



A Study on Examining Turkey and Australia by Swot Analysis in terms of Ecotourism

*Olca SEZEN DOĞANCILI^a, Serdar TARAKÇIOĞLU^b

^a Amasya University, Tasova Yuksel Akın Vocational College, Amasya/Turkey

^b Gazi University, Faculty of Tourism, Department of Travel Management and Tourism Guidance, Ankara/Turkey

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Abstract

This study is aimed to discuss the conditions of ecotourism in Turkey and Australia. Because Australia is one of the best ecotourism place country in the world, but Turkey have more ecotourism wealth despite of not significant place in the world. So the strengths of Australia are considered to be examples for Turkey. The research categorized the data collected through literature survey by SWOT analysis. With this categorization, is discussed Turkey's and Australia's strengths and weaknesses, opportunities and risks in terms of ecotourism. The results of the study can be summarized as follows: Both Turkey and Australia have rich potentials in ecotourism. While ecotourism is supported with various strategies and action plans in Turkey, Australia holds a system of certification for ecotourism. In this study that whiles the cited certification system serves the sustainability of natural areas, the projects done in Turkey pose risks to natural areas. Besides, ecotouristic areas in Turkey suffer from such factors as infrastructure and superstructure defects, needs of enrichment, pollution caused by visitors, and shortage of inspection.

* Corresponding Author.

E-mail: olca.sezen@amasya.edu.tr (O.SEZEN DOĞANCILI),