

THE ROLE OF RURAL TOURISM IN RURAL DEVELOPMENT: THE CASE OF TURKEY¹

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ABSTRACT

Nowadays, the obligation of the adoption of environmentally friendly production is clearly understood by the all economies of the world. Since environmental degeneration is a common problem of all the sectors as well as the entire economies. However, the negative effects caused by environmental degeneration is higher for some sectors. Tourism sector stands at the top of these sectors.

A new generation tourism type, rural tourism is a type of alternative tourism that has sustainable development model with its environmentalist features. Because rural tourism has a structure that is available in all seasons, a balance in the geographic distribution of the touristic activities, a combinable with many tourism types. Ultimately, rural tourism is both alternative and supplementary of all alternative tourism types. In conclusion, the availability of rural tourism is argued in this study in terms of rural development of Turkey with its excessive rural tourism destinations.

Keywords: Sustainability, Alternative Tourism, Rural Tourism, Sustainable Tourism, Rural Development.

Jel Clasification: O18, O13, L83.

KIRSAL KALKINMADA KIRSAL TURİZMİN ROLÜ: TÜRKİYE ARAŞTIRMASI

ÖZ

İçinde yaşadığımız yüzyılda çevreyle dost üretim tarzlarının benimsenmesinin zorunluluğu tüm dünya ekonomileri tarafından açık bir şekilde anlaşılmıştır. Nihayetinde çevresel dejenerasyon tüm ekonomilerin olduğu gibi, tüm ekonomik sektörlerin de ortak problemidir. Fakat bazı sektörler için çevresel dejenerasyonun yarattığı olumsuzluklar biraz daha fazla olmaktadır. Bu olumsuzluklardan en çok etkilenen sektörlerin başında da "Turizm Sektörü" gelir.

Yeni nesil turizm türlerinden birisi olan kırsal turizm; çevreci özellikleri ile sürdürülebilir kalkınma anlayışına sahip, bir alternatif turizm türüdür. Çünkü kırsal turizm her mevsim yapılabilen, turistik faaliyetlerin coğrafi dağılımında denge unsuru olan, birçok turizm türüyle bütünleşebilen bir yapıya sahiptir. Nihayetinde kırsal turizm tüm alternatif turizm türlerinin hem alternatifi, hem de tamamlayıcısıdır. Bu bağlamda çalışmada yoğun kırsal turizm destinasyonuna sahip Türkiye'nin kırsal kalkınma açısından kırsal turizmi kullanılabilirliği tartışılmaktadır.

Keywords: Sürdürülebilirlik, Alternatif Turizm, Kırsal Turizm, Sürdürülebilir Turizm, Kırsal Kalkınma.

Jel Sınıflandırması: O18, O13, L83.

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INTRODUCTION

Increase in urbanization, agricultural modernization, and changes in environmental views have played an important role in popularizing rural areas. Rural tourism, which draws attention in these areas, called as rural area, as an alternative tourism type developing according to the economic, sociopolitical, cultural, historical, geographical and human structure of the area and also is promoted to develop.

In this context, rural tourism is described by the Council of English Tourism as “a strategy which is located in a sustainable tourism that meets social and cultural needs of the people, promotes and protects the natural environment and buildings, providing economic benefits from tourism destinations”(Countryside Agency and the Council of English Tourism, 2001). It should be noted that this definition also refers to the sustainability.

In a definition made by European Union, rural tourism is defined as “the whole of provided activities at small settlements where accommodation, catering and other services were provided in small-sized enterprises to the tourists aiming to have a good time with agricultural or domestic values as they expected” (EC, 1999).

The practice of rural tourism in rural areas is a necessity. On the other hand, it will be a mistake to name all the activities in rural areas as rural tourism. In this concept, for what distinguishes rural tourism from these other non-urban activities is the need for the existence of a permanent human presence (Chambers, 2004).

1. WHY RURAL TOURISM? IS RURAL TOURISM AN ALTERNATIVE FOR RURAL DEVELOPMENT?

Rural areas have undergone a restructuring process since the early 90s. People living in rural areas have started to seek alternatives to compensate for the decline they experienced in their income coming from traditional sources (MacDonald and Jolliffe, 2003). In this concept, Tourism is considered as a good option. Thus, the practice of environmentally friendly production that is compatible with agricultural activities would be possible instead of applications against agriculture (Hall et al., 2003).

Rural tourism is a good opportunity for economic development and various social results obtained from the rural environment.

Besides population increase and settlement sustainability which increase depending on vital sources of rural areas, trade opportunities, economic, cultural, and artistic elements, stability, and human relations have a significant role in the emergence of this opportunity (Ielenicz and Simoni, 2013). Because of that, rural tourism cannot be considered as the best choice for economy of all countries.

The precondition for the achievement in rural development meaning rural tourism is to make this tourism sustainable. Although offering different exotic areas to tourism might be threatening for rural tourism, sustainable rural tourism is a good alternative for the sustainability of rural development (SanagustinFons et al., 2011). Sustainable tourism is a phenomenon that could occur with the development of all types of tourism. It needs to draw attention of future generations and prevent the exploitation of natural and cultural resources. Mazilu (2010) indicates the importance of ecological, cultural and environmental sustainability for sustainable tourism. In this context, for both ecological and socio-cultural sustainability, the negative effects of touristic activities on natural environment should be minimized.

The density of social dimension in rural tourism takes it a step further among other alternatives because rural tourism is not only an important element of economic development, but also is a factor of the cultural and social progress (Dari, 2014). Therefore, rural tourism is an important development tool also for developing rural countries. One of the most important factors enabling this feature is its simplicity of working in the field of rural tourism in terms of rural participants and policy-makers (Tweeten et al., 2008).

2. THE ATTRACTIVENESS OF ELEMENTS IN RURAL TOURISM

Rural areas present a mysterious charm that is completely different from the geography of their country, its history, culture and results from rural ethnic characteristics. According to Köroğlu and Köroğlu (2006), it is possible to enrich the activities practiced in rural areas by means of benefiting from the region's unique value. These values are involved in a natural structure that allows practicing many activities at the same time. Pristine environment, different cultural values, authentic life, natural nutrition and participation in natural production facilities, intensive historical texture are some of these values.

A rural development project prepared focusing on the rural development, will focus on "Rural community". Attractiveness of elements in rural tourism are the determinants putting

pressure on the society of rural tourism and directing this society to rural tourism. These determinants are shown in Figure 1 from a study of WTO (2004).

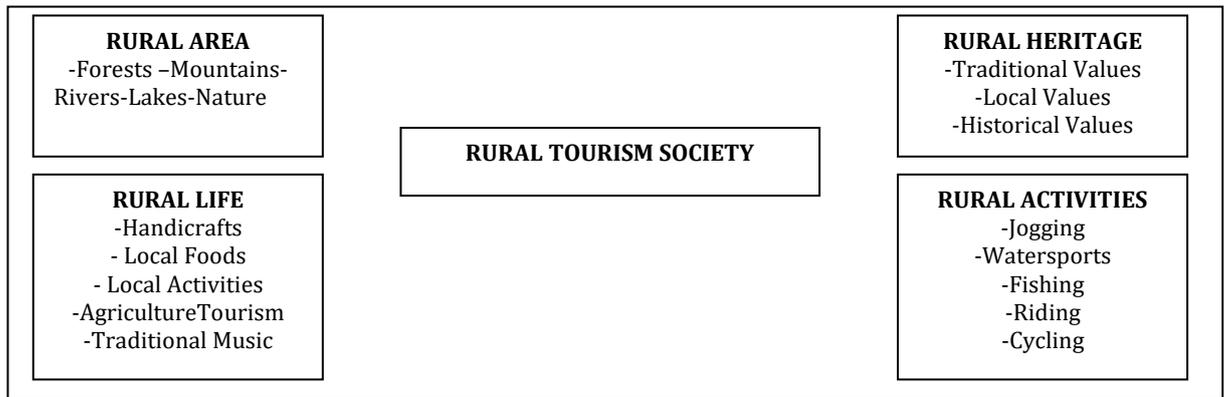


Figure 1. Determinants of Rural Tourism Society

Source: World Tourism Organization (WTO), Rural Tourism in Europe: Experiences, Development and Perspectives, 2004, s.13.

The determinants of rural tourism according to Figure 1 can be grouped under four headings: rural area, rural life, rural heritage and rural activities. In the recent years, the ability and the amount of local human capital has proved to be quite important to gain the benefits of development in rural areas (Nylander and Hall, 2004). With this reason, adding "Human Capital" subtitle will be appropriate under rural development title.

3. RURAL TOURISM IN TURKEY

Tourism sector is very important sector for policy-makers in Turkey. Ultimately it has contributed \$24.480 million to the \$45.836 million current account deficit by 2014 year. On the other side, intensive presence of resource structure and variety of destinations in Turkey which the sector needs in terms of supply structure raise the potential of this sector in the sense of economic usability. Because the contribution of tourism in Turkey to the national economy is not calculated separately, there is no statistical information about rural tourism. Therefore, the case of rural tourism in Turkey is handled in two aspects as; policymakers and applicability.

3.1. Political aspect of Rural Tourism in Turkey

It is The Ministry of Culture and Tourism of T.R. that determines the rural tourism strategy in Turkey. There are also two important institutions that direct the economic activities of tourism in Turkey. One of them is the obligatory programs for Turkey's EU full membership process; the other one is the

regularly organized Development Plans. In this context, it is needed to evaluate the rural tourism-oriented operations being carried out in Turkey in three sub-titles.

3.1.1. Rural Tourism with EU Harmonization Process

The approval of European Council for the Tourism Action Plan in July 1992 is an important step forward in the field of tourism for Turkey. According to this plan, some activity areas are formed as follows (DPT, 2000a).

- 1) The spread of tourist flows towards the less developed regions,
- 2) The development projects for cultural, rural, youth, social tourism,
- 3) Environmental protection

In fact, Rural Development Working Group created by Ministry of Agriculture and Rural Affairs of T.R. has leded the first awakening interest in the rural development in Turkey. In Rural Development Working Group Report (2002); rural development is discussed in detailed and all the details for the development of the rural development are shown.

In the EU Tourism Policy renewed in 2005, increasing the speed of sharing information through the use of new technologies in tourism, promoting vocational training for quality improvement, increasing the product quality and supporting the environmental sustainability were distinguished (Ünal, 2007). This case requires a comprehensive tourism policy in Turkey's EU membership process.

IPARD (Instrument for Pre-Accession-Rural Development) draws attention as a program used in the pre-accession rural development programs that the European Union carries out.

The main purpose of this program is, for applicant but not full member countries, to provide the implementation of the EU Common Agricultural Policy for EU and the identification of some priorities for the agricultural sector and rural areas in the candidate countries, and to offer solutions for problems (Turhan, 2005). IPARD plan was accepted as discussed in Rural Development Committee in 19 December 2007 and

approved officially by European Commission in 25 February 2008. In this program it was evaluated as two phases, "Rural Tourism" is in the first phase that covers the years 2007-2009 and is taken into consideration with the subheading diversification and development of rural economic activities under the rural development component (Başarır, 2008).

Conducted under IPARD, the results obtained from the SWOT Analysis about Strengths, Weaknesses, Opportunities and Threats of rural residential areas and infrastructures in Turkey are given in Figure 2 (Turhan, 2005).

<p><u>Strengths</u></p> <ul style="list-style-type: none"> - Rich culture and traditions, - Rural areas that have large number of production designs. 	<p><u>Weaknesses</u></p> <ul style="list-style-type: none"> - Insufficient restoration of building which symbolizes the rural culture and heritage in intensive rural tourism areas, - Inadequate infrastructure, - Impairment of quality of transportation vehicles, - Lack of effective production, quality and marketing opportunities of agribusiness, - Inadequacies in health and education.
<p><u>Opportunities</u></p> <ul style="list-style-type: none"> - Convenient climate conditions - Relations of rural areas with Civil Society Organizations. 	<p><u>Threats</u></p> <ul style="list-style-type: none"> - Inadequate financial sources - Inefficiency expenditures, - Low rate of public participation, - Sector-based approach in planning and decision-making.

Figure 2. Rural SWOT Analysis of Turkey According to IPARD

Source: Turhan, M.S. (2005) Avrupa Birliği Üyeliği Yolunda Türkiye Kırsal Kalkınma Tedbirleri Uygulama Süreci" T.C. Tarım ve Köy İşleri Bakanlığı Dış İlişkiler ve Avrupa Topluluğu Koordinasyon Dairesi Başkanlığı, Uzmanlık Tezi, Ankara, p.124.

Also Agriculture and Rural Development Support institution (TKDK) as part of supporting the rural tourism aims (<http://ipard.tarim.gov.tr>, erişim 14.09.2012);

- 1) The development of "bed and breakfast" pension, accommodation and restaurant services established by micro-entrepreneurs or farmers,
- 2) The establishment and development of farm tourism facilities,
- 3) Supporting the development of established plants for touristic recreational activities (sports activities, nature trips, history excursions etc.). In this context, it carries out various grant programs and incentives.

According to the results of another SWOT study that examined the contributions of rural tourism to Turkey rural areas as an addition to

previous analysis, the presence of national plans and programs is a strength, unemployment the density of and migration direction are weaknesses, increment in environmental sensitiveness is an opportunity and increased migration from rural to urban is emphasized as a threat (Akça, 2006).

3.1.2. Rural Tourism in the Development Plan Framework

It is observed that rural development is emphasized in development Plans of Turkey. All 10 development plans arranged by now, mentions; the population density of rural areas, the lack of employment capability, the massive migration from rural to urban areas, the necessity of creating new jobs in rural areas and state incentives which can be given in this whole process. However, for the first time, the importance of making right decisions for tourism and recreational areas in rural

settlements is mentioned in the fifth (1985-1989) Five-Year Development Plan (DPT, 1985). The subject of supporting tourism activities in rural areas is firstly mentioned in Tourism and Rural Development Report of the Special Commission (DPT, 2000) that was prepared during the period of Eighth Five-Year Development Plan (2001-2005) and it was emphasized that it is only possible with eco-tourism to maintain diversifying the economy of rural and industrialized regions while protecting natural values. Also in this report, tourism in mountain, spring and rural living environment should be carried out without damaging natural and ecological values and wealth.

With the 9th Development Plan (2007-2013), in addition to Turkey's coastal tourism, Turkey was found to have unique opportunities in terms of alternative types of tourism that include rural tourism. However, this potential is not used with an effort to identify rational sense (DPT, 2007), and rural tourism phenomenon has gained more meaning with Turkey's Tourism Strategy for 2023 that was prepared and promulgated in 2007. The 10th Development Plan (2014-2018), despite the rural development based content structure, does not have a direct emphasis on rural tourism case.

3.1.3. Turkey's Tourism Strategy-Rural Tourism in the Framework of 2023

This Plan aims to use Turkey's natural, cultural, historical and geographical value in the protection-usage balance and to increase the country's share of tourism while developing alternatives of tourism. Among the "Principles for Vision" take part in this strategy, by promoting the sustainable tourism, raising awareness on the subjects of rural tourism, eco-tourism and agro-tourism of public, private and non-governmental organizations are mentioned (Ministry of Culture and Tourism, 2007).

It is shown in Tourism Strategy of Turkey for 2023, what kind of tourism will be developed in which region with an action plan by classifying tourism values of Turkey on a regional basis, Conceptual Action Plan identified Black Sea region as "Plateau Tourism", Eastern Anatolia Region as "Winter Sports", Southeastern Anatolia Region as "Food & Beliefs Tourism", Central Anatolia Region as "Culture, History and Tourism", Aegean and Marmara Regions as "Culture and Thermal Tourism" development regions (Şerefoğlu, 2009). In fact, all of the identified development areas may seem different, but they are all

cornerstones of rural tourism, and they reveal a significant potential for rural tourism.

With the framework of Turkey's Tourism Strategy for 2023 and Action Plan in 2013, areas, which are aimed to be developed with rural tourism, are identified as follows (Ministry of Culture and Tourism, 2007):

1. TROY Culture and Thermal Tourism Development Zone

It is aimed to improve health and thermal tourism with the rural tourism framework of "TROY Culture and Thermal Tourism Development Zone" in the area where Çanakkale and Balıkesir are included.

2. Silk Road Tourism Corridor

Arrangements will be made enabling auto caravan and tent camping in protection areas which can be focus point on developing eco-tourism protection areas as forest recreation facilities located along the corridor and boutique hotel, pension, rural tourism facilities with planning works will be improved. In the region, current accommodation capacity will be enhanced with cultural and eco-tourism planning and implementations.

3.2. Ongoing Rural Tourism Projects in Turkey

With the increase in the importance of rural tourism in Turkey in recent years, some rural tourism projects have been established and put into practice. Some of these projects built through Ministry of Culture and Tourism, the Ministry of Agriculture and Rural Affairs and with the financial support of the EU can be summarized as follows (Şerefoğlu, 2009; Çolak, 2009 and Özdemir, 2012):

- Küre Mountains and Zümrüt Village Project / Western Black Sea Region,
- Kastamonu Azdavay and Yanıkali Mansion Restoration Project / Western Black Sea Region,
- Buldan Project / Aegean Region,
- DAKAP - Eastern Anatolia Development Program / Eastern Anatolia Region,
- DATUR - Eastern Anatolia Tourism Development Project / Eastern Anatolia Region,
- İzmir Şirince Village Project / Aegean Region,
- Manisa Tekelioğlu Village Project / Aegean Region,
- Göreme Project / Central Anatolia Region,

- Beypazarı Project / Central Anatolia Region,
- TATUTA - Agricultural Tourism in Ecological Farms - Volunteer Information and Experience Exchange Project / General,
- Winpeace – Turkey - Greece Women Peace Initiative – Karaburun / Aegean Region,
- Cumalıkızık Protection Survival 98 Project / Marmara Region,
- Gökçeada Project/Aegean Region,

All these projects are created for sustainable tourism phenomena, while considering the respective region's geographical, folkloric, historical, cultural and agricultural properties. ₺65 million grants for 154 rural tourism projects were provided by now and ₺130 million investment was made (www.tkd.gov.tr/Content/File/Yayin/Dergi/KirsalKalkinmaSayi-1.pdf).

All of the mentioned projects have generally succeeded in reaching their intended goal. But the important thing is sustainability of the projects. In this context, Eastern Anatolia Development Program - DAKAP and Manisa-Tekelioğlu Village Rural Tourism Development Project demonstrate a privileged structure. Following assessment will be meaningful to understand what makes these projects and programs successful.

- Eastern Anatolia Development Plan-DAKAP (Şerefoğlu, 2009):

Partners: United Nations Development Program and Atatürk University.

Project Budget: Approximately \$2 million 900 thousand. \$500 thousand by United Nations Development Program, \$200 thousand by Atatürk University and \$2 million 200 thousand were covered by the Swiss Agency for Cooperation and Development.

The Aim of the Project: The aim is to make development efforts of region sustainable by developing the capacity of human and social capital with organization and consulting methods in rural development, entrepreneurship, tourism and in some other areas.

The Range and Duration of the Project: Initially, Erzurum, Kars and Ardahan provinces with 6 counties and 20 villages were picked, then extended with Erzincan and Bayburt provinces. The duration of the project was defined as 2000-2004, then extended to 2006.

The Sustainability Technique: In the beginning, County Development Boards and Village Project Boards were established to ensure the organization afterwards these boards were transformed into associations for providing sustainability after the project period has expired.

Activities:

a) Education Works: Training programs and seminars were organized about rafting, English for tourism, housekeeping, food and beverage, hygiene, natural and cultural values, participation and regional branding issues.

b) Product Development Works: Of the region's tourism and nature inventory is taken.

c) Promotion Works: Festivals organized, websites created, printed promotional materials prepared and participations into the tourism fairs carried out.

d) Organization Studies: Workshops were organized, project boards were created and led to the installation of nature associations, present development associations were activated.

- Manisa-Tekelioğlu Village Rural Tourism Development Project (Şerefoğlu, 2009):

Partners: All public institutions and civil society organizations in Manisa, led by the Manisa Governor's Office were the main participants of the project. Tourism Provincial Directorate of Manisa, Manisa Provincial Directorate of Agriculture, Salihli Municipality, Salihli Chamber of Commerce, Manisa Rural Tourism Development Organization, and Tekelioğlu Cooperative were some of them.

The Aim of the Project: To improve socio-cultural, economic and environmental conditions of Tekelioğlu village.

Project Start Year: 2005

Project initiators: As following the Leonardo Program established with Cooperation of Salihli County Chamber of Commerce; this project was developed considering the history, natural features and agricultural production capability of village.

Activities:

a) Education Works: Public are educated on local food culture, the packaging of food, crafts and arranging festivals.

b) Promotion Works: Support of Manisa Municipality, Manisa Governorship, Manisa Provincial Directorate of Tourism and Salihli Chamber of Commerce, and the organization of the Manisa Agriculture Provincial Directorate,

a festival was arranged; especially with the participation of close villages, so it was tried to realize the desired promotion.

c) *Organization Studies*: In these programs by explaining the importance of establishing cooperatives in order to transfer the income of the villagers, the establishment of Limited Tekelioğlu Village Agricultural Development Cooperative was supported. Establishing the Rural Tourism Development Organization, important steps were taken to make both project and village sustainable.

These two picked successful examples, one of the projects is in the western part of Turkey while the other one is in eastern part, besides showing rural tourism potential of Turkey, they had a reputation about creating economic and social successes in their regions. However, rather than starting and finishing the projects, making these projects permanent and sustainable is the most important issue to be taken into consideration. Therefore, it is a necessity to ensure the continuity of the organizations that were established under these projects.

4. QUANTITATIVE RESPONSE TO "WHY RURAL TOURISM FOR TURKEY?"

Turkey is a country with around 80,000 large and small rural areas. While the high density of

rural areas for the country's economy describes the importance of rural development, it also makes essential to investigate the use potential of the rural tourism in the development of the country. Since rural tourism is a cornerstone in "tourism sector".

Current Account Balance is one of the most basic indicators that the contribution of tourism to the national economy can be seen. Current Account Balance is a table that shows the obligation of domestic residents against foreign residents or change of assets of non-residents (Obstfeld and Rogoff, 1997); it occurs without any interference in the natural course of economic life. Beside of this account group is the most important indicator of a country's external deficit and external surplus; it reveals an important structure for the exchange rate crises that the country may face in future periods (Corsetti et al. 1999). For all these reasons Current Account Balance is extremely important indicator for the sustainability of the country's economy.

Table 1; is designed to monitor the contribution of Current Account Balance to Turkey's tourism sector as the years 2005-2014.

Table1. Turkey Current Account Balance and Contribution of Tourism Sector (2005-2014) (Million \$)

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
I. CURRENT ACCOUNT BALANCE	-21 449	-31 837	-37 779	-40 192	-12 010	-45 312	-75 008	-48 535	-64 658	-45 836
B. Services Balance	15 872	13 819	13 935	18 779	18 538	16 594	20 120	22 427	22 844	25 728
The positive contribution of the services sector (%) *	42,53	30,27	26,95	31,84	60,68	26,81	21,15	31,60	26,11	35,95
- Tourism	16 087	14 468	15 781	19 541	18 405	17 391	20 171	21 251	23 180	24 480
Positive Contribution of Tourism (%) *	42,86	31,25	29,46	32,71	60,51	27,74	21,19	30,45	26,39	34,81

Source: <http://www.tcmb.gov.tr/> *Calculations were carried out with using available data by me.

Beside the as the period studied (2005-2014) is the view that Turkey's Current Account Balance has deficit continuously, tourism located in the services balance is noteworthy with the surplus continuously. This year the positive values obtained from the tourism sector, with the revealed as increases and decreases, tourism sector shows itself as the most important pillar of the service sector. Contribution of the sector to balance was at its highest level in 2009 and after the global crisis starting in 2008, under the influence of world

economy beginning with US, this contribution has revealed the efficiency of the sector with the 60,51% against business cycle fluctuations.

These positive contributions of tourism to both Service Sector and Current Account Balance, confirms that this sector in terms of Turkey's economy is an important economic tool that can be used every year.

Besides, Urban and rural distribution of the population in the country is an important factor for development. This structure

observed in this distribution can create a challenge for the development of the country. It is possible to benefit from rural tourism to transform this negativity to a positive structure. Since, in addition to being an alternative form of tourism, rural tourism is also a complementary tourism type. Intense relationship with culture and environment in forces this aspect and is effective on achieving the sustainability of tourism.

Today, becoming inadequate of economic resources in the rural areas for people living there, causes rural regions migration to urban regions. This process by causing unplanned events both in urban and rural life; causes social conflicts arising from cultural differences in the city, leads to loss of income derived from agriculture and livestock production. Table 2 is arranged to observe the distribution of urban and rural population in Turkey.

Table 2. Distribution of Total Population in Turkey According to City / County Center and District / Village Population

Years	Total Population	City/County Population	Rate in Total Population (%)	District/Village Population	Rate in Total Population (%)
2007	70 586 256	49 747 859	70,48	20 838 397	29,52
2008	71 517 100	53 611 723	74,96	17 905 377	25,04
2009	72 561 312	54 807 219	75,53	17 754 093	24,47
2010	73 722 988	56 222 356	76,26	17 500 632	23,74
2011	74 724 269	57 385 706	76,80	17 338 563	23,20
2012	75 627 384	58 448 431	77,28	17 178 953	22,72
2013	76 667 864	70 034 413	91,34	6 633 451	8,66
2014	77 695 904	71 286 182	91,75	6 409 722	8,25

Source: <http://www.tuik.gov.tr/PreTabloArama.do?metod=search&araType=vt>

In Table 2, parallel with the increase of the total population of Turkey, it is observed that City / Town Centre (cities) have shown an increase in the amount of population and in the share of the total population. While 70.48% of the total population in 2007 lived in the cities; this ratio increased to 91.75% in 2014. In contrast, the share of the population living in the countryside decreased from 29.52% to 8.25% for the stated years. In addition, it is observed that people coming from the countryside in Turkey prefer Marmara and Aegean regions where the most industry production was made and there were many job

opportunities in Turkey (http://www.tuik.gov.tr/veriBilgi.do?alt_id=1067).

Despite this rapid increase in urban population, rapid decrease in rural population makes it necessary to revise the country's rural development policy.

To evaluate the distribution the population between towns and villages, the migration routes occurs in the population in general, on the other hand it does not show the change the migration between the regions. Table 3; is designed to show net amount of migration according to regions and changes of taking and giving migration between regions.

Table 3. IBBS-Net Migration According to Level 1 (2009-2014)

REGIONS	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014
İstanbul	102 583	121 782	30 461	66 321	14 336
West Marmara	14 599	15 861	25 052	19 260	46 448
Aegean	955	1 225	25 355	15 741	46 115
East Marmara	37 579	42 824	37 090	47 044	56 189
West Anatolia	39 128	50 308	26 194	28 227	39 239
Mediterranean	5 479	-11 797	-10 524	-7 018	3 441
MiddleAnatolia	-34 624	-33 878	-15 862	-18 621	-25 860
WestBlack Sea	-50 720	-39 557	-14 393	-25 678	-34 818
EastBlack Sea	-22 723	-24 949	18 495	-9 223	-4 556
NortheastAnatolia	-30 104	-27 973	-34 434	-42 765	-43 088
Middle East Anatolia	-33 255	-61 679	-27 091	-26 972	-46 797
SoutheastAnatolia	-28 917	-32 167	-60 343	-46 316	-50 649

Source: http://www.tuik.gov.tr/veriBilgi.do?alt_id=1067

In Table 3, migration areas are represented with positive, emigration regions are represented negative numbers. According to this table, İstanbul, West Marmara, Aegean, Marmara and Western Anatolia Region are

seen as permanent field of migration; Central Anatolia, West Black Sea, East Black Sea, Northeast Anatolia, Central East Anatolia and Southeast Anatolia Region have been constant emigration regions. Mediterranean region have

taken migration some years, given migration some years. This embodiment; people from rural areas with the most production in Turkey's industry and jobs too, which shows the intensity of choice for Marmara and Aegean regions. Moreover, this demand; There also emphasizes the quality of the rural labor shortages.

CONCLUSION

The tourism sector is the key sector to make significant contribution to "Millennium Development Goals Project" which has the aims of poverty alleviation, environmental sustainability, and global partnership in development. In addition to this, it has a special significance on the elimination of inter-regional development imbalances. On the other hand, the rural tourism will be the most important way out for rural communities who cannot benefit from the positive economic effects of traditional sectors as agriculture and industry. UN World Tourism Organization (UNWTO) states that the total of world tourism revenues will reach to \$2 trillion by 2023 and because significant changes will occur in the world's tourist profile, the competition between the countries will step up. According to this prediction, rural tourism shows that an alternative form of tourism needs to be considered once again. In addition, the importance of rural tourism increases day by day both as an alternative form and as a complement of tourism. Moreover, this type of tourism draws attention as the best sector which can give the best results for the countries that have rural areas intensively for their development efforts. Because of the developable structure depending on the environmental, cultural and historical values, rural tourism is a sustainability-based economic activity.

Turkey appears to be a country that has the needed potential for rural tourism. In this context Turkey's current many values as cultural, geographical, historical, social and human; show a feature that can create economic value. As well as the bays and beaches of Aegean and Mediterranean regions, predisposition to nature, cultural and historical tourism; snowy mountains of Eastern Anatolia together with the density of historic value, cultural and historical mosaic carried as the cradle of civilization of Southeastern Anatolia, the vast plateaus of the Black Sea, Central Anatolia's historic texture located on the Silk Road, existing historical values, besides hosting the "The City of World, Istanbul" in Marmara, leded 7 regions in Turkey to be in

different touristic structures. These structures also followed by the wealth of Turkey's rural tourism.

In this study, role of the tourism sector in development is confirmed to be very large on Turkey. The mere fact that the performance on eliminating the deficits of country Current Account Balance, demonstrates this situation in the clearest way. However, approaching the country's economic development process only for basic tourism types and pushing back the alternative types of tourism, postpones the realization of a development backwards in real terms. Also occurred migration from rural to urban areas, show a potential of not only threatening the rural development, but also complicating the agriculture and livestock sector. Because theoretical content of plans and programs conducted for rural development hasn't been found in application, this migration fact is on the eve of gaining continuity.

The public institutions have the primary roles to get potential positive outcomes from rural tourism in Turkey. These institutions and organizations can be listed as Agriculture and Rural Development Support Institution, Development Agencies, Special Provincial Administrations, Village Service Unions, Metropolitan Municipalities and District Municipalities. In addition, Civil Society Organizations and universities may also be included in this circle. Raising awareness of people on rural tourism and rural development is a necessity. Then there are needs for financial support and, high applicable local development programs.

We can say that as a conclusion; Turkey appears to be a country with a specific great potential in terms rural tourism. However, it should be noted that rural development in essence is a good team and a neat organization work. If rural tourism is seen as a tool to be used in rural development, it is needed to create this team and organization in a healthy way. In addition, gaining continuity of the rural tourism depending on the value of history is not possible. Besides availability of the infrastructure, accessibility, suitability of accommodation and catering facilities in rural areas, there is a need to develop to implementations guaranteeing the participation in entertainment, sports, religious, cultural, and traditional activities. Therefore, rural tourism activities can provide expected benefits with the joint efforts of several both public and private organizations, and so it can show the power that will make development sustainable.

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