

Alternative Tourism and Ecological Farms on Creating Diversification of Tourism Product: Example of Pastoral Valley

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Introduction

In recent years because the consumers have taken part in tourism mobility repetitively and they have gradually tended to choose alternative tourism products instead of classical tourism products, it is seen in a sensible degree that there is an increase in demand and growing supply in alternative tourism. Since the beginning of 1990's, the tendency of touristic consumers have intensively appeared from classical tourism products called sea, sand and sun trilogy to products that are individual and require special interest. There are a great many reasons for this tendency such as satisfaction level for classical tourism product, demand in discovering different cultures, shortening distances between countries, growth in education and income level, increase in third age tourists who have solved their economic problems and have desire in joining cultural and sport activities. Tourism investors have begun to lead their investments according to wishes of the demand to reposition their place in the market.

There has been diversification in tourism product with the help of the change in the demand in consequence of the investments generated. Product Diversification in tourism can be defined as making historical, social, cultural, natural etc. resources that are in the structure of tourism entity or destination apart from a classical tourism product accessible, supporting these resources by opportunities of entity that produce touristic product and presenting these resources at the service of tourism consumers.

In the context of product diversification, one of the tourism varieties which arises as an alternative for classical tourism is ecotourism. Ecotourism as a term has become popular with sustainability discussions and gaining importance of tourism environment relations and in recent years it has been often used. Ecotourism is much wider topic than mobility of nature lovers and tourists who are sensible for environment. In reality, this topic is an integration of environmental, economic and social relations. As a definition made by International Nature Protection Association, ecotourism is a travel and visit which is liable to unspoilt natural areas environmentally, supports protection of nature and cultural resources by understanding them, provides socio-economic profit for local people and has a low effect for visiting.

Purpose

The study was done owing to changing tourist profile and Pastoral Valley Ecological Farm Life which comes out as one of the alternative tourism investments as a result of changing tourist profile and serves in the concept of ecotourism, agricultural and farm tourism and its being an example entity as a topic of tourism product diversification. Besides, this study was done on the purpose of emphasizing the significance of tourism product diversification studies. In this study primarily the terms, alternative tourism and product diversification were defined. Following, Pastoral Valley Ecological Farm Life was examined in the scope of ecotourism and farm tourism which are one of the alternative tourism and expected by tourists who are going to increase in number in the future and sensible for environment and nature, look for natural fabric and values, miss and want to have natural life areas in the city life.

Method

In this study, case study method which is one of the qualitative research methods was used. The reasons why this method was chosen are the demand to examine the topic of the study in its living environment and the method's giving a chance to collect information in depth, having the research centre with unique features and having no studies done so far. Another reason why this method was chosen is allowing for developing new theories by giving opportunity to get detailed information about any topic, entity and region. The data collection tools are interview in this study, observation and document analysis.

Conclusion

Day by day the tourism mobility of the world is moving to different destinations, the interest particularly for the new regions and various tourism types is rising. As a result of this, the new destinations are preferred more than classical tourism regions by the people who are in tourism mobility and increase in demand is making progress concordantly.

Owing to especially global warming, decrease in biological variety day by day, increase in income level, growing stress on account of urbanization, desire for natural products and ambition for getting in touch with nature, ecological farms have progressed as new marketable products in tourism. In Pastoral Valley Ecological Farm Life which is the main topic of the study, there are many opportunities like integration with rural life, developing hand skills in the local culture workplaces by meeting nature and naturalness, going away from stress by spending time with soil, being able to travel during the whole months of the year. Moreover, when all activities are implemented, there is a chance to utilize nutrition opportunities of organic products for human health.

Pastoral Valley serves in the context of ecotourism, farm and agriculture tourism which are the most important tourism diversifications. Besides, it helps not only provide and protect the advantages mentioned but also use natural resources that take place near the top particularly among tourism resources by protecting them. Because of the negativities and environmental effects that are caused by uncontrolled and unplanned developments in mass tourism and to provide sustainability of destinations, the need in nature centred entities are increasing day by day. It is seen that guests who visited Pastoral Valley, generally are comprised of a mass which has high education level, middle-age group, interested in local values and cultures and lives in metropolis.

Business which is subject of the study were chosen because of the reasons such as contribution of travelling consumer group and local people to environmental awareness, its effort to protection and maintain local-cultural lives, the sensitivity to save the nature which is the primary source of tourism, the contribution to help the sustainability of the destination. And it has been examined by the case study method.