 305-610	78	20.3
	20.001 -Upper / 610- Upper	209	54.3
	Total	385	100.0
Do you have sufficient information about agricultural tourism?	Yes	175	45.5
	No	117	30.4
	I Heard But I Don't Know	58	15.1
	First Time Heard	35	9.1
	Total	385	100.0
Do you think your region is suitable for agricultural tourism?	Yes	270	70.1
	No	77	20.0
	No Idea	38	9.9
	Total	385	100.0

45.5% of the participants answered the question “Do you have sufficient knowledge about agricultural tourism?” as “yes”, while the rate of those who said “no” was 30.4%. 15.1% answered the same question as “I heard about it but I don’t know” and 9.1% as “I heard about it for the first time”. Accordingly, it can be said that almost half of those engaged in agriculture in the region have knowledge about agricultural tourism.

To the question “Do you think your region is suitable for agricultural tourism?” 70.1% answered yes, 20% said no, and 9.9% said no. The high number of yes answers to this question is thought to be a good indicator of the existence of agricultural tourism potential, considering that farmers know the region well.

4.2. Factor Analysis

Descriptive Factor Analysis was conducted to reveal the validity of the survey used in the study, and Confirmatory Factor Analysis was conducted to measure the suitability of the data to the scale used.

4.2.1. Descriptive Factor Analysis

To understand whether the sample size of the study is sufficient, the Kaiser-Meyer-Olkin (KMO) test was performed. As a result of the test (Table 5), the Kaiser-Meyer-Olkin (KMO) test result was obtained as 0.890. Since the obtained value was greater than KMO $0.800 > 0.5$, it was decided that the sample size was sufficient for factor analysis. Again, since $\text{Sig.} = .000 < P = 0.05$, it is understood that there is a significant relationship between the propositions.

Table 5. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.889
Bartlett's Test of Sphericity	Approx. Chi-Square	4087.653
	df	190
	Sig.	.000

In Table 6, 3 factors with eigenvalues greater than 1 were derived. These factors explain approximately 59.2% of the total variance (Cumulative %). In the total percentage consisting of these four factors, the first factor explains 26.357%, the second factor explains 48.123% and the third factor explains 59.247%. In the research, "If agricultural tourism develops, would you like to open a few rooms of your house to tourists for a fee?" The question was excluded from the analysis because it constituted a single factor. As a result, the result of the factor analysis was formed as Table 6.

When the Rotated Component Matrix (a) (Table 6) is examined, it is seen that all variables are gathered in three separate factors. The table shows that the factor loadings on the first factor are in the range of approximately 0.594-0.841, the factor loadings on the second factor are in the range of approximately 0.461-0.842, the third factor loadings are in the range of approximately 0.512-0.693.

As a result of the factor analysis, 4 different groups emerged. Accordingly, the results were considered as expectations from agricultural tourism (FK1 (Expectation (EXP)), FK2 (Knowledge (KNW)), FK3 (Anxiety (ANX))) as shown in Figure 1.

One of the questions that attracted attention in the analysis was the statement “The development of tourism has a positive effect on the young population staying in the region”, which appears to remain in both FK1 and FK2.

Table 6. *Total Variance Explained*

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.852	39.258	39.258	7.852	39.258	39.258	5.271	26.357	26.357
2	2.052	10.262	49.520	2.052	10.262	49.520	4.353	21.765	48.123
3	1.945	9.726	59.247	1.945	9.726	59.247	2.225	11.124	59.247
4	.975	4.873	64.119						
5	.867	4.337	68.457						
6	.782	3.912	72.368						
7	.714	3.569	75.937						
8	.652	3.259	79.196						
9	.608	3.042	82.239						
10	.526	2.628	84.867						
11	.511	2.556	87.423						
12	.451	2.255	89.677						
13	.394	1.970	91.647						
14	.333	1.663	93.310						
15	.310	1.548	94.858						
16	.293	1.464	96.321						
17	.232	1.161	97.483						
18	.185	.923	98.406						
19	.161	.804	99.210						
20	.158	.790	100.000						

Extraction Method: Principal Component Analysis.

Table 7. Rotated Component Matrix(a)

Propositions	Component		
	1	2	3
Would you like tourists to help pick fruits, harvest crops, or process agricultural products?	.841		
Do you want tourists to visit your farm or field on certain days?	.835		
Would you like tourists to help with animal care?	.810		
How would you like tourists to come to your village for accommodation to buy agricultural products, rest and have fun?	.762		
Would you like tourists to buy products directly from your field?	.721		
How would you like tourists to come to your village and/or farm for a day trip to buy agricultural products, rest and have fun?	.686		
What would be your approach to tourists camping on their own in your region?	.620		
Would you like yourself or your family members to work in cultural tourism to be opened in your region?	.594		
Tourism will increase the income of the local people.		.842	
Tourism will make a significant contribution to the social and cultural development of our region.		.839	
Tourism will benefit small businesses in our region.		.820	
Development of tourism will have a positive effect on women and young people in our region finding jobs		.712	
Seeing tourists come to our region makes me happy.		.651	
Development of tourism has a positive effect on the young population staying in the region.	.499	.615	
Would you like to open a farm business if agricultural tourism develops?		.461	
Development of tourism causes an increase in the prices of goods and services.			.693
I am concerned that tourists will disrupt our culture, traditions and customs.			.652
As tourism develops, the crime rate in our region will increase.			.643
If tourism develops, land prices in our region will increase.			.641
As tourism develops, environmental pollution in our region will increase.			.512

In the factor analysis, the proposition “Development of tourism has a positive effect on the young population staying in the region.” is included in both FK1 and FK2. This situation is thought to be due to the fact that some of the participants perceive the young people staying or leaving the region as positive and some as negative.

4.2.2. Confirmatory Factor Analysis

Confirmatory Factor Analysis (CFA) was conducted to evaluate the validity of the questionnaire used in the study and to understand the underlying factor structure of the scales, as well as to evaluate the factors obtained from the descriptive factor structure. IBM® SPSS® AMOS 26.0.0 graphic-based statistics program was used to perform the analysis.

As shown in Table 6, the scale used in the study was subjected to descriptive factor analysis and was found to have a 3-factor structure after the study. At this stage of the study, an analysis was made regarding the suitability of the obtained factors and the scale. The created model is shown in Figure 1.

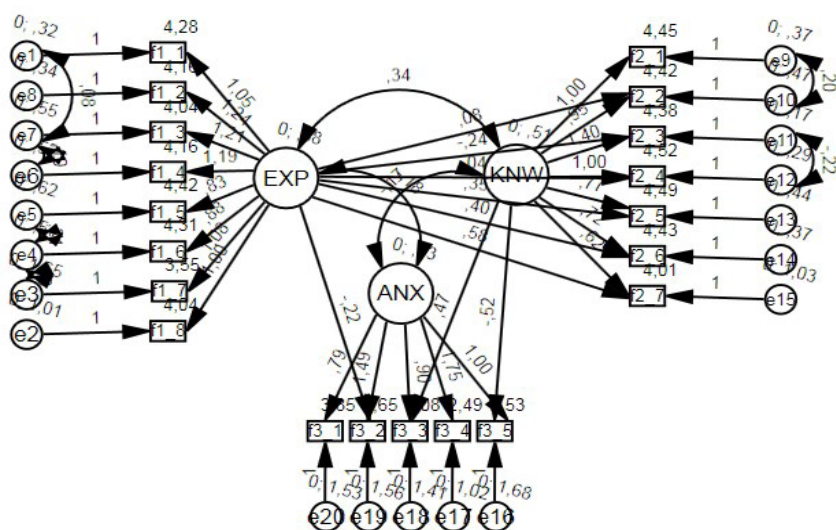


Figure 1. Model's Confirmatory Factor Analysis

Three factor models were used depending on the groups obtained as a result of the model descriptive factor analysis. The first factor is the Expectation (EXP) factor, which is what is expected from Agricultural Tourism in the Region, the second group is Knowledge (KNW), which measures the Knowledge of Farmers about Agricultural Tourism, and the third group is Anxiety (ANX), which is about the concerns and fears that farmers will create with the development of agricultural tourism in the region. It consists of. There were 8 observed variables in the first factor, 7 observed variables in the second factor, and 5 observed variables in the third factor group.

Fit Indices for Confirmatory Factor Analysis After the path diagram was drawn, the model was analyzed, but the exact fit value could not be achieved. For this reason, some corrections were made and these corrections were applied to the questions that were seen to negatively affect each other in the descriptive factor analysis. As a result of the corrections made, it was observed that the model values improved to a certain extent.

When the modified model was analyzed, it was seen that the minimum level was reached, Chi-square = 587.501, Degrees of freedom = 152 and Probability level = .000. Chi-Square test (CMIN and CMIN/DF): Since it is 3.865, it shows that the model fits the data to a certain extent. Again, when the model is evaluated in terms of its compatibility with the data obtained, it can be said that the Root Mean Square Error of Approximation (RMSEA): 0.086 and this value is acceptable. On the other hand, Comparative Fit Index (CFI) is understood to be 0.89, which is slightly below the acceptable value of 0.90. The fit of the model to the data is at a reasonable level, but to further improve the model, the model can be reconstructed in another way in accordance with the theoretical structure.

4.2.3. Evaluation of Results

When the factors obtained because of factor analysis are evaluated, it is understood that each factor has its own characteristics. It is seen that the questions in the groups differ according to their characteristics. These factors are grouped as Approach and Expectations to Agricultural Tourism (FK1), Approaches to Positive Thoughts about Agricultural Tourism (FK2), Approaches to Negative Thoughts about Agricultural Tourism (FK3) and Levels of Acceptance of Agricultural Tourism (FK4).

FK1 consists of questions measuring how participants approach agricultural tourism in terms of content (Table 8). When evaluated in general, the questions under this basis show what they expect (EXP) in case of development of agricultural tourism.

Table 8. *Approach and Expectations to Agricultural Tourism (FK1/EXP)*

	Component	N	Minimum	Maximum	Mean	Std. Deviation
Would you like tourists to help pick fruits, harvest crops, or process agricultural products?	.841	383	1.00	5.00	4.2872	1.02381
Do you want tourists to visit your farm or field on certain days?	.835	383	1.00	5.00	4.1723	1.16294
Would you like tourists to help with animal care?	.810	383	1.00	5.00	4.0496	1.23651
How would you like tourists to come to your village for accommodation to buy agricultural products, rest and have fun?	.762	381	1.00	5.00	4.3228	1.03019
Would you like tourists to buy products directly from your field?	.721	383	1.00	5.00	4.4308	1.03590
How would you like tourists to come to your village and/or farm for a day trip to buy agricultural products, rest and have fun?	.686	381	1.00	5.00	4.1811	1.20143
What would be your approach to tourists camping on their own in your region?	.620	383	1.00	5.00	3.5561	1.55404
Would you like yourself or your family members to work in cultural tourism to be opened in your region?	.594	381	1.00	5.00	4.0446	1.29396
Valid N (listwise)		377				

It is understood that the participants' approaches to agricultural tourism are largely positive. Within this factor, the proposition that participants viewed most positively (Mean=4.4308) is seen as "Would you like tourists to buy products directly from your field?" The second most positive proposition is (Mean=4.3228) "How would you like tourists to come to your village and/or farm for a day trip to buy agricultural products, rest and have fun?" The third most positive proposition is (Mean=4.2872) "Would you like tourists to help pick fruits, harvest products and process agricultural products?" The fourth most positive question is (Mean=4.1811) "How would you like tourists to come to your village for accommodation to buy agricultural products, rest and have fun?" The common point of these questions is that tourists support farmers to earn extra income outside of agriculture. It is thought that the reason for this situation is that farmers look very positively on the economic contribution that agricultural tourism will create. It is understood that farmers look positively on earning additional income from tourism by continuing their current agricultural activities in addition to the income they earn from agriculture.

When the approaches of tourists towards visiting rural and agricultural areas are evaluated apart from the economic contribution, it is understood that they agree with the question “Would you like tourists to visit your farm or field on certain days?” (Mean=4.1723) in the first place. This question is followed by “Would you like tourists to help with animal care?” with a Mean value of 4.0496. Another question: “Would you like yourself or your family members to work in cultural tourism to be opened in your region?” It is seen that they have a positive approach (Mean = 4.0446).

The question they agree with the least is (Mean=3.5561) “What would be your approach to tourists camping on their own in your region?” This situation shows that while tourists approach rural and agricultural areas with a certain amount of supervision positively, they approach their coming to their region without supervision on their own, less positively. Although the economic return of tourism is attractive, it is understood that the local people are hesitant about foreigners being around them on their own from a traditional perspective.

Table 9. *Approaches to Positive Thoughts About Agriculture Tourism (FK2/KNW)*

	Component	N	Minimum	Maximum	Mean	Std. Deviation
Tourism will increase the income of the local people.	.842	385	1.00	5.00	4.4468	.93980
Tourism will make a significant contribution to the social and cultural development of our region.	.839	385	1.00	5.00	4.3766	.99004
Tourism will benefit small businesses in our region.	.820	383	1.00	5.00	4.4204	.99386
Development of tourism will have a positive effect on women and young people in our region finding jobs	.712	385	1.00	5.00	4.5247	.90717
Seeing tourists come to our region makes me happy.	.651	379	1.00	5.00	4.4855	1.00616
Development of tourism has a positive effect on the young population staying in the region.	.615	381	1.00	5.00	4.4304	.97523
Would you like to open a farm business if agricultural tourism develops?	.461	383	1.00	5.00	4.0209	1.28405
Valid N (listwise)	.371					

In terms of content (Table 9), FK2 consists of propositions regarding the possible positive effects of agricultural tourism on the region. It is seen that the participants of the survey agree with the propositions included in FK2 at a high rate. When the propositions in this group are evaluated within themselves, the most approved proposition (Mean=4.5247) is “Tourism development will have a posi-

tive effect on women and young people in our region finding jobs". The difference of this proposition from the others is that it addresses unemployment and economic situation. When compared to the others, the least approved proposition (Mean=4.3766) is "Tourism will contribute to the social and cultural development of our region". The characteristic of this proposition is that it is about the social and cultural impact of tourism on the region.

Table 10. *Approaches to Negative Thoughts About Agriculture Tourism (FK3/ANX)*

	Component	N	Minimum	Maximum	Mean	Std. Deviation
Development of tourism causes an increase in the prices of goods and services.	.693	383	1.00	5.00	3.8460	1.34194
I am concerned that tourists will disrupt our culture, traditions and customs.	.652	383	1.00	5.00	2.6501	1.63496
As tourism develops, the crime rate in our region will increase.	.643	385	1.00	5.00	2.4909	1.53112
If tourism develops, land prices in our region will increase.	.641	383	1.00	5.00	4.0783	1.31608
As tourism develops, environmental pollution in our region will increase.	.512	381	1.00	5.00	2.5197	1.55521
Valid N (listwise)		375				

When evaluated in terms of content (Table 10), FK3 consists of propositions regarding the possible negative situations that agricultural tourism may create on the region. When evaluated in terms of the characteristics of the answers given to the propositions in this group, while it is agreed that there will be economic effects, the idea that agricultural tourism will have too many negative effects on the region in terms of cultural, environmental and crime elements is not fully approved.

When the judgments in this factor are evaluated, "Development of tourism causes an increase in the prices of goods and services." It is understood that the participants had very little idea about the subject (Mean = 3.8460). Although they do not fully agree with the judgment that tourists will have an impact on the culture and traditions of the region (Mean = 2.6501), it is understood that they almost do not have an opinion. "As tourism develops, the crime rate in our region will increase." While it is seen that they do not agree with the question, it is understood that they largely agree with the question "If tourism develops, land prices in our region will increase". The question that the other ideas are not enough for is "As tourism develops, environmental pollution in our region will increase." It appears to be the case.

Table 11. *Question Not Included in Factor Analysis*

	Component	N	Minimum	Maximum	Mean	Std. Deviation
If agricultural tourism develops, would you like to open a few rooms of your house to tourists for a fee?	.761	383	1.00	5.00	2.3864	1.53903
Valid N (listwise)	377					

As a result of the factor analysis, “If agricultural tourism develops, would you like to open a few rooms of your house to tourists for a fee?”, which emerged as a single factor. The question was removed from the analysis. When examined, it is seen that there is a remarkable result (Mean=2.3864). It seems that most of the participants answered this question negatively. Although the tourists in the survey have no objection to visiting farms, fields and villages, it is understood that they have a negative view of providing accommodation in their houses or farms.

5. CONCLUSION AND RECOMMENDATIONS

5.1. Results

As a result of the survey conducted in Amasya to measure the potential of those engaged in agriculture to obtain additional income from agriculture and to develop tourism as an additional sector along with agricultural elements, the following results were reached.

- Farmers, agricultural business owners, workers in agriculture and rural residents in the region have a certain amount of knowledge about tourism. The most important effect of this is thought to be the certain development of tourism in the city center of Amasya in recent years.
- The participants in the study want tourism to develop in their own region. It is seen that the most important effect of this desire for development is due to their awareness of the economic effects that tourism will create in the region.
- The participants in the study have a positive approach to visiting farms, rural areas and agricultural areas. On the other hand, it is understood that they are a bit modest when tourists come to the region on their own and camp.
- While the participants in the study believe that tourism will cause certain negative effects in economic terms, they do not agree that agricultural tourism will have too many negative effects in the region in terms of cultural, environmental and crime elements.

- The participants in the study have a positive view on tourists coming to the region and visiting agricultural areas and farms under control and even believe that this situation will have a positive effect on them economically. However, they state that they have a negative approach to hosting tourists in guest houses or in their own businesses.

Although Amasya is an agricultural city, it has also made progress in tourism, especially in recent years. Therefore, it is in a region with potential for agricultural tourism, where agriculture and tourism come together. It is an advantage that those engaged in farming in Amasya are aware of agricultural tourism, want to earn income from tourism, and that the terrain and climate conditions in the region are suitable. However, as an Anatolian city committed to its traditions, it is necessary to pay attention to the sensitivities of the people while developing agricultural tourism activities. As stated in the study results, the fact that farmers will not be disturbed by seeing tourists in their region but will not be happy with tourists wandering around or camping on their own is the most obvious example of this sensitivity.

In their study in the Bayramiç region, Dinçer and Emiroğlu (2017) stated that no agricultural activity was carried out for tourism, but because of the people's livelihood was generally agriculture and animal husbandry have a great potential. Aşık (2016) stated in the study that Gazipaşa has rich resources in terms of tourism supply and that agricultural tourism can be developed in the region as an alternative type of tourism. Yılmaz, Doğu and Yumuk (2014), stated that both olive and olive oil producers and other officials in the region stated that despite all the opportunities in Ayvalık, which has an advantageous position in terms of tourism, there is not enough awareness about tourism; They are of the opinion that the link between agriculture and tourism is weak but can be improved. The results of the above-mentioned studies are similar to the results of the study in terms of the potential of agricultural tourism. However, the farmers and agriculturalists registered in the study are different in terms of their concerns about polluting the environment, tourists staying in their own homes and visiting the environment on their own.

5.2. Suggestions

When the study results are evaluated in general, it is thought that the region has a certain social infrastructure and potential for the development of agricultural tourism. Accordingly;

- Studies on tourism education can be conducted in a region to develop agricultural tourism in the region.
- Research and studies can be conducted on businesses suitable for agricultural tourism and the infrastructure status of villages.

- Daily agricultural tourism practices such as “agricultural themed recreation areas” and “hobby gardens” can be initiated in Amasya districts, especially in Suluova and its surroundings.
- Financial support can be provided by organizations such as the Chamber of Industry and Commerce and the Agriculture and Rural Development Support Institution for farmers who want to invest in agricultural tourism.
- It would be appropriate to organize workshops with the participation of Amasya Provincial Directorates of Culture and Tourism, local government representatives, universities, non-governmental organizations and representatives of tourism businesses operating in the region, and to ensure that the feasibility of agricultural tourism is discussed.

Conflict of Interest

Authors declared no conflicts of interest.

Ethics

Ethical approval for this study was obtained from the Ethics Committee of Social Sciences at Amasya University with the official letter dated May 13, 2024, and numbered E-30640013-108.01-193516.

Authors Contribution Rates

Design of Study: BE (%50), ŞB (%50)

Data Acquisition: BE (%50), ŞB (%50)

Data Analysis: BE (%40), ŞB (%60)

Writing Up: BE (%50), ŞB (%50)

Submission and Revision: BE (%60), ŞB (%40)

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